

BRAC Dairy & Food Projects (Aarong Dairy)





Inspiring Excellence

“Analyzing the present condition of market, to become a market leader in dairy sector”

BRAC Dairy & Food Project(Aarong Dairy)

BUS-400

Submitted to:

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Letter of Transmittal

25th May 2016

HasanMaksudChowdhury

Associate professor,

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

According to your verbal instruction I am pleased to submit my report on “Analyzing the present condition of market for Aarong dairy, to become a market leader in dairy sector”. For preparing this report I took help from internet, annual report, project survey on dairy market and face to face communication with the employees, the names of which I have mentioned in the reference.

Thanking you for your kind consideration and guidance.

Sincerely yours,

Khadija Israt

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Acknowledgement

First I pay my gratitude to the almighty Allah for giving me the capability to work hard effectively. In fact, words will never be ample to express how grateful I am, but never the less I try my level best to precise of my appreciativeness towards some people.

It's pleasure to convey my heartiest gratitude and greeting to honorable academic supervisor HasanMaksudChowdhury, Associate Professor, BRAC Business School, and BRAC University. Without his co-operation it would not have been possible to prepare the report into a nice ending.

Finally, I would like to convey my gratitude to all others who extended their support to prepare the report.



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Executive Summary

Aarong dairy is one of the well known brands in dairy sector of Bangladesh. It has started the journey at 1998. Aarong dairy was collecting milk from rural farmers at fair price and sale it to urban consumers. Right now Aarong dairy is belong a good position in dairy market but still they can't capture the leading position of dairy sector. Some of their dairy products are popular in the market and those products selling ratio is high like- Pasteurized milk, Milk Powder, UHT Milk and Chocolate Milk etc. Aarong dairy is providing dairy products of perfect quality that drive its vision of a healthy and strong Bangladesh and most of the consumers are satisfied with the quality of their products.

I have worked on a project survey in the department of Marketing of Aarong dairy. I have done the sample survey and analyze the whole dairy market of Dhaka zone with another three team members. We have got some major findings regarding consumer preferences, competitor brands and about different kind of shops. We compile all the raw data which we were collecting from dairy market and make complete report on this that Aarong dairy can get clear picture about the present condition of dairy market. They should plan new strategy based on this project findings.

Aarong dairy should more focus on their advertisement and they have to be upgraded regarding their new products in the web site or online pages because nowadays consumers are more engaged with online sites. Then, time to time they should monitor the dairy market and as well as they have to analyze their major competitors. After that, they should more focus on pricing policy because most of the time purchasing decision of consumers are depends on reasonable price. Already they are popular for their product quality; however they should more focus on consumer taste and preferences about the quality of dairy products. Another important thing is that they need to increase the products availability in the shop for increasing sales. If, Aarong dairy starts works on all the major findings and follow up regularly then absolutely they will be able to reach in their desirable goal.



The Organization

1. Introduction:

Aarong Dairy is one of the well-known organizations of the dairy sector which milk was opening marketed in 1998 by the dairy social project of development organization BRAC, to assist underprivileged rural dairy farmers look after, develop their dairy enterprises, and progress their family's income by facilitating access to urban markets. Encouraged by this purpose, Aarong Milk has worked to assemble a brand that is as accurate to its urban consumers as it is to its rural suppliers, providing dairy products of perfect quality that drive its vision of a healthy and strong Bangladesh.

This report emphasizes on preparing a plan, which is existing position of “Aarong Dairy” in the market. As I can identify the competitive advantages, analysis the Competitor, retailer information and consumer demand of the existing market, which will help a lot to become a market leader in the dairy sector. Aarong dairy is a well-known, well respected, and trusted brand among urban Bangladeshis. This trust is based on Aarong Milk's particular concentration to quality control in all aspects of the production procedure. Consumers have come to rely on the soaring quality and value of its products.

Aarong dairy have entered in Bangladesh's dairy market only 18 years ago, Aarong Milk has achieved massive success with its major selling product is liquid milk and capturing 32% of market share, second only to a long-standing national entrant. Aarong Milk is capturing market by other products: in flavored milk, it captured 58% of the market within 10 years while its curd product dominates nearly 70% of the curd market and ghee leads with a 34% market share. The first product at the place in 1999 was fresh pasteurized milk but BRAC Dairy rapidly launched full line including UHT milk, low-fat milk, mango and chocolate milk, yogurt drinks, ghee, cream and curd in a variety of sizes and packages. In April 2003, BRAC also planned to introduce a variety of fruit drinks and cheese.



1.1 History:

A large number of microfinance clients were investing in cattle, and in doing so were being showing to risk owing to poor procreation, limited veterinary services, shortages in cow feed and lack of market access. Some of these challenges were noticed through social enterprises such as BRAC artificial insemination and BRAC Feed Mills. Still, the fresh nature of dairy products meant it remained hard for rural dairy farmers to reach in the large urban markets and the demand for milk in a single village was not sufficient to generate a sustainable profit. Dairy farmers also did not have access of accurate refrigeration technologies to store the unsold milk. Sir Fazle Hasan Abed, founder of BRAC, noticed this difficulty and planned for establishing a milk processing plant to collect milk from local farmers for a fair price. As a result, BRAC initiated BRAC dairy & food project (BDFP) in 1998 to serve as a market channel for dairy farmers throughout rural Bangladesh.

BRAC dairy not only secures fair prices for its rural dairy farmers, but also extended to propose cattle growth and technical training, vaccination, feed cultivation facilities and other services. BRAC dairy was the first dairy company in Bangladesh to have received ISO 22000 Certification, setting an example of awareness at every stage of dairy production, processing, and distribution contributing to dairy products safety record. Through its 101 chilling centers, BRAC dairy collects milk from more than 50,000 registered farmers and sells them countrywide through is under the Aarong dairy brand.

When BDFP first started, it produced 140,000 liters of milk per day. As of now, it has the processing capability of 250,000 liters of milk per day engaging approximately 1500 employee, making it one of the largest BRAC enterprises.



