

SUPPLIER ◀ -- ▶ FRIENDLY ◀ -- ▶ CUSTOMER

DAIRY BUSINESS MANAGEMENT SYSTEMS

**QUALITY SYSTEM DOCUMENTATION
(ISO – 9001: 2000)**

MODULE-IX

MARKETING MANUAL

**INNOVATIVE BUSINESS IMPROVEMENTS (P) LTD.
Regd. Office #53-A, Sector 18-A CHANDIGARH-160018
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“WHITE REVOLUTION THROUGH QUIET EVOLUTION”

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.01
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04
SR. NO.	TABLE OF CONTENTS	PAGE NO FROM - TO
1.	TABLE OF CONTENTS	01 TO 01
2.	LIST OF REVISIONS	02 TO 02
3.	SCOPE	03 TO 03
4.	OBJECTIVES	04 TO 04
5.	DEPARTMENTAL STRUCTURE	05 TO 05
6.	DUTIES & RESPONSIBILITIES	06 TO 09
7.	PROCEDURES	10 TO 14
8.	CONTINUAL IMPROVEMENTS	14 TO 15
9.	CONTROL OF QUALITY RECORDS	15 TO 15
10.	ANNEXURE (A)	01 TO 04
11.	FORMATS	01 TO 16
Prepared by H O D		Approved by CEO
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04
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INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.			Page No.02		
TITLE : DEPARTMENTAL PROCEDURES MARKETING			Date : - 01.04.04		
2. LIST OF REVISIONS					
Sr. No.	DCN No.	Nature of Change	Affected Clause	Page No.	Revision No.
Prepared by H O D			Approved by CEO		
Signature _____ Date 01.04.04			Signature _____ Date 01.04.04		
Issue No. 01		Date 01.04.04	Revision No. 0		Date 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.03	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
<p>3. SCOPE</p> <p>The procedure of Marketing Department cover Sales forecasting, price fixation, Sales promotion, creating distribution channels, market research to identify product requirements and handling of consumer complaints.</p>			
Prepared by H O D		Approved by CEO	
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No.04
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

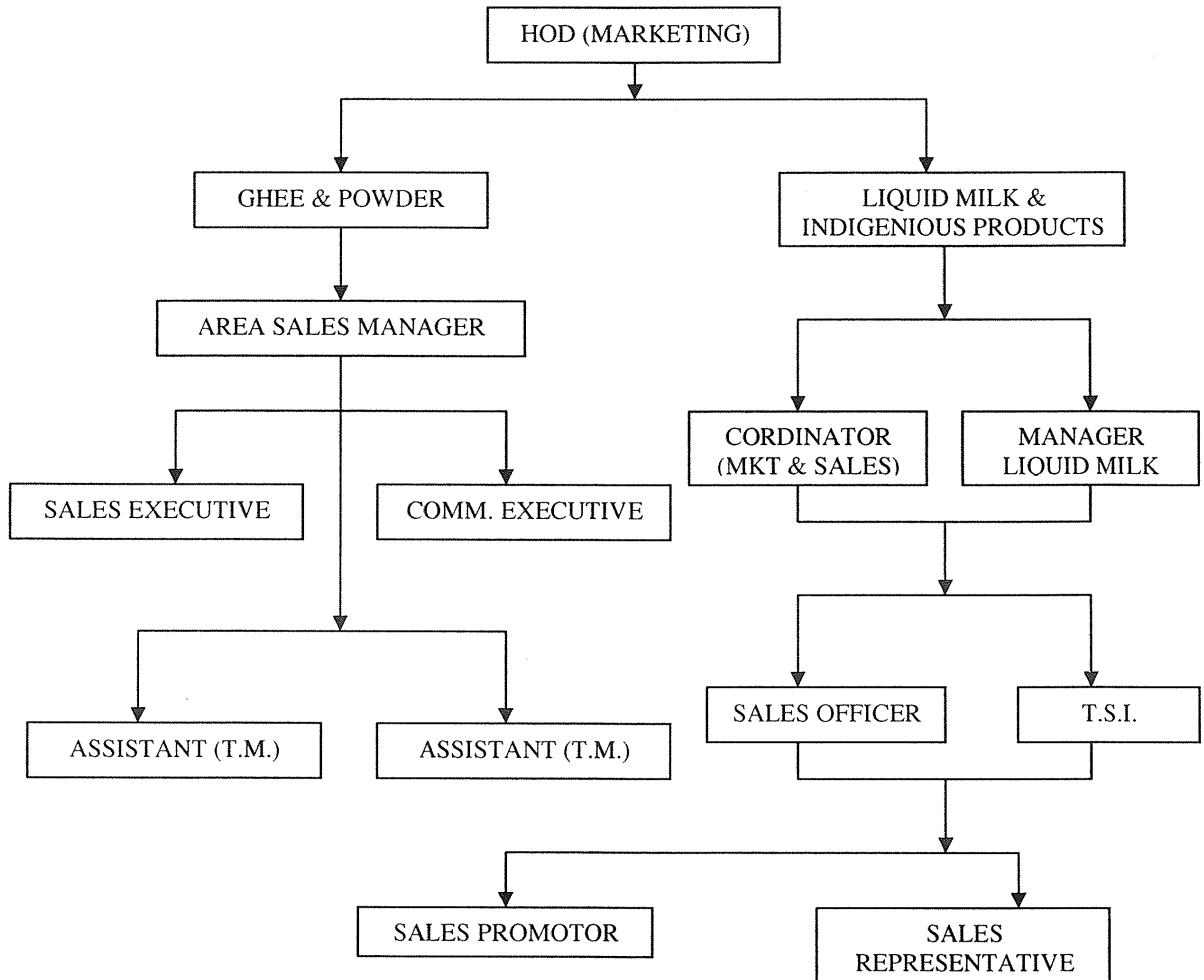
4. OBJECTIVES

- 4.1 To identify consumer needs and advise production department in the development of new products; packing and packages on the basis of market feedback.
- 4.2 Pricing of products in view of market conditions.
- 4.3 Sales promotion through personal selling in trade and institutions.
- 4.4 Effective distribution network through depots and dealers.
- 4.5 To advertise the products using effective mode & medium.
- 4.6 Redressal of customer's complaints.

