

# **Project Report**

## **“A STUDY ON VARIOUS PRODUCTS OFFERED BY DINSHAW’S COMPANY IN NAGPUR CITY”**

Submitted to

**G. S. College of Commerce & Economics, Nagpur**

Affiliated to

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**Ms. Pratiksha Gunottam Khawase**

Under the Guidance of

**Prof Ashima Varghese**

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**G.S College Of Commerce and Economics, Nagpur**

**Academic Year 2022-2023**





**CERTIFICATE**

This is to certify that **“Pratiksha Gunottam Khawase”** has submitted the project report titled **“(A Study On Various Products Offered By Dinshaw’s Company In Nagpur City)”**, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Ashima Varghese**

**(Project Guide)**

**Place : Nagpur**

**Date**

**Afsar Sheikh**

**(Co-ordinator)**

**G.S College Of Commerce and Economics, Nagpur**



**Academic Year 2022-2023**

**DECLARATION**

I here-by declare that the project with title “A Study On Various Topics offered By Dinshaw’s Company In Nagpur City” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me..

**Pratiksha Khawase**

**Place: Nagpur**

**Date:**

**G.S College Of Commerce and Economics, Nagpur**

**Academic Year 2022-2023**



**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Ashima Varghese for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and valuable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Pratiksha Khawase**

**Place: Nagpur**

**Date:**

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## **EXECUTIVE SUMMARY**

The study is done on various products offered by Dinshaw's company. It was carried out in the year 1932. The sample for the study was various products of Dinshaw's company.

In Nagpur city, it has been found that men purchase this brand more than women. People tend to buy an ice-cream more frequently for its taste and the way it is being presented, and according to that 60% people opt for taste.

Not only ice-cream but also butter, and shrikhand are the products which are frequently used. Not once a month but every week 42.9% majority of people consume Dinshaw's ice-cream. Mostly chocolate flavor was sold. Only 5.7% people think that the price of Dinshaws products were low.

I have carried out a survey form through which following analysis and conclusions have been made:

- It has been found that nearly 71.4% people who chose our brand were teenagers.
- After comparison with ice-cream brands like Amul, Kwality Walls and Vadilal the percentage of people who chose their best brand "Dinshaw" was 68.6%.
- Dinshaw's margin to retailer's percentage was 25.5%.
- Good response came from the residence of Nagpur city after adding variety in flavors and packing quality.
- Because of unique selling strategy Dinshaw's ice-cream is being loved the most.

# **INTRODUCTION**

## INRODUCTION

The research work carried out below to study the products offered by Dinshaw's company in Nagpur city in present crisis environment. In consumer market, commitment to quality and customer satisfaction in the basic success of any organization. Dinshaw's ice-cream is a well organized company, with a wide range of ice-cream and other products.



The management reviews the overall position of the company in this one year and this available data and information of the management, adopt a perfect strategy to acquire more growth in the market. The company has continuously focused on operational efficiency, improving product availability and visibility and initiated efforts to make it's products more relevant to the consumers.

Therefore, I have selected this company to study the various products offered by Dinshaws. I conducted market research in a systemtic manner by applying all management tools to find out the customer satisfaction towards Dinshaw's products.

There has been continuous focus on the 7 value drivers, namely:

- Sales growth
- Profit margin
- Working capital intensity
- Fixed capital intensity
- Income tax rate
- Cost of capital
- Value growth duration



## **The customer awareness towards Dinshaws**

The project depicts the main drivers of the retail revolution and how thus revolution changes the buying behaviour of the customer, increase in disposable income of the middle class, infrastructure development and changing customer choice. Organized retailing was introduced in the last decade and has emerged as one of the sunrise industry India. The survey intends to analyze the factors influencing consumer behaviour towards organized retailing, their source of purchasing and the factors which influences their habit of purchasing from malls and high end retailing sections in Nagpur.

The present study has been undertaken with the prime objective to determine the factors influencing customer's buying behaviour while purchasing food commodities from Dinshaw's outlets. It also focuses on finding out the current status of the Dinshaw's company and determine where it stands in the current market. People mostly come to organized retail as they get quality products at affordable prices at more discount/offer under one roof. It is also clearly known that organized retail stores sells their goods at a discounted price as compared to the market. Even it provides good service and ambience to its customers which encourage them to visit and shop more and more times.

