



## **Changing Gears with Stand Alone Outlets of Bangalore market**

**For a FMCG Major in South India, Nov. 2011**

With the purpose of Identifying and Clustering Stand Alone Outlets (SAOs- FMCG retail outlets) for Optimizing Service Levels of Wipro Consumer Care-(Bangalore Modern Trade Division), WCC&LL awarded the project to BSBS. The I & the II semester students of 2011-13 batch of BuSiBeeS put their energy and enthusiasm for the unparalleled learning opportunity through a personal interaction with 350+ SAOs and 100+ FMCG distributors across the city of Bangalore.

***What is Supply-Chain for a FMCG firm? What is the size of business of a typical 'stand-alone modern retail'? How are they different from the other organized retailers? How significant are they for a FMCG firm? Why should a FMCG market leader (in some of the categories) undertake such surveys? What are the dynamics of Indenting and Supply for a Stand Alone Retailer?***

***.....Check with any of the student researchers at BSBS...***