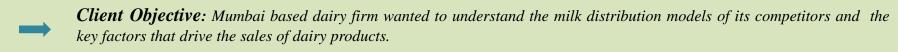
Providing an Efficient Distribution Model for a Mumbai Based Dairy Firm



IMARC's Process Map: Interviewed various industry experts to understand the milk distribution models of various cooperatives and private dairy firms in Mumbai. IMARC provided the client with the most efficient dairy distribution model and recommendations to increase its sales in the city.

Interviewed retailers, distributors, retail parlour owners, hotel owners, caterers and executives at various dairy companies to understand the distribution models of various cooperatives and private dairies.

Gained an understanding on the key factors that are driving the sales of dairy products.

Quality

Margins

Delivery

Product Line

Availability

Based on its analysis, IMARC came up with the most efficient dairy distribution model and recommendations to increase the sales of the client's products in the city.

2 weeks