

A PROPOSED PROJECT ON VEGETABLES
HOME DELIVERY



**A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE AWARD DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION, NEHU,
SHILLONG**

SUBMITTED BY: MERCIFUL SUIAM

ROLL NO : B1300058

REGISTRATION NO : 9522 YEAR OF 2012-13

BATCH: 2014-15

**NORTH EASTERN HILL
UNIVERSITY, SHILLONG**

PREFACE

THIS PROJECT IS WRITING FOR SUBMISSION TO THE NORTH EASTERN HILL UNIVERSITY (NEHU) SHILLONG IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR AWARDDING ME THE BACHELOR OF BUSINESS ADMINISTRATION 2014-2015, THE NAME OF THE FIRM IS NOT THE EXISTING FIRM OR COPY FROM ANY OTHER SOURCE. IT ONLY THE IMAGINATION OF MINE, TO MAKE THIS PROJECT MEANINGFUL.

MERCIFUL SUIAM

3RD YR BBA

SHILLONG COLLEGE,

SHILLONG

A Project submitted in partial fulfillment of the requirement for
the award degree of BBA NEHU Shillong

Roll no b1300058

Reg no 9522.

ACKNOWLEDGEMENT

I, *MERCIFUL SUIAM* take this privilege to express my heartiest sincere gratitude to all the faculty members of the department of Commerce & Management for giving me an opportunity to do a research work in any field I opt for.

I also convey my sincere thanks to our teachers in charge, Sir. T.K tiewsoh and Ms. W.C.K sohliya of BBA department, shillong college, for guiding throughout this project work whom without them this project work would not be a successful one.

Again, I am thankful to all respondents for giving their valuable time.

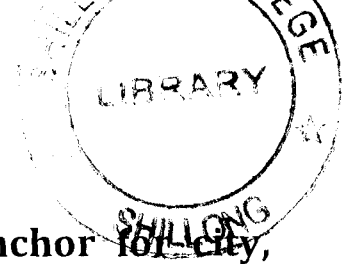
Last but not the least, I express my great pleasure for being a student of shillong college under the Principal ship of Dr. K.D Ramsi to carry out the study to the best of my ability.

THANKS AGAIN TO ALL WHO HELPED ME.

Name of the proprietor	Merciful suiam
Propose project	vegetables home delivery
Area of location	Laitumkhrah
Plant	vegetables and van
Ownership type	private
Co.website url	<u>www.vegdel.com</u>
Email address	<u>vegdel@gmail.com</u>
No of employes	6
Banker	HDFC BANK

VEGETABLE HOME DELIVERY SERVICE FASTER AND RELIABLE

- INDEX
- INTRODUCTION
- MISSION , VISSION , AIMS AND OBJECTIVES
- INVESTMENT
- PORTER'S FIVE MODEL
- SWOT ANALYSIS
- STP
- 7 PS MARKETING MIX



- **Vegetables stores are often an important anchor for city, bringing a significant amount of customer's traffic to center of a town. The town vegetable often serves a sizable in town market that includes elderly and residents without cars. Many of these customers depend on the convenience of a town vegetables store. In the present market of shilling for vegetables items, there is few option available in term of starting a vegetable home delivery service. In this service the customers can give orders of all vegetables items they need just by calling to the toll free no. of our store or they can also give order online and the good will delivered to the customer's door and for this service a little extra money will be charged. Many busy people across the city they don't have time to go to the store for their vegetables. So, this is one way for them to save time for using this vegetables delivery service to have vegetables delivery service to have vegetables delivered right to their home or to office.**
- **Today busy families want faster service and more convenience even if it means higher prices. We hope that busy people across the city will appreciate not having to go the stores for their vegetables, meat, fish, fruits etc.**

WHY I HAVE TO CHOOSE VEGETABLES HOME DELIVERY SERVICE AS MY BUSINESS

- The growing market trend: An emerging trend that is seeing a lot of actions these days is the home delivery services. These businesses are actually catering to a new trend in home delivery services, well it is not really new, so to speak, rather this delivery services given a whole new façade.
- Customer oriented business: Today busy people want faster service and more convenience even if it means higher prices. Vegetables home delivery service are often very profitable business ventures as the convenience of home delivery makes getting customers very easy.

