

APPENDIX A

PRICE ADVANTAGE IN A COOPERATIVE SUPER MARKET - A COMPARATIVE
STUDY OF PONNI WITH CHAMUNDI

SCHEDULE FOR PONNI SUPER MARKET

- 1 Name of the Super Market :
- 2 Date of Registration :
- 3 Date of commencement of
Business :
- 4 Give details regarding number
of members
a At Commencement :
b At Present :
- 5 Give details regarding number
of members for 5 years from
1976-77 to 1980-81 :
- 6 Furnish details of capital
for 5 years from 1976-77 to
1980-81
Authorised :
Issued :
Paid up :
- 7 Types of share classification.
Give names :
- 8 Shares subscribed for 5 years
from 1976-77 to 1980-81 :

- 9 Total number of employees :
 - a Office :
 - b Salesman :
 - c Sales Woman :
- 10 Give details regarding purchase :
- 11 Give details regarding sales from 1976-77 to 1985-86 :
- 12 Administrative expenses for 5 years from 1976-77 to 1980-81 :
- 13 Profit for five years from 1976-77 to 1980-81 :
 - Profit :
 - Gross Profit :
 - Net Profit :
- 14 Details regarding patronage dividend allowed :
- 15 Give details regarding purchase dividend :
- 16 Rate of discount allowed on damaged goods :
- 17 Details regarding percentage of profit margin added to the price sectionwise :
- 18 Nature of expenses added to the price to fix selling price :

- 19 Total number of Departments at present :
- 20 Number of Departments leased to outsiders :
- 21 Rental basis for outsiders :
- 22 Details regarding appropriations of Net Profit :
- 23 Give details regarding source of purchase :
- 24 Nature of transport to bring the merchandise from the source of purchase to the selling point
 - a Rail :
 - b Lorry :
 - c Both :
- 25 Give details regarding price policy :
- 26 Number of Depo sales counters functioning at present :
- 27 Do you operate mobile Super Market. If yes give details :
- 28 Do you offer self service system? If yes, when was it introduced? What was the sales since introduction :

- 29 What is the system of inventory Management :
- a LIFO :
- b FIFO :
- c Double compartmental system :
- 30 What is the frequency of stock taking :
- 31 How shortages are treated :

APPENDIX B

PRICE ADVANTAGE IN A COOPERATIVE SUPER MARKET - A COMPARATIVE
STUDY OF PONNI WITH CHAMUNDI

SCHEDULE FOR CHAMUNDI SUPER MARKET

- 1 Date of Commencement :
- 2 Capital at beginning :
- 3 Capital for five years from
1981-82 to 1985-86 :
- 4 How many Partners at
commencement and at present :
- 5 Capital contributed by each :
- 6 What are the section at
commencement and at present :
- 7 Total purchase for five years
from 1981-82 to 1985-86 :
- 8 Total sales for five years
from 1981-82 to 1985-86 :
- 9 Profit for five years from
1981-82 to 1985-86 :
- Gross Profit :
- Net Profit :
- 10 Pricing Policy or Method :

- 11 What expenses are added to the price :
- 12 Total No of Sales Personnel for 5 years from 1981-82 to 1985-86
Men :
Women :
- 13 Office Staff :
- 14 Selling area in Sq.ft. :
- 15 Do you allow credit, If so to whom, If not why? :
- 16 Repayment Period of credit allowed :
- 17 Sales promotional techniques :
- 18 How many shops leased out to outsiders at present :
- 19 What is the Commission for such lease :
- 20 What vehicles are owned by you :
- 21 Do you give door delivery and accept telephone orders
- 22 System of inventory management LIFO or FIFO

- 23 If any processing unit ,
give details :
- 24 Do you follow Double
compartmental system of
inventory Management :
- 25 How shortages are treated :
- 26 If any discount is allowed
give details :
- 27 Profit margin added to price
sectionwise :
- 28 Why dont you introduce self
service system :
- 29 Do you have any mobile unit
of Super Market
- 30 The Bank to which stock has
been hypothecated
- 31 What is the rate of interest
for such hypothecation
- 32 Whether such interest is
added to price
- 33 Media of advertisement
- 34 Accounting year
- 35 Details regarding
administrative cost for
years from 1981-82 to 1

36 . Source of purchase

Grocery :

Cosmetics :

Confectionery :

Oil :