

EXECUTIVE SUMMARY

The primary objective of any organization is to achieve its goals and objectives. Among the objectives specified the revenue objectives are the most important as they generate the income for the organization. The management team and BOD is frequently conscious about the review of its products' revenue growth. It is strongly advised to address any sales concerns as soon as possible in a competitive business environment because continuing with unsolved sales problems result in the company losing market share, brand equity, and eventually profitability. The company that was the subject of this report was Maliban Dairy and Agri Products Pvt Limited which is a member of Maliban group of companies. MDAP is specialized in products like agriculture produce, tea and breakfast cereal. The core purpose of the project is to identify the reasons for sales volume decline in relation to MDAP breakfast cereal product named 'Yaha Posha.'

The project encountered a thorough SWOT analysis of MDAP and a root cause analysis to determine the causes of Yaha Posha's declining sales volume. By examining the sales data from the previous five years, the author was able to determine that there was a marginal decline in sales volume each year. Despite rising sales, the marginal increase was deteriorating. This raises the risk that Yaha Posha may not generate any income in the coming years. In 2021/22, there was a marginal increase in sales volume of 85 mt, and yearly target attainment also behind by 305 mt. This has been going on since 2017/18. Three primary factors, namely problems with quality assurance, sales and distribution, and people management, had an impact on the marginal decrease of the sales volume.

The author offered pertinent literature that was used to construct this project report in accordance with the components of the MDAP sales volume decline that were detected in Chapter 2. The project was supported by profound theories and concepts, which had a strong academic foundation. The literature also offered perceptions on regional and worldwide methods that can be applied to the three components. The literature supports a strong theoretical framework for the project, providing the reader with a sense of theoretical logic. The project solutions for each component were created using these theories. Similar findings were discovered in the literature, demonstrating that a company's quality assurance, sales, and distribution, as well as its people management, all directly affect sales.

In order to solve the recognized gaps, which is the main topic of this study the project has then expanded on the goals to be attained depending on the identified components. By putting the project solutions into practice, the author aims to increase sales by 26 percent in 2022/23 to a sum of Rs. 101 million. The author has completely created the anticipated remedies for each project component. For the reader's benefit, the author has made a thorough assessment of the suggested current systems relating to the three components identified. According to the characteristics of the project elements, the necessary resources were laid out. Following allocating resources, the solutions' tangible and intangible benefits and the associated costs of their implementation have been assessed to determine their practicality and benefit-cost ratios. All proposed options have been included with appendices at the end of the project report. Project outcomes and output have been listed according to each project component identified.

The project report finishes with a discussion and recommendations that includes a comprehensive review of the available literature and the solutions. For each project component, a connection between the literature and suggested solutions is offered. Additionally, the project recommendations are provided to reduce any potential difficulties in putting the recommended solution into practice. A Gantt chart is presented so that the resource team and reader may get a sense of how long it will take to complete the project.