Research in retail is very important, as customer preferences and choices are dynamic and change frequently, the retail company needs to understand these before redesigning its processes for enhancing business and many more. Since customer interaction takes place at the store and nearby store, there is a big opportunity to gather first-hand information and feedback from customers through research and survey. All retailers are known about Dinshaw's ice-cream. The advertisement and propaganda of every retailer is to contribute so much to the product awareness. The percentage of the product awareness of Dinshaw's ice-cream is up to 85%.

## **The impact of covid-19 on sales and growth of Dinshaws**

The ratings continue to reflect the expected moderation in operating performance on account of subdued demand of ice-cream amid covid-19. Dinshaw's revenue is expected to decline by about 35% in fiscal 2021 driven by lower revenues from ice-cream segment on account of missing of peak summer season and marginally lower sales of milk and value added products due to closure of Hotels, Restaurants and café. For the first five months of fiscal 2021, revenue from ice-creams and dairy segments was 30% and 90% of revenues in the corresponding period of previous fiscal. Full year benefit of price hikes done across product categories in fiscal 2020, coupled with the benefit of lower milk procurement cost, is expected to contain operating margin at 5.8% in fiscal 2021, despite lower sales of the high-margin ice-cream.

Revenue remained flat at Rs 569 crore in fiscal 2020 due to decline in demand for ice-creams amid the pandemic. Operating margin moderated to 5.4% in fiscal 2020 and 9.8% in fiscal 2019 due to higher milk procurement costs and flat sales. The revival in operating performance and financial performance in fiscal 2021 and over the medium term will be a key monitorable.

Consequently, financial risk profile is also expected to moderate with limited cushion between net cash accrual and debt repayment in fiscal 2021. However, need-based financial support is expected from the promoters, as has been seen in the past.

The ratings continue to reflect Dinshaw's established market position in the ice-cream and dairy segments, and moderate financial risk profile. These strengths are partially offset by a modest scale of operations with geographical concentration in revenue, and susceptibility to fluctuations in milk prices, changes in Government policies and Governmental conditions.

# **HISTORY OF DINSHAW'S**

## **HISTORY OF DINSHAW'S**

Dinshaw's was established in the year 1932 by Dinshaw and Erachshaw Rana. It started out as a diary business in Gittikhadan, Nagpur. Seth Eduljee Dinshaw was a Karachi based Parsi philanthropist during the British colonial era. Dinshaw had risen from poverty, and become the largest landowner in the city. Dinshaw's business continues to grow in a market that sees ice-cream as luxury. Then in 2002 the Bapuna family joins Dinshaw's as an equal stakeholder, leading to growth in leaps and bounds. In 2012, a new 5,00,000 litres/day dairy plant was established.

With Dinshaw's ice-creams available all over India , and the dairy products are mainly distributed in Central India. Since, it's existence, the company insists on honesty, integrity and fairness in all aspects of its business. The tagline of Dinshaw is "We use the choicest of the ingredients to make what you love the most".

Based in Nagpur in central India, Dinshaw's products are available in more than 6,000 outlets in 13 states. The company's portfolio also includes other dairy items such as ghee, shrikhand, Dahi, dairy beverages, fresh Paneer, Butter etc. Ice-cream today seems to have captured the fancy of taste buds, the world over caste,color, age society and most of all seasons is absolutely no bar to its environment, new flavours and color combinations.

DINSHAW'S DAIRY FOODS PRIVATE LIMITED have introduced "DINSHAW'S ICE-CREAMS" which was established in the year 1932. Dinshaws introduced more types of ice-creams in there business over time which may include, pocket friendly range to the premium ice-creams. As the time passes Dinshaw thought of making its products in better quality with modern age. Some of the products of are : chocolate brownie, Rajwadi chappan bhog, Fruit overload combo, kaju kismis and many more.