1.2 Products:

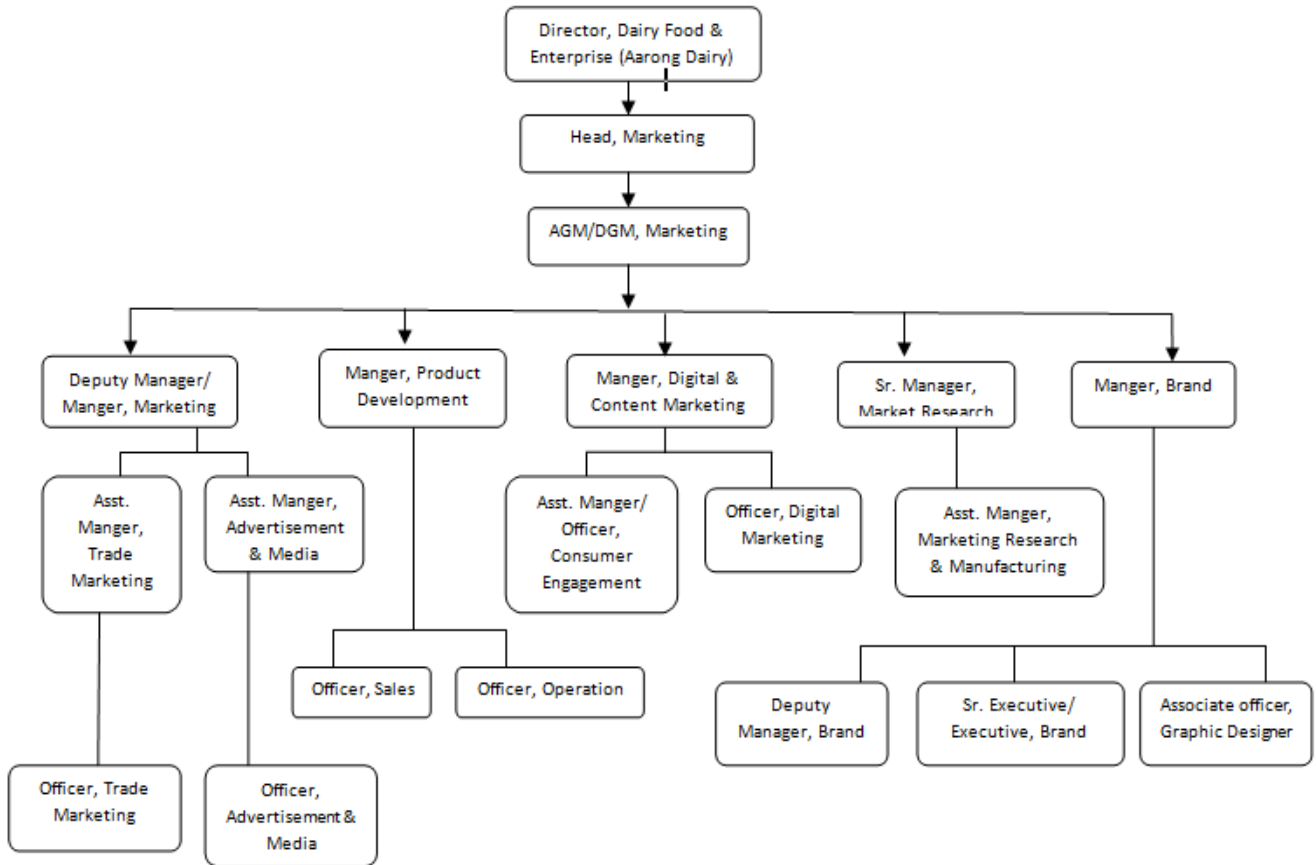
BRACdairy has products under the brand name “Aarong Dairy”. Right now, fourteen products are being sold in the market. These products are available almost everywhere like- super shops, general shops, departmental store etc. Below mentioned the products name which are available-

SL NO	Product Name	SKU
1	Pasteurized milk	1000 ml
2		500 ml
3		250 ml
4		200 ml
5	UHT Milk	500 ml
6	Poly Chocolate	200 ml
7	Poly Mango	200 ml
8	Strawberry	250 ml
9	UHT Chocolate milk	250 ml
10	Tamarind Juice	250 ml
11	Butter	100 ml
12		200 ml
13	Butter Bulk	1000gm
14	Ghee	900 gm
15		400 gm
16		200 gm
17	Sweet Curd	500 ml
18	Sour Curd	500 ml
19	Laban	250 ml
20		500 ml
21	FCMP	500 gm
22		400 gm
23	FCMP Low fat	400 gm
24	FCMP Bulk	25Kg
25	SMP Bulk	25Kg



1.3 Operational Network Organogram:

Brac Dairy and Food Project(Aarong Dairy)



This is the overall structure of department of marketing of BDFP (BRAC dairy & Food Project) or Aarong dairy. Here, the organogram of the organization says that employees are completely accountable to their reporting boss for the task, that has been assigned for him. The excellent structure of an organization can help to achieve success easily.



1.4 Vision for the future:

Vision

A world is free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

Mission

BDFP's original mission was to secure market access for dairy farmers, ultimately helping them generate income. Over time, BDFP's goal has expanded to include serving high quality milk product to their consumers. With inconsistent electricity and therefore refrigeration, dairy products generally are not widely available in Bangladesh. 80% of Bangladesh still relies on the 'informal' milk market, which delivers bulk amounts of raw milk to consumers. BDFP caters to the 20 per cent of Bangladeshis who rely on the formal milk market, which sells processed and packaged milk. In essence, BDFP channels milk from rural areas into urban areas while channeling the revenue into rural areas.

2. Job

2.1 Nature of the Job: I have joined in the department of Marketing of Aarong Dairy as an intern, which is situated in Kaderia Tower, JA 28/8B Mohakhali C/A, Dhaka 1212. In the entire period of my internship, I got the responsibility of a project as a team leader about the market survey on dairy products. In this project, another three members were working with me and I was responsible to monitor the entire task.

2.2 Responsibilities of the job: In this project, I was responsible for monitoring the task of my team members and for the weekly report submission.



2.3 Different aspects of job performance:At first, we prepared the questionnaire for this survey as per the instruction of our project supervisor. Then, my team members are going out for the survey on consumers and visited the super shop as well as retailer shop of different areas of Dhaka city. Sometimes I also joined with them to know about the actual scenario of the market. Every Sunday we prepared weekly report on last week's visited area and present it in front of manager and head of the department.

2.4 Critical observations and recommendations

- To complete the survey of a zonal area, supervisor needs to assign at least two weeks. It was tough for us to complete the survey with report of a zonal area within a week.
- Due to mismatch of time with distributor, they were unable to give us time during survey. For that reason, it was bit tough to extract the actual information from shopkeepers.
- To finish the project successfully, supervisor should increase the staffing, because three month and team of only four members is not enough for this type of big project survey.
- Organization need to allocate proper resource for this kind of project. One single PC was allocated for all of us to complete the survey report, as a result, it was tough and time consuming to update the data.



3. Project:

3.1 Summary: This project initially starts on 14 February 2016 and it was completed on 19 May 2016. The motive of this project is to survey the present condition of dairy market. The main task was to analyze the consumer preferences, also about the competitor products strength and the availability of dairy products in the shops. After, completing the whole survey we got to know that competitor products selling rate is higher than Aarong dairy. There is another important thing is that consumers are buying other brands more, because of their availability in the shop. Whether, Aarong dairy is unable to maintain on time distribution to the shops. We also find out the most available and consumer preferable SKU (Stock keeping Unit) of dairy products and ranked it. Lastly, the most important finding is about pricing policy. In our country a large number of consumer are searching for product that is reasonable and for increasing the sales ratio Aarong dairy have to more conscious about pricing policy.

3.2 Objective of the project:

Core Objective of the project is Analyzing the present situation of market, to become a market leader in dairy sector. This Study is intended to analyze the market that Aarong dairy can strongly run their market operation. I would like to find out the actual current scenario of dairy sector through survey. For this survey, I have prepared some questionnaire for the retailers and consumers. After that, I have visited the retailer shops and super shops, which are very much required to identify the findings of dairy sector and consumers as well.

In Bangladesh dairy sector, still Aarong dairy could not reach a good leading position; have to know it after visiting the general & super shops. Therefore, I am trying to find out the retailers need & consumers mind through interview. Therefore, that, Aarong dairy can easily progress their position in the market as well as overcome their weaknesses through my pinpoint identification of survey. In addition, I believe it would be accomplishment after analyzing the whole work. The supporting objectives are given-



Supporting Objective

- To know about the actual information of market segment
- To know about the SKU and price range of competitor.
- Consumers Opinion about the products and their expectations.
- To know about the sales ratio of Aarong dairy and competitors.

