

CHAPTER –1

1.1 Introduction

MARKETING MANAGEMENT

The study deals with the marketing concepts, task, system and environment and their application. Market structure, segmentation, competitive analysis, demand measurement forecasting and targeting. Analysis of marketing opportunities, product market, decision making plan, strategies for marketing leaders challengers, followers, Marketing stages for small and large business houses, action programmer, organization implementation and control of marketing efforts. Study the product-mix decision new product development and launching, product positioning, product life cycle, product planning and policies, branding and brand strategy, product science support, price determination and price setting; price changes its relation and adoption. Distribution strategies, Management of distribution channel and network, Developing effective marketing communication, advertisement, programmes, objectives, sales force management, customer relation services and public relation.

It deals with consumer behavior, consumer decision making processes, measurement of consumer behaviour, attitudinal changes, socio cultural influence, and legislator for the protection of communication

ADVERTISING

Helps to understand the marketing concepts required for Advertising, determines to set the Advertising objectives to study the market situation and familiarize themselves with the aspect of Advertising operations. The area deals with the need for advertising its impact, the business of advertising, market segmentation, buyer behaviour, positioning new product introduction, institutional sales, research on advertising of advertisements, media planning, sales promotion.

CONSUMER BEHAVIOUR

This study familiarizes the students with the concepts, techniques and process of consumer behaviour with the current practices prevailing in the world and in our country in particular. Study exposes the students to the field of consumer decision making processes, problem recognition, search processes, alternative evaluation purchase and its outcome, personality and motivation, life styles, psychography, attitudinal change, socio-cultured influence, consumer behaviour measurement techniques and laws relating to consumer protection.

MARKET RESEARCH

To understand the use and applications of marketing Research, major marketing decision areas, appreciate and appraise marketing research tools and techniques applied in India. To conduct Market research, marketing information system, market research strategies, expenditure budget and control, Market structure analysis, product research and report writing.

PRODUCT MANAGEMENT

It helps to acquire knowledge of the concepts of product management both of new and the existing product. Product strategy, product cycle, product line management, product positioning, product development and evaluation, product acceptance, organization of new product development, product management organization.

SERVICE MARKETING

The study is designed to build on marketing concepts, strategies and highlights the modification required to make use in the service industry understanding the differences of goods and services, importance of services for development, designing the service Marketing Mix maintaining the Service quality.

INDUSTRIAL MARKETING

This study enables to acquire knowledge and skill in the field of Industrial and marketing. Developing the skills to meet the alternative marketing strategy.

The study includes nature and scope of Industrial Marketing, Organizational behaviour of the buyer Industry, Industrial Marketing research, demand analysis, product planning and policy, identification of entry obstacle for a new product, Product Distribution strategy and communication skills building corporate image of the industry is also within the course of study.

INTERNATIONAL MARKETING

The study is intended to develop the skills required for effective marketing strategies in international Marketing field, understand the global marketing perspective study, the international marketing environment, international product policies, pricing distribution system and logistics, Advertising strategic Indian export policy procedures, documents, insurance risks, strategy.

INDUSTRIAL RELATIONS

Exposure to the Indian relations system, an overview of the socio-political and economic environment, Trade union movements role of the state in shaping I.R. Policy laws relating to Trade Unions and Industrial Disputes, handling of industrial grievance, collective bargaining theory and practice, settlement of industrial

conflict/dispute through conciliation, arbitration and adjudication process,
Participation of worker in the Management.

1.2 SPECIFIC AREA OF TOPIC CHOSEN

Satisfaction is a persons feeling of pleasure or disappointments resulting from comparing a product's perceived performance in relation to his/her expectations. When one product or service performance falls short of expectations, the customer is dissatisfied. If performance matches the customer's expectations the customer is satisfied. If performance exceeds expectations the customer is highly satisfied. Many companies want to reach the second stage i.e. highly satisfied. Companies are aiming for TCS (Total Customer Satisfaction). Because today the customer is the king and the organization revolve around him, precautionary and writing in the popular press tend to use the terms Satisfaction"and"Quality"interchangeably. Current thinking suggests both service quality and customer satisfaction can be viewed at the individual service encounter level.

Service quality is a focused evaluation that reflects the customer's perception of the five specific dimensions of service. Satisfaction, on the other hand, is more inclusive, it is influences by perceptions of service quality, product quality as well as situational and personal factors. In every service encounter aim is customer satisfaction because every service encounter is potentially critical to customer retention. Many firms aim for "Zero defects" or 100% satisfaction.

Sources of pleasure and displeasure in service:

The importance of service encounters in building quality, perception and ultimately influencing customer satisfaction with the organization.

Recovery: Employee has to response to service delivery failures and employee is required to respond in some way to customers' complaints and disappointments. Adaptability: Employee response to customer needs and requests. When the customer has special needs or requests that place demands on the process. Here customer judge service quality in terms of the flexibility of the employees and the system. Here we can see one example in satisfactory side and dissatisfaction side.

Firstly satisfactory side "when sodexho products passes is not working in peak time, I informed that sodexho India company. The employee in a proper way and immediately he took charge". Unsatisfactory side is "The sodexho passes cannot be used everywhere so the customer reports to the company, but there was no response. Service prices are powerful due to this customers inform expectations of service levels. And later help them to evaluate actual quality and value received. Pricing is so important and such a powerful influence on customers expectations. Price sets an expectation of quality. Pricing too low can lead to inaccurate inferences about the quality of the service. Pricing too high can set expectations that may be difficult to match in service delivery.

