

**Business Project Report On Identifying The Market Problems Of
Haleeb Foods Company & Providing Solutions At Distributions
End.**

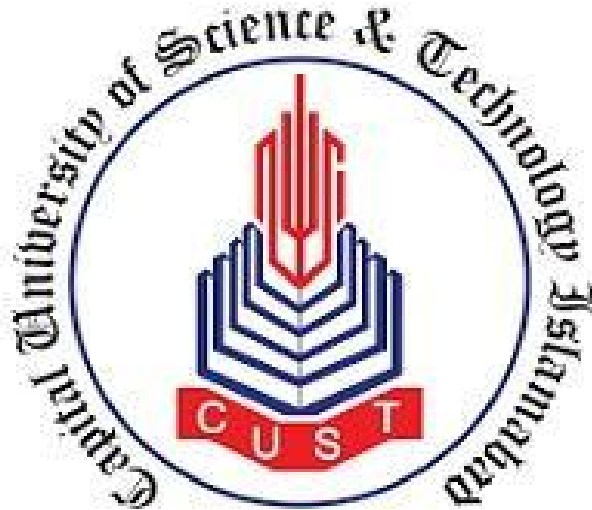
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DECLARATION

We hereby declare that this Project Report submitted by us to the Department of Management sciences, Capital University of Science & Technology, Islamabad, it is a bonafide work undertaken by us and is not submitted to any other University or Institution for the award of any degree diploma/certificate or published any time before

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CERTIFICATION

This is to certify that this Project Report submitted in Department of Management Sciences, Capital University of Science & Technology, Islamabad, was carried out under the guidance of **Sir Umar Toor**. This has not been submitted to any other university or institution for the reward of any degree/diploma/certificate.

Supervisor Name

Signature

ACKNOWLEDGEMENT

First of all, We Are very thankful to Almighty Allah, who blessed us with skills, talent, energy and confidence that made it possible to successfully complete our Business report writing. Though it's a useful task, it needs committed efforts, study, devotion and most of all guidance to be accomplished successfully. Among all these elements, guidance and study is of maximum importance.

We are very thankful to “**Sir Umar Toor**” for his massive guidance at every stage. He did his best to make us understand everything. This project would not have been possible without his cooperation and continuous direction.

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Executive Summary:

Our purpose behind this project was to help IBL operations improve their relationship with Haleeb Food Ltd as currently Haleeb is not stable after being launched and IBL operations are facing many issues from Haleeb's end. As in our view Haleeb Foods Ltd had once been a leading brand in Pakistan and there came a time it had been cleared out of the competition. Even after its Re-launch it failed to provide loyalty and are struggling to make a position in the market.

Data for this study was collected through interview's conducted at IBL operations and relevant amount of data was collected through market survey.

The result which came out after careful analysis of the data and information we had collected clearly shows that Haleeb Foods Ltd is suffering very badly and are unable to gain a stable position in the market.

Chapter 1

1. Introduction:

Our project is based on FMCG sector. We have chosen to work on a distribution company which is currently the biggest local working company that is distributing a great variety of international brands and is facing a lot of issue due to one of the products line which is known as Haleeb Foods Limited.

“ Fmcg ” means Fast moving consumable goods, referred to the products that are sold quickly and are usually of a reasonable price. They are also known as non-durable goods such as beverages, toiletries, packed food items, over the counter drugs and like wise other consumables. Many of these products or goods usually have a short shelf-life, due to either high customer demand or due to the products regress or expiration.

1.1 Background Of The Topic:

“The Group began its operations several generations ago with the inception of a distribution house. In 1887 it became distributors for W.D. & H.O. Wills cigarettes for all the pre-partition Indian sub-continent including Burma and Ceylon. As the business progressed over the next few decades, the Group established offices in several major cities, including Karachi and Lahore. At the time of partition and the creation of Pakistan in 1947, the Group moved its Head Office to Karachi and became the premier and best-known distribution house in Pakistan, under the name of UDL – United Distributors (Pvt.) Limited.