# COMPANY PROFILE

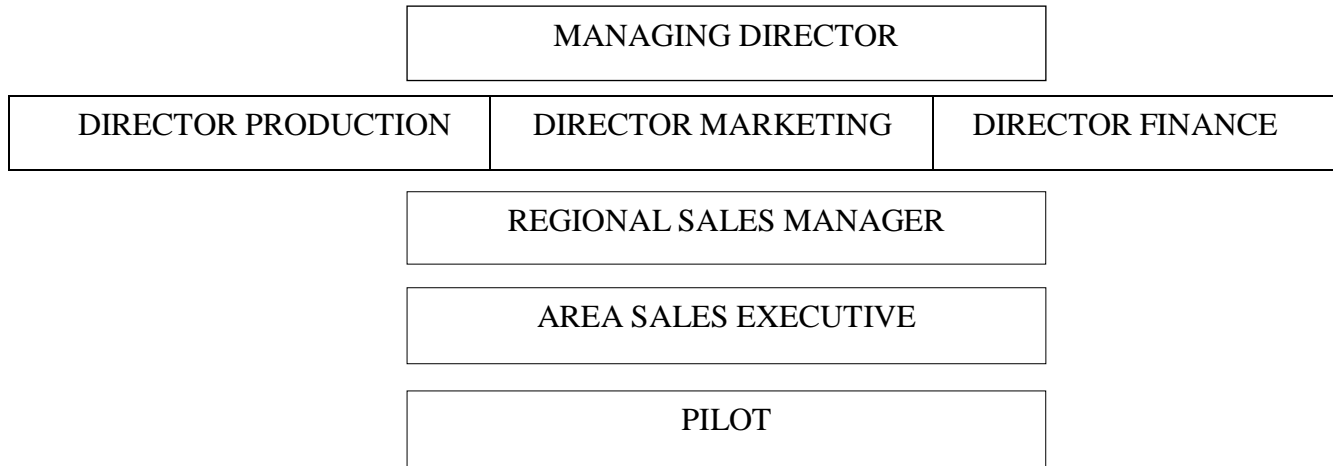
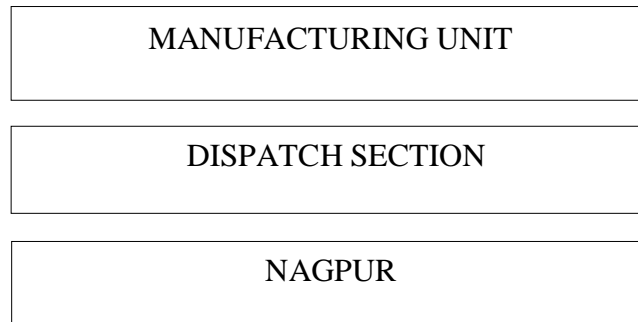
## COMPANY PROFILE

Company Name	:	DINSHAW'S DAIRY FOODS PRIVATE LIMITED
Date of Incorporation	:	19 August 1998
Activity :	:	Manufacture of dairy products production of raw milk is classified in class.
Indian employee	:	501-1k count
Headquarter	:	Nagpur, Maharashtra, India
Office location	:	Nagpur, Maharashtra, India
Share capital	:	INR 7.65 cr
Total paid-up capital	:	INR 6.50 cr
Turnover	:	INR 100 cr – 500 cr

Dinshaw's Dairy Foods Private Limited is a Private incorporated on 19 August 1998. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. It's authorized share capital is Rs. 6,50,00,000 and its paid up capital is Rs. 6,50,00,000. It is involved in manufacture of dairy products production of raw milk is classified in class.

## PLANT & EQUIPMENT

Dinshaw's ice-cream and desserts are created in a state of the art, sophisticated plant that is equipped with latest technology and top of the line amenities. The plant is located in Nagpur. They use advanced international technology to create ice-cream with strict adherence to serve quality controls and hygiene norms. Thus ice-cream is a super premium ice-cream with natural ingredients and available in only selected parlors.

**ORGANIZATION CHART****DISTRIBUTION NETWORK**

**MARGIN STRUCTURE**

<b>Brand's Name</b>	<b>Margin to distributors</b>	<b>Margin to Retailer</b>
Dinshaws	10%	25.50%
Amul	06%	15%
Freshna	17.50%	25%
Vadilal	12%	24%
Kwality Walls	08%	22%

There are various brands in the market like Dinshaws, Amul, Freshna, Vadilal, Kwality Walls etc. Each and every brand has the different margine distribution. On the baisis of percentage, margin structure is divided into two types, margin to distributors and margin to retailers.



## PRODUCT PROFILE



Dinshaw's ice-cream and dairy products are super premium, made with natural ingredients and is available only in selected parlors. Dinshaw's ice-cream and dairy products dealing with various categories given below & each one having various flavors.