Customer expectations are belief about service delivery standard by which performance is judged. Being wrong about what customers want can mean losing a customer's business when another company hits the target exactly.

New services for the currently served market:

Represent the attempts of the existing customers of the organization. A service not previously available from the company.

Service improvements:

Change in features of service that already differed might involve faster execution of an existing service process, extended hours of services, etc.

CHAPTER – 2

DESIGN OF THE STUDY:

This chapter briefly describes the design of the study, beginning from the title of the study and goes on to explain the objective, scope of the study, methodology, sampling, field work, analysis and finally the limitation of the study.

2.1. STATEMENT OF PROBLEM:

This study addresses the hindrances of potential customer who are dissatisfied with the sodexho passes, gift voucher and meals coupons.

Today is the world of inventions and innovations and that lies in a customer who is dynamic and his beliefs, attitude and his satisfaction level. It is needless to affirm that marketing is a new way of thinking about how companies and other organization can develop beneficial change with target customer who is always inclined in seeking to satisfy some needs and wants. Hence the problem is how we can find more customers for what services we provide, how the company can live up to their expectations and understand the different aspects of customer's views.

2.2. NEED FOR THE STUDY

Now a day better life leading is become necessary thing. In this study we try to understand the Bangalore users, who are using the sodexho products, so there exist a need to study:

- 1) What services are provided by the sodexho providers and how they can provide better Services to the subscribers?
- 2) The different aspects of customers' views and satisfactions?
- 3) What new services are being provided by the various service providers?

2.3 OBJECTIVE OF THE STUDY:

- To generate suggestions from customers for service improvement.
- To study the present situation of the company.
- To identify the various complaints of the customers on various aspects like lack of affiliates, poor service etc.
- To find out the companies response to customer needs and wants.
- To find out the level of customer satisfaction from the service providers.
- To find out the affection towards particular product.

2.4 RESEARCH DESIGN:

Meaning of the research design:

Research design is the arrangement of conditions and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

In other words it is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and the techniques to be adopted for achieving the objectives.

Nature of research design:

A research design is indispensable for a research project unlike the building plan which is precise and specific. Research design is a "tentative plan" with a series of guide posts to keep one going on in a right direction. It undergoes modifications, as circumstances demand when the study progresses. New aspects, new conditions and new relationships come to light when the study deepens.

A research is purely and simply the framework or plan for a study that guides the collection and analysis of the data. It is a blue print that is followed in completing a study.

The study must be relevant to the problem.

The study must employ economical procedures.

Three important points about research design are:

The design of investigation should stem for the problem.

The three basic research designs are whether the design is productive in given problem setting depends on how imaginatively they are applied.

An understanding of the basic design is needed so that they can be modified to suit specific purpose.

2.5 OPERATIONAL DEFINITION OF CONCEPTS

Exploratory

Exploratory research is used when one is not conversant with the problem environment such type of investigation is mainly concerned in determining the general nature of the problem and variables related to it.

Descriptive

Descriptive research designs are determined for some definite purpose a number of research studies can be based on such designs it is focused on accurate description of the variables present in the problem.

Casual or experimental

Casual or experimental design attempt to specify the nature of functional relationship between two or more variables present in the problem environment.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this research firstly, exploratory research is done by the visiting employees of software company, pharmaceutical company and manufacturing industries to gather the preliminary data. Secondly, descriptive research is done through surveys to find the various aspects of customer satisfaction like tax benefits, canteen service, gifts, service delivery, etc. Questionnaire is prepared to collect the primary data.

2.6 SCOPE OF THE STUDY

Today the service sectors are leading the corporate world. Many service sector industries are undergoing a revolution. Among them Sodexo is the one. The competitive service stations like banks, insurance companies. Sodexo also tax saving and improving the quality of life. With the study we can get some suggestions from subscribers for service improvements in terms of quality. In the study we find out the levels of customer satisfaction. We can also identify the causes for customers dissatisfaction like disturbance, lack of outlets, quality of food, in time use of meals and gift passes and poor service.

2.7 SAMPLE DESIGN:

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 50 samples i.e. Sodexo pass users are surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have pass users who are easily accessible.

2.7.1 Definition of the population:

Out of the sample collected the break up of the sample size was on the following parameters.

- The respondents were taken from all the kinds of class i.e. high, lower and middle classes. The respondents have been chosen on random basis.
- These respondents were the software engineers, marketing, pharmaceutical employees, etc.
- The sample size consists of 100 respondents.

Sample size:

A total number of 50 respondents were included in the study; of these were software engineers, marketing, pharmaceutical employee's,

Sample Techniques Adopted:

As the Bangalore city is a metropolitan and its population is large and there are large number of sectors. The population universe in the city of Bangalore being vast in size, it was difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study.

2.7.2 SOURCES OF DATA

SECONDARY DATA:

Secondary data refers to that which has already been collected by someone else.

Secondary data for the study was collected from:

- Published literature
- Company published data and brochures
- Internet

PRIMARY DATA:

Primary data refers to data that is collected afresh and recorded for the first time.

Primary data are those data i.e. collected by the researcher himself. It thus happens to be original in nature. The various methods of collecting primary data are performing surveys, census, through observation or through correct communication with respondents. But basic manner of primary data collection is survey method. The primary data for the study was collected through questionnaire and informal interviews with the company staff

2.7.3 FIELD WORK:

The interview schedule was carefully decided and constructed upon and revised in consultation with experts in order to avoid collection of irrelevant data. The researcher directly approached the respondents.