For the decades following 1947, many multinational and several large Pakistani companies held accounts with UDL to service their sales and distribution functions.

In 1991, the owners of UDL decided on a separation of business and so International Brands (Pvt.) Limited was formed with a vision to reach the furthest areas of Pakistan through an unmatched distribution infrastructure. The new mission was also to diversify its business from just sales and distribution to manufacturing and marketing.

In 1993 IBL, bought the local operations of G.D. Searle, an American pharmaceutical manufacturer and successfully manages these operations to date. Other new companies were established to manage IBL's businesses according to product lines and industries in a better and more organized way, and thus, IBL became the IBL Group.”

● **Group of Companies under IBL Operations:**

IBL	F.M.C.G, Pharmaceuticals, Marketing & Distribution
Searle	Pharmaceuticals & Consumer Products Manufacturing
IFL	International Food Franchising (Dunkin Donuts)
UBL	F.M.C.G, Food Products Marketing & Distribution
IBL Healthcare	Nutritionals, Medical & Hospital Products
IKL	Export Textile & Clothing
Habitt	Retail Home & Commercial Furnishing & Accessories

The IBL Group is a diversified business house with subsidiaries engaged in a wide range of business activities in Pakistan including manufacturing, marketing, sales and distribution of various products, and information technology. Our success is the result of many things; the knowledge, experience and extraordinary talent of our people; the wisdom of our strategy; the strength of our management team; and, of course, the quality and convenience of our products and services.

They are central to our business franchise:

1. Dunkin Donuts.
2. Johnsons & Johnsons.
3. Sneakers.
4. Mars.
5. Enfamil
6. Mead Johnsons.
7. Wrigley.
8. Heinz.

9. Vitamin Water.
10. Kelloggs.
11. Pringles.
12. Red Bull.
13. Haleeb.
14. Candrel.
15. Unysis.
16. Habitt.

- **Vision and Mission Statement:**

- 1. Vision Statement:**

IBL OPERATIONS is committed to being a profitable customer-driven and socially responsible organization. We aim to become the leaders of our industry and set benchmark for others.

- 2. Mission Statement:**

IBL is a dynamic organization and plans to grow by expanding the coverage network further within Pakistan. Expansion plans also include introducing new international brands in the local market.

We strive to be the best distributor and want to serve as an industry standard. We empower our employees for continuous growth and enable them to ensure success for our partner companies, principals and customers.

COMPANY TIMELINE:

The company started its journey in 1887 and during the time of partition of Pakistan shifted its headquarters in Karachi. In 1990 it was operating by the name of United Distributors Limited (UDL) and later in 1991 changed their business name to International Business League IBL. It has kept the progress up till now and is working at its best performance.

Core Values:

Following are the core values of IBL Operations Pvt.Ltd:

- Integrity.
- Courage.
- Passion.
- Partnership.
- Excellence.
- Innovation.
- Responsibility.
- Humility.

PRODUCTS OF IBL:

IBL with an effective network of 67 branches across Pakistan, IBL ranks as the largest distributor in Pakistan. Following are the variety of products which **IBL Operations** carry.

Product Line:



1.3 Background of Haleeb Foods Limited:

Haleeb Foods Limited (HFL) is Pakistan's leading Food and Beverage Company with foremost focus on hygiene, nutrition, health and well-being of its consumers. We are one of the pioneers of the dairy sector in Pakistan and have contributed substantially to the continuous growth of this sector.

We are committed to providing good food in a responsible way through robust animal care, employee safety, environmental, and food safety and quality check programs. Established in 1984, Haleeb Foods operates two state-of-the-art dairy processing plants in Bhai Pheru and Rahim Yar Khan and has a milk collection network of over 170 collection points. We drive sustainable business practices for a better and healthier tomorrow.

Our portfolio, which includes many of Pakistan's favorite brands, comprises of a diverse range of delicious and quality products ranging from milk to juices and pure ghee. Our production processes are certified in accordance with stringent quality standards such as ISO 9001: 2008 Quality Management system, ISO 22000:2005 Food Safety Management system, ISO 14001 Environment Management system, Halal Foods Management System and Pakistan Standards Quality Control Authority (PSQCA) licensing (Product certified).