### Dinshaws ice-cream



- Dinshaws Premium Tubs Ice-Cream

<b>Dinshaws Ice cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Shahi Ratna	700 ml	Rs. 260
Rajwadi Chhapan Bhog	700 ml	Rs. 260
Sitafal	700 ml	Rs. 230
King Alphonso	700 ml	Rs. 230
Belgian Chocolate	700 ml	Rs. 230
Hazel Nut Mania	700 ml	Rs. 230
Chocolate Brownie	700 ml	Rs. 230

- Dinshaws Family pack 1+1 ice-cream

<b>Dinshaws Ice-cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Vanilla Combo	700 ml + 700 ml	Rs. 200
Strawberry Combo	700 ml + 700 ml	Rs. 220
Pista Combo	700 ml + 700 ml	Rs. 220
Rajwadi Chhapan Bhog Combo	700 ml + 700 ml	Rs. 370
Rajbhog Combo	700 ml + 700 ml	Rs. 350
Kesar Pista Combo	700 ml + 700 ml	Rs. 350
Anjeer Badam Combo	700 ml + 700 ml	Rs. 350
Shahi Kalakand Combo	700 ml + 700 ml	Rs. 320
Rabadi Malai Combo	700 ml + 700 ml	Rs. 320
American Nuts Combo	700 ml + 700 ml	Rs. 280

- Dinshaws 400 ml Ice-cream

<b>Dinshaws Ice-Cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Butter Scotch	400 ml	Rs. 80
Pista	400 ml	Rs. 60
Vanilla	400 ml	Rs. 40

- Dinshaws Allur Maha Sundae Ice-Cream

<b>Dinshaws Ice-Cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Jafrani Badam Pista	125 ml	Rs. 60
Death By Chocolate	125 ml	Rs. 50
Kaju Kismis	125 ml	Rs. 50

- Dinshaws Allure Cup Ice-Cream

<b>Dinshaws Ice-Cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Rajwadi Chhapan Bhog	100 ml	Rs. 60
Chocolate Brownie	100 ml	Rs. 50

Dinshaws Sugar Free Ice-Cream

<b>Dinshaw's Ice-Cream Flavors</b>	<b>Weight</b>	<b>Price</b>
0-Sugar Vanilla	125 ml	Rs. 40
0-Sugar Anjir Badam	125 ml	Rs. 60

- Dinshaw's Party Pack Ice-Cream

<b>Dinshaw's Ice-Cream Flavors</b>	<b>Weight</b>	<b>Price</b>
Vanilla	1.2 litre	Rs 200
Butterscotch	1.2 litre	Rs 220

## Dinshaw's Dairy Products



**SHRIKHAND**  
(Kesar Pista Elaichi)



**COW GHEE**  
1 Ltr/500 ml/200 ml



**DAHI**  
(Also have kadhi Dahi)



**DAIRY BEVERAGES**  
Lassi and Chaas



**BUTTER**  
**100g**



**WHITE GHEE**  
**1 Ltr/ 500 ml/200 ml**

**Dinshaws Milk**



**AAHAR (Toned Milk)**  
**1 Ltr/ 500 ml/ 200 ml**



**AMRIK (Standardized Homogenized Milk)**  
**900 ml/ 450 ml/ 180 ml**



**SARVOTTAM (Full Cream Milk)**

**1 Ltr/ 500 ml**



**PRABAL ( Standardised  
Unhomogenized Milk)**

**1 Ltr/ 500 ml**



**PHOORTI (Double Toned Milk)**

**500 ml/ 200 ml**

# **RESEARCH METHODOLOGY**



## **RESEARCH METHODOLOGY**

Research Methodology is the methodology for collecting all sorts of information and data pertaining to the subject in questions. The objective is to examine all the issues involved and conducted a situation analysis.

Research is an art of scientific investigation; research is the systematic method consisting of enunciating the problems, formulating a hypothesis, collecting the facts and data, analyzing the fact and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalization for some theoretical formulation.

The Methodology includes the overall research designs, sampling procedures and analysis\_procedure. The Methodology used in the study consists of sample survey using both primary data and secondary data

### **Research Design**

The descriptive design will be taken for providing a description of the topic that is selected for the report. Descriptive designs mainly involves interaction with a certain group of people, and it usually take place with the help of surveys.

### **Sample size**

The sample of 50 respondents will be taken into consideration within the city.

### **Sample area**

The sample area will be Nagpur city.

## **Sampling Method**

Convenience sampling was used by the researchers because it is easy and cheap to collect data. Moreover the population size was large to cover so it was best to use convenience sampling.