2.7.4 LIMITATIONS OF THE STUDY:

- The sample size of customer is limited to 50 because of time and cost factor.
- The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.
- The study was time bound.
- Few of the respondents were not open with their responses.
- Seldom had to come across respondents who did not have much idea about the objective of the study.

CHAPTER SCHEME

This is essentially the chapter scheme and is divided into five units as under:

Chapter -1 INTRODUCTION

This chapter starts with the brief idea regarding the project and it also explains the theoretical background of the study i.e. sources of pleasure and displeasure in service etc.

Chapter-2 DESIGN OF THE STUDY

The design of the study tells us about the research methodology adopted for the study, statement of the problem, review scope of the study, objective of the study, sampling method, data collection tool, limitations of the study and overview of the report.

Chapter-3 PROFILE OF THE RESPONDENT

This chapter has the profile of the industry, profile of the sample unit, etc.

Chapter -4 ANALYSES

This chapter contains classification and tabulation of data, analysis and interpretation.

Chapter-5 SUMMARY OF CONCLUSION AND SUGGESTION

This is the last chapter. It has executive summary of dissertation, findings, conclusions and suggestions.

CHAPTER – 3

Company Profile;

3.1 Company Background: Sodexho Pass Services India is a wholly owned subsidiary of Sodexho Alliance, France 'Operating in 76 countries across 5 continents' A Fortune 500 company with a turnover exceeding US\$ 16 billion.'Listed on New York Stock Exchange and Paris Stock Exchange (CAC 40)'The 22nd largest company in the world with more than 328,000 employees.'Sodexho is the World Leader in:1.Service Vouchers & Cards2.Food & Catering Services 3.Facility Management Services4.Remote Site Management5.River & Harbor Cruises Sodexho In India " Service Vouchers & Cards Division' Indian operations kick started in 1997.'Head Quartered at Mumbai with branches at Ahmedabad, Chennai, Bangalore, Delhi, Ernakulam, Hyderabad, Kolkata, Pune & Vishakapatnam.'In the business of moral Vouchers: Sodexho Meal Vouchers offer solutions to companies for providing a tax-free benefit to their employees. They are accepted for food & beverages at over 10000 food & beverage outlets such as restaurants, supermarkets, fast foods, pizzerias, bakeries, sweet shops, juice shops, ice cream parlors, etc, across 205 locations in IndiaoMeal Cards: Sodexho Meal Cards offer customized solutions to companies for providing free or subsidized meals to their employees. The expenses incurred on the card for food & beverages at the cafeterias, food & beverage outlets / counters located within the company premises qualify for tax exemption and are easy to administrate & account. Gift Vouchers: Sodexho Gift Vouchers are an ideal choice for companies to offer gifts to their employees for rewards & recognition, incentives, etc and to channel partners. The gift vouchers are as good as cash and are accepted at over 6000

outlets for a variety of products like jewelry, consumer durables, home needs, apparel, groceries, footwear, fashion accessories, etc, across 175 locations in India 'More than 3000 client companies and over 3.5 lakh employees receive Sodexo vouchers.' Vouchers can be exchanged at over 15000 affiliated outlets across 205 locations in India. 'Turnover exceeding Rs.400 crores.' Business growing at compounded annual rate of 40% year on year. 'Leading Service Voucher Company in India. 'For more details visit www.sodexo.com or www.sodexoalliance.com.

Sodexo Pass Services India is a subsidiary of Sodexo Alliance, the 11.7 billion euro French MNC with headquarters in Paris. The company is committed to improving the quality of daily life for its customers and end users. *A Fortune 500 company headquartered in Paris. 11.7 billion euros of consolidated revenues. 26,700 sites in 76 countries across 5 continents. A World Leader in: Food and Management Services, Service Vouchers and Cards River and Harbour Cruises World's 22nd largest employer with 3, 24,000 employees worldwide. 821,000 affiliated partners. 14 million beneficiaries.*

Sodexo Pass has been in India since 1997 and is the leading provider of Meal & Gift Vouchers and a diverse range of Food and Management Services. We cater to the needs of over 3,000 corporate, satisfying the needs of over 300,000 employees.

No1 worldwide:

Food and Facilities Management Services

Always attentive to the concerns of clients and consumers, we constantly adjust our offer to meet their expectations, with a portfolio of multi-service solutions covering surgical instrument sterilization, waste sorting and processing, seawater desalination, day-care services in companies, nutritional education in schools, site clean-up, technical maintenance, safety and security systems, transportation services.

Our clients:

Business and Industry

Defence

Correctional Services

Healthcare

Seniors

Education

Remote Sites

CLINTS LIST

- Johnson & Johnson
- DSP Merrill Lynch
- Monsanto
- Cisco
- HSBC
- OSHO
- Family Mart
- Harita Infoserve: A TVS Group Company
- CSC
- Hughes BPO
- Cadence
- Hewlett Packard
- Nirlac Building
- Birla Soft
- Max Healthcare
- Chaitanya Towers
- Infosys
- Adobe
- Sasken
- Delhi Heart & Lung Institute

No2 worldwide:

Service Vouchers and Cards

Annual issue volume totals EUR 6.3 billion.