Chapter 2

2. Industry Analysis & Overview of IBL Product Line:

2.1: Competitors & Haleeb Foods Ltd S.W.O.T Analysis:

Pakistan has a well developed Fast Moving Consumer Goods sector that contributes a significant amount to the overall economy. Haleeb Foods is a well known FMCG in the country. The company is currently facing intense competition from the other FMCG companies operating in the country like Milk pack of Nestle, Olpers of Engro Foods Ltd., and Nurpur of Fauji Foods etc. In order to successfully compete in the market and regain its lost market share the company should carefully analyze its competitive activities. If we carefully observe its competitors through SWOT analysis we can clearly see where Haleeb stands and how much struggle is needed with continuity to build its place in the market again.

Milk Pack, Nestle Pakistan

Brand Image	Pure
Taste	Natural
Promotion	Tv, Billboards, Newspapers, Radio
Sub Brands	Nesvita, Nido
Brand History	1981
Differential Edge	Purity, Quality, Iron, Vitamin C, UHT

Olpers, Engro Foods Ltd

Brand Image	Strong
Taste	Good
Promotion	Tv, Billboards, Newspapers, Radio, shows
Sub Brands	Olwell
Brand History	2006
Differential Edge	All Purpose

Strength

- Good and strong distribution channels.
- Good research and development approaches.
- Well-Established brand name.
- No compromise on quality
- Eco-Friendly system setup
- Customer satisfaction and loyalty
- Worldwide recognition and attracts foreigners as well
- Fully automated third generation plant

Weaknesses

- Owing the red color- The company has still not owned red color or any other as a fixed identification such as Haleeb has owned blue while Nestle owns green for their products that means that they have a weak product portfolio.
- High distribution costs
- Improper capacity utilization
- Lack of ISO certification

Opportunities

- Increased Government funding
- Increased consumption of PLM
- Flexible government policies for food industry.
- Have significant growth opportunities
- Have sufficient capital to expand.
- Has the potential to innovate and differentiate the company's products to sustain a competitive advantage

Threats

- Increasing competition by days
- Price fluctuation due to Pakistan's economy
- Market conditions

NURPUR OF FAUJI FOODS (SWOT ANALYSIS)

Brand Image	Good
Taste	Fine
Promotion	Tv, Billboards, Newspapers, Radio,
Sub Brands	Must Fruit drink & Dostea
Brand History	1996
Differential Edge	Nice, Reasonable prices

HALEEB FOODS LTD (SWOT ANALYSIS)

Brand Image	Thick
Taste	Creamy
Promotion	Tv, News
Sub Brands	Dairy Queen
Brand History	1986
Differential Edge	Good for Tea

Haleeb Foods Ltd

Strengths

- Best dairy company
- Thickest milk
- Wide customer base
- Innovative tetra pack packaging

Weakness

- Declining market share
- Lack of focus
- Weak employee base
- Weak distribution channels
- No customer satisfaction

Opportunities

- Growing market for packaged milk and milk products
- More competent workforce
- Developing distribution channels
- Covering untapped market areas
- Utilizing capacity at the Rahim Yar Khan plant

Threats

- Intensifying competition
- Changing market trends
- High inflation rate in the country
- Changing economic conditions

