

Providing an Efficient Distribution Model for a Mumbai Based Dairy Firm

- ➔ **Client Objective:** Mumbai based dairy firm wanted to understand the milk distribution models of its competitors and the key factors that drive the sales of dairy products.
- ➔ **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.

