

IFFCO BAZAR

Enabling Massive Growth, By Auditing IFFCO Bazar Stores for Processes

Conducted an Audit of IFFCO Bazar stores across Haryana and Rajasthan, through physical audit of stores.



IFFCO Bazar Ltd

किसानों की सेवा के साथ-साथ सुनहरा रोजगार, IFFCO Bazar की फ्रैंचाइज़ी ले के करे कमाई

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Water-tight verification of

100s of Drivers

by reliable ex-soldiers visiting homes, neighbors, Gram Panchayats, and Police, if reqd.

Executive Summary

IFFCO Bazar provides a modern retail experience to Indian farmers by delivering agricultural inputs & other services under one roof.

The Client wanted to audit its stores, to ensure a consistent, high quality of services to customers – this involved a study of their existing processes and visits to stores, to analyze adherence to processes. Brisk Olive, a Business Consultant with India's largest operational field force of 25,000+ ex-soldiers, successfully audited the stores, and – as an add-on - provided a suggested upgraded process to enhance QoS.

Client Requirement

IFFCO Bazar is a 100% owned subsidiary of IFFCO Ltd. It provides a modern retail experience to Indian farmers by delivering agricultural inputs & other services to them under one roof.

IFFCO Bazar wanted to ensure the uniformity of processes and customer experience across all their stores. The stores were located in rural areas and spread across various states.

The key parameters were reporting on the adherence to processes and if possible, suggesting an upgrade to the existing processes.

Client Challenges

The Client's challenges included:

- Stores were spread in rural areas, and were far apart.
- A physical audit was needed, to ensure a high fidelity audit.
- Trained and experienced auditors were needed, who understood similar processes themselves, and who could provide a value add.
- Needed geotagging of information collected, for a higher assurance.
- Needed images and data to back up information. Photos of stores and the existing state of stores were needed to provide a better idea of the processes being practices.
- A very high reliability of data was needed, to ensure that a suitable intervention could be planned, wherever required.

Service Level Requirements

- Verification within 14 days.
- Supported by geolocation tagging, images etc.
- A detailed report including an analysis and recommendations.

Process Followed for the Project

Brisk Olive followed the following process to provide this service:

- Requirement Analysis by the Business Analysis team.
- A thorough study of the existing processes.
- Framing the audit process and plan.
- A POC Test Audit, to test the audit process.
- Conduct of audit by trained ex-soldier auditors.
- Collection and analysis of data.
- Study and formulation of recommendations.
- Submission of a detailed, written report.
- Frequent Client Feedback & updates.



Tools and Technologies used

Google Forms App for collecting data and geotagging.

Google Drive for securing and sharing Forms

MS Projects for Project Management

Power BI for Data Analytics

Balsamiq Mockups for process framing, Git Repository for version control, Trac – for tracking and resolving issues.

Results Achieved By Client

The Client exceeded all parameters, for the Audit of the stores:

- The stores were audited in the time period defined.
- A reliable analysis of the ground situation was provided.
- The Client also received a suggested upgraded process for stores-management, from trained auditors, with scores of years of experience in processes and audits.

About Brisk Olive

Brisk Olive helps organizations grow massively by enhancing their operational reach, through India's largest operational Field Force of 25,000+ ex-defense professionals, deployed across all districts of the country.

This makes Brisk Olive India's largest technical consulting and field force operations provider. Their services include Business Consulting, Surveys, Market Research, Audits, Projects, Promotions, Trainings, Verifications, and other white, grey and green collar operational tasks.

Our USP is our Team - which is India's largest, most closely-knit and most process-oriented field force. Every member is hand-picked, and has 15 to 20 years of experience in operations. This helps us combine massive reach and scale with ethical and reliable services. We pride ourselves on being on-time, on-quality and on-cost always. We boast that our providers can redefine quality.

We love to work for companies that want to grow massively and want to create new solutions or enter new areas.

We are a single window provider, with both state of the art technology and cutting edge manpower. Our tech tools include a proprietary Field Force and Project Management app.

Our clients include MNCs, Government organisation and Non-Profits. Examples of our projects include:

- **Market, Research, Social Surveys, Process Audits for FMCGs, MNCs, PSUs:** One of the worlds' largest software companies, Lattice Solutions, ISC, DDF Consultants, the world's largest soft drink company, etc.
- **Turn-Key Projects for PMC Firms and Social Impact Organizations:** Hans Foundation, Crimson Energy, Leads Connect, etc.
- **Marketing Events & Promotions for MNCs / SMEs:** Katha, ArtKonnnect, etc.
- **Trainings for various Organizations:** NTTF, etc.
- **Team Lease Services:** TCS Ion, etc.
- **Other Large Field Force Tasks:** Driver Verifications (Varuna Logistics), Rectification of Forms (CredOps), etc.

Brisk Olive's unique business model provides a win-win-win to Clients, defense veterans, and to Brisk Olive.

Here is a [2-minute Video](#) and a [Presentation](#)

Brisk Olive also helps clients recruit India's most dependable operational manpower – veterans – across India.

Brisk Olive's recruitment clients include Amazon India, Welspun India, Hettich, Renew Power, Bajaj Electricals, Zen Technologies, Bharti Realty, Presto Group, Beech Connections, etc.

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