3.3 Methodology:

This project is mainly based on the primary and secondary sources of information. Most of the information is being gathered by interviewing different retailers, consumers as well as employees of the companies. The basis of the project as below-

Survey: I have communicated face to face with the retailer, consumers to gather vital information for this project. I visited Dhaka zone and surveyed over 1577 different shops.

Discussion: Time to time discussions with my supervisor and discussions with other employees of Aarong dairy.

Types of research design: Types of research design are descriptive design. The source of research data are given below-

Primary Sources	Secondary Sources
<ul style="list-style-type: none">▪ The Survey on Market Shelf.▪ Face to face conversation with retailer, distributor&consumer.▪ Self Observation.	<ul style="list-style-type: none">▪ Website of Aarong dairy▪ Annual report of the organization.▪ Previous official data.



3.4 Literature Review: Market, Marketing and Milk Product Market

Kotler and Armstrong, in the book, “Principles of Marketing”, stated, “A market is set of all actual and potential buyers of a product or service”. The concept of a market leads to exchange and relationships. Here, through exchange relationships buyers share a particular need or want that can be satisfied.

In according to PHILIP Kotler and GARY Armstrong, “Marketing is managing profitable customer relationships”. Marketing is one of the major essential elements in almost all industries. Business certainly involves people, and connections between them are the key of its success. It is specifically through marketing that companies are able to achieve and maintain relationships with the consumers and clients. Marketing concentrates on people's requirements and wants.

Milk products market is one of the most important parts of dairy organization. It is during marketing the products or services of the company are feat to the customers. When the products are sold out in the market then the company gets the money back. It is required to coordinate the marketing activities.

Marketing is the process by which companies make customer interest in products or services and it is used to identify the customer, to satisfy the customer, and to keep the customer. The term marketing conception holds that achieving organization goals and it depends on knowing the needs and wants of target markets and delivering the preferred satisfactions. It proposes that in order to please its organization's objectives, an organization should expect the needs and wants of consumers and satisfy these more effectively than competitors.

Marketing is a very significant activity for the organization. For simple understanding and appropriate planning, the marketing activities are divided into four areas these are- product, pricing, promotion, and placement.



3.5 Limitation

While conducting the survey we were facing certain limitation. This report is based on dairy products. These are summarized below:

- Lack of dairy products availability in the market.
- Evolution problems at cooler system which is the cause of defect of the dairy products.
- Communication gap between retailer & distributor.
- Lack of advertising.

3.6 Nature of the project:

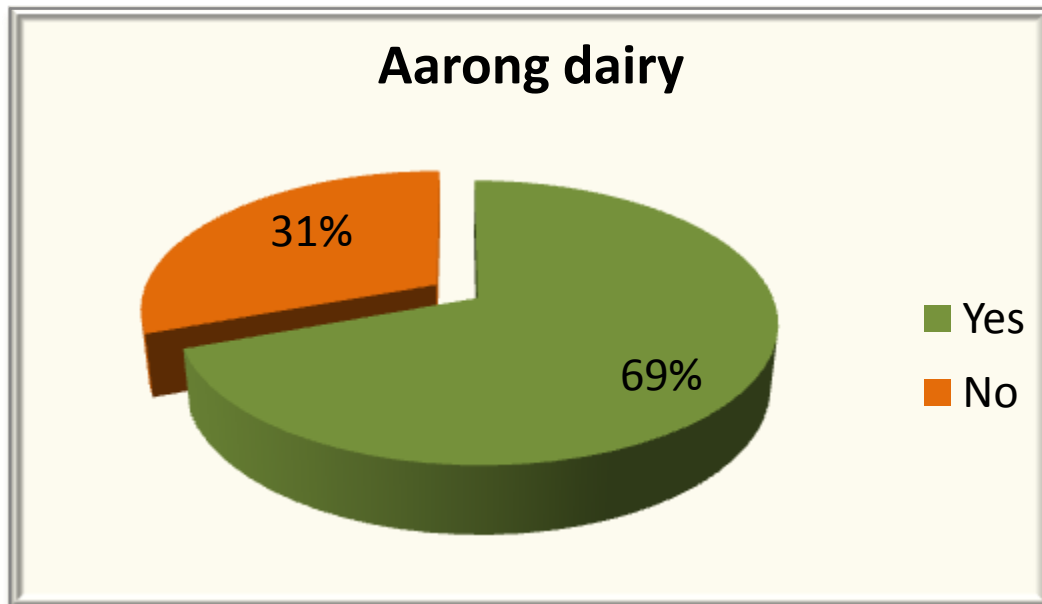
Aarong dairy confer value to efficiency and excellence in all of the work, constantly give challenges to own for performing better, to meet and surpass program targets, and to progress and expand the impact of interventions. They have planned to run this project not only for becoming a leader but also for ensuring best quality products as per consumer demand.

All the information of this project survey will help to provide the direction that where they need to improve. As the available information of major competitors will show their strength and by accessing this data Aarong dairy can take proper initiative for their improvement. When the organization will start their operation based on this project survey then firstly they have to go for proper distribution policy to increase sales. After that, the important indication will go for their products selling ratio that also depends on consumer buying frequency. So, if the organization implements the actual policy for improving all of these important facts then they must reach to their desirable goal.

3.7 Analysis & Findings:

Consumer Survey:

✚ Do consumers know about all the dairy products of Aarong?



Survey result depicted that 69% people knew about all the product of Aarong dairy. Another 31% portion doesn't know about a number of the product of Aarong dairy like- Sweet curd, Strawberry yogurt drink, flavored milk, Pasteurized mango flavored milk, tamarind juice. To increase the sales they should go for more advertisement for these products which is unfamiliar in the market. Also they have to be updated in their web page regarding new products.