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Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMMRP - 08]

5. DEPARTMENTAL STRUCTURE



Legend:
 ■ TSI – Territory Sales Incharge
 ■ TM – Tally Marketing

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Approved by CEO

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Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04

Revision No. 0 Date 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No.06
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

6.1 DUTIES AND RESPONSIBILITIES OF H.O.D. (MARKETING)

- 6.1.1 Prepare short term / long term strategies towards achieving company's objectives of sales of milk and milk Products.
- 6.1.2 Creating strong market network for marketing of company's products.
- 6.1.3 Planning, execution and co-ordination of all market related activities towards achieving defined targets.
- 6.1.4 Forecasting of annual sales plan, product wise and pack wise and its further bifurcation into monthly targets.
- 6.1.5 Formulation of pricing policy, discount policy and credit policy with the approval of Managing Director. Finalisation price list (QMM – 11) accordingly.
- 6.1.6 Co-ordination with various departments of the company for effective implementation of company's marketing strategies and policies.
- 6.1.7 Managing advertisement and publicity campaigns for creating favorable response for the company's products among target group of customers.
- 6.1.8 Making effective system for receiving due payments from the market and reconciliation thereof as per policy of the company.
- 6.1.9 To receive customer's complaints and get the same redressed with the help of Quality Assurance department expeditiously.
- 6.1.10 Keep track of stock position at different stores. (QMM – 12)
- 6.1.11 Any other duty assigned by the Management from time to time.

6.2 DUTIES AND RESPONSIBILITIES OF SALES & MARKETING COORDINATOR

- 6.2.1 Supervise Distribution arrangements. To ensure orders received are entered in 'Bargain Register' (QMM – 01) AND 'Despatch Advice' (QMM – 06) is issued and sent to Stores department at Plant for execution of order.
- 6.2.2 To ensure timely execution of orders to follow up with Stores department at Plant.

Prepared by H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.07	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
6.2.3	To book orders of all products from Punjab and other states.		
6.2.4	To liaison with institutional buyers.		
6.2.5	To follow up with Distributors for orders and timely receipt of due payments.		
6.2.6	To prepare under the guidance of HOD (Marketing), monthly production plan, co-ordinate with Plant, review monthly production plan twice a month i.e. on 2 nd & 15 th		
6.2.7	To assist HOD (Marketing) in all matters of distribution and co-ordination.		
6.2.8	To entertain the customer complaints and get those redressed expeditiously.		
6.2.9	To get feedback of competitor's rates on daily basis.		
6.2.10	To evaluate sales representatives / sales promoters performance. (QMM – 03)		
6.2.11	Any other duty assigned by the Management from time to time.		
6.3.	DUTIES AND RESPONSIBILITIES		
	SALES EXECUTIVE / AREA SALES MANAGER		
	Team Management		
6.3.1	To Supervise Sales Representatives / Sales Promotor working under him. To see that his team is properly motivated and team members perform with high spirit.		
6.3.2	To ensure his team members travel as per their 'Proposed Journey Plans' (PJP) and approved tour programmes (QMM – 07). To ensure their business travel is cost effective.		
6.3.3	To evaluate working of team members and to give feed back to HOD Marketing.		
	Territory Management		
6.3.4	To Supervise depots under him. To ensure that they send accounts and other statements within stipulated time to head office.		
6.3.5	To supervise distributor in his area.		
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Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01		Revision No. 0	
Date 01.04.04		Date 01.04.04	

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.08	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
6.3.6	To ensure that distributors make payment to company as per settled terms & conditions.		
	Market Working		
6.3.7	To work with Sales Representative or independently for redistribution or products.		
6.3.8	To train field staff / subordinates.		
	Reporting		
6.3.9	To submit periodical reports to HOD (Marketing).		
6.3.10	To assist Manager Sales in booking all products from the territory under his supervision.		
6.3.11	To assist Marketing & Sales Co-ordinator in all matters of Co-ordination as assigned to him.		
6.3.12	Any other duty assigned by the Management from time to time.		
6.4	DUTIES AND RESPONSIBILITIES		
	TERRITORY SALES INCHARGE / SALES REPRESENTATIVE/ SALES PARMOTOR		
	Territory Management		
6.4.1	To ensure that the distributor has sufficient quantity of company products and services maximum retailers.		
6.4.2	To ensure that all distributors under them achieve monthly target.		
	Marketing Operations		
6.4.3	To book Retailers orders on 'Daily Sales Report' (QMM – 9) and ensure execution of orders by distributor.		
6.4.4	To visit minimum 80 retailers every day. Out of these atleast 40 orders are must be booked.		
6.4.5	To travel according to tour programme as per Tour Programme/PJP (QMM – 07) any deviation must be with prior approval of HOD (Marketing).		
	Reporting		
	To submit Daily Sales Report, (QMM – 09) to HOD (Marketing).		
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Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01	Date 01.04.04	Revision No. 0	Date 01.04.04

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.09	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
<p>Receivables</p> <p>6.4.6 To ensure that distributors send payment within 24 hours of receipt of stocks.</p> <p>Others</p> <p>6.4.7 Any other duty assigned by management from time to time.</p> <p>6.5 DUTIES & RESPONSIBILITIES OF MANAGER (LIQUID MILK)</p> <p>6.5.1 To create demand for pasteurized milk. Visit institutional buyers like Halwai, Hotels, Clubs, Schools and Tea venders. To contact, direct consumers for achieving desired objective.</p> <p>6.5.2 To ensure that supply of milk reaches buyers in time through handling agents and company vehicles directly.</p> <p>6.5.3 To visit the institutional buyers & consumers in case of any complaint or difficulty.</p> <p>6.5.4 To entertain the customers' complaints and get those redressed expeditiously.</p> <p>6.5.5 To create effective distribution network for marketing liquid milk, Flavoured milk and other indigenous products.</p> <p>6.5.6 To supervise and motivate marketing staff under him and help to achieve specified sales targets.</p> <p>6.5.7 To ensure that distribution of pasteurized milk, flavoured milk and other indigenous products carried out efficiently in a cost-effective manner.</p> <p>6.5.8 To visit distributors, retailers to know about consumer needs for liquid milk flavored milk and other indigenous products.</p> <p>6.5.9 Any other duty assigned by the management from time to time.</p>			
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Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No.10
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

7.2 PROCEDURES

7.1 Depot Working

- 7.1.1 Depot incharge places order in writing. Even orders placed on telephone are confirmed in writing subsequently. (QMM – 3)
- 7.1.2 Depot incharge receives stocks, stores those safely to avoid damage or deterioration of product, pending delivery. Depot incharge also ensures that system of first – in first – out is strictly adhered.
- 7.1.3 Depot incharge contacts HO every morning at 10 A.M. to get rates for the day.
- 7.1.4 Depot sells products only against Cash / Pay order. (QMM – 4)
- 7.1.5 Depot maintains account books and other records as required from time to time.
- 7.1.6 Every evening details of opening stock, sales, closing stock and collections are conveyed on fax / Email to HO. (QMM – 2)
- 7.1.7 Depot receives payments and deposits the same in company's Bank Account. (QMM-5)

**7.2. HANDLING OF DISTRIBUTORS ORDERS IN PUNJAB
Order Receiving :-**

- 7.2.1 Minimum order is 1/4th of Monthly Target or 25 cases whichever is higher.
- 7.2.2 If any distributor fails to achieve Monthly Sales Target consecutively for 3 months, the Management makes additional / alternative arrangement.