Comparison between Different dairy Milks

	HALEEB	MILKPAK	OLPERS
History	Began in 1984 as Chaudhry Diaries	Started in 1992	Started in 2006
Product	Milk, Juice, Cream, Tea Mix	Milk, Cream	Milk, Flavored Milk, Lassi, Cream,
Health & Safety	Haleeb has nutria packing which ensures purity, quality, and nutrition.	Amongst only 5 milk companies safe for consumption declared by Punjab food authority in 2017.	Olpers was declared fit for consumption by Pakistan council of scientific and industrial research (PCSIR).
Market Share	Haleeb have 8% market share now.	Milk pack has 40% market share	Olpers has 35% market share.
Customer's Confidence	Customer confidence was once high and now is low due to quality issues faced previously.	Customer has high trust on milkpak because of their consistency in quality.	Customer's confidence is high as they never faced any quality issues.
Shopkeeper's Trust	Due to slow off take shop-keeper hesitate to buy Haleeb.	Shopkeeper's level of trust is high due to product stability.	High trust because of popularity in end consumer.
Quality Stability	Haleeb faced quality issues in the past due to	Milkpak quality is stable up to date and	Olpers never faced any quality issues uphill now.

	which it was completely out of the competition previously.	never faced any quality issues.	
Consistency	Haleeb consistency is low as it tried to gain back market but failed.	Milkpak consistency is high and has a huge market share.	Olpers consistency is high due to its branding.
Media Campaign	Haleeb media campaign is low.	Milkpak media campaign is very strong.	Olpers media campaign is very high.
Strong Distributor	Haleeb have hired a very strong distributor now to capture market.	Milkpak distributors are local distributors.	Olpers distributors are not very strong as of Haleeb.
Branding	Haleeb is trying for their branding and is hiring a resource for this purpose.	Their branding is very strong and has a huge resource for this purpose.	Olpers branding is also very strong and have their resource in different big stores for this purpose.
In-Store Activity	They are carrying out in store activities.	Their in-store activities are very well managed and carried out.	Their in-store activities are well managed and have trained resource for this purpose.

Chapter 3

3. Findings and Methodology

3.1.1 Interview of Sales Manager & Our Findings:



Name: Mr. Faisal Jabbar

Rank: Area Sales Manager

Experience: 9 years of FMCG Experience

Time of interview: 10pm - 12pm

Date of interview: 26-jul-2018

● Interview Questions Conducted By Sales Manager:

1. How do you receive orders?
2. How much is your sale team force? How do they work?
3. Are you able to cover the cost?
4. How long does the products expiry last?
5. How do you manage the product which has very short expiry dates?
6. What problems are you facing currently by Haleeb?

7. What is the process of recovering the product when it has expired?

3.1.2 Interview Of Operations Manager & Our Findings:



Name: Mr. Afzaal Ahmed Khan

Rank: Branch Manager

Education: B.COM

Experience: 15 years

Time of interview: 1pm-2pm

Date of interview: 26-jul-2018

3.1.3 Interview of Human Resource Manager:



Name: Waseem Arif

Rank: HR manager

Education: MBA (HR)

Experience: 5 years of experience

Time of interview: 3pm-4pm

Date of interview: 26-jul-2018

3.1.4 Interview of Supply Chain Manager:



Name: Mr. Abdul Hafeez Alvi

Rank: Supply Chain Manager

Education: BSCS

Experience: 16 years of FMCG experience

Time of interview: 26 July 2018

Date of interview: 5pm-6pm

3.1.5 Extraction of Issues from Data collected:

1. Brand loyalty:

One of the major issues faced by sales team in the market is of brand loyalty. In an interview with the manager he told us that whenever his team visits customers they usually reject their order and refuse and hesitate to buy from them just because they don't put any of their trust on Haleeb business as they already suffered lose back in 2005 when Haleeb refused to lift expiries from them.

2. Credit limit issues in LMT'S:

In local modern trade parties there is a 15 days credit limit which is to be recovered after delivery of the order. But sometimes these parties fail to clear their credit within the time frame given to them and then there arise difficulties in executing second order of these parties.

3. Slow off take of Haleeb:

The off take of Haleeb in market after re-launch is very slow as most of the end consumers are not aware of Haleeb availability in market so it is difficult for the shop keeper to sale Haleeb and generate another order.

4. No advertising from principle end :

There is no advertising on electronic media or in print media from Haleeb principle due to which product off take in market is very slow.

5. High rates in the start:

Most of the customers complain that product rate is high in the start and no promotion offers are given due to which execution loss occurs.