(I.e. the aggregate face value of the issued vouchers)

Sodexo Service Vouchers and Cards has developed for their 310,000 clients (not including individuals) a wide variety of secure, flexible and innovative methods (e-vouchers, swipe cards, smart cards and contact less cards, virtual transaction system).

They all aim to make life simpler and more pleasant for 16.4 million people around the world thanks to 1,000,000 Sodexo Service Vouchers & Cards affiliated partners.

Our clients:

Businesses

Public authorities

Global numbers

in 80 countries

332,000 employees

over 130 nationalities

on 28.300 sites

12.8 billion (EUR)

15.7 billion (USD)

Revenues by activity



■ 97% Food and Facilities Management Services

■ 37% Business and Industry

■ 24% Education

■ 19% Healthcare

■ 6% Seniors

■ 6% Remote Sites

■ 3% Defence

■ 2% Correctional Services

■ 3% Service Vouchers and Cards

Revenues by region



- 43% North America
- 34% Continental Europe
- 11% UK and Ireland
- 7% Africa, Asia, Pacific
- 5% Latin America

Our Purpose:

Our Company is a community that includes clients, customers, employees and shareholders. Our purpose is to exceed their expectations.

Our Choice: OrganicGrowth

To achieve this, we focus on organic growth in earnings and revenue, while contributing to the economic health of the countries where we provide our services. When all our employees want growth that is when growth happens.

Mission

Our Mission: To Improve the Quality of Daily Life

Our business strategy and business objectives are aligned with our

Our business strategy: organic growth

we continue to focus on achieving organic growth in earnings and revenues, while contributing to the economic development of countries in which we operate.

Our Objectives:

To be recognized by our clients as the benchmark for the services we provide.

To be the market leader in every segment we provide and will develop our food services business.

To expand & grow all our businesses.

To attract and retain talent.

Our Mission:

Improve the quality of daily life.

Our Objective:

To be, for all our clients, the benchmark wherever we offer our services, in every country, in every region, in every city.

Our Values:

Service

Spirit

Team Spirit

Spirit of Progress

Team Spirit

we believe in the power of teamwork. To work as one team, individual skills and qualities are recognized. Good communication, honesty and mutual respect is encouraged as it develops successful working relationships.

Spirit of progress

To deliver excellence in service time after time, constant improvement and innovation is essential. Our people are encouraged to develop new ideas and concepts on how our services can be bettered. By initiating change, individuals ensure progress for both, themselves and the organization.

Service Spirit

We take pride in serving others. We listen and understand the needs of the people we serve. Attention is given to every detail. Our smiles go a long way in making people feel welcomed while our efficiency ensures satisfaction. Our word is a promise we always stand by.

Ethical Principles

Our Ethical Principles guide us in our day-to-day activities

Transparency

Transparency is an important part of our culture. Our employees, shareholders, clients, customers and vendors are given only true information about the company and our business. In return we expect the same transparency from our people and associates.

Loyalty

Sodexo has earned the trust of thousands its clients and millions of its customers

across the globe. We have established loyal and enduring relationships with our clients, employees, shareholders, suppliers and stakeholders.

Integrity

Sodexo will not engage in unethical, illegal or unfair business practices - and we expect our partners to observe the same high standards of ethics that have been the hallmark of our company. Wherever we do business, we will not tolerate business practices that are not based on our core principles of trust, integrity and fairness.

Respect

Sodexo offers equal opportunities for all employees regardless of their race, national origin, creed, political beliefs, personal opinions, gender, lifestyle choices or age. As respect is an inalienable part of our commitment to improve the quality of daily life for those we serve, Sodexo is strongly committed to creating a work environment based on mutual respect for all individuals and building a culture that appreciates and values the experience and skills of our people.

3.2 Company Culture

We believe in the growth and development of our people

At Sodexo, people come first; our open culture provides a friendly work environment that brings out the best in people. We welcome new ideas that rejuvenate our processes and improve our existing systems. Our informal working style encourages two way communication and openness.

We respect the diversity among our people and believe that every individual has a talent / skill that is unique. Our people are encouraged to constantly develop their skills and realize their true potential. All our high potential fast trackers are groomed for serious positions with our innovative talent management programmes.

Training & development programmes are conducted to enhance competencies and improve employee skills. Excellence is recognized and rewarded periodically

Managing business effectively takes more than just experience. It requires foresight, strategic thinking and planning. Getting the core business right is essential in a competitive world. But to focus on that one core business one needs to be confident that all support services are also functioning at maximum efficiency.

Are the working environment and premises well managed? Are the existing arrangements cost effective? Who is responsible for space planning? At a time of

revolutionary changes at workplace, how far ahead are you planning?

To foster a climate conducive to an organization's development, it is crucial to anticipate change and adapt your facilities management strategy accordingly.

Our international food and services management across 26,700 sites represent our leadership status in 76 countries. We utilize our international expertise in looking after your support system activities, leaving you to concentrate on expanding your business. Regardless of the complex engineering needs, geographical diversity or the magnanimity of the establishment, we provide customized solutions.

As the preferred choice of corporate, schools, universities, retirement homes, and institutional & healthcare establishments, we have a consistent underlying strategy. We start from understanding your business; gaining insight into the individual needs of your work personnel and finally executing systems and processes with attention to the last detail.

Our comprehensive Facilities Management Services are focused on maximizing value and assisting in the smooth operations of our clients' business. We partner with the client to facilitate an efficient facilities management transition, providing accurate accounting and reporting.