Despatch of Orders :-

- 7.2.3 On receipt of order, Commercial Office at HO records the same in 'Bargain Register' (QMM – 01) and send the Despatch Advise (D.A.) in (QMM – 06) to Executive (stores) at Plant on the same day.
- 7.2.4 Executive (Stores) ensures execution of DA preferably on the same day of receipt. If any DA is not executed due to any reason, he sends detailed report with justification to H.O.D. (MKT).

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Issue No. 01	Revision No. 0
Date 01.04.04	Date 01.04.04

[QMMRP – 01]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.11	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
<p>Payment By Distributor :-</p> <p>7.2.5 On receipt of stock, Distributor hands over bank demand draft (D.D.) to person accompanying the truck (vehicle).</p> <p>7.2.6 Next order is supplied only if party has cleared payment.</p> <p>7.3 HANDLING OF CONSUMER COMPLAINTS In case there is any consumer complaint, the following procedure is adopted.</p> <p>7.3.1 Complaint is received through retailers and distributors either in writing or through verbal communication alongwith defective product. In case the sample of defective product is not received alongwith complaint, batch no. and date of manufacture is ascertained.</p> <p>7.3.2 The complaint is recorded in 'Consumer Complaint Performa' (QMM – 08) in duplicate.</p> <p>7.3.3 The sales & marketing co-ordinator (H.O.), sends one copy of (QMM – 08) to Quality Assurance department at plant.</p> <p>7.3.4 Product is tested in laboratory at Plant by Q.A. department.</p> <p>7.3.5 Q.A. department gives feedback to Dy. Manager Sales (HO) about results of the test of product under complaint.</p> <p>7.3.6 Any complaint received from customer is answered back within 15 days of its receipt.</p> <p>7.4 MARKET RESEARCH</p> <p>7.4.1 Retailers and distributors are visited by field Sales Staff regularly and information about consumer's preference for colour, aroma and taste is gathered in 'Daily Sales Report' (QMM – 9). Competitor's products and packs are studied. On basis of these studies, recommendations are made to Production Department by HOD Marketing for improvement of existing products and introduction of new products and packs.</p>			
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Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No.12
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

7.5 MARKET OPERATIONS

Sales Representatives / Sales Executive have fixed territory. Normally their headquarter is kept at main town in their territory. They visit every town at frequency which is decided by ASM / Sales Executive with approval of H.O.D. (M). They prepare 'Monthly tour programme' (QMM – 08A) which is sanctioned by HOD (Mkt). They visit retailers and book their orders. On the basis of total sales and keeping in view market trend, they books orders of distributors. In between TSI / Sales Promotor, Sales Rep., contact distributors on telephone or otherwise for their requirements. At the end of the day Sales Promotor /TSI/SR/EXEC. submit Daily Sales Report (QMM – 09).

7.6 MARKET SUPERVISION

Working of Sales Promotor/ SR/TSI/Exec. is supervised by ASM/SE. They travel in the field to supervise their staff, help them to solve problems and take measures to promote sales of company's product. ASM/SE's travel on tour programme which is approved by HOD (M) Sales & Mkt cordinator and HOD (Mkt) also visit markets to motivate field staff and to get first hand information about movement of company's product and also competitor's activities. They get opportunity to meet distributors and help field staff to solve their problems, if any.

7.7 SALE TO INSTITUTIONS

Sale of Pure Ghee, White Butter & SMP & WMP are Made In Two Ways.

7.7.1 Institutional buyers are contacted on phone and are visited by field staff regularly. Some of the institutions have requirements as per our regular products, whereas some of the institutions have their own specifications and goods are produced as per their specifications and are despatched to them.

7.7.2 Some of the Institutions invite tenders giving details of their specifications and date of delivery. Correspondingly offers are made through tenders. In case rates are found suitable orders are received and executed.

7.8 SALE OF DISTRIBUTORS

7.8.1 Dealers are regularly contacted on phone and we also receive telephone calls and letters from them regarding their requirements. We also get their requirements through field staff who visit them regularly.

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Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.13	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
7.8.2	Requirements of our dealers are noted down in D.O. register and D.A. is issued for despatch.		
7.8.3	Invoices are received against the despatches and debited into party's account & on receipt of payment the account is credited.		
7.8.4	Targets of Pure Ghee are separately fixed on the basis of potentiality and past sales in their town. At the end of the month, a statement is made showing target V/S actual sale (QMM – 13) and dealers are informed about short fall and asked for improvement.		
7.9	ADVERTISEMENT FOR SALES PROMOTION		
7.9.1	To promote product widely, advertisement is the prominent promotional ingredient.		
7.9.2	Also Advertisement is made through newspapers and Electronic Media.		
7.10	PRICING		
7.10.1	Selling prices of products are recommended by HOD Marketing from time to time keeping in view competitor's rates and market conditions and then approved by Managing Director. a) Prices of Milk and other inputs, Competitor's prices and Market conditions. b) Managing Director then approves prices.		
7.11	SUBMISSION OF EXPENSES REPORTS BY FIELD STAFF AND REIMBURSEMENT		
7.11.1	Field staff submits their traveling expense bill in (QMMPA – 11) monthly latest by 5 th of every month.		
7.11.2	Sales & Marketing coordinator checks and pass these statements, after that these are sent to HOD (Marketing) for approval.		
7.11.3	Sales & Marketing co-ordinate hand over these statements to Accounts Department for further processing.		
7.11.4	Reimbursements in respect of previous month are made alongwith salary.		
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Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