6. Near expiry products:

Near expiry products is another main issue faced due to which execution loss occurs. As expiry of Haleeb milk is 80 days but one month expiry products are being dumped in market due to which shopkeepers hesitate to order products.

7. Late delivery:

Late delivery of orders in the market is another main issue. It was observed during our visit in the market that mostly shopkeepers have cash payment time upto 3:00 pm after that they don't buy products they have ordered. So late delivery of orders in the market is another issue.

8. Resource issue:

One of the issues of late execution is to load the stock in fleet vans there is only loader who have all the work load. So this is one of the reasons of late supply to the market.

9. Name issue on bill:

Due to addition of new customers which takes time for approval and for addition TSO usually book their orders on some other name due to which the original shop keeper refuse to take that invoice which become reason for execution loss

10.Late approvals :

Credit approvals for the LMT parties are processed by the approval of business managers in the head office. Sometimes these approvals takes time and order stay on hold and order execution cannot be done on time.

11.On time credit collection:

On time credit collection is not ensured by the recovery officer due to whom timely orders are not executed.

12.Fake orders:

It was observed during our visit to shopkeepers that sometime supplier bring such items which they did not order previously so they do not buy from the supplier as they do not want it. TSO in order to complete his target given to him do such acts due to which execution loss occurs.

13.On time expiry lifting issue:

Proper expiry lifting procedures are not being followed. Most of the shopkeepers complaint that no representative visits them in order to replace them with new fresh stock

14.Rental issues:

Rental issues create problems for suppliers in the market. Shelf rents are not being paid to the shopkeepers who cause delay for the supplier to execute all the orders on time in market.

15.Lack of Customer awareness:

There is low marketing of Haleeb products on electronic and print media and in the markets due to which a large number of end consumer is not aware of the products which Haleeb is offering and about their advantages due to which execution rate is slow.

16.High rates in the start:

Most of the customers complain that product rate is high in the start and no promotion offers are given due to which execution loss occurs.

17. Issues with the supply chain:

Haleeb is facing two types of issue one is at the company's end and the other one is on the Distribution end.

- **Company's End:**

Followings are the issues which are highlighted at the company's end:

1. Problem in Batch Number:

When the stock is sent to the distribution sometimes there is no Batch number printed on the cartons of the product. Distributor rejects the stock. This stocks goes back to the production department where they print the batch number again and then sent it back to the IBL.

2. Problems at Distributors end:

Following are the highlighted problems on the distributors end:

3. Role of Supplier:

Supplier should be educated because whenever there is a need to modify the bill according to the shop keepers need. IBL is hiring Matric pass employees. They are unable to modify the bill at the end result return of the stock.

4. Transportation cost:

It is necessary to choose the vehicle according to the weight of the product. 1 Carton cost 10.8 kg. The issue is if a shop keeper orders 2 cartons IBL will send a car to deliver this stock. The Van is getting underutilize while the Van Is charging the full cost.

5. Delay supplies:

The supply gets delayed when they merge the supply of Haleeb to any other product.

6. No appropriate Vehicle:

IBL is sending the stock in back open Vans. Whenever the weather is bad the supplies get delayed until the Back cover van gets free.

7. No accurate Forecasting:

There is no past data available because Haleeb is still in launching phase. This makes the forecasting more difficult.

8. After Order Production gets started:

Company doesn't keep any stock in hand. They start production after IBL gives them order which ends up increasing the lead time.

9. Lead Time Issue:

Company has given the lead time of 48 hours for North and Central and 4 days for south but due to the production gets start when the order given the lead time goes to 20 to 25 days. Increasing the chances of stock out.

- **Human Resource Department Issues:**

- 1. Un-trained Suppliers:**

Suppliers who supply stock to market are untrained and unprofessional. NO proper training sessions regarding suppliers are conducted.

- 2. Hiring procedure:**

Proper hiring procedure is not being followed and HR policies are not being observed.

- 3. Incentives and rewards:**

Incentives and rewards are not being given to the suppliers whether they execute 100% orders or not.

