

Madhura Pickles was started with an object to cater local market demands and soon picked up good market in city and district as well. The demand started pouring from adjoining districts too. Their target customers are Hotels, caterers, Mess constituting 40% of total sales. Company has increased the product range including various types of pickles and added papads, chatani, masala. R&D and addition into current product line is continuous process. Orders are personally placed by distributors and retailers. Outstation customers place order by post. Postal orders take five days to reach the Madhura Pickles and 3 days are required for processing and confirmation. On an average, two days time period is taken for delivery of products through company's vehicle to local market and through transport agencies to outstation dealers.

Company receives payment within 30 days after delivery. Collection of dues is handled by accounting department by deploying employees for collection to customers.

Company is quite sound in production and product mix. They have recently received enquiries from other states and few Asian nations as well. Some distributors have demanded rights on distribution to a signified geography as the capacity of Authorized Distributors.

Proprietor of Madhura Pickles Mr. Nishikant Patil is hovering over various possible alternatives spurring from these enquiries and the demands of marketing intermediaries like, communication about new launched products, margin breakups, terms of payments, cash discount, dispatch schedule, local advertisements, terms of dealing for institutional sale and the like, to get best possible outcome.

Analyze the case and prepare plan of action to give a proper direction to overcome present situation of Madhura Pickles.