[QMMRP – 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.14	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
<p>7.12 LIQUID MILK MARKETING The sale of liquid milk are made in two ways</p> <p>7.12.1 The party (Handling Agent) deposits the cash with companies cashier either at Head Office plant or deposit in bank directly.</p> <p>7.12.2 After taking the delivery of milk from plant the concerned handling agent delivers it at the predecided points according to be demand received from dealers.</p> <p>7.12.3 The company also doing direct marketing of Liquid Milk by getting the orders from party, company vehicles delivers it on predecided points of concerned party and receive cash as per rate & quantity. Drivers are also receiving the demand for next day. Party only short-listed as dealer after getting first demand from him and security for milk crates is given first delivery as per policy of the company.</p> <p>7.13 REVIEW OF SALE</p> <p>7.13.1 MBO targets have been fixed for all the four officers dealing with liquid milk.</p> <p>7.13.2 Specific market area has been allotted to each marketing offer.</p> <p>7.13.3 To monitor the daily sales of liquid milk of retailers and their payments dealer account card is maintained at each dealer point.</p> <p>7.13.4 At the end of the month, all the cards are collected and kept in sales department for record and review.</p> <p>7.14 CONTINUAL IMPROVEMENT</p> <p>7.14.1 Prime Performance Parameters for marketing department have been identified and targets for individual Marketing personnel have been laid down. The targets of Prime Performance Parameters are discussed in detail in the steering committee on monthly basis and performance for the same reviewed by committee / MD on monthly basis against target given to the concerned marketing personnel. In case targets are not achieved then reasons for not achieving the targets are investigated and corrective action is taken to improve the performance of specific activities and further review the policy and implementation tasks [Annexure-A] for improvement.</p>			
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[QMMRP - 08]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No.15
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04
<p>Market research is being carried out through personally contacts with the retailers and dealers by the marketing personnel / sale promoters regularly and information about customer's satisfaction gathered on specific MIS. Samples of competitor products are taken from the market and analyzed in out quality control laboratory. On the basis of these observations recommendations are made to steering committee / MD for taking further necessary action for improving existing products and introducing new products and packs.</p>		
7.15.1 TRAINING		
<p>Training needs of the marketing staff are being identified on monthly basis or at the time of joining of new entrants. Training to marketing personnel is imparted based on the sales targets, evaluation of customer's satisfaction. Induction training is organized jointly by Head of PNL & HRD and marketing. Special training programmes for officers, managers are also conducted with the help of PNL & HRD as per specified schedules. Please refer to the manual of PNL & HRD department.</p>		
8.0 CONTROL OF QUALITY RECORDS		
8.1	Quality records are kept in the department as per common procedure issued by M R Office.	
8.2	List of Quality Records is attached.	
Prepared by H O D		Approved by CEO
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04
Issue No. 01	Date 01.04.04	Revision No. 0 Date 01.04.04

[QMMRP - 08]