Our endeavor is to lower operating costs while maintaining high service levels through our systems and processes driven approach. Strict quality and performance management primarily drive our services programmes.

Our clients benefit from our unmatched strength of talent pool, international credentials and expertise; thereby translating into healthy and lasting partnering relationships.

Rather than leaving service delivery in the hands of unaccountable subcontractors, Sodexo's unique position in Facilities Management Services is due to the self-managed services it offers.

All our services, with the exception of security, are provided by Sodexo's own employees on your site. This ensures undiluted service quality, consistency, uniform work culture and healthy corporate ethics amongst our employees. Our self-

management services expertise extends across all management levels within the organization, ranging from the low-end support system to the top bracket management.

3.3 History

Armed with over 60 years of family experience in maritime catering for luxury liners and cruise ships; Pierre Bellon launched Sodexho in 1966, in Marseilles. Operations initially served staff restaurants, schools and hospitals.

1968

Operations commence in the Paris area.

1971-1978

International expansion begins with a contract in Belgium. Sodexho Service Voucher business enters. Development of the Remote Site Management business, first in Africa, then in the Middle East.

1983

Initial public offering of Sodexho shares on the Paris Bourse.

1985-1993

Sodexho establishes activities in the Americas, Japan, South Africa and Russia, and reinforces its presence in the rest of Central Europe.

1995

Sodexho becomes the world market leader in food service thanks to alliances with Gardner Merchant in the UK and Partena in Sweden.

1997

The group's holding company changes its name to Sodexho Alliance. Sodexho Alliance joins forces with Universal Ogden Services, the leading remote site service provider in the United States.

1998

Sodexho Alliance shares are accepted into the Paris Bourse. Founding of Sodexho

Marriott Services, with Sodexho holding 48.4 percent of the outstanding shares.

2000

Sodexho Alliance and Universal Services merge to form Universal Sodexho, becoming the leader in remote site management.

2001

Sogeres (France) and Wood Dining Services (USA) join Sodexho Alliance.

2002

On April 3, 2002, Sodexho Alliance shares are listed on the New York Stock Exchange.

2003

Jean-Michel Dhenain and Michel Landel are appointed Group Chief Operating Officers, succeeding Albert George.

2004

The succession plan for Pierre Bellon is put into place. The Board of Directors announces that effective on September 1, 2005, the Chairman of the Board and the Chief Executive Officer will become separate functions.

2005

On September 1st, 2005, Michel Landel becomes Chief Executive Officer and Pierre Bellon continues as Chairman of the Board.

3.4 NATURE OF BUSSINESS

WHO WE ARE

sodexho is a community that includes clients, customers, employees and shareholders. Our purpose is to **exceed their expectations**.

OUR BUSINESS FOCUS: ORGANIC GROWTH

We will continue our focus on achieving organic growth in earnings and revenues, while contributing to the economic health of the countries where we provide our services.

When all of our employees are committed to growth, then growth happens.

A simple and administratively friendly Business Model

The system of working is designed for your convenience, simply tell us your requirements and we take care of the rest. Our user has complete support of our customer care to ensure a satisfying experience.

In recent years there has been a noticeable tendency in the real estate industry towards outsourcing of property related services. As competent service providers we are able to operate more efficiently and effectively by employing specialized skills and utilizing proven systems and processes across large facilities portfolio. What's more, we also provide clients with one contract, one contact and one invoice for all services from janitorial to management.

Our strategy is based on five integrated principles:

Manage facility operations and control costs

Deliver quality services

Provide Client organization and its employees with a resource-rich organization

Create a tangible performance measurement environment

Continuous improvement

Products & services

Food services

Sodexo serves 90 cultures in 76 countries and realizes the importance of creative food services. Gauging the needs and culture of an organization, we offer customized cuisine to suit the client's culinary preferences. Our services include conveniently placed vending machines, strategically positioned convenience shops, kiosks, bakery or a full spread of the most delectable Indian or global cuisine. We offer catering services to organizations as diverse as corporate, hospitals, and educational institutions.

Our consumers are becoming increasingly adventurous in their tastes and seek more choices and greater value. Sodexho's challenge is to respond to these trends by creating service environments employees will enjoy and will want to use every day.

Sodexho promotes mealtime as a special time for relaxing and socializing, enabling employees to return to work with renewed vigor.

We effectively deliver *QUALITY, NUTRITION, TASTE, SAFETY, HYGIENE* and *SERVICE* with a smile. Our team of five star Chefs, is equipped to face the most challenging situations with regard to service, cost control and demanding customers. They are capable of handling clients across the country by meeting diverse culinary and service requirements. Our goal is to delight you with fabulous food, a great attitude, outstanding people and a commitment to constant innovation. Every day Sodexho strives to see things differently and translate our passion into an experience that you enjoy.

As a leading food service provider for organizations across all industries, we are at the heart of public health concerns. It is our responsibility to make sure that every meal we serve meets health, nutrition and food safety standards.

We minimize health risks by insisting on transparency in purchasing and implementing upstream and downstream monitoring procedures.

Constant regulatory, scientific and health overview:

Sodexho follows a number of food safety procedures. These procedures deliver the highest quality of food at the most economical cost.

We strictly monitor potentially hazardous ingredients, which are stored, prepared and served in an environment designed to eliminate any possibility of food borne illness.

We purchase only the freshest food items available.

