APPENDIX - IV

QUESTIONNAIRE

Name of the company : ________________________.
Name of the person : ________________________.

A. General Informations

(1) How many vanaspati units the company has?
(2) What is the total licenced and installed capacity of each unit annually during the last five years?
(3) What is the capacity utilisation of each unit during the period of last five years?
(4) What is the brand name of your product?
(5) What is the geographical location of company's vanaspati units?
(6) Are you producing any other product except vanaspati, if yes, then name those products.

B. Production, Consumption and Distribution

(1) What is the total quantity of vanaspati produced annually by each unit during the last five years?
(2) What is the possible reason for the yearly variation (if any) in the production pattern of each unit?
(3) What is the annual total sale of company's vanaspati in respect of:
   (a) All India
   (b) In the State of Punjab
   (c) In the State of Haryana
   (d) In the State of Punjab (unit-wise)
   (e) In the State of Haryana (unit-wise)
(4) What are the company's strategies is effective and efficient distribution of vanaspati?
(5) What are your views about consumption and distribution of vanaspati (in general)?

C. Marketing Channels

(1) What are the company's distribution channels?

(2) What is the share of different marketing channels in the distribution?

(3) What are the criteria, the company has followed in the selection of distribution channels (sales depot/dealer/CFA/wholesalers/retailers)?

(4) What is the quantum of total material dispatched to different states during the last five years from each unit?

(5) What is the quantum of total sale affected by each marketing channel?

(6) Does the company have its own retail outlets? If yes, then number and location of such outlets.

(7) How does the company motivate its dealers?

(8) Does the company provide any special benefits to its dealers? If yes, the nature of benefits.

(9) What changes are recommended in the existing marketing channel?

D. Transportation

(1) What are the transportation mode used for the movement of vanaspati by the company?

(2) What is the criteria, the company has followed for selecting the mode of transportation?

(3) Who is responsible for selecting the mode of transportation?

(4) What is the basis for determining a preferred carrier?

(5) What is the impact of rush orders on the mode/route selection?

(6) Is the choice of transportation mode depends upon the size of shipment?

(7) What is the cost of transportation for different modes used by the company during last five years?

(8) What percentage of total shipment is send by the different modes?
(9) What is the total amount spent annually for transportation of vanaspati during the last five years?

(10) What is the total material transported by different modes of transport?

(11) If shipment is send by road only then what is the percentage of public and private carrier?

(12) What is the total amount of vanaspati shipment from different units by different modes?
   (a) On all India bases
   (b) To the state of Punjab
   (c) To the state of Haryana
   (d) To the state of New Delhi
   (e) To union territory of Chandigarh

(13) What is the total quantity of vanaspati moved to the state of Punjab, Haryana, New Delhi and Chandigarh?

(14) What is the cost of transportation by road for different distance slabs in Punjab, Haryana and New Delhi for last five years?

(15) Any other cost included in the cost of transportation?

(16) Are there any specific problems involved in vanaspati transportation? If yes, then the nature of problem and method used to overcome the same.

(17) Any suggestion for improvement?

E. Warehousing

(1) What type of warehouses does the company used?

(2) Does the company have its own warehouses? if yes, there location and size.

(3) What is the basic criteria used for selecting a warehouse?

(4) How many warehouses the company uses (agency-wise and year-wise)?
(5) Location of warehouse, their capacities booked for different months/wares during the last five years in the state of Punjab, Haryana, New Delhi and union territory Chandigarh?

(6) What are the actual capacities utilized for the reserved warehouse?

(7) What costs are included in warehousing expenses?

(8) What is the company's policy regarding relocation of existing warehouse facilities?

(9) What are the total annual warehousing costs?

(10) What percentage of total warehousing costs can be attributed to different categories of warehouse used?

(11) What is the percentage of total sale affected through these warehouses

(a) All India basis

(b) In the state of Punjab

(c) In the state of Haryana

(12) What type of material handling facilities exists in the warehouses used by the company?

(13) How do the company assess the performance of the warehouse?

(14) What are specific problem involved in vanaspati warehousing and how these are overcome?

(15) Any suggestion for improvement?

(F) Inventory Management:

(1) What are the average inventory level of the company?

(a) At factory level

(b) At field level

(2) Are inventory level targets are established on regular basis? if yes, by whom?

(3) What are your standard service level?

(4) How is the inventory file updated?
(5) What formal reports are generated regarding inventory?

(6) What costs categories do you include in inventory carrying costs?

(7) What is your statistical forecasting system?

(8) What is your inventory carrying cost (Rs./MT/month) for last five years?

(9) Are you using any scientific inventory control techniques? If yes, then specify.

(G) Packaging and Material Handling:

(1) What type of packaging is used by the company and why?

(2) What are the standard packings used by the company?

(3) Is packing material available to be used more than once? If yes, how many times?

(4) Do you use any container service?

(5) What type of material handling facilities exists at the unit level?

(6) Whether the material handling at units/destinations is machanised or manual?

(7) What material handling facilities are available at the warehouses used by the company?

(8) What is the cost of loading and unloading at origin and at destination (Rs./MT)?

(9) What are the material handling charges at the warehouses in the states of Punjab and Haryana (Rs./MT)?

(10) What are the total material handling charges in the states of Punjab and Haryana (Rs./MT)?

(11) What is the extent of damage cost during material handling, and but are the prevented techniques used?

(H) Communication:

(1) How do you get the sale order?
(2) How does each customer place the order with the company?

(3) What is your company's order cycle time and how frequently do you monitor the order cycle?

(4) Is order processing centralized or decentralized?

(5) Does the company verify credit and inventory availability during order processing?

(6) Does the company confirm the delivery date to the customer after receiving the order?

(7) Whether the orders are batch processed or individually processed?

(8) What methods do you use to measure the performance of different activities i.e. transportation warehousing, inventory management etc.?

(9) What type of reports are developed for the purpose of performance measurement?

(10) How does the company maintain inter-departmental coordination?

(11) Do you have written customer service policy?

(12) Do you evaluate your customer service policy? If yes, then by what method?

(13) What are your suggestions for improving the distribution system of vanaspati?