LIST OF FILES
DEPARTMENT : MARKETING
LOCATION - HEAD OFFICE

SR. NO.	DESCRIPTION	FORMAT / FILE NO.	CODE NO OF RECORD	LOCATION	RETENTION PERIOD
1	AAVIN-MADRAS	QMM - 01	IBI/MKT/F/AM-01	IBI/MKT/FC-01/C-01	8 years
2	ABC-GAGAN-RAJPURA	QMM - 02	IBI/MKT/F/ABC-02	IBI/MKT/FC-01/C-01	8 years
3	AMRIT FOOD	QMM - 03	IBI/MKT/F/AF-03	IBI/MKT/FC-01/C-01	8 years
4	ARMY TENDERS	QMM - 04	IBI/MKT/F/AT-04	IBI/MKT/FC-01/C-01	8 years
5	ADVANCE TRDG. CO-BOMBAY	QMM - 05	IBI/MKT/F/ADCO-05	IBI/MKT/FC-01/C-01	8 years
6	AKAL ACADEMY - BARU SAHIB	QMM - 06	IBI/MKT/F/AA-06	IBI/MKT/FC-01/C-01	8 years
7	AAVI KUMAR ENT.-RAJAHMUNDY	QMM - 07	IBI/MKT/F/AKE-07	IBI/MKT/FC-01/C-01	8 years
8	BROOK BOND - BANGLORE	QMM - 08	IBI/MKT/F/BB-08	IBI/MKT/FC-01/C-01	8 years
9	BRITANNIA IND.LTD., - BANGLORE	QMM - 09	IBI/MKT/F/BIL-09	IBI/MKT/FC-01/C-01	8 years
10	COMPSCO LTD. MANGLORE	QMM - 10	IBI/MKT/F/CL-10	IBI/MKT/FC-01/C-01	8 years
11	DEALERS INFORMATION	QMM - 11	IBI/MKT/F/DI-11	IBI/MKT/FC-01/C-01	8 years
12	DSGNC - NEWDELHI	QMM - 12	IBI/MKT/F/DSGNC-12	IBI/MKT/FC-01/C-01	8 years
13	GM & SONS - SRINAGAR	QMM - 13	IBI/MKT/F/GM-13	IBI/MKT/FC-01/C-01	8 years
14	GCMMF LTD. - ANAND (AHMEDABAD)	QMM - 14	IBI/MKT/F/GCMMF-14	IBI/MKT/FC-01/C-01	8 years
15	GANESH AGENCIES - TRIVANDRIM	QMM - 15	IBI/MKT/F/GA-15	IBI/MKT/FC-01/C-01	8 years
16	IKWALITY FROZEN FOODS - NEW DELHI	QMM - 16	IBI/MKT/F/KFF-16	IBI/MKT/FC-01/C-01	8 years
17	HEINZ INDIA (P) LTD. - BOMBAY	QMM - 17	IBI/MKT/F/HIL-17	IBI/MKT/FC-01/C-01	8 years
18	INSTITUTIONS ORDERS	QMM - 18	IBI/MKT/F/IO-18	IBI/MKT/FC-01/C-01	8 years
19	LOTUS CHOCOLATE - HYDERABAD	QMM - 19	IBI/MKT/F/LC-19	IBI/MKT/FC-01/C-01	8 years
20	MAHARAJA DAIRY PROD.	QMM - 20	IBI/MKT/F/MFL-20	IBI/MKT/FC-01/C-01	8 years
21	METRO DAIRY - CALCUTTA	QMM - 21	IBI/MKT/F/MD-21	IBI/MKT/FC-01/C-01	8 years
22	MAHARAJA DAIRY PROD	QMM - 22	IBI/MKT/F/MDP-22	IBI/MKT/FC-01/C-01	8 years
23	MODEL DAIRY - VIJAYWARA	QMM - 23	IBI/MKT/F/MDV-23	IBI/MKT/FC-01/C-01	8 years
24	MOTHER DAIRY - CALCUTTA	QMM - 24	IBI/MKT/F/MD-24	IBI/MKT/FC-01/C-01	8 years
25	NANDED SAHIB	QMM - 25	IBI/MKT/F/NS/25	IBI/MKT/FC-01/C-01	8 years
26	NESTLE - MOGA	QMM - 26	IBI/MKT/F/NEST-26	IBI/MKT/FC-01/C-01	8 years
27	OMFED - BHUBANESHWAR	QMM - 27	IBI/MKT/F/OMFED-27	IBI/MKT/FC-01/C-01	8 years
28	PGI - CHANDIGARH	QMM - 28	IBI/MKT/F/PGI-28	IBI/MKT/FC-01/C-01	8 years
29	RAPTAKOS BRETT & CO - BOMBAY	QMM - 29	IBI/MKT/F/RB-29	IBI/MKT/FC-01/C-01	8 years
30	SHRI GANESH TRADERS - JAIPUR	QMM - 30	IBI/MKT/F/SGT-30	IBI/MKT/FC-01/C-01	8 years
31	SMITHKLINE BEECHAM - NABHA	QMM - 31	IBI/MKT/F/SB-31	IBI/MKT/FC-01/C-01	8 years
32	SRINIVASA AGENCIES - AMLAPURAM	QMM - 32	IBI/MKT/F/SA-32	IBI/MKT/FC-01/C-01	8 years
33	RCG & SONS TRADING CO - AMBALA CANTT	QMM - 33	IBI/MKT/F/RST-33	IBI/MKT/FC-01/C-01	8 years
34	RICHI MARKETING - HYDERABAD	QMM - 34	IBI/MKT/F/RM-34	IBI/MKT/FC-01/C-01	8 years
35	SGPC - AMRITSAR	QMM - 35	IBI/MKT/F/SGPC-35	IBI/MKT/FC-01/C-01	8 years
36	NATHDWARA TEMPLE BOARD - NATHDWARA	QMM - 36	IBI/MKT/F/NTB-36	IBI/MKT/FC-01/C-01	8 years
37	WOCKHARDT - BOMBAY	QMM - 37	IBI/MKT/F/WORCK-37	IBI/MKT/FC-01/C-01	8 years
38	NALGONDA (MOTHER DAIRY O - HYDERABAD	QMM - 38	IBI/MKT/F/NMD-38	IBI/MKT/FC-01/C-01	8 years
39	HERITAGE FOODS INDIA LTD - HYDERABAD	QMM - 39	IBI/MKT/F/HFIL-39	IBI/MKT/FC-01/C-01	8 years
40	VIJAKAR BARTI - DELHI	QMM - 40	IBI/MKT/F/VBD-40	IBI/MKT/FC-01/C-01	8 years
41	INDIA PHARMACEUTICALS - BOMBAY	QMM - 41	IBI/MKT/F/IND PHM-41	IBI/MKT/FC-01/C-01	8 years
42	SCHEMES (RATES)	QMM - 42	IBI/MKT/F/RATES-42	IBI/MKT/FC-01/C-01	8 years
43	SALES - PUNJAB	QMM - 43	IBI/MKT/F/SALES-43	IBI/MKT/FC-01/C-01	8 years
44	ADVERTISEMENT	QMM - 44	IBI/MKT/F/ADVT-44	IBI/MKT/FC-01/C-01	8 years
45	RATES (SMP & GHEE)	QMM - 45	IBI/MKT/F/RATES-45	IBI/MKT/FC-01/C-01	8 years
46	AVON - LUDHIANA	QMM - 46	IBI/MKT/F/AVON-46	IBI/MKT/FC-01/C-01	8 years
47	MILK TIME BAR PRICE LIST	QMM - 47	IBI/MKT/F/MTBP-47	IBI/MKT/FC-01/C-02	8 years
48	MISCELLANEOUS	QMM - 48	IBI/MKT/F/MISC-48	IBI/MKT/FC-01/C-02	8 years
50	UTTAM - BOMBAY	QMM - 50	IBI/MKT/F/UTTAM-50	IBI/MKT/FC-01/C-02	8 years
51	CORRESPONDANCE	QMM - 51	IBI/MKT/F/CORRS-51	IBI/MKT/FC-01/C-02	8 years
52	NUTRINE CONF. - MADRAS	QMM - 52	IBI/MKT/F/NUTR-52	IBI/MKT/FC-01/C-02	8 years
53	REVELAGON SUGAR BOMBAY	QMM - 53	IBI/MKT/F/RSB-53	IBI/MKT/FC-01/C-02	8 years
54	KARTHIK ENT. - KAKINADA	QMM - 54	IBI/MKT/F/KENT-54	IBI/MKT/FC-01/C-02	8 years
55	SRI LUXMI BANDAR - CUTTAK	QMM - 55	IBI/MKT/F/SLB-55	IBI/MKT/FC-01/C-02	8 years
56	SUNITA ENT. - NAGPUR	QMM - 56	IBI/MKT/F/SUNITA-56	IBI/MKT/FC-01/C-02	8 years
57	HLL - BANGLORE	QMM - 57	IBI/MKT/F/HLL-57	IBI/MKT/FC-01/C-02	8 years
58	KMF - MANGLORE	QMM - 58	IBI/MKT/F/KMF-58	IBI/MKT/FC-01/C-02	8 years
59	WB COOP FED - CALCUTTA	QMM - 59	IBI/MKT/F/WBCOP-59	IBI/MKT/FC-01/C-02	8 years
60	WB COOP. MILK PRODUCERS - CALCUTTA	QMM - 60	IBI/MKT/F/WBCOP-60	IBI/MKT/FC-01/C-02	8 years
61	ZANDHU PHARMA	QMM - 61	IBI/MKT/F/ZANDHU-61	IBI/MKT/FC-01/C-02	8 years
62	WANDER LTD., - BOMBAY	QMM - 62	IBI/MKT/F/WANDER-62	IBI/MKT/FC-01/C-02	8 years
63	DISTRIBUTORS	QMM - 63	IBI/MKT/F/DIST-63	IBI/MKT/FC-01/C-02	8 years
64	PURE GHEE CORRESPONDENCE	QMM - 64	IBI/MKT/F/PG-64	IBI/MKT/FC-01/C-02	8 years
65	SURESH ENT. - GAUHATI	QMM - 65	IBI/MKT/F/SURESH-65	IBI/MKT/FC-01/C-02	8 years
66	MD APPROVED CIRCULARS	QMM - 66	IBI/MKT/F/MD-66	IBI/MKT/FC-01/C-02	8 years
67	ADDRESS LIST	QMM - 67	IBI/MKT/F/ADDRESS-67	IBI/MKT/FC-01/C-02	8 years
68	YY TRADER AGENCIES - DINANAGAR	QMM - 68	IBI/MKT/F/YTA-68	IBI/MKT/FC-01/C-02	8 years
69	COMPETITORS RATE CHART	QMM - 69	IBI/MKT/F/COMP-69	IBI/MKT/FC-01/C-02	8 years
70	UMESH JAIN (SHAH MOTI LAL) - HYDERA BAD	QMM - 70	IBI/MKT/F/UMESH-70	IBI/MKT/FC-01/C-02	8 years
71	MARKET REPORT	QMM - 71	IBI/MKT/F/MKT-71	IBI/MKT/FC-01/C-02	8 years
72	AMUL - ANAND	QMM - 72	IBI/MKT/F/AMUL-72	IBI/MKT/FC-01/C-02	8 years
73	NATHDWARA OCTORI EXMP. - CERTIFICATE	QMM - 73	IBI/MKT/F/NOE-73	IBI/MKT/FC-01/C-02	8 years
74	WB MILK COMM. - CALCUTTA	QMM - 74	IBI/MKT/F/WB-74	IBI/MKT/FC-01/C-02	8 years
75	JAMMU & KASHMIR COOP - MIKFEED	QMM - 75	IBI/MKT/F/J&K-75	IBI/MKT/FC-01/C-02	8 years
76	M.D TPT FILE	QMM - 76	IBI/MKT/F/MDTPT-76	IBI/MKT/FC-01/C-02	8 years
77	R.K.ENT. CALCUTTA - KEDIA	QMM - 77	IBI/MKT/F/RKENT-77	IBI/MKT/FC-01/C-02	8 years
78	DABON INTL.	QMM - 78	IBI/MKT/F/DABON-78	IBI/MKT/FC-01/C-02	8 years
79	CENTRAL DAIRY - CALCUTTA	QMM - 79	IBI/MKT/F/CENT-79	IBI/MKT/FC-01/C-02	8 years
80	BIHAR COMFEED	QMM - 80	IBI/MKT/F/BIHAR-80	IBI/MKT/FC-01/C-02	8 years
81	RADHA SWAMI - BEAS	QMM - 81	IBI/MKT/F/RSB-81	IBI/MKT/FC-01/C-02	8 years
82	GANJAM GAJAPATI	QMM - 82	IBI/MKT/F/GG-82	IBI/MKT/FC-01/C-02	8 years
83	KERALA MILKFEED	QMM - 83	IBI/MKT/F/KMF-83	IBI/MKT/FC-01/C-02	8 years
84	HERITAGE FOODS INDIA LTD	QMM - 84	IBI/MKT/F/HFIL-84	IBI/MKT/FC-01/C-02	8 years
85	M. RAGHUNATH - HYDERABAD	QMM - 85	IBI/MKT/F/MR-85	IBI/MKT/FC-01/C-02	8 years
86	WINNER AGENCY - PONDICHCHERY	QMM - 86	IBI/MKT/F/WA-86	IBI/MKT/FC-01/C-02	8 years
87	KOHIMA DIST. COOP	QMM - 87	IBI/MKT/F/KDC-87	IBI/MKT/FC-01/C-02	8 years
88	ARTI TRADERS - ASANSOL	QMM - 88	IBI/MKT/F/IAT-88	IBI/MKT/FC-01/C-02	8 years
89	MILITARY FARM - RAJORI	QMM - 89	IBI/MKT/F/MF-89	IBI/MKT/FC-01/C-02	8 years
90	MILITARY FARM - PATHANKOT	QMM - 90	IBI/MKT/F/MF-90	IBI/MKT/FC-01/C-02	8 years
91	DAIRY TOPS - PUNE	QMM - 91	IBI/MKT/F/DT-91	IBI/MKT/FC-01/C-02	8 years