We plan menus taking into consideration nutritional value and caloric intake without compromising on taste

Our specialists assure legislative and scientific vigilance, which ensures ongoing assessments of the food industry, and alerts its operations whenever threats arise. These consultative bodies advise on food safety procedures, on new staff training programmes and on new supply chains that ensure food safety.

Monitor the origin and supply chain of products:

At all our sites, we apply quality procedures to check dishes at the point of delivery, carry out temperature and food sample checks.

Train co-workers and inform customers:

Our employee training programmes raise management awareness of the stake in food safety; explain the importance of policies to ensure traceability of our services.

Food clients

- Adobe
- CSC
- Cadence
- DELL
- Delhi Heart & Lung Institute
- Wockhardt Hospital
- HSBC
- Max Healthcare
- OSHO
- Accenture
- NOMA (Naval Officers' Mess Association)

Gift voucher

A User Friendly & Convenient System:

Your company places order for Gift Voucher booklets according to the number of employees or business associates. Sodexo receives the payment and the vouchers are delivered to your office.

Employees or business associates receive the Gift Voucher booklets from the employer. Suitable additions can be made to the affiliate network as per the choice and requirement of your employees.

Your employees or business associates can go to any of the 6,000 affiliated outlets across 174 cities, as per their choice and use their vouchers for making purchases. Gift Vouchers can be used for buying any item from the market.

Employees or business associates do not have to collect any bills for purchases, as it is a user-friendly system with no administrative and accounting hassles for your organization. Sodexo reimburses the outlets on behalf of your company

Sodexo leads the way in delivering value added services across segments. Through our Food and Facilities Management Services and Service Voucher and Cards operations, we strive to improve the quality of your daily life.



Sodexo shares an open and transparent relationship with its clients that are based on years of exceptional services.

In India, 7000 people are striving to improve the quality of daily life at more than 5000 client locations across all market sectors.

Our services include:

Food Services - Catering and hospitality services within a broad range of market sectors.

Facilities Management - Managing facilities through soft and technical maintenance services across segments.

Service Vouchers and Cards - Voucher and card based solutions for transfer of intended benefits to the end user.

Services

The Group's comprehensive services are tailored to the needs of every client and creating value for all of them. These competencies have made Sodexho the acknowledged expert in three complementary sectors: Foodservices, Facilities



Management and Service Vouchers and Cards.

Employees in companies and government institutions, adults in the workplace and patients in hospitals all benefit from Sodexho's experience and expertise in each client segment. Sodexho's dedicated teams are trained to understand their clients and customers and their culture. Their creativity, skill and professionalism are dedicated to the service of Quality of Life everywhere.

Cafeteria Consulting

More and more organizations in India find the need to set up their own kitchens on campus to ensure their employees receive healthy and hygienic meals daily.

Sodexho lends its expertise in setting up the kitchen in clients' facilities. From the design to the procurement to the installation of equipment; we handle every aspect for the client.

The design of the kitchen is recommended based on your current and future needs. As a turnkey project, we would also source the right equipment and have it installed at your site.

All aspects of efficiency, hygiene and safety along with waste disposal and environmental impact are given priority.

Food Services

Sodexho brings to India its years of experience of serving hygienic, nutritious and quality food across diverse cultures. Our deep understanding of the Indian cuisine allows us to take care of multi-culinary needs of our multicultural client sites.

Delivering creative food and world class services is our goal. Sodexho serves meals to over 90 cultures across 80 countries. We customize services after understanding client food preferences.

We serve meals to diverse industries such as corporate, hospitals, and educational institutions. Our team comprises of Chefs who have years of experience in delighting palates with fabulous food, a warm attitude and a drive to constantly innovate.

Corporate Catering

With thousands of employees working within a facility, corporate in India are now looking at having their kitchen onsite that delivers and maintains food quality day after day.

The food specialist, Sodexho understands the daily food needs of corporate and serves quality & nutritious meals daily within client facilities.

We believe a mealtime is a special time for employees where they must be able to relax and socialize; and return to work with renewed vigour.

Facilities Management

We provide comprehensive support services required at our client's workplace. This helps clients to focus on their core business needs, confident in the fact that all support services are functioning at maximum efficiency.



Over the years we have built long-standing relationships with all our clients. Our clients are key players in the Financial, Manufacturing, and Service, IT, Education and Healthcare industries.

Our goal is to constantly exceed client expectations. We strive to partner in our clients growth by addressing their future plans and assisting in expansion as a strategic partner. We provide support for client operations and make certain that:

Our clients have a healthy and safe environment.

Our operations are environmentally friendly.

All legal and statutory requirements on labour, health and safety are followed.

Gift Pass

Sodexho Gift Pass - India's No. 1 Gift Voucher is a one-stop solution to all corporate gifting requirements, be it Gifts for Employees, Channel Partners or Customers.

A Perfect Motivational Tool, Sodexo Gift Pass addresses one of the most effective components of incentive and loyalty schemes - Rewards.

India's "Most Widely Accepted" Gift Voucher is redeemable at 7000 retail outlets across 210 cities for thousands of products and services. Honoured by top national brands and almost all the Super markets across the country - Sodexo Gift Pass offers the recipients the widest range of Gifts to choose from.

Most widely accepted gift voucher

Accepted in over 7000 outlets

Affiliate outlet presence across 210 cities

Can be used for thousands of product categories

Sodexo Gift Pass can be tailored to meet a client's profile and expectations. The unique features of the Gift Pass help organisations to achieve all their corporate gifting objectives.



