# OPERATION

 **1 ) KRA :- 1 ) I achieved 41 lacks to October -2012 to September – 2013. 2 ) I PLANNED TO SALES MAIN products in my territory.**

**Objectives :- 1) I used my strategies for monthly sales plans. I planned month wise, distributosrwise sales, pocket wise dealesrwise product wise sales plan for monthly sales targets achievement. I planned farmers meeting in many pockets. I got information from dealers and distributors, farmers of every product of sales in every month.**

**Action Items: - I made distributors wise month wise, pockets wise sales plan of territory due to I understood about the vegetable sales. I planned monthly tour plan of territory. According to my sales plan. I worked in my territory.**

 **2) On time collection: - I collected my due in time from my territory. I planned party wise collection plan due to understand me about the collection due of every parties.**

**Objectives: - I tried to achieve according to my monthly collection. I did not response me of two parties for collection dues. If I tried to get of payments collection.**

**Action Items: - I planned rolling collection plans monthly and yearly of my territory. I had been giving continuously follow-up to every distributors of territory. I told always about the cash discounts days plans. You will give early payments if you will get more profits of cash discounts. Therefore, I collected 38 lacks in time.**

**Measure: - I achieved my achievement 38 lacks collection of territory.**

**3 )Channel Managements and stocks returns: - Time timely I informed my senior officer about the stocks materials of every distributors of my territory. I transferred the many products to one another distributors.**

**Objectives :- I made strengthen with channel managements. I developed good rapport of channel managements network in my territory.**

**Action Items : - For party selection before I got information from market about the party reputation in markets for payments and sales. Then I selected the party for distributor’s appointments. I grew good relation with the all retailers in my territory. Time timely I informed to my senior officer about the balance stocks materials due to became very less stocks return from my territory.**

**Measure: - I planned month wise sales plan of key retailers in my territory. I joined many customers to retailers of their areas. So I received good relation with retailers.**

 **Markets development**

 **4 ) KRA :- I did field day to Dhad area and Karanja, Mangrulpir, *field* visit on Chili – VNR – 203, Capsicum – VNR – 602, Tomato – 3137, 3348**.

 **I created the demands on new products and new segments in my territory. I gave identification of many products in many pockets in my territory. I did marketing campaigning in my pockets. I sticked many posters, banners, literatures in every market in season’s time.**

**Objectives: - I generated the demands from root level of many products and expand the portfolio VNR seeds in my territory.**

**Action Items: - I selected the right geography farmers for VNR products. Successful managements of demonstration. Timely data submission of demonstration reports from the field.**

**Measure: - Successes for the OFD’s and including the timely data submission.**

**5) KRA: - I new products demonstration in my territory and I reported to senior officer about the demonstration plots.**

**Objectives: - I gave the new products identification for the territory and the products delivery customize to the territory need.**

**Action Items: - I selected for right geography and farmers in my territory for set the products. I did much demonstration success in my territory. I did submission data in time of my territory.**

**Measure: - OFD and demonstration including the timely data submission.**

**Process**

**6) KRA Safety and reporting: -**

**Objectives: I followed all safety rules properly in daily routine on the bike. I shared report in time.**

**Action Items: - Time timely I reported the reporting of my territory. I submitted the expense in time. I take stock return approval from my senior officers. I wear a helmet on bike daily.**

**Measure: - Due to me protected from the accidents events.**

**7) Markets Intelligence: - We must make markets intelligence or we must learn markets intelligence from markets.**

**Objectives: - I update on competitors activities in the territory. I send report to my senior officer about the others companies activities.**

**Action Items: - I reported the others organization’s activities, products schemes, coopan schemes, promotional inputs of competitors and I shared all others companies’ activities in monthly meeting.**

**Measures:- Due to these information I can good works in my territory.**