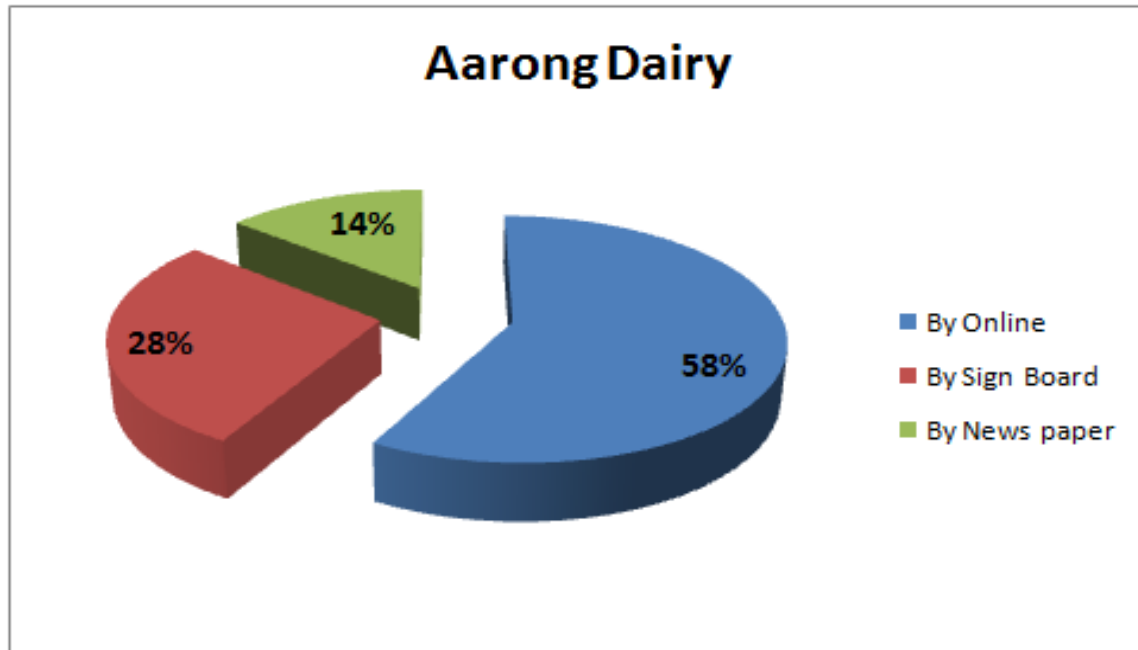
✚ Raking the purchasing Dairy products-

SL NO	Product Name	SKU	Ranking	
			Number	Percentage
1	Pasteurized milk	1000 ml	30	9%
2		500 ml	45	14%
3		250 ml	60	18%
4		200 ml	20	6%
5	UHT Milk	500 ml	7	2%
6	Poly Chocolate	200 ml	4	1%
7	Poly Mango	200 ml	5	2%
8	Strawberry	250 ml	3	1%
9	UHT Chocolate milk	250 ml	15	5%
10	Tamarind Juice	250 ml	10	3%
11	Butter	100 ml	25	8%
12		200 ml	18	6%
13	Butter Bulk	1000gm	1	0%
14	Ghee	900 gm	4	1%
15		400 gm	6	2%
16		200 gm	8	2%
17	Sweet Curd	500 ml	5	2%
18	Sour Curd	500 ml	25	8%
19	Laban	250 ml	15	5%
20		500 ml	8	2%
21	FCMP	500 gm	3	1%
22		400 gm	5	2%
23	FCMP Low fat	400 gm	2	1%
24	FCMP Bulk	25Kg	2	1%
25	SMP Bulk	25Kg	1	0%
Total			327	100%



✚ How would consumer know about the brand?

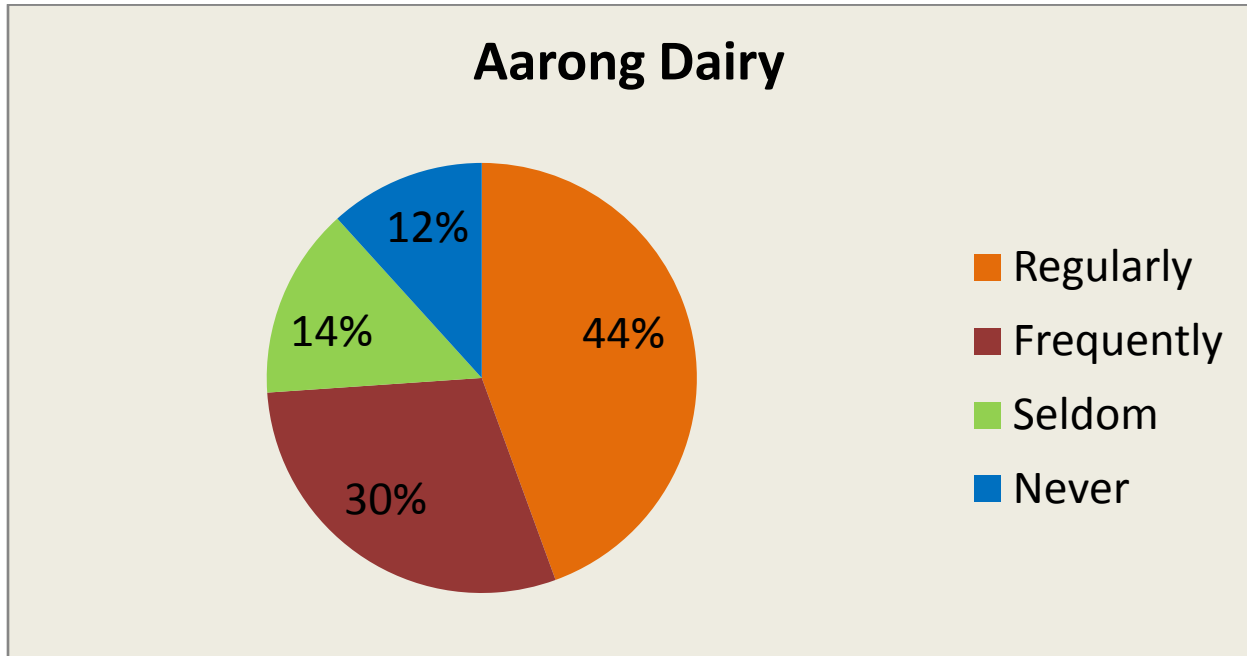
After survey, we came to know different consumer recognize the Aarong dairy in different way.



Survey outcome said that by online portion is higher rather than other ways. As 58% of the consumer knew the dairy products of Aarong by online, 28% consumer knew by signboard, and last lower portion is 14% consumer knew by newspaper advertisement. Therefore, they need to focus more on online for consumer engagement and as well as other advertisement strategy.



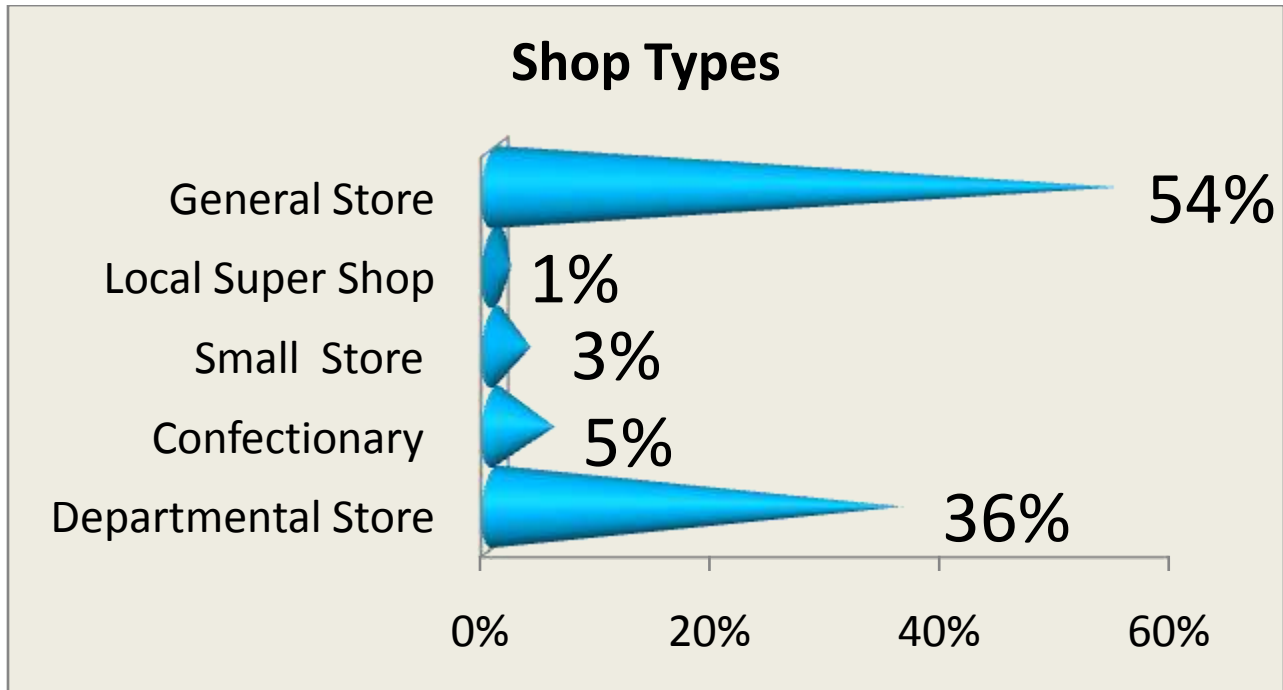
✚ How often consumer purchase the dairy products?



