



# Market Research - Primary Survey of Leading Brand's Soft Drink Coolers Across Rajasthan

*Physical survey of 3700 plus soft drink coolers across 33 Districts of Rajasthan, to authenticate the coolers, and get sales related data.*

RUTUL SHAH & ASSOCIATES  
Chartered Accountants

Rutul Shah and Associates

## Market Research of 3700 Soft Drink Coolers Across 33 Districts of Rajasthan

A pre-sales season survey

### 33 Districts

35% correction in legacy data,  
validating integrity & reliability  
of ex-military surveyors

### Executive Summary

A leading soft-drink FMCG commissioned a survey of 3700 soft-drink coolers across 33 Districts of Rajasthan, including in remote villages, to confirm their presence, condition, usage and sales parameters, through a CA firm, Rutul Shah and Associates. The survey was time critical, to be completed before the busy summer season.

Brisk Olive Business Solutions Pvt Ltd (earlier known as Soldier2ndLife, under Navyug Infosolutions Pvt Ltd) conducted the market research by deploying ex-defense surveyors in Rajasthan. It involved extensive validation, as many coolers were missing. A 35% correction in data was reported to the legacy data held.

## Client Requirements

The Client required the exact status of 3700 Coca-Cola coolers provided to retailers in far flung areas of Rajasthan. The coolers were spread over all 33 districts of Rajasthan, including in small townships and remote border locations.

## Client Challenges

- The Client's expectations from the Survey were:
  - Physical collection of data.
  - Detailed parameters to be reported on ground, geo-tagged using a mobile app.
  - Photographic evidence.
  - Interaction with retailers and collection of retailers data.
  - Detailed reporting and Data Analysis to track condition of coolers and performance of sales.
- The Survey was to be conducted within a tight time-frame, to receive data well in time to apply the required corrections before start of the busy summer season, which sees increased sales of beverages, especially in Rajasthan.

## Service Level Requirements

- Physical survey.
- Complete within 45 days.
- Reporting on Mobile App.
- Geo-tagging.
- Photographic proof.

## Process Followed for Survey

- Poker Planning.
- Conduct of Pilot.
- Creation of a Mobile App Survey.
- Conduct of Survey.
- Compilation of Data.
- Test Audit.

- Analysis of Results.
- Submission of Report to Client.
- Feedback.



## Tools and Technologies used

Smart Phone Mobile App (Android)

Survey Forms

MS Projects for Project Management

GIS Web App to track and report Survey progress.

Power BI for Data Analytics

Balsamiq Mockups, RubyMine IDE, Git Repository, Trac - Ticketing.

## Results Achieved by Client

- The Survey was completed, audited and the report was submitted before time and Coca-Cola had the requisite market intelligence well on time before start of sales for the busy summer season in Rajasthan.
- Detailed analysis of data, with ease of understanding ensured through data modeling and depiction.
- The Client was able to analyze and act upon customer trends.

## About Brisk Olive

Brisk Olive helps organizations grow, by helping them increase their operational reach massively, through India's largest operational field-force of 23,000+ ex-defense professionals, deployed across all 741 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 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:** IFFCO, 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, ArtKconnect, etc.
- **Trainings for various Organizations:** NTTF, etc.
- **Team Lease Services:** TCS, 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, Gilbarco veeder Root, Zen Technologies, Bharti Realty, Presto Group, Beech Connections, etc.

## Contact Us

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