

APPENDIX I

PROFORMA NO. 1

**\*CALCULATION OF GROSS PROFITS, THE COST OF GOODS SOLD,  
NET PROFIT**

1. Total Trading Income	:	:
a) Net Sales	:	:
b) Other Income**	:	:
c) Total	:	:
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2. Cost of Goods Sold	:	:
i) Opening Stock	:	:
ii) Add Purchases and expenses incidental to purchases	:	:
iii) Total i & ii	:	:
iv) <u>Less</u> Closing Stock	:	:
v) Cost of Goods sold	:	:
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3. Gross Profits ( 1-2 )	:	:
4. Other Receipts ***	:	:
5. Total Gross Profits & Other Receipts i.e. 3 & 4	:	:
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6. Expenses	:	:
i) Personnel	:	:
ii) Rent, Rates and Taxes	:	:
iii) Interest and Bank Commission	:	:
iv) Depreciation on Building, Furniture etc.,	:	:
v) Printing and Stationary	:	:
vi) Audit Fee	:	:
vii) Stock Deficit	:	:
viii) Advertising	:	:
ix) Other Expenses	:	:
x) Total 6	:	:
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7. Net Profit Before Income Tax (5-6)	:	:
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8. Provision for Income Tax	:	:
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9. Net Profit after Income Tax (7-8)	:	:
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\*In the Proforma Trading Account and Profit and Loss Account are included

\*\*Other Income includes income from the sale of empties like gunny bags etc.,

\*\*\*Other Receipts includes Managerial Subsidy, interest from fixed deposits, proceeds on account of sale of fixed assets etc.,

APPENDIX 'B'

QUESTIONNAIRE FOR THE SURVEY OF CONSUMERS' CO-OPERATIVE  
SOCIETIES IN POONA

1. Name of the Society and the year in which it was started.  
\_\_\_\_\_  
\_\_\_\_\_
2. Objects with which the Society was started. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Registered address of the Society. \_\_\_\_\_  
\_\_\_\_\_
4. Locality in which it carries on its business. \_\_\_\_\_  
\_\_\_\_\_
5. Number of members when the society was started. \_\_\_\_\_
6. Number of members in the years      1968-69    1969-70    1970-71
7. \_\_\_\_\_  
Categories of membership                      1968-69    1969-70    1970-71
  - a. No. of individual share-holders:-  
male . . . . . \_\_\_\_\_  
Female . . . . . \_\_\_\_\_
  - b. No. of Consumers' Co-operative  
Societies as share-holders . . . . . \_\_\_\_\_
  - c. No. of other Co-operative Societies  
as share-holders . . . . . \_\_\_\_\_
  - d. No. of shares held by the State  
Government . . . . . \_\_\_\_\_
8. Is the Annual Report supplied to all members each year?  
yes / no

9. Is membership open to all ? yes / no  
 if no, mention  
 a. to whom it is open. \_\_\_\_\_

b. to whom it is not open \_\_\_\_\_

10. Do all the members have voting rights? yes / no

11. If answer to question '10' is no, mention the class of members who do not have voting rights? \_\_\_\_\_

12. What is the amount of membership fee? \_\_\_\_\_

13. Have any members left the Society? yes / no

a. State the reasons why they left the Society. \_\_\_\_\_

14. Out of the eligible voters, how many came to vote in the General Elections in the years

<u>1968-69</u>	<u>1969-70</u>	<u>1970-71</u>
_____	_____	_____

15. Did you hold Annual General Meeting within three months of the end of the financial year? yes / no

16. Do you face any difficulties in holding meetings? \_\_\_\_\_

17. Has there been any litigation going on in the courts of law? \_\_\_\_\_

18. Details of retail shops or branches run by the Society.

Shop No. (Sr.No.)	Area (Sq.Ft.)	Is it owned by you or taken on rent	Address of the shop
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19. Details of the godowns owned or taken by you.

Godown Number Sr.No.	Address of the place where the godown is located	It is owned by you or taken on rent	Distance from the nearest Retail shop	Area (Sq. Ft.)	Is the godown capacity fully utilised through out the year
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20. Employees.

Designation of the employees, Manager, Accountant, salesmen, cashier, clerk, peon, etc.,	Scale of pay and other allowances, if any.	Do you have any Provident scheme for employees and other benefits like gratuity etc.	No. of full-time employees	No. of part-time employees
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21. Were there any strikes in your Society? yes / no.