## **Data Collection**

Structured questionnaire was used for the collection of primary data. Both open ended questions and multiple choice questions were involved in questionnaire. In open ended questions consumers were free to answer and in multiple choice questions respondents are offered various options to choose from.

## **Primary Data**

Data collected using the survey method by conducting the structured questionnaire with organized retail consumers visiting Dinshaw's outlets.

## **Secondary Data**

The secondary source of data provided insight to understand and define the nature of the problem. Secondary data will be collected through various sources like company websites, magazines, internet source. Various reports and articles from the internet provided the information regarding the consumer behaviour towards Dinshaw's products in Nagpur city.

# **OBJECTIVES**

## **OBJECTIVES OF STUDY**

- To do comparative study of value of the product among the other brands in the market.
- To determine the customer awareness about the product.
- To verify what are the reasons for hampered sales of Dinshaw's Products.
- To analyze the impact of pandemic on sales and growth of Dinshaw's.

# **SCOPE AND LIMITATIONS**

## **LIMITATIONS OF STUDY**

In research there will be certain limitations those are as follows :

- The study done will be done with the limited resources available on the internet.
- The data will be collected within Nagpur city.
- Study is limited on company restrictions.

## **SCOPE OF STUDY**

This was done to do a comparative study of value of the product among the other brands in the market. It highlights the consumer satisfaction in Nagpur city. The research study is limited in nature.

# **HYPOTHESIS**

## **HYPOTHESIS OF THE STUDY**

H0 – There is no impact of covid -19 on consumer satisfaction/sales on Dinshaw's goods.

H1 – There is a huge impact of covid -19 on consumer satisfaction/sales on Dinshaw's goods.

H0 – There is no customer awareness about Dinshaw's products.

H1 – There is customer awareness about Dinshaw's products.



# **DATA ANALYSIS AND INTERPRETATION**

## **DATA ANALYSIS AND INTERPRETATION**

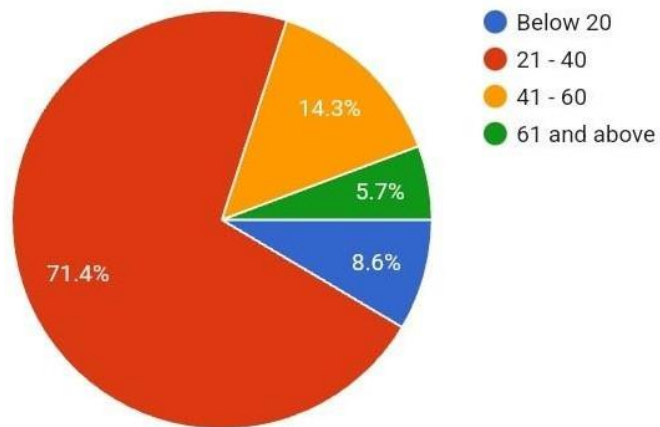
Once the data has been collected, it should be analyzed. After that the data is being processed. The processing involves steps like data encoding, editing, tabulation, unnecessary data cleaning, etc.

The basic purpose of editing is to examine the collected raw data to check error and omissions and to correct these errors, editing involves a careful scrutiny of the completed schedules. During this phase, the answers which were found to be incompletely answered or erroneous or inconsistent in nature were isolated and the respondents were followed up again.

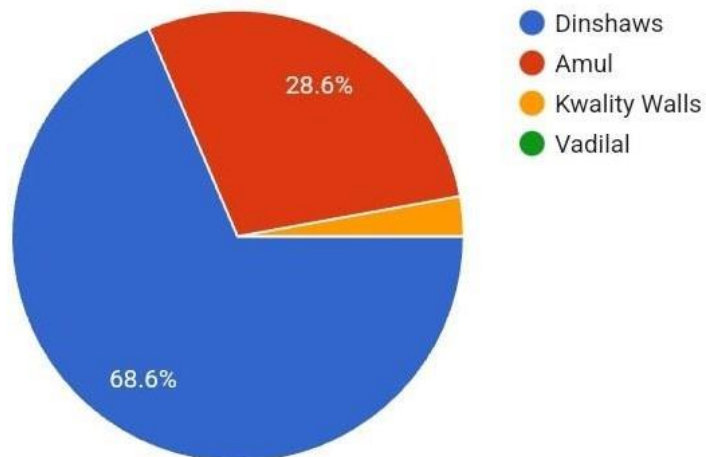
Since a structured questionnaire was made, there was no need of post coding. The next step was tabulation, where the responses in different categories were simply counted. Simple tabulation was employed in which statistical tools like frequency distribution and percentage were used.