Survey result conduct that 44% consumers are regularly purchased dairy products for various reasons, such as- family choice, healthy or tasty etc. Then 30% consumers frequently purchase dairy products of Aarong. After that, little bit lower portion of 14% consumers are seldom to buy Aarong dairy products, here consumer had not much interest on Aarong dairy products. Last one is a few consumers never purchased Aarong dairy products and the portion is not so high only 12%. In this case, the most important thing is pricing policy based on competitor products because reasonable price can attract more consumers to purchase. In addition, they should increase sales commission, so that willingly sales person like to promote Aarong dairy products to consumer.

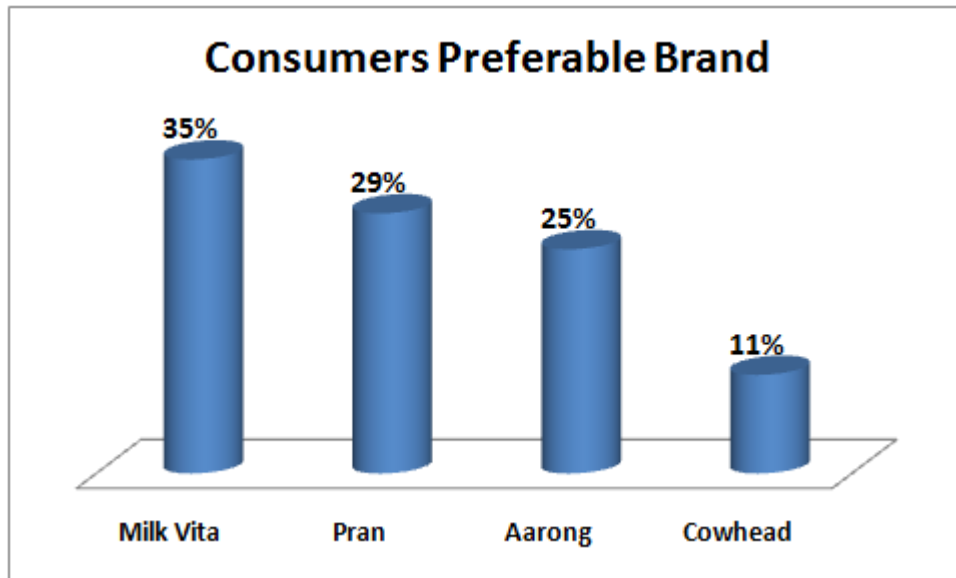
✚ Outlet of Aarong dairy products

Different consumer preferred different types of shops, following chart-



Survey result found that most of the consumer purchased the dairy products from general store or marketplace. At most, 54% general stores are keeping Aarong dairy products. Then 36% dairy products are keeping by departmental store. Lowest portions are 5% of confectionary, 3% of small store and 1% of local super shop are storing Aarong dairy products. Therefore, they should increase their engagement with others shop (local super shop, small store, departmental store, confectionary) beside general store and marketplace.

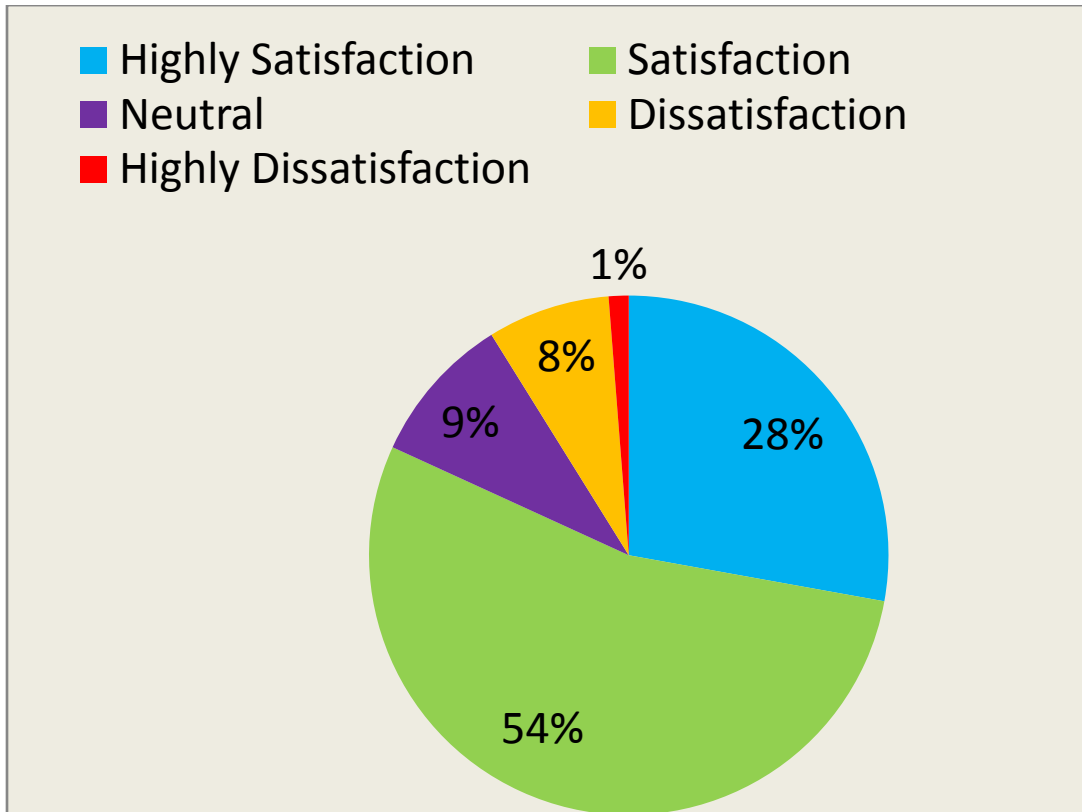
✚ Consumers Most Preferable Brand's Name



Survey result said that the top grossing dairy products is 35%, which is from Milk Vita. Then second highest preferable brand is Pran and the portion is 29%. Sequentially other brands are 25% of Aarong, and last lowest portion is 11% of Cowhead. Here, Aarong dairy need to analyze their competitor strength for serving better quality products in the market as per consumer demand for being more popular.