22. What were the causes for the strikes? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

23. a. Are workers willing to do overtime? yes / no  
 b. Do you pay them for overtime work? yes / no  
 c. Do they ask for more pay? yes / no  
 d. If yes at what rate? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

24. What are the working hours of your Society? \_\_\_\_\_  
 \_\_\_\_\_

25. How many holidays do the workers get during the year? \_\_\_\_\_  
 \_\_\_\_\_

26. Composition of the Board of Directors.

Name of the Director	Age	Profession	Educational qualifications	No. of years for which he has been holding office of director	Nominated or Elected	Which interest he represents, Primary Society, Government, individual members etc.
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27. What is the tenure of the Board of Directors? \_\_\_\_\_  
 \_\_\_\_\_

28. What is the number of Directors on the Board? \_\_\_\_\_  
 \_\_\_\_\_

29. Do you have any seats reserved on the Board of Directors for the representatives of the employees? yes / no

If answer to the question is 'yes', then how many seats are reserved? \_\_\_\_\_  
 \_\_\_\_\_

No. of Board Meetings held in	1968-69	1969-70	1970-71





37. Do you normally sell to non-buyers? yes / no

38. Do you prepare the purchase budget and plan as to where, when and from whom to buy? yes / no

39. How do you assess the need for suppliers? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

40. Do you maintain close contacts with manufacturer, suppliers etc.? \_\_\_\_\_  
 \_\_\_\_\_

41. Are you satisfied with the goods when they are received as to quantity, quality? yes / no

42. Do you inform the management regarding the funds required for making the purchases? yes / no

43. Sales, Expenses, Profits, Dividend and Rebate

Particulars.	1968-69	1969-70	1970-71
I. Sales . . . . .	_____	_____	_____
II. Gross Profits . . . . .	_____	_____	_____
III. Expenses			
a. Salary . . . . .	_____	_____	_____
b. Rent . . . . .	_____	_____	_____
c. Shortage. . . . .	_____	_____	_____
d. Rent, Rates and Taxes . . . . .	_____	_____	_____
e. Depreciation. . . . .	_____	_____	_____
f. Others. . . . .	_____	_____	_____
g. Total . . . . .	_____	_____	_____
IV. Net Profit . . . . .	_____	_____	_____
V. Dividend/Interest declared on share Capital. Rate & Amount. . . . .	_____	_____	_____
VI. Dividend/Rebate declared on Purchases. Rate & Amount. . . . .	_____	_____	_____

44. Purchases

Name of the Item	From whom you normally buy your requirements (State Federation, Wholesale Society, etc)	How frequently do you buy them, monthly, half-yearly, yearly.	How much do you normally buy at a time (Quantity, amount)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

- 45(A) Do you have any policy regarding fixation of prices? yes / no  
 (B) Of the following which one do you follow?  
 (1) Selling at cost price.  
 (2) Selling at profit of 5 %  
 (3) Active Price Policy.  
 (4) Low margin profit policy  
 (5) Selling at market price  
 (6) Cost plus formula is followed  
 Tick the one which is followed by you.
46. Did you effect any distress sale? yes / no
- 47(a) Do you have price marking of goods? yes / no  
 (b) Do you have display of goods? yes / no  
 (c) Do you have prepacking of goods? yes / no
48. Do you accept back the goods which you have sold to the customers? yes / no
49. Do you have home delivery facilities? yes / no
50. What methods of selling do you have?  
 (a) Counter selling  
 (b) Self-service  
 (c) Telephone selling
51. Do you have selling plan, e.g.  
 (a) breaking the year into 12 months and a monthwise selling plan;  
 (b) weekly selling plan;  
 (c) quarterly selling plan etc.,  
 Tick the selling plan which you follow.
52. Do you make use of publicity tools for announcement of the arrival of new articles? Tick the ones which you follow.  
 (a) through papers  
 (b) slides  
 (c) bill boards  
 (d) special hand-outs  
 (e) through displays along with product information  
 (f) poster  
 (g) write-ups
53. Do you have the following?  
 (a) sales campaign  
 (b) banking or post office facilities in the store  
 (c) reduction sales  
 (d) opening of new outlets in certain regions for the convenience of the shoppers.  
 Tick the ones which you have.
54. Do you conduct sample inspection frequently? yes/no
55. Do you conduct negotiations with the suppliers before making purchases? yes / no



56. Are there any slack periods in your selling activity? When? \_\_\_\_\_  
 \_\_\_\_\_

57. Up to which year the books were audited and the reasons for arrears if any. \_\_\_\_\_  
 \_\_\_\_\_

58. Do you collect market intelligence and keep it upto date? \_\_\_\_\_  
 yes / no

59a. Do you receive complaints regarding the quality of goods? \_\_\_\_\_

b. Do you examine such complaints? \_\_\_\_\_  
 yes / no

60a. Has the society made any credit sales? \_\_\_\_\_

b. What is the amount of dues if any to be recovered from the buyers? \_\_\_\_\_  
 yes / no

61a. Have you any method of inventory control? \_\_\_\_\_

b. What method of inventory control do you follow? \_\_\_\_\_  
 yes / no

62. Information regarding loans taken. \_\_\_\_\_

Names of the agency from whom the loan is taken	Rate of interest	Amount outstanding on 30th June 1971
_____	_____	_____
_____	_____	_____
_____	_____	_____

63. What fixed assets do you have? \_\_\_\_\_

Name of the fixed assets	When purchased	The purchase value	Its present conditions (selling value)
a. Truck	_____	_____	_____
b. Godown	_____	_____	_____
c. Shops	_____	_____	_____
d. Furniture & Fixtures	_____	_____	_____
e. Others specify	_____	_____	_____