## ANALYSIS OF THE TOP ICE-CREAM BRANDS IN THE MARKET

- According to age group :



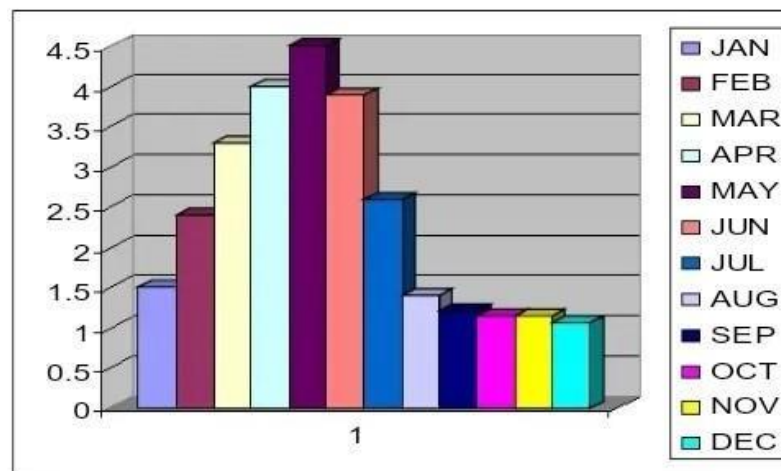
- Compare quality of each ice-cream company :



- **Seasonal Fluctuation**

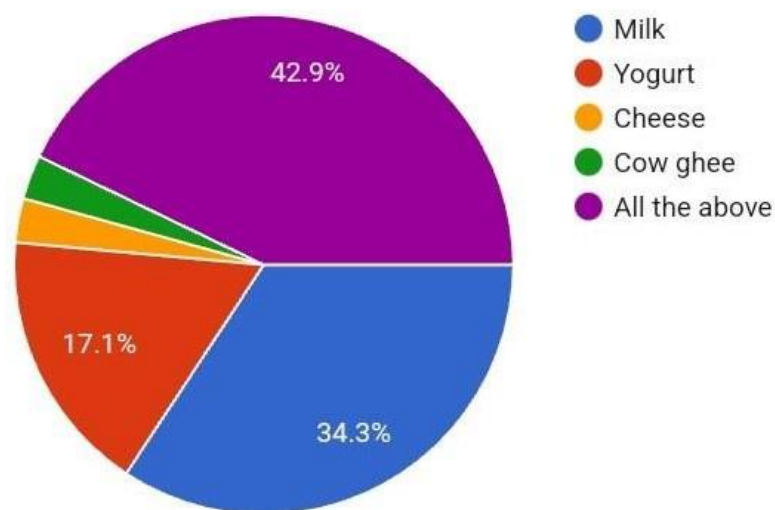
The sale of the ice-creams demand on seasonal condition. As shown in graph the maximum sales of ice-cream is in between Feb to July, and the average sale in between Aug to Jan. In other words the demand increases in summer and goes to its minimum demand in winter.

Sales of ice-cream in lacs.



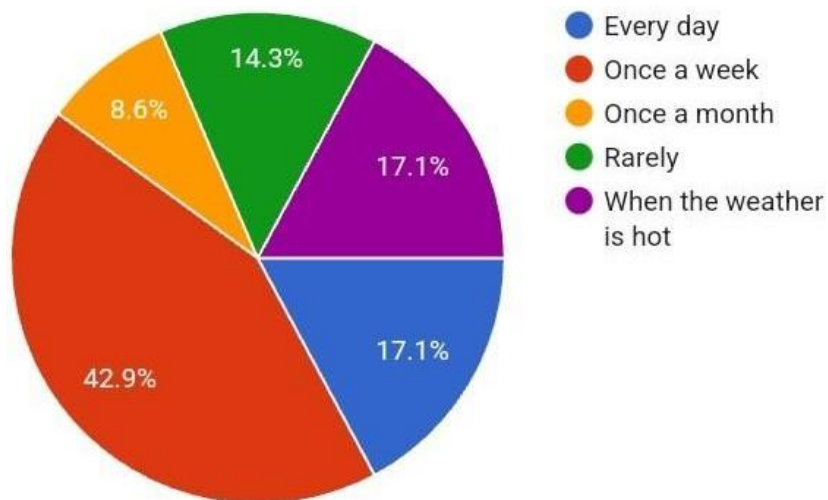
- **Demand for Dairy products**

As We all know Dinshaw's company is famous for its delicious ice-creams for all age group, so the dairy products Milk, Yogurt, Cheese, Cow ghee, etc also have the huge demand on the competitive market.