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD. PAGE NO. 1
 TITLE:- DEPARTMENTAL PROCEDURES MARKETING DATE :01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
 BARGAIN REGISTER

BARGAIN NO.	DATE	PARTY	STATION	PACKING	QUANTITY	RATE	AMOUNT	DATE OF DESPATCH	INVOICE NO.	REMARKS

Prepared By HOD
 Signature _____ Date 01.04.04
 Signature _____ Date 01/04/04
 Issue No. 01 Revision No. 0 Date 01/04/04
 Approved by CEO

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
DAILY DEPOT & SALES REPORT

AREA _____ DEPOT AT _____ DATED _____ SHEET NO. _____

SR. NO.	PARTICULARS	TIN 15 KG	TIN 5 KG	P.J. 5 KG	T.P. 2 KG	P.J. 2 KG	BB 1 KG	PP 1 KG	TP 1/2KG	P.J. 1/2KG	BB 1/2KG	PP 1-LTR	PP 1/2-LTR	DW 200GM	DW 500GM	SMP 25KG	REMARKS	
01	OPENING BALANCE																	
02	RECEIVED VIDE G.T.A NO DT																	
03	TOTAL 1 & 2																	
04	RECEIVED UPTO DATE																SUPPLY AGAINST	
	NAME OF ORDER	DEALERS														ORDER NO	BILL NO	RATE
		DESPATCH DURING THE DAY																
		CODE																
01																		
02																		
03																		
04																		
05																		
06																		
07																		
08																		
	TOTAL GOODS DESPATCH																	
	BALANCE IN STOCK																	
	SOLD UPTO DATE																	
	PENDING ORDER REQUIREMENT																	

ACCOUNTS

Prepared By H O D
 Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04

Approved by CEO
 Signature _____ Date 01.04.04

Revision No. 0 Date 01.04.04

DEPOT INCHARGE

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	PAGE NO. 4
TITLE : DEPARTMENTAL PROCEDURES MARKETING	DATE : 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
INVOICE CUM CHALLAN GODOWN COPY

INVOICE NO. _____
DATE _____

M/S _____

QTY.	DESCRIPTION	CODE NO	ORDER NO & DATE	RATE	DISCOUNT	AMOUNT		REMARKS
						Rs.	Ps.	
	15 KG TIN							
	5 KG P.J.							
	5 KG TIN							
	2 KG P.J.							
	2 KG T.P.							
	1 KG P.J.							
	1 KG T.P.							
	1 KG BB							
	1 KG PP							
	1/2 KG PJ							
	1 LTR B.B.							
	1 LTR PP							
	1/2 LTR PP							
	200 GM JAR							
	1 x 25 KG SMP							
	500 GM JAR							

TOTAL
LESS REBATE
TAXABLE AMOUNT
SALES TAX @
S / C @

TOTAL
LESS FRIEGHT
NET REBITABLE

SIGNATURE

Prepared By H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMM - 04]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.				PAGE NO. 5	
TITLE :- DEPARTMENTAL PROCEDURES MARKETING				DATE 01.04.04	
INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD. REMITTANCE ADVICE					
DEPOT AT _____ CODE NO _____ TO INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD., CHANDIGARH					
R.A. NO. _____ DATED _____ CREDIT VOUCHER NO. _____ DATED _____					
DRAFT NO.	DATE	ON BANK	STATION	AMOUNT RECEIVED	
				Rs.	Ps.
DEPOT DETAINED RECEIPT NO _____					
TOTAL Rs.					
REMARKS IF ANY	STATION	PARTY CODE			
DDEPOT INCHARGE		SR. ACCOUNTANT		EXECUTIVE (ACCOUNTS)	
Prepared By H O D			Approved by CEO		
Signature _____ Date 01.04.04			Signature _____ Date 01.04.04		
Issue No. 01 Date 01.04.04			Revision No. 0 Date 01.04.04		

[QMM - 05]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.			PAGE NO. 7
TITLE : - DEPARTMENTAL PROCEDURES MARKETING			DATE :01.04.04
TOUR PROGRAM			
NAME :-		H.Q. :-	MONTH :-
DATE :-	STATION		REMARKS
	FROM	TO	
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
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17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
Rep. Signature			
Prepared By H O D		Approved By CEO	
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

[QMM-07]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No. 8
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.

CONSUMER COMPLAINT FORM

(TRIPLICATE)

NO.

DATE

Name of complaint

Address.....