- 4. Recreational activities for employees:**

No recreational activities have been arranged for the employees since the launch of business.

- **Market Issues Of Haleeb:**

- 1. No Credit policy for retailers:**

Most of the shopkeepers in the market complaint about no credit policy for them and demanded credit facility as they said they could not invest their direct cash on product whose off take is slow.

- 2. Expiry lifting procedure:**

Many of the shopkeepers were not satisfied with the expiry lifting of procedure. Most the people said that the TSO do not visit them when they have expiry product and usually the procedure is very slow.

- 3. Late deliveries:**

During our market visit and meeting with shopkeepers specially those customers with whom company is dealing with credit told us that when they order product which has demand in market they don't get it on time from the distributor which effects their sales and customers.

4. Slow off take due to high prices:

Product off take in the market after re-launch is very slow due to high prices and many of the shop-keepers told us that they don't buy Haleeb as the prices are very high and end customer hesitates and prefer other dairy companies over Haleeb as they haven't captured their loyalty yet.

5. Branding and marketing:

Product branding and marketing is very rare due to which many of the people are un-aware of Haleeb that it is also present in the market. Moreover, many of the shopkeepers suggested that company should advertise more and must concentrate on marketing strategy in order to recapture market.

6. Chillers for product storage:

Many shopkeepers demanded chillers from the company so that they can store and keep juices, which are offered by the company as they have storage issues and have less space in their existing refrigerators.

Chapter 4

4. Recommendations:

1. Brand Loyalty:

In order to increase and gain brand Loyalty Company must improve his service quality and should adopt policy “customer is always right”. If customer complain about anything of the product then his complain should be entertained on time and gifts and rewards must be given to him as a compensation.

2. Credit policies:

Credit policies should be improved and there must be relaxation in the policies. Grace time period should be given to the shopkeepers like if credit period is for 15 days then 3-4 days grace periods should be given to the customers as the product is new and needs time to hold its position in the market.

3. Expiry policies:

Most of the complaints were regarding expiry lifting from the customers. Most of the shopkeepers said that they had already bear lose before from Haleeb due to bad expiry procedure of the Haleeb product and they hesitate to invest again as they don't want to bear anymore lose. So in order to increase sales and win to trust of market they must adopt sharp expiry policies and must uplift expiries on time.

4. To increase off-take:

In order to increase off-take of the product company should display its products in front of the shelf racks of the shops and products must be arranged in order so that it would be convenient for the customers to pick the brand of their need. Product placement is important to increase sales.

5. Door to door, service:

Distributor must give door to door service in order to brand his product and to make aware about the product to general public.

6. Free testing marketing:

Free testing marketing technique must be conducted for which distributor can target several universities and shops or areas where they can conduct this marketing which will promote their product to the end consumer.

7. Advertising through media:

Principle of Haleeb must adopt advertising techniques and use different modes of advertising like print media and electronic media. Different sponsorships must be given to different events which will promote their product to general public.

8. Near expiry products check:

In order to stop near expiry product supply to the market warehouse officer must check each product batch wise and must arrange products batch wise and expiry date wise. Moreover fifo method must be followed in the warehouse.

9. To control late deliveries:

Late delivery causes execution loss which has a direct effect on cost as company bears operational cost on every supply. In order to control that execution loss delivery to market must be on time. There arises a question how? The answer to this question is that the ware house officer must take out orders within the same day when it generates from the system for the next day supply in this way the fleet vans will depart to the market on time and it will save a lot of time for morning operations.

10.Resource issue:

One of the main issue at operational level which we observed during working with operations manager was that there was only one loader for Haleeb who has to take all the stock out ordered and to telly stock physically. How come only person can take care of all the operations at warehouse? There is no logical solution to this problem the picture is very clear that company must hire more resource at warehouse level so that all orders must be loaded to the fleet vans on time and execution in the market can be achieved at required level.