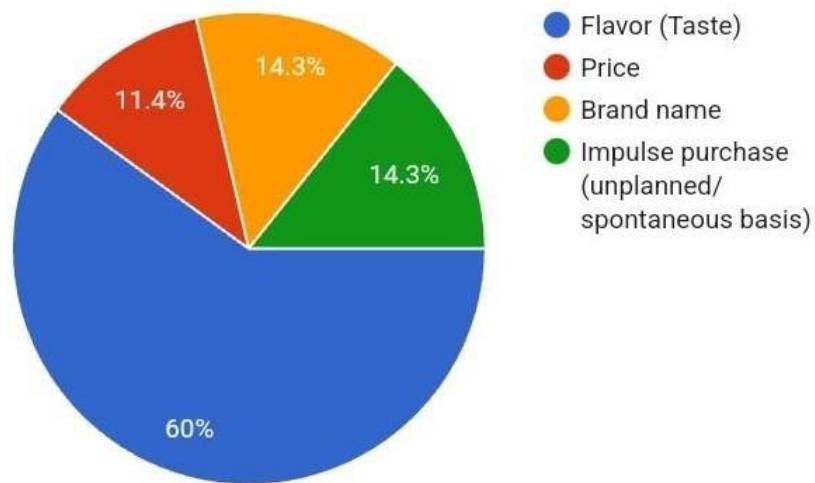


## Consumption of Dinshaws ice-cream

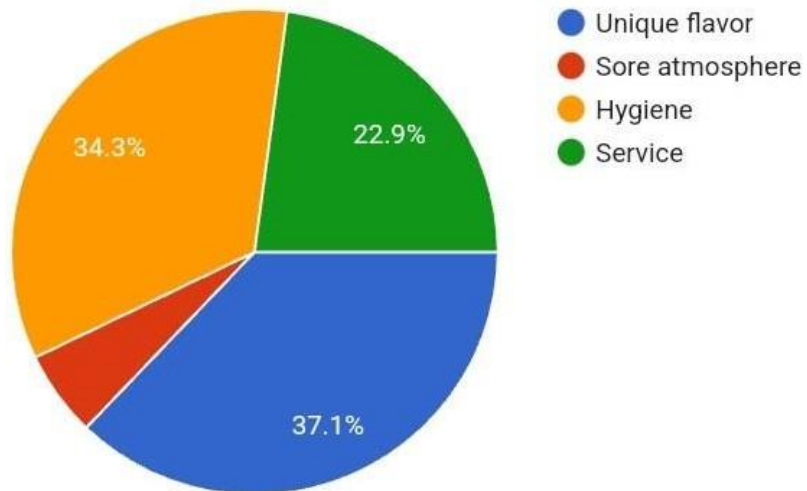
According to the survey 42.9% of people consume Dinshaws ice-cream once a week, 17.1% of people eat every day or when the weather is hot, and rest of people consume it rarely.



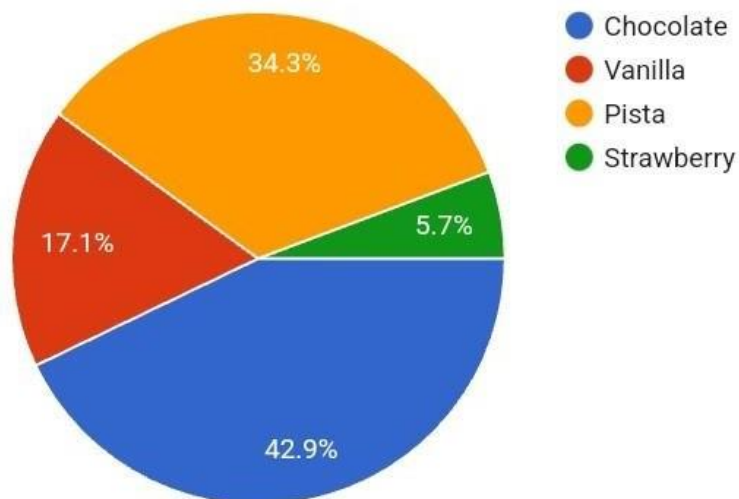
As you can see in the pie chart mentioned below; 60% people buy ice-cream for its flavor (taste), 11.4% of people buy ice-cream for the price and 14.3% of people consume it on the basis of the brand name or on impulse purchase (unplanned/ spontaneous basis)



