Annual Sales FY 2021-												
22		INR 117450000										
Annual Sales FY 2020- 21		INR 67211000										
	Number of families		Daily quantity sold									
City	notation	Number of families	notation	Milk				Curd		Paneer		
				Cow(ltr)		Buffalo (ltr)						
				p1=45		p2=50		n3=120		p4=250		
Sales Price				INR 45 Per Ltr(p1)		INR 50 Per Ltr(p2)		INR 120 Per Kg(p3)		INR 250 Per Kg(p4)		
Bengaluru	n1=1200	1200	q1=600	600 Ltr	q4=1200	1200 Ltr	q7=75	75 Kg	q10=7.5	7.5 Kg		
Hyderabad	n2=800	800	q2=400	400 Ltr	q5=800	800 Ltr	q8=50	50 Kg	q11=5	5 Kg		
Delhi	n3=2000	2000 q3=1000		1000 Ltr	q6=2000	2000 Ltr	q9=125	125 Kg	q12=12.5	12.5 Kg		
Total		4000		2000 Ltr		4000 Ltr		250 Kg		25 Kg		
										-		
Daily Cost of												
Purchase(INR)				80000		180000		25000		5625		
Delivery Boy Salary	8000	INR 8000 Per Month										
Corp office average												
salary	50000	INR 50000 Per Month									Total daily sales	Yearly sales
Daily Sales(INR)				90000		200000		30000		6250	326250	119081250
Daily Revenue				10000		20000		5000		625		
Avg. Monthly												
Operating Cost		1110000	Yearly Operating Cost									
Salary		1140000	13680000									
Purchase		8718750	104625000					Yearly Profit/Loss This Financial Vear	-5223750			
		0/10/50	104025000						-3220130			
								The company is in loss				
								this year. Hence either				
								aggressive expansion				
								strategy has to be				
								implemented to acquire				
								the customers or				
								increase the pricing				
								based on the competitive				
Advertisement		200000	2400000					landscape				
Other Overheads		300000	3600000									
l otal Vegetar Total Cast		10358/50										
Yearly Total Cost		124303000										
https://www.ibisworld.c												
om/united-states/market-												
research-reports/grocerv-												
delivery-services-												
industry/												
Fixed												
Cost(Salary+Advertise												
ment+Other			10680000									
Variable			19080000			+		+				
Cost(Purchase)			104625000									

	1		1	1		1				
	The Total Market demand for a service is the total volume that would be bought by defined customer groups in a defined geographical area in a defined time period in a defined marketing									
I otar market	environment under a									
demand(Number of	defined level and mix of									
families*Price*Quantit	industry marketing									
y)(INR)	effort.									
For cow milk(n1*p1*q1+n2*p1 *q2+n3*p1*q3)	INR 136800000	Estimation of Total Market Demand of All the Products in the								
For buffalo milk(n1*p2*q4+n2*p2 *q5+n3*p2*q6)	INR 30400000	Current Financial Year. The Problems outlined in the case have been framed and								
For curd(n1*p3*q7+n2*p3 *q8+n3*p3*q9)	INR 45600000	solutions based on the calculations above as well as the marketing plan for the next financial year are								
For pancer(n1*p4*q10+n2 *p4*q11+n3*p4*q12)	INR 9500000	provided in the solution.								