11. Wrong name on bills generated:

During our analysis in the market most of the shopkeepers told us that they refused to take stock from IBL just because the bill was not on their shop name. Why this problem was not addressed by TSO to his manager? Upon talking to one of the TSO he told us that they do so because the addition of new shop in the system takes time and approvals are to be taken from managers at head office. So to avoid this complex procedure they usually try to book bills on other customers. To avoid this sort of complain sales managers must look after this issue and make their process regarding new customer addition easy and simple so to avoid execution loss. They head office should give access at branch level to make amendments in the system regarding these core issues.

12. On time credit collection:

One of the major issues regarding LMT supply is on time credit collection. Recovery officer don't have any proper plans regarding credit collection from the parties. They do credit recovery randomly mostly when party has an order due to which timely execution is usually not possible. The only solution to this problem is that the branch accountant must track daily credit overdue and must prepare an excel file and sent to recovery officers for timely collection. And credit recovery officer must have proper route plans to pick credit from the shopkeepers.

13. Fake orders:

What are fake orders? Booking of those products which the customer has not ordered for the supply. So why booker orders does that? They do so to increase their sales in order to complete their target and to earn incentive. These causes lose to execution and operational cost occurs and company has to bear this operational cost. The solution to this problem which we observed is

that every order booker have a order booking palm which is an android device (smart phone).if they are commanded to take picture of every shop or the shop keeper or make a written order and get dully signed by shopkeeper and take a picture of it then their manager can easily control this problem.

14.Employees training:

Training of employees is very necessary to take work from them in a beneficial way. While talking to HR manager we find out that most of the employees specially suppliers are un-trained and not well experience and freshly hired. In order to complete execution they need to talk to customer in a professional way but unfortunately they are not so trained to do so. Here arises the duty of HR department to conduct training sessions for the employees to guide and train them. Proper sessions once in a month must be conducted.

15.Recruitment and hiring procedure:

Recruitment and hiring procedure was not so well-maintained. Right person for the right job should be hired and selected in such struggling business line. Those people must be hired who are experienced in dairy industry and who knows how to manage and capture dairy market.

16.Incentives and Rewards:

Incentives are rewards must be given to both orders bookers and to the suppliers to keep them motivated and to keep them charged. When HR department will give them incentive it will be a source of appreciation to them and they will feel motivated in this way and company can take and expect good working from them.

17.Extra-curricular activities:

Extra-curricular activities such as trips and different sports matches must be conducted by the HR department for their employees so they come out of their daily routine which will give them freshness and relief from mental fatigue. This is very important for both the employees and for the company.

18.SKU wise Sale Analysis:

They should make SKU wise sale details and try to order as per there executions in the market. This will decrease the chances of expiries in the warehouse.

19.Calculate their re-ordering point:

They should define their re-ordering points this will reduce their inventory cost.

Annexure:

Images of Visits & Interviews:











SURVEY FORM

IBL OPERATION (pvt) ltd
Business Line – HALEEB

Shop Name _____

Address _____

Following are the questions for the purpose of feedback from market. Kindly tick mark the answers as yes or no.

Questions	YES	NO
Is distributor approaching you or not?		
Do TSO frequently visit you or not?		
Are you satisfied with services of distributor or not?		
Are you purchasing HALEEB other then IBL?		
Is there any issue related to the product or with the services of IBL?		
Are you satisfied with the no credit policy of IBL?		
Whenever TSO commits something, do they fulfil it or not?		
Order delivery is on time or not?		
Are you getting same products that you have ordered or not?		
Are you satisfied with the expiry lifting policy of IBL or not?		
Do the sales service quality satisfactory?		
Do Haleeb is performing better then its competitors or not?		
Do the pricing of the product Satisfactory?		
Do the off take of the product in the market after prelaunch is satisfactory ?		
Do company is providing you after sales service?		
Are you aware of our ongoing promotions or trade promotions?		
BASIC DISCIPLINRY QUESTION		
IS the appearance and conduct of our sales representative is satisfactory with you?		
Is our representative greeting the customer?		
Do our sales staff follow the planned call?		

Anything would you like to comment or Suggest to the company? Please give your views.