### Dinshaws unique selling point



### Ratio of Ice-cream flavor





# **SUGGESTIONS & RECOMMENDATIONS**

## **SUGGESTIONS**

- 1) Dinshaws ice-cream should be advertised. There is much difference between Amul & Dinshaws ice-cream advertisement. Dinshaws advertisement is very low than Amul.
- 2) Dinshaws ice-cream should provide more number of machines in market.
- 3) Dinshaws ice-cream should provide better service to old machines.
- 4) Dinshaws should open exclusive parlors.
- 5) Dinshaws must concentrate on other promotion activities like business promotion (coupon, gift, scratch cards) & trade promotion (free samples, schemes).
- 6) Dinshaws has good quality of ice-creams but lacking in consumer awareness.

## **RECOMMENDATIONS**

### **INSERTION OF GIFT AND CASH COUPONS**

Today, only distribution of gift without any scheme does not make effect on sale. But insertion of coupon can make big effect. The researchers would like to suggest Dinshaws Dairy Foods Pvt ltd to start lucky coupons scheme.

### **PROMPT DELIVERY**

During the research it is found that beside good demand for Dinshaws ice-cream, company is unable to meet the increasing demand, it is resulting into reduction in sale as well as market share. The researcher would like to suggest that company should make the proper arrangements for the prompt and fast delivery.

Prompt delivery is the most important factor. If there is no prompt delivery, your customers will buy products of different brands which can result permanent loss of customers. To avoid these things company must take appropriate measures to bridge the gap between demand and supply.

### **TRANSFER OF ADVERTISING FUND**

During the research it is found that Dinshaws ice-cream have not achieved 100% success in advertising their products. Dinshaws is lacking in product awareness so there is need for heavy advertising expenditure. Company can advertise on hoardings, wall paintings and through newspapers.

# CONCLUSION

## Conclusion

From the observation following conclusions can be drawn.

- Dinshaw's ice-cream has an average pricing rate.
- Dinshaw's products are popular in Nagpur city for their excellent taste.
- Students mostly opt for Dinshaw's products and their percentage is more than the employed people i.e 54.3%.
- There is a good potential for Dinshaw's ice-cream in Nagpur city.
- Hygiene and unique flavor are the areas because of which the percentage of people for choosing Dinshaw's brand has been increased.
- Not only milk but also yogurt, cheese and cow ghee are some of the dairy products which are being purchased a lot.

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# QUESTIONNAIRE



## Questionnaire

### A STUDY ON VARIOUS PRODUCTS OFFERED BY DINSHAWS COMPANY IN NAGPUR CITY

Name :

Age:

Occupation:

Gender:

1) Which brand of ice-cream that you normally purchase?

- a. Dinshaws
- b. Amul
- c. Kwaliy Walls
- d. Vadilal

2) What makes you buy an ice-cream?

- a. Flavor (taste)
- b. Price
- c. Brand Name
- d. Impulse purchase (unplanned/ spontaneous basis)

3) What are the products of Dinshaws you use very frequently?

- a. Ice-cream
- b. Butter
- c. Shrikhand
- d. All the above

4) How frequently do you eat Dinshaws ice-cream?

- a. Every day
- b. Once a week
- c. Once a month
- d. Rarely
- e. When the weather is hot

5) How is the taste of Dinshaws products?

- a. Good
- b. Poor
- c. Satisfactory
- d. Excellent

6) What is your favourite ice-cream flavor in this brand?

- a. Chocolate
- b. Vanilla
- c. Pista
- d. Strawberry

7) What about the price of Dinshaws products?

- a. Low
- b. Average
- c. High

8) Which type of dairy products do you buy?

- a. Milk
- b. Yogurt
- c. Cheese
- d. Coe ghee
- e. All the above

9) How is the packing of Dinshaws products?

- a. Good
- b. Poor
- c. Satisfactory
- d. Excellent

10) What is Dinshaws unique selling point?

- a. Unique flavor
- b. Store atmosphere
- c. Hygiene
- d. Service