MISSION

Our mission will be to provide more convenience to the customers by making home delivery service and to provide consumers with maximum satisfaction.

VISION

Our vision will be to be at the top most business in Meghalaya and well known in India.

AIMS AND OBJECTIVES

- To be a maker leader.
- To gain profit through customers satisfaction.
- Provide employment.
- To open another vegetables home delivery service in other famous places.

INVESTMENT

- For starting such business approximately 30 lakh are needed. This amount include all the expenses which are
- Cost of capital or capital or working capital.
- Space cost which include rent of building or working place.
- Material handling costs which includes warehousing, transportation cost etc.
- Spoilage or deterioration costs, if in case goods are damage or spoiled.
- Cost of general administration which includes the working staff and their salaries.
- Cost of buying delivery van.

ESTMATE COST FOR SETTING UP THIS FIRM

1. BUILDING	3,00,000
2. DELIVERY VAN	2,50,000x2
3. ADVERTISEMENT EXPENSES	50,000
4. MATERIALS	15,00,000
5. ELECTRICITY	5,000/MONTH
6. TELEPHONE AND INTEREST	10,000/MONTH
7. EMPLOYEE'S SALARY	5,000 x 6
8. RENT	15,000/MONTH
9. MISCELLANEOUS EXPENSES	15,000
TOTAL	23,30,000

PORTER'S FIVE MODEL

- **SUBSTITUTES:** Local retailers and other mall's who offers one stop shopping facilities in the city are the strong competitors of our vegetables home delivery service as they capture a large market share in the city for vegetables items.
 - **SUPPLIERS BARGAINING POWER:** The home delivery service challenges to its suppliers is to collaborate in findings ways to enhance speed in every of the business.
1. Vegetables home delivery service possesses only medium power when buying from its suppliers.
- **BUYER'S BARGAINING POWER:** The buyer of our products and services are mostly hotels, restaurants, guest houses of Government as well as the private. This buyer holds the power because they buy goods in bulk face a strong competition from the quantity and because of these they set the prices.
 - **FORCES OF COMPETITION CREATED BY RIVALRY:** In the beginning of home delivery service we will face a strong competition from other mall' who offers one stop shopping for the customers.
 - **BARRIERS TO ENTRY:** My business can face a strong competition from local retailers and other malls who offers one stop shopping facilities to the customers.

Rapidly increasing our product category and improving our service we can block the entry new competitors in the vegetables home delivery services.



PEST

POLITICAL ENVIRONMENT:

- Business, land, vehicles registration in DC office.
- Positive approaching funds and loan from the Bank.

Political trends and substantial amount of legislation regulating business act, changing Govt. enforcement, growth of public interest etc.

ECONOMICAL ENVIRONMENT:

- High purchasing power of the people because of the increasing income, saving etc.
- Cheap man power available in the local area.
- Investment is not so high.
- Funds and loans are provided by the bank in subsidies rate.
- The price of the product and services are reasonable.

SOCIAL ENVIRONMENT

- Creating a good working environment and maintain a good relation between worker, people and with the customers.
- Changing in the lifestyle and the people showing more interest in home delivery services.
- Improvement of the social condition and welfare of the people and the areas by creating employment opportunities.

TECHNOLOGICAL ENVIRONMENT:

- By using of few technological equipments tool etc.
- Finding new market and make offering through the internet
- facilities in making orders.
- And lastly the payment can also be done online or by credit card.

SWOT ANALYSIS

STRENGTH

- We are first to start this service in the city.
- Our product range is vast.

- The convenience of home delivery makes getting customer very easy.

WEAKNESSES:

- There is strong competition in the market from the retailers, wholesaler and from other mall's in city
- Being first one in this business, it is very difficult to gain image in the market.
- The people are not aware about the firm.