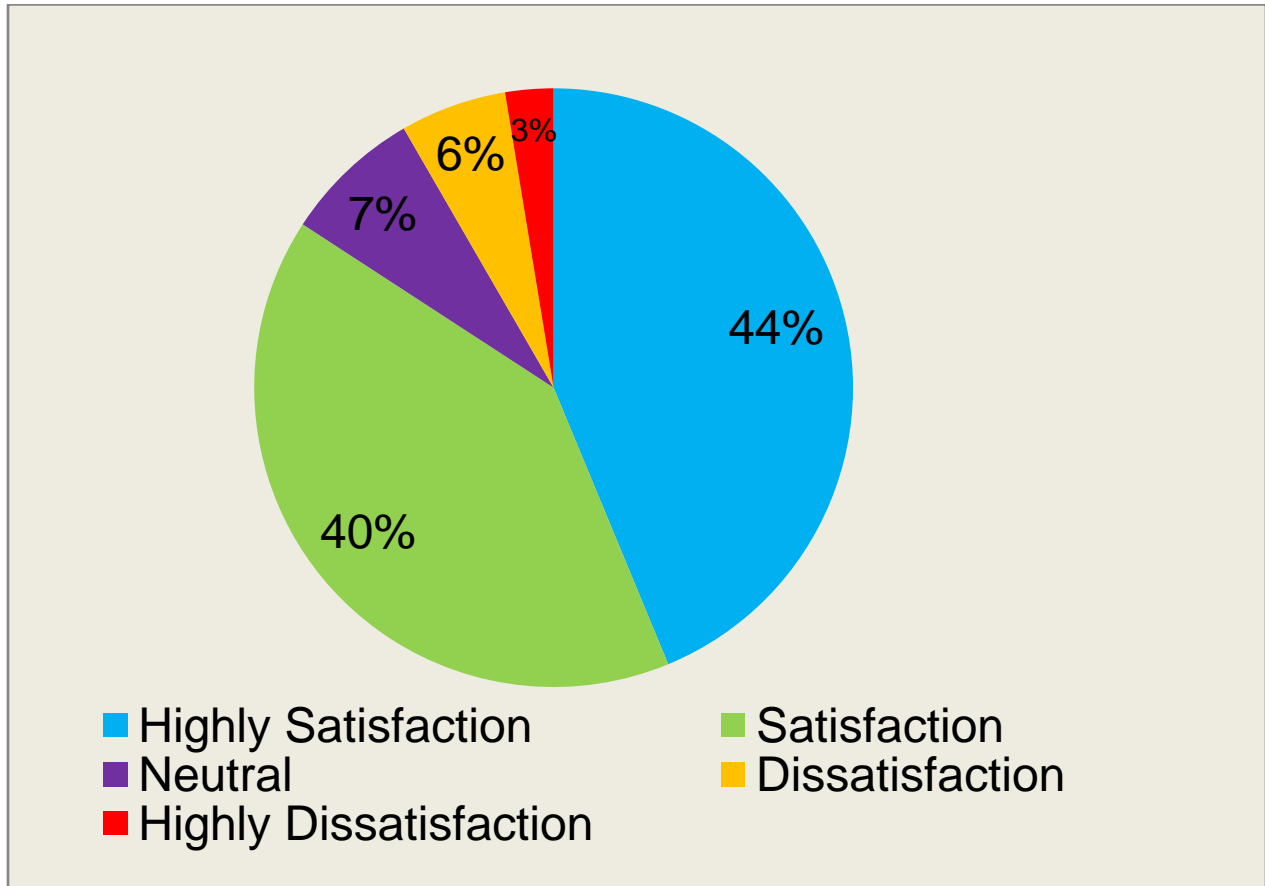
Consumer Opinion about the Aarong dairy

i. Quality –



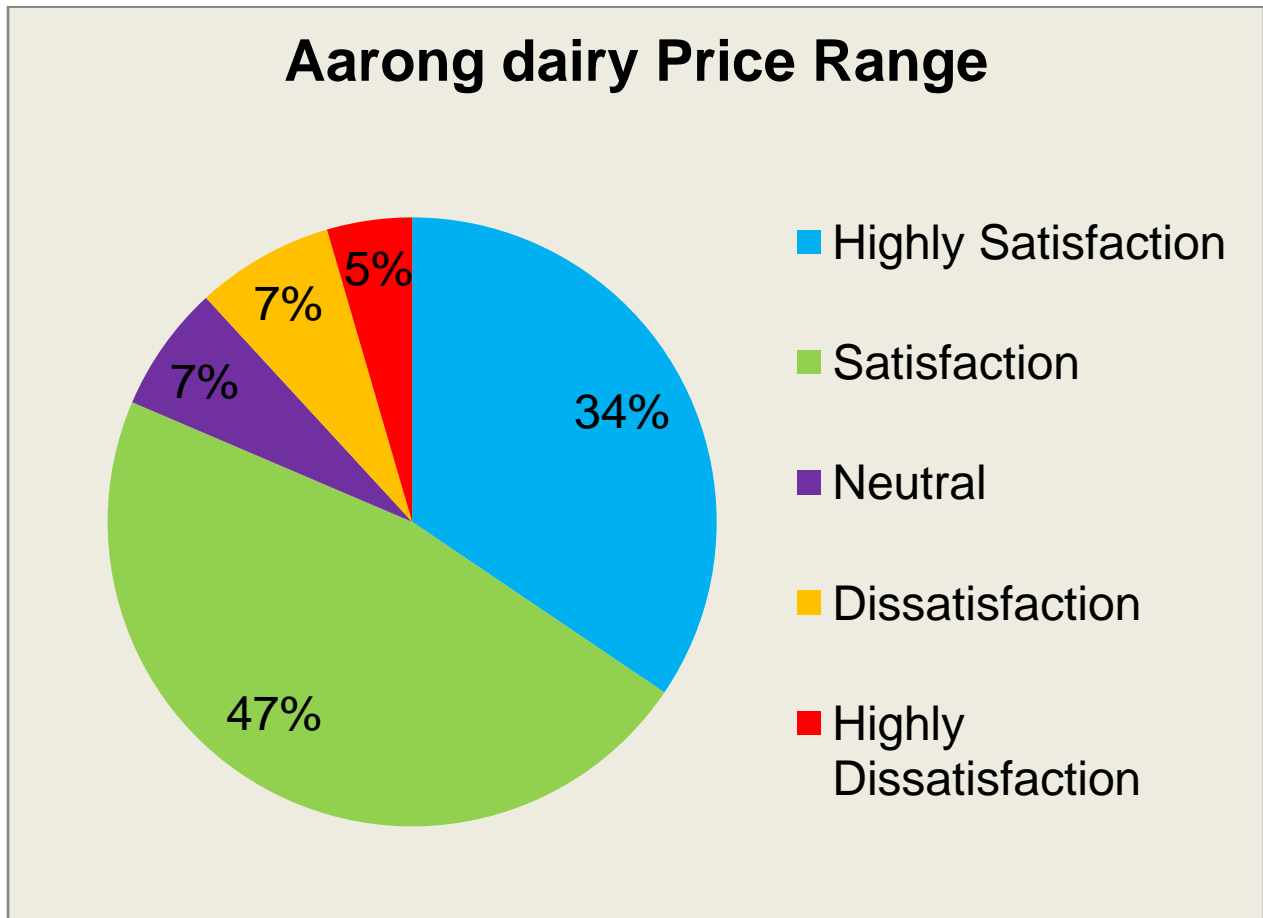
Result of the survey regarded that consumer who purchased regularly and frequently Aarong dairy products those are actual consumer. 54% consumers are highly satisfied and 28% consumers are satisfied by consuming their products. Then 9% consumers are neutral and they donot have much ideaabout the quality of Aarong dairy because they are buying other brands. Besides, portion of 1% are highly dissatisfied and 8% consumers are dissatisfied to their dairy products. So, here they should push up their customer manager to know about the reason of consumers dissatisfaction and have to work on it for improvise.

ii. Quantity –



Survey outcome found that consumer who have purchased regularly and frequently dairy products of Aarong, those are knew the actual quantity of their dairy products. 44% consumers are highly satisfied and 40% consumers are satisfied by consuming their products. Then 7% consumers are neutral and they do not have much idea about the quality of Aarong dairy because most of the time they are purchasing other brands product. Besides, portion of 3% are highly dissatisfied and 6% consumers are dissatisfied to their dairy products. So, they should focus on quantity of products based on competitor and consumer demand.

