



To,  
**Mr. Piyush Srivastava,**  
 GM Sales, Western Region,  
 Tropicana Beverages Company.

**Sub: 'New Channel Development – Shipping' Project Report**

Dear Sir,

As per your instructions, I commenced work on the project dated 2/5/2005. I furnish this report upon project completion dated 30/6/2005.

The project objectives outlined were:

- i. Exploratory study of the shipping channel
- ii. Strategize and develop it as a new distribution channel for Tropicana
- iii. Present channel willingness, recommendations and action items
- iv. Exclusive Volumes Contracts with channel partners
- v. Initiate channel sales

As against these objectives, channel performance status is as follows:

<b>Tropicana - New Channel Development – Shipping</b>			
<b>Item</b>	<b>Present Status</b>	<b>Recommendations/Action Items for Sales Team</b>	<b>Documents to be referred</b>
<b>Project Management</b>	<ul style="list-style-type: none"> <li>- 60 day stint concluded</li> <li>- Project Report furnished</li> <li>- All project documentation handed over to sales team</li> <li>- Single point e-mail id for business communication/mailers <i>tropicana.beverages@gmail.com</i> (password: *****)</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate/verify report recommendations. Implement them</li> <li>- Daily effort schedule provided to aide effort deployment in similar future projects</li> <li>- Qualitative channel inputs provided for future use</li> </ul>	<p><i>Please pre-refer <b>ShippingChannelDevelopment_Strategy.ppt</b> before you proceed</i></p> <p>ShippingChannel_ProjectReport.doc</p> <p>ShippingChannel_ProjectManagement.xls</p> <p>TropicanaProdInfo.doc</p> <p>GatoradeProdInfo.doc</p> <p>ShippingChannel_NegotiationRange.xls</p>

*Tropicana Beverages Company*  
 C/o PepsiCo India Holdings Pvt. Ltd.  
 Off Sion-Trombay Road, Chembur, Mumbai 400 088  
 Tel.: 022 2551 1523

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<p><b>Ship Owners</b></p>	<ul style="list-style-type: none"> <li>- Identified and contacted top 10 players</li> <li>- SCI has a tender system</li> <li>- Others have outsourced provision procurement to SMF</li> <li>- Find single item/regional considerations inconvenient</li> </ul>	<ul style="list-style-type: none"> <li>- If pursued relentlessly, brand preference arrangement can be reached</li> <li>- Obtain appointed SMF &amp; chandlers' list</li> </ul>	<p><i>ShippingChannelDevelopment_Strategy.ppt</i></p> <p>ShippingChannel_Willingness_Mumbai.xls</p> <p>VarunShipping_TropicanaProductInfo.doc (specimen/template)</p> <p>VarunShipping_Mailer.doc (specimen/template)</p>
<p><b>Ship Management Firms (SMF)</b></p>	<ul style="list-style-type: none"> <li>- Contacted few prominent players along with those appointed by top 10 ship owners</li> <li>- Find single item/regional considerations inconvenient</li> <li>- Leave most procurements to the choice of the Master</li> </ul>	<ul style="list-style-type: none"> <li>- Depending on scale, open to brand preference arrangements</li> <li>- Obtain database from <a href="http://directory.fairplay.co.uk">http://directory.fairplay.co.uk</a> and Indian Shipping Directory</li> <li>- Obtain appointed chandlers' and captains' list</li> </ul>	<p><i>ShippingChannelDevelopment_Strategy.ppt</i></p>

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<p><b>Chandlers/ Caterers</b></p>	<ul style="list-style-type: none"> <li>- Offer information dispensed to interested parties</li> <li>- Most have not been informed of Exclusive Volumes Contract (EVC) and have retailer rates as special price</li> <li>- EVC successfully signed with some parties (Admiral, Florida) at sub-wholesale price, market bypassed (signed EVC copies in Raj's custody)</li> <li>- Negotiations successfully initiated with Lashron Trading Co. (SCI tender winner)</li> <li>- Sales successfully initiated with some parties (Orders received from Admiral, Rasesh, Modest)</li> <li>- Gujarat and Goa databases also readied</li> </ul>	<ul style="list-style-type: none"> <li>- Update 'willingness' database provided</li> <li>- Contact chandlers yet to be contacted. Maintain data using template provided</li> <li>- Follow up regularly</li> <li>- Get EVC signed during season</li> <li>- Ensure delivery on time</li> <li>- Do <i>not</i> erase wholesalers entirely (especially in case dedicated personnel absent to look after channel). They have the advantage of being single point contact for a variety of goods. Convenient for chandlers</li> <li>- Close Lashron deal, get sizeable volumes. Will set a precedent for future large tender supplies</li> <li>- Focus on networking within chandler community through references</li> </ul>	<p><i>ShippingChannelDevelopment_Strategy.ppt</i></p> <p>ShippingChannel_Willingness_Mumbai.xls</p> <p>ShipChandlers_Business Proposal.doc</p> <p>ShipChandlers_EVC.doc</p> <p>ShipChandlers_Mailer.doc</p> <p>ShipChandlers_Database_Gujarat.xls</p> <p>ShipChandlers_Database_Goa.xls</p>
<p><b>e-RFQ platforms</b></p>	<ul style="list-style-type: none"> <li>- Contact up to an advanced stage established with Shipperserv (Sharon Gill)</li> <li>- Mails with contact details forwarded to Mr. Piyush Srivastava</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate relevance for procurements from Indian ports</li> <li>- If favorable, build on the relationship and invest</li> <li>- Evaluate options suggested in strategy document</li> <li>- Find more such India relevant e-RFQ platforms from chandlers</li> </ul>	<p><i>ShippingChannelDevelopment_Strategy.ppt</i></p> <p>Correspondence with Sharon Gill, Shipperserv (CC to Mr. Piyush Srivastava, tropicana.beverages@gmail.com)</p> <p>Shipperserv.zip (includes a demo of how e-RFQ works)</p> <p>Shipperserv, ISSA websites</p>

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<b>Captains' Networking</b>	<ul style="list-style-type: none"><li>- Extracted a list from Indaust SMF</li><li>- e-mailed them partnership proposal</li></ul>	<ul style="list-style-type: none"><li>- Build database from SMF and other Maritime Organization sources</li><li>- Get physical contact details and contact when they are on-shore for 4 months</li><li>- Gauge response and proceed from there on</li></ul>	<i>ShippingChannelDevelopment_Strategy.ppt</i>
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Sir, I thank you sincerely for entrusting me with this crucial real-time project. I have invested in it the best of my efforts. I acknowledge the support I received from you and Mr. Raj Prabhakar. I hope that my work meets your expectations and contributes to the growth of Tropicana Beverages Company.

Thanking you,

Yours truly,

**Avik Das,**  
MBA (FT, 2004-06), NMIMS

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