THREATS:

- There is a risk evolved in this business, it is this business as being the first one to do so and considering the size of the market
- Competition from retailers, wholesalers and from other one stop shopping malls.

OPPORTUNITIES

- There is plenty of space for more growth in the market.
- There is no competitor in the home delivery service market we can practice monopoly pricing.
- .To be a market leader in future

PAYMENT OPTION

- Items and service charge can be paid online or at the door. For customers convenience we accept checks, credit, debit or cash.

ORDERING AND DELIVERING

- Customers can give orders by calling to our toll free number or they can also give online order on our website.
- Customers can give orders from Monday to Saturday from 10:00am to 06:00pm. Goods will be delivered to the customers on the same day.

7P'S MARKETING MIX

PRODUCT:

The business provides all the vegetables items organic, food beauty product, baby product etc

PRICE:

- We will use a cost plus method of food pricing, if you need an easy and quick method of establishing prices, calculate how much your overhead costs are as a percentage of your monthly sales. Overhead should include rent, utilities and wages ,but not the cost of suppliers or inventory. Establish how much profit you would like as a percentage and add it to the overhead percentage. This is your cost plus percentage when you price your food. Simply multiply your cost the food by cost plus percentage for final price. You are assured your price will cover your overhead and result in a profit on every item you sell.
- Customers looking for quick items are not as price sensitive for routine items encourage additional purchase by having competitive prices on non-routine items. Our goal is to price our products based on our customer price sensitivity relative to our business type and locations.

PLACE: The location of our warehouse will be in Laitumkhrah.

PROMOTION: To promote our business, we have to make aware of our services and its benefits to all the customers. To do so we have to make our logo and public relations and give advertisements of our products and services in local newspaper[shilling time, guardian etc.], local magazines ,local news channel [media plus, PCN, MCN] Local radio, banners, posters everywhere.

PEOPLE: The people who work in the vegetables delivery are the worker like the drives, cleans ,salespersons and operators. There people will help the humans go on in a smooth and efficient way.

PROCESS: The business should enhance the proper facilities for every access in the manufactory, distribution method and delivery in order to obtain image and good will.

PHYSICAL EVIDENCE/PHYSICAL AMBIANS: Physical evidence of vegetable is how package is done to the vegetable and cover and we can also cover it.



STP

- The market consists of many types of customers, product and needs. We have segment the offers the best opportunities for achieving our objectives .we have grouped our customers on the basis of geographic, demographic, psychographic and behavioral factors. We have divided the market into smaller groups of buyer's distinct needs, characteristics or behavior.

They are as follows:

- On the basis of different locality and areas.
- Demographic: on the basis of their age ,gender ,family size ,family life cycle, income, occupation, education, religion, race, generation etc.
- Psychographic: on the basis of their life style, social class, personality characteristics etc.
- Behavioral: on the basis of their knowledge, attitudes, uses or response to the product and services.

Our main target customers are hotels, restaurants, hostels etc. Our second target customers are the busy people who want faster service and more convenience even if it means higher prices. We assure our customers to deliver quality and fresh items.

CONCLUSION

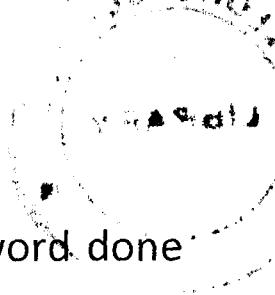
From the above analysis, we can conclude that the setting up of a delivery service in shilling would be viable given all the facts and assumptions stated earlier in the project. From the marketing and sales point of view, both the market potential and sales potential of the shilling market make it very attractive to set up a new venture like home delivery service. Also it can be seen from the financial aspect, it would be a very sound project.

METHODOLOGY

The methodology that I have collected are both the primary and secondary data

The primary that I have collected are through my own research about vegetables and see what is needed to be done for my propose project.

The primary that I have collected some photo from internet and ask from local people.



This is the certify that this is a bonofide record word done
by ms merciful Suiam a 3rd student of Shillong, college shillong.

University roll no b1300058

Staff in charge

Internal examine:

External