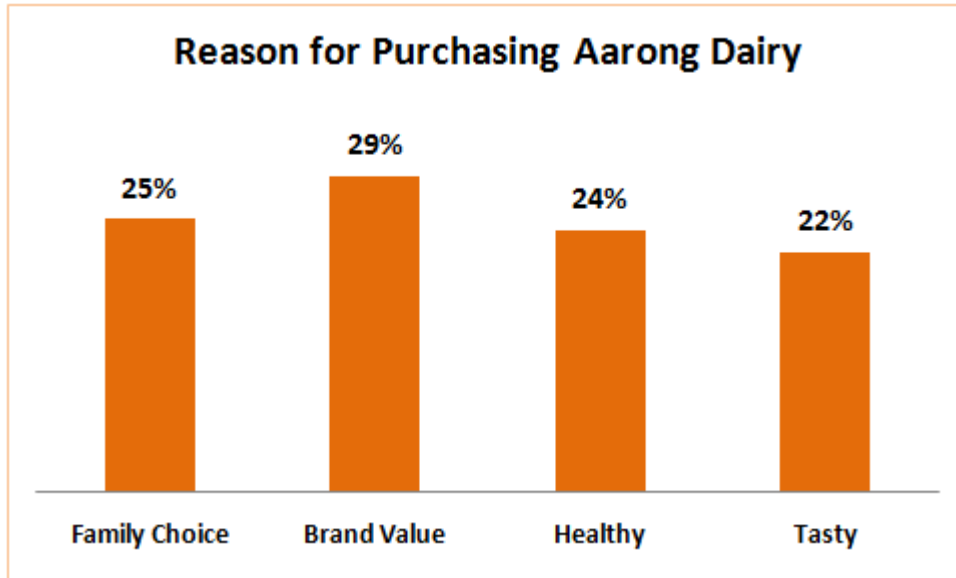
iii. Price Range-



Survey result conducted that 34% consumers were highly satisfied and 47% consumers were satisfied with the price range of Aarong dairy products. Then 7% consumers were neutral about the price range and those consumers had not much idea about the price range of Aarong dairy because most of the time they are buying others brand. Only few consumers were not satisfied and the portion is 7%. To end with that 5% are highly dissatisfied. Therefore, they should analyze the market or competitor price range.



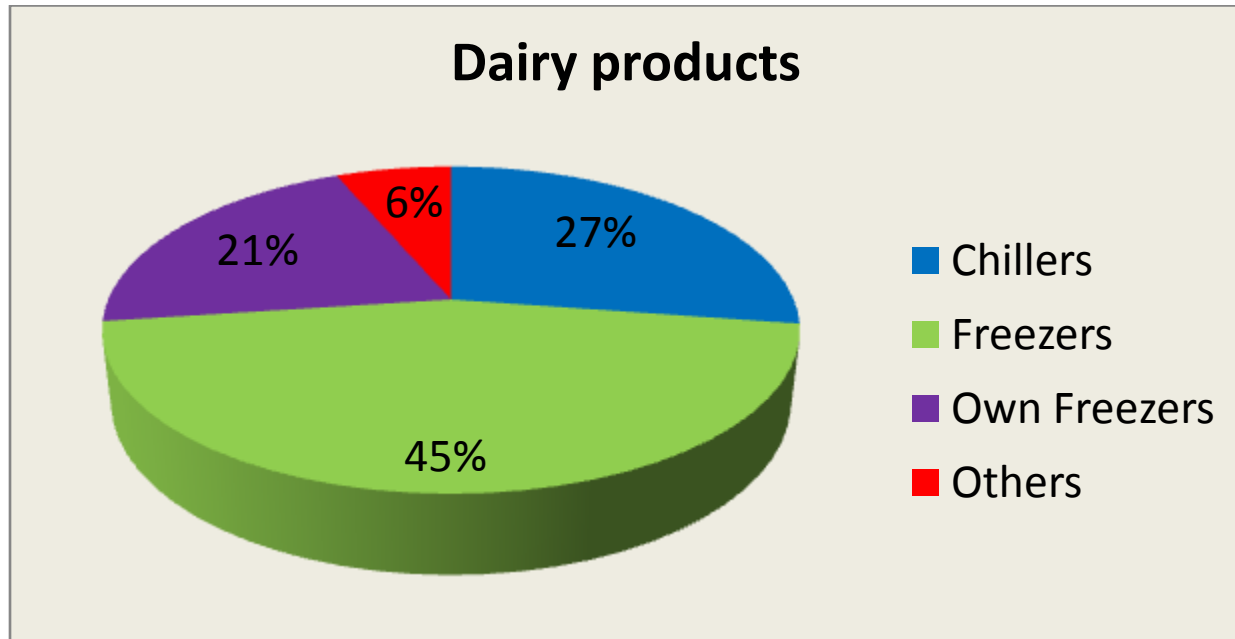
✚ Reason for purchasing dairy products-



Overall review result said that 22% consumer consumed the Aarong dairy products for taste and 24% are consuming for healthy. Besides, 19% of them also consumed for family choice. At last some consumers are concerned about the Aarong dairy's brand value or image at most 17% of them are consume for that.

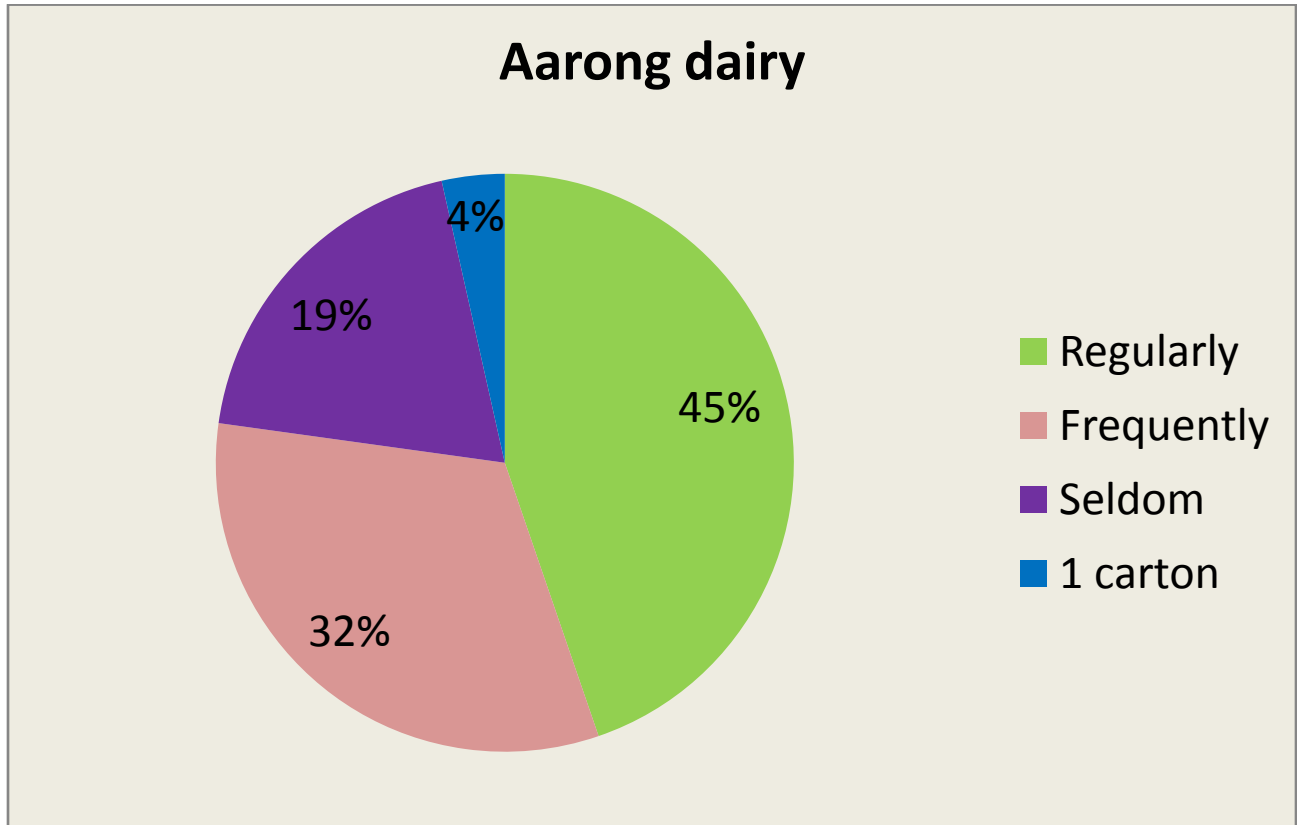
Shops Survey:

✚ Preserve the Dairy products-



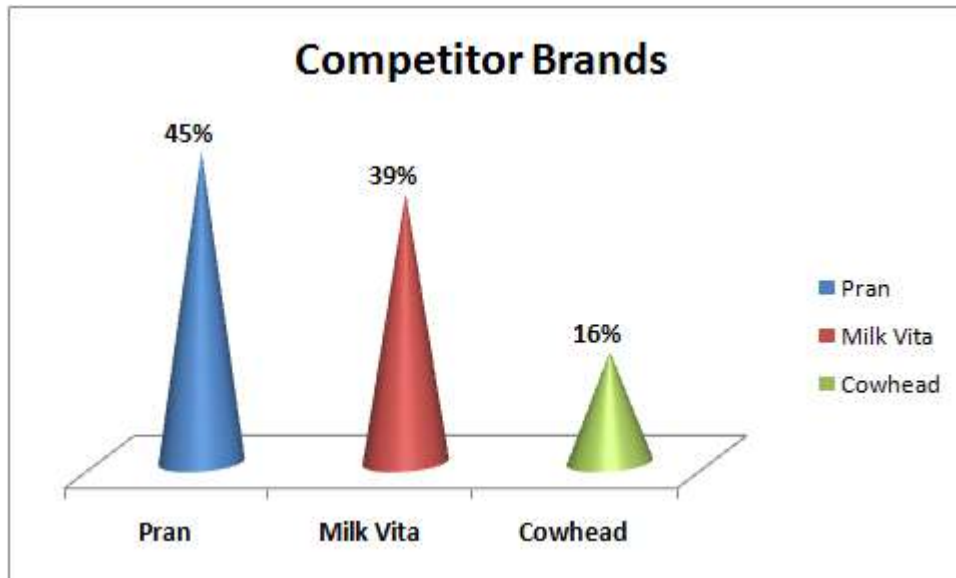
Survey result is conducting that dairy products preserved by different frozen metaphor. So shopkeeper kept the dairy products by chillers, freezers or own freezers. After researching 27% shopkeepers kept dairy products by chillers, 45% by freezers, then 21% kept the products on their own freezers. Some few portions kept different freezers like deep freeze the portion is 6% only. Already Aarong dairy provides chillers for few shop but they need to add more number of chillers for increasing their product availability.

✚ How often-dairy products are you sold in a week?



Result of the survey conduct that 45% Shopkeepers are regularly sold dairy products,32% shopkeepers are frequently sold dairy products then little bit lower portion seldom 19% and last one is some shopkeepers sold 4% of dairy products in a week.

✚ Competitors Brand's dairy products selling rate-



Result of the survey said that the top grossing dairy products is 45% of Pran. Then second portion is 39% of Milk Vita. Sequentially, the last lowest portion is 16% of Cowhead. Here, Aarong dairy should analyze their competitor more for get to know about their details policy and that is how they can reach to their desirable goal.



3.8 Recommendations:

- Aarong dairy's selling ratio is lower than their competitor, because lack of their products availability in the shop. Therefore, they need to increase the number of distributor for on time delivery of the products.
- Competitor brands are providing more sales commission to the retailer than Aarong dairy. Therefore, retailers are willing to sales competitor products more than Aarong dairy. Here, Aarong dairy should take initiative to increase commission for rising sales.
- For increasing consumer engagement, Aarong dairy should more focus on different types of advertisement.
- Aarong dairy should provide more chillers for the shop. Already they provide few chillers but the number of chillers distribution should increase.
- Time to time they need to monitor their employees task to the marketplace for better output.
- Aarong dairy should start damage return policy.



3.9 Conclusion

In conclusion, Aarong dairy need to start their new strategic plan based on this project survey as soon as possible. Right now, they are in a good position but to become market leader they should focus on few major factors such as- they should give more center of attention on their advertisement and they need to continuous upgrade their new products in the web site or online pages because these days' consumers are more engage with online. Afterward, time to time they should observe the dairy market and as well as they have to study on their major competitors for information. Subsequently, they should more focus on pricing policy since most of the time purchasing decision of consumers are depends on reasonable price. By now, they are well liked for their product quality; however, they should increase the center of attention on consumer taste and preferences about the quality of dairy products. One more important thing is that they need to increase the products availability in the shop for rising sales. Lastly, they need to analyze retailer sales commission based on competitor for increasing sales. If, Aarong dairy starts plant on all the major findings and follow up regularly then absolutely they will be able to reach in their desirable goal.



4. References:

Sources of primary data:

1. N/A. (n.d.). *BRAC Enterprise*. Retrieved May 19, 2016, from <https://www.brac.net/enterprises?view=page>
2. *BRAC Dairy & Food Project*. (2016, January 16). Retrieved May 20, 2016, from <http://brac.net/brac-enterprises/item/882-brac-dairy-food-project>
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4. Armstrong, P. K. (2014). *Principles of Marketing*. N/A: N/A.
5. Malhotra, N. (2010). *Marketing Research*. Pearson.
6. Annual report
7. Project Survey

Sources of secondary data:

1. Saba El kabir

Manager digital content & marketing

BRAC Dairy & Food Project

0173102649

2. Nazmul Hasan Rasel

Officer, Customer Engagement & Telesales

BRAC Dairy & Food Project

01708132932



5. Appendix:

5.1 Survey questionnaires:

For Consumer:

- Are you having dairy products on the basis of regularity?
- Which dairy product are you buying the most?
- Which brands do you buy the most? And why?
- What is your expectation about the quality of the product?
- Which size of product do you buy the most? And is it reasonable for you?

For retailer (Shops):

- Do you have Aarong dairy coverage in your shop?
- Which other brands dairy products are you keeping in your shop?
- What is the sales ratio of aarong dairy products per day?
- What is the sales ratio of competitor dairy products per day?
- How much commission do you get by selling other brands dairy products?
- What are the most available SKU for the dairy products?
- Where is the store located?



5.2 Consumer Product Preference

Outlet Name:

Location:

Sl	G	Age	Ad	Prof	Incm	HM	P. B	Reason	St D	Freq.	BC	Reason	St D	Freq.	Taste	Reasonable	Quality	CM
1																		
2																		
3																		
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