Meal Pass

Meal Pass is accepted across 300 cities and 12000 affiliates. Meal Pass is an employee's pass to his chosen meal at any location.

The novel concept of Meal Pass allows organizations to extend meal benefits to their employees.

Meal Pass provides employee the choice and flexibility to have their daily meal at any of our affiliate networks.

Meal Pass is easy to use and administer.

Widely accepted at the diverse affiliate networks including your existing canteen and food courts

VALUE ADDED SERVICE

Across the world Sodexo is known for its superior quality services backed by value added benefits. In India we offer clients catering services by sourcing, selecting and finally placing an appropriate caterer that fulfills the clients catering needs. Thanks to our dedicated professional catering staff and reputed list of caterers, we continue to provide services beyond meal vouchers.

We can assist you in your catering requirements with the following:

- 1.[Caterer Selection.](#)
- 2.[Customized Menu Planning.](#)
- 3.[Hygiene Practices.](#)
4. [Satisfaction Surveys and Timely Corrective Action.](#)

Caterer Selection

Sodexo has a panel of reputed caterers under its wings. Each one of them is expected to fulfill the standard norms set by us. They are rated and categorized on the following set of parameters:

Operational set-up and transport Infrastructure

Hygiene procedures and practices followed

Service capacity and orientation.

Long-term financial stability.

Legal compliances

The selection of a caterer for any specific client is based on:

Price per meal required.

Location of the client's office as against the caterer's kitchen.

Client's choice of menu as against the chef's culinary expertise.

Service standards requirement as against the caterer's capability.

Customized Menu planning

following international experience, we plan 3 to 5 week menu for our clients so that it appeals to customers of all tastes. Menu is balanced in terms of functionality, taste and nutrition with special menus during festivals and important days.

Hygiene Practices

Hygiene practices are extremely critical to catering services and are often comprised due to the following reasons:

Very low awareness of hygiene knowledge and norms.

No clear-cut definition of hygiene practices are provided by local government bodies.

Clients lack time and inclination to monitor the hygiene practices followed in the kitchen.

Safe hygiene practices involve extra costs.

At Sodexho the classification grade of any caterer depends on a detailed audit of the hygiene practices followed at every stage:

Pre, during and post cooking process.

Transport and service line.

Cleaning procedures for pre-cooked food & utensils.

Personal hygiene of staff.

At regular intervals, we make it a point to carry out surprise checks to ensure that standards are maintained. Wherever required, training of caterers' employees is also carried out.

Satisfaction Surveys and Timely Corrective Action

Regular surveys are carried out at the clients' end to gauge the level of satisfaction with regard to:

Quality and taste of food.

Service levels.

Hygiene & cleanliness.

Post the survey, a detailed report is prepared and timely corrective action is taken. If required, we replace the caterer with a more appropriate one that suits the clients' needs.



Sodexo Advantage

Taste & Choice

Our diverse pool of chefs is able to delight all palates at our multicultural client sites.

Hygiene & Nutrition

As a leading food service provider for organization across all industries, we make sure that every meal we serve meets health, nutrition and food safety standards.

Events & Food Festival

Our food sites constantly generate excitement and create newness on sites by hosting special food days and celebrating festivals events around the year.

Compliance

we are pioneers in changing the face of this unorganized industry in India. Our clients can be well-assured with having Sodexo as their service provider all statutory rules would be complied.

Benefits for Affiliates

Increased Footfall: Associating with Meal Pass will increase footfalls at the outlet as we list all our Affiliate partners in our Meal Pass directory for our users.

Higher Business: Sodexo Meal Pass holder is your assured customer as they have high disposable income and these vouchers, which need to be redeemed.

Customer Loyalty: As Meal Pass is given on the regular basis hence a loyal set of customers will come to your store for redemption.

Advertisement: The Meal Pass booklet is a unique medium for advertising and promotions. As our booklets are used by employees of various companies and advertising in this medium you can reach out to customers.

Benefits for Clients

Partnering clients in fulfilling all their corporate gifting objectives be it for rewards, incentives or goodwill gifting

Versatility

Gift Pass is a one-stop solution for all kinds of corporate gifting, be it employee gifting, channel partner gifting or consumer gifting.

Widest Reach

Accepted across 210 cities, a gifting solution for pan India requirements

Zero Logistic Gifting

No hassles of sourcing, packaging, warehousing, transporting and distributing gifts

Short Turnaround Time

Easy to order, gives flexibility to scale up gifting requirements

Customized Alliances

Inclusion of merchant establishments in the affiliation network as per specific client need

Process Control

Absolute control over the gifting process from planning stage to delivery stage

Easy to Order

You can order Gift pass by simply call us at our Toll Free number 1800 22 0151

(10:00 am to 6:30 pm) or by emailing us at ask@sodexhoindia.com

Presentation

specially designed jackets for different gifting occasions

Personalization

Option of Co-branding Gift Voucher Jackets and putting personalized message on Gift Vouchers

Packaging

Attractive packaging to match the gifting requirements

Benefits for Employees

Meal Pass provides you a choice to have meals as per your taste, liking and regional preferences

Meal Pass is perceived by employees as a Tax friendly and useful benefit to them.

Meal Pass entitles employee to have meals of their choice and taste.

Maximum choice from 12000 outlets including your office and factory cafeteria.

Exclusive value deals are available through out the year for Meal Pass users.

Benefits For Employer

Most simple way to extend meal benefits to employees without administrative hassles to all offices and locations.

