

Distributor Questionnaire

Summary: The tool kit is about dairy distributor. It covers questions related to procurement of milk. It even covers the detail about milk and milk products being sold in lean as well as peak season.

Tag: Distributor; Dairy; Procure; Season; Major buyer; Milk products

Date: __ / __ / __

Serial Number: ___

Name:

Age:

.....

Address:

Phone:

.....

Block:

Town/ City:

1. From which dairy do you procure milk

A. Priya	E. Jersey	I. Ruchi	M. Mulukanoor
B. Vijaya	F. Tirumala	J. Telangana	N. Other.....
C. Nagarjuna	G. Reliance (agri gold)		K. Vardanapeth
D. Madhu	H. Dodla	L. Vaishnavi	
2. Which is the peak season for procurement of milk (please mention the months).....
3. Please mention the following details in respect to Milk:

#	Brand of Milk	Quantity Procured in Ltrs/ Day	Quantity sold in Ltrs/ Day	Quantity Procured in Ltrs/ Day in Peak Season	Quantity Sold in Ltrs/ Day in peak Season	Procure ment Price (In Rs.)	Terms and Conditions
1							
2							
3							
4							
5							

4. Reasons for not procuring milk from other dairies/ brands.

A. Not in the vicinity	B. Not good quality	C. High Price
D. Any other reason (specify).....		
5. In which area are you selling (Radius in Km)
6. Major buyers of milk

				Season	Season			
1								
2								
3								
4								

e) Ice Cream

e) i. Peak season of purchase (mention specific months).....

#	Brand of Ice Cream	Quantity Procured in L/ Day	Quantity sold in L/ Day	Quantity Procured in L/ Day in Peak Season	Quantity Sold in L/ Day in peak Season	Procurement Price (In Rs.)	Selling Price (In Rs.)	Terms and Conditions
1								
2								
3								
4								

f) Ghee

f) i. Peak season of purchase (mention specific months).....

#	Brand of Ghee	Quantity Procured in Kgs/ Day	Quantity sold in Kgs/ Day	Quantity Procured in Kgs/ Day in Peak Season	Quantity Sold in Kgs/ Day in peak Season	Procurement Price (In Rs.)	Selling Price (In Rs.)	Terms and Conditions
1								
2								
3								
4								

11. Reasons for not procuring milk products of other brands (Please write "Yes" in the applicable box against each of the milk product)

Dairy Product	Reasons				
	Not of good quality	Early Spoilage	Not available in vicinity	High Price	Any other
Butter Milk					
Paneer					
Cream					
Curd					

Ghee					
Ice cream					
Khoa					

Thank You

Respondent Signature	
Investigator Signature	
Supervisor Signature	
Data Entry Operator Signature	