Received through

Product

Batch No. Date of Manufacture

MARKETING DEPARTMENT

Comments (if any)

QUALITY ASSURANCE'S ACTION

MARKETING DEPARTMENT ACTION

SIGNATURE

Prepared by H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMM-08]

Today Calls	
Previous Calls	
Total Calls	
Competitors Activity :-	

26

Distributor's Signature _____ Sales Rep. Signature _____

Prepared By H O D _____ Approved by CEO _____
 Signature _____ Date 01.04.04 Signature _____ Date 01.04.04
 Issue No. 01 _____ Date 01.04.04 Revision No. 0 _____ Date 01.04.04
 [QMM - 09]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No. 11	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD. COMPETITOR'S RATE CHART (PUNJAB)			
DATE			
Sr.No.	BRAND NAME	MILL RATE (IN Rs.) (1 KG TIN)	MARKET RATE (IN Rs.)
01	MILK TIME		
02	VERKA		
03	GOPIKA		
04	EVERYDAY		
05	MILK FOOD		
06	HERMAN		
07	ANURAG		
08			
09			
10			
Signature			
Prepared by H O D		Approved by CEO	
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01		Revision No. 0	
Date 01.04.04		Date 01.04.04	

[QMM - 10 A]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No. 12
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

**INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
COMPETITOR'S RATE CHART
(HARYANA)**

DATE

Sr.No.	BRAND NAME	MILL RATE (IN Rs.) (1 KG TIN)	MARKET RATE (IN Rs.)
01	MILK TIME		
02	MADHU		
03	SWEETA		
04	NOVA		
05	ROHUL		
06	MURALI		
07	KARAN		
08	VITA		
09			
10			

Signature

Prepared by H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMM - 10 B]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.		Page No. 13	
TITLE : DEPARTMENTAL PROCEDURES MARKETING		Date : - 01.04.04	
INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD. COMPETITOR'S RATE CHART (DELHI)			
DATE			
Sr.No.	BRAND NAME	MILL RATE (IN Rs.) (1 KG TIN)	MARKET RATE (IN Rs.)
01	MILK TIME		
02	MADU SUDAN		
03	PARAS		
04	SHEWETTA		
05	KARAN		
06	EVERYDAY		
07	MILK FOOD		
08			
09			
10			
Signature			
Prepared by H O D		Approved by CEO	
Signature _____ Date 01.04.04		Signature _____ Date 01.04.04	
Issue No. 01 Date 01.04.04		Revision No. 0 Date 01.04.04	

[QMM – 10 C]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No. 14
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.

PRICE LIST

Effective Date _____

Sr.No.	PACK SIZE	R A T E			
		PUNJAB	HARYANA	DELHI	M.P.
01	15 KG TIN				
	1 KG TIN				
	½ KG TIN				
	2 KG TIN				
	5 KG TIN				
	1 KG P.P.				
	½ KG P.P.				
	1 KG B.B.				
	½ LTR. P.P.				
	1 LTR. P.P.				
	½ KG P.JAR				
	1 KG P.JAR				
	2 KG P.JAR				
	5 KG P.JAR				
	200 GM SMP				
	500 GM SMP				
	25 KG SMP				
	1 x 25 KG SMP				

Signature

Prepared by H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMM - 11]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	Page No. 15
TITLE : DEPARTMENTAL PROCEDURES MARKETING	Date : - 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
DAILY STOCK POSITION OF UNSOLD / OVERSOLD PRODUCTS

PLACE	BULK PACK		CONSUMER PACK	
	STOCK	SALE	STOCK	SALE
HEAD OFFICE				
LUDHIANA DEPOT				
DELHI DEPOT				
INDORE DEPOT				
TOTAL				
STOCK AT FACTORY				
NET POSITION				

Signature

Prepared by H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. 0 Date 01.04.04

[QMM – 12]

Objectives:- Competent marketing infrastructure to procure advanced orders with most remuneration product mix combination.

Assign ment Code	Task No	Date	Task	Person Responsible For implementation	Target Date	Actual date of completion
------------------	---------	------	------	---------------------------------------	-------------	---------------------------

A.	1		Conduct market study and prepare directory of all dealers/distributors and all retail outlets in the region.	Manager Marketing	31.10.02	31.10.02
	2.		Maintain system of supply through handling agents to the dealers/retailers in the Chandigarh /Pkl./Mohali from plant to consumer points.	Manager Marketing	Being done	Being done
	3.		Implement action oriented plan to maximize sale of milk and milk products for optimising profitability.	Manager Marketing	31.12.02	31.12.02
	4.		Improve market share of direct distribution/marketing channel as per specified targets.	Manager Marketing	31.12.02	31.12.02
	5.		To collect demand from handling agent/dealers/retailers and convey the same to plant within specified time	Manager Marketing	Being done	Being done
	6.		Milk products to be supplied regularly as per demand on scheduled dates without any failure.	Manager Marketing	Always	Always
	7.		Ensure sale of milk products at approved rates.	Manager Marketing	Always	Always
	8.		Ensure timely supply of milk to consumers through effective dealer network.	Manager Marketing	Being done	Being done
	9.		Appoint reliable dealers/retailers in potential uncovered area to increase the sale of milk and milk products.	Manager Marketing	Continue process	Continue process

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
Marketing Department

Annexure ' A '
Page 2 of 4

Objectives:- Competent marketing infrastructure to procure advanced orders with most remuneration product mix combination.

Assign ment Code	Task No	Date	Task	Person Responsible For implementation	Target Date	Actual date of completion
------------------	---------	------	------	---------------------------------------	-------------	---------------------------

	10.		To monitor performance of each handling agent/dealer/retailer periodically.	Manager Marketing	Every month	Every month
	11.		Ensure regular increase in demand and supply as per specified targets.	Manager Marketing	Daily basis	Daily basis
	12.		Ensure supply milk and milk products only against deposit of advance payment.	Manager Marketing	Daily basis	Daily basis
	3.		Ensure regular supply of accounts statement of all handling agent/ dealers and monthly reconciliation of accounts on monthly basis.	Manager Marketing	Daily basis	Daily basis
	14.		Keep marketing team well motivated for achieving success as per specified targets.	Manager Marketing	Continue process	Continue process
	15.		Attend all customers complaints and sort expeditiously.	Manager Marketing	Daily basis	Daily basis
	16.		Regular feed back to be obtained from handling agent/dealer/retailer customers on the specified format.	Manager Marketing	Daily basis	Daily basis
	17.		Suggestions received from handling agent/dealer/customers be discussed with seniors and implemented.	Manager Marketing	Every month	Every month
	18.		Keep proper liaison with institutions/ bulk buyers/offices for obtaining orders for sale of milk and milk products.	Manager Marketing	Statutory	Statutory

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
Marketing Department

Annexure ' A '
Page 3 of 4

Objectives:- Competent marketing infrastructure to procure advanced orders with most remuneration product mix combination.

Assign ment Code	Task No	Date	Task	Person Responsible For implementation	Target Date	Actual date of completion
	19.		Maintain close liaison with production department for maintaining supply schedule, quality of products and honouring business commitments.	Manager Marketing	Continue process	Continue process
	20.		Ensure polite and curtious dealings with handling agent/dealers/retailers/ customers.	Manager Marketing	Always	Always
	21.		Ensure that fresh stock of milk and milk products is sold in the market on in first in and first out basis.	Manager Marketing	Always	Always
	22.		Ensure correct forecast of demand to arrange production strictly according to demand.	Manager Marketing	Daily basis	Daily basis
	23.		Ensure that no demand/broken tray is received from handling agent.	Manager Marketing	Daily basis	Daily basis
	24.		Minimize leakage of milk with the help of production department and proper handling while milk/products remain in transit.	Manager Marketing	Continue process	Continue process
	25.		Ensure result oriented monitoring and evaluation of area wise Marketing performance periodically.	Manager Marketing	Every month	Every month
	26.		Introduce work improvement circles for improving over all performances of marketing department.	Manager Marketing	31.12.02	31.12.02

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
Marketing Department

Annexure ' A '
Page 4 of 4

Objectives:- Competent marketing infrastructure to procure advanced orders with most remuneration product mix combination.

Assign ment Code	Task No	Date	Task	Person Responsible For implementation	Target Date	Actual date of completion
------------------------	------------	------	------	--	----------------	---------------------------------

	27.		Identity all reputed companies dealing in bulk purchase of milk and milk products and register their names in marketing directory.	Manager Marketing	31.12.03	31.12.02
	28.		Introduce fool proof system in liquid milk Marketing for improving sales revenue and controlling manipulations.	Manager Marketing	Daily basis	Daily basis
	29.		Introduce concept of ERP and develop effective system for monitoring results.	Manager Marketing	Daily basis	Daily basis

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
DAILY DEPOT & SALES REPORT

AREA _____ DEPOT AT _____ DATED _____ SHEET NO. _____

SR. NO.	PARTICULARS	TIN 15 KG	TIN 5 KG	P.J. 5 KG	T.P. 2 KG	P.J. 2 KG	BB 1 KG	PP 1 KG	TP 1/2KG	P.J. 1/2KG	BB 1/2KG	PP 1-LTR	PP 1/2-LTR	DW 200GM	DW 500GM	SMP 25KG	REMARKS				
01	OPENING BALANCE																				
02	RECEIVED VIDE G.T.A NO _____ DT _____																				
03	TOTAL 1 & 2																				
04	RECEIVED UPTO DATE																				
	NAME OF ORDER	DEALERS														DESPATCH DURING THE DAY CODE			SUPPLY AGAINST		
01																					
02																					
03																					
04																					
05																					
06																					
07																					
08																					
	TOTAL GOODS DESPATCH																				
	BALANCE IN STOCK																				
	SOLD UPTO DATE																				
	PENDING ORDER REQUIREMENT																				

ACCOUNTS

DEPOT INCHARGE

Prepared By H O D

Signature _____ Date 01.04.04

Approved by CEO

Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04

Revision No. 1 Date 01.04.04

[QMM-02]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	PAGE NO. 23
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TITLE : DEPARTMENTAL PROCEDURES MARKETING	DATE : 01.04.04
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INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
INVOICE CUM CHALLAN GODOWN COPY

INVOICE NO . _____

DATE _____

M / S _____

QTY.	DESCRIPTION	CODE NO	ORDER NO & DATE	RATE	DISCOUNT	AMOUNT Rs. Ps.	REMARKS
	15 KG TIN						
	5 KG P.J.						
	5 KG TIN						
	2 KG P.J.						
	2 KG T.P.						
	1 KG P.J.						
	1 KG T.P.						
	1 KG BB						
	1 KG PP						
	1/2 KG PJ						
	1 LTR B.B.						
	1 LTR PP						
	1/2 LTR PP						
	200 GM JAR						
	1 x 25 KG SMP						
	500 GM JAR						

TOTAL
 LESS REBATE
 TAXABLE AMOUNT
 SALES TAX @
 S / C @

TOTAL
 LESS FRIEGHT
 NET REBITABLE

SIGNATURE

Prepared By H O D
 Signature _____ Date 01.04.04

Approved by CEO
 Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04

Revision No. 0 Date 01.04.04

[QMM - 04]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD. PAGE NO. 24

TITLE :- DEPARTMENTAL PROCEDURES MARKETING DATE 01.04.04

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.

REMITTANCE ADVICE

DEPOT AT _____ CODE NO _____ TO INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD., CHANDIGARH

R.A. NO. _____ DATED _____ CREDIT VOUCHER NO. _____ DATED _____

DRAFT NO.	DATE	ON BANK	STATION	AMOUNT RECEIVED	
				Rs.	Ps.

DEPOT DETAINED RECEIPT NO _____
TOTAL Rs.

REMARKS IF ANY	STATION	PARTY CODE			

DDEPOT INCHARGE SR. ACCOUNTANT EXECUTIVE (ACCOUNTS)

Prepared By H O D	Approved by CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04	Revision No. Date 01.04.04
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[QMM - 05]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	PAGE NO. 25
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TITLE :- DEPARTMENTAL PROCEDURES MARKETING	DATE 01.04.04
---	----------------------

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.
Despatch Advice

D.A. No. :- Bargain No. :-
DATE :- Bargain Date :-

Consignee :-

Sr. No.	Item Description	U / M	Packing	No. of Units	Rate	C / D Rate	Amount
(Rupees : only)							

TOTAL

Cases :-

Freight : Ex - Factory / For DD No. For Rs.

Bank Name :

Payment Terms : Agst. Delivery

Mode of Payment :

Delivery Through :

IMPORTANT : COLLECT OCTROI / DRAFT / CASH BEFORE UNLOADING STOCKS

MANAGER ACCOUNTS **MANAGER MARKETING**

Prepared By H O D	Approved By CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04
Issue No. 01 Date 01.04.04	Revision No. Date 01.04.04

[QMM - 06]

INNOVATIVE BUSINESS IMPROVEMENTS (PVT.) LTD.	PAGE NO. 26
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TITLE : - DEPARTMENTAL PROCEDURES MARKETING	DATE : 01.04.04
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TOUR PROGRAM

NAME : -	H.Q. : -	MONTH : -
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DATE : -	STATIONION		REMARKS
	FROM	TO	
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
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30			
31			

Rep. Signature

Prepared By H O D	Approved By CEO
Signature _____ Date 01.04.04	Signature _____ Date 01.04.04

Issue No. 01 Date 01.04.04	Revision No. Date 01.04.04
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[QMM-07]