Reduces infrastructure expenses otherwise involved in offering similar services internally.

Meal voucher benefit provided to employees does not attract any Fringe Benefit Tax to be paid by the company.

[Sodexo Pass meal vouchers are fully Tax deductible as an expense.](#)

Helps enhance employer-employee relationship and commitment through a tangible HR benefit.

Fringe Benefits Tax Law

The definition of 'Fringe Benefit' under the new chapter XII H (As per subsection (2) of section 115 WB of Income Tax Act, 1961), excludes-

a) any expenditure on or payment through paid vouchers, which are not transferable and usable only at eating joints or outlets.

b) Meal Pass is exempted from fringe benefit tax for the employers and is tax free for the employees

c) Meal Pass can be used for making payments both within and outside office premises.

Please refer to the following table for comparable tax savings

Mode of giving benefit	Cash	Sodexo Meal Pass
Eligibility/annum@ Rs. 2000/- month	Rs. 24000	Rs. 24000
Tax Deduction @ 33.99% *	Rs. 8158	Nil
Net	Rs. 15842	Rs. 24000

*As proposed in the budget 2007

No FBT on employer

The definition of 'Fringe Benefit' under the new chapter XII H (As per subsection (2) of section 115 WB of Income Tax Act, 1961), excludes-

Expenditure on, or payment for, food or beverages provided by the employer to his employee in office or factory;

Any expenditure on or payment through paid vouchers, which are not transferable and usable only at eating joints or outlets.

In this section, exemption has been granted completely for paid vouchers provided to the employees. Hence there is No FBT on employer on Sodexho Pass meal vouchers given to employees.

Tax Free for Employer

with the shifting of tax liability on employer from employees in respect to certain fringe benefits, these fringe benefits, which were hitherto taxable in the hands of employees as perquisite, will no longer be taxable in their hands. Thus those items now chargeable to tax under FBT (Chapter XII-H) have been deleted from Rule 3, which dealt with valuation of perquisites in the hands of the employee. Paid Vouchers being one of the items.

Further, Rules for valuation of perquisites have been amended and clause (VI) has been inserted under Section 17(2) vide notification no. 68/2005 dated 28th February, 2005, as follows:

(2) "Perquisite" includes-

(vi) The value of any other fringe benefit or amenity (excluding the fringe benefits chargeable to tax under Chapter XII-H) as may be prescribed:

Since, paid vouchers have been covered under chapter XII H and are also not a prescribed perquisite for valuation they will not be taxable in the hands of employees.

Affiliates' Testimonials

Chung's Chinese Corner

We have been associated with Sodexho Pass Services India Pvt. Ltd. for the past 9 years for both Meal & Gift Vouchers. We are currently having 7 outlets in Bangalore. We are happy with the services from Sodexho Pass.

This association has helped us not only increase our client base but also has increased

our sales during this period.

Mr. Balaji.C.Naidu

Managing Partner

M.K. Retail

We have been associated with Sodexo Pass Services India Pvt. Ltd. for last 10 years for both Meal and Gift Vouchers. We are currently having three outlets in Bangalore. We are adding a few more outlets to our chain. We are extremely happy with the services from Sodexo Pass.

This association has helped us not only increase our client base but also has increased our sales during this period.

Looking forward to a long lasting relationship with Sodexo Pass.

M.K. Retail

Bharat Hotel - Kochi

We have been associated with Sodexo Pass Services India Pvt.Ltd., for the last couple of years for both Meal and Gift Vouchers at BTH Group of Hotels and Restaurants, located in Kochi. We are extremely happy with the services from Sodexo Pass.

This association has helped us not only increase our client base, but also has increased our sales during this period.

Mr. Dinesh Kumar Elyath,

Manager - Operations.

Krishna Pearls

We have been associated with Sodexo Pass Services India Pvt. Ltd. for more than 4 years; Sodexo Pass has given a boost to our business, by driving a considerable amount of business and new corporate clientele.

We are very satisfied with the prompt service being rendered to us.

Mr. Umesh Agarwal
Krishna Pearls

Right Resources - Corporate Support Services

We are affiliated to Sodexo since the last 5 years and are very satisfied with this association, we have always received prompt payments and service from them, looking forward for a long term and mutually beneficial association, I wish them all the best in their future endeavors.

Mr. Ashok Menon
Partner

GARCIA'S Famous Pizza

Garcia's Famous Pizza has been associated with Sodexo Vouchers for nearly 2 years now and we have been very satisfied with the services and customer relationship provided by them. Sodexo has helped us increase our business. Their services are very prompt and their payments are also on time.

For Amazon Food & Beverages Pvt Ltd
Ms. Neha Gadodia
Manager - Marketing

Ayurcare - Holistic Healthcare Pvt. Ltd.

We have been associated with Sodexo Pass Services India Pvt. Ltd. for the last 4 years and there has been 3 fold increase in business. We are happy with the service levels, which are been given by them.

Mr. Ranveer Puri

Executive Director
Holistic Health Care Pvt. Ltd.

Mithra Mega Mart

We have been associated with Sodexo Pass Services India Pvt.Ltd. for the last 2 years for Meal Vouchers at Mithra Mega Mart located in D.H.Road and N.H Road, Kochi. We are adding a few more outlets to our chain. We are extremely happy with the services from Sodexo Pass.

This association has helped us not only increase our client base but also has increased our sales during this period.

Mr. Biju Kurien
General Manager (Administration)

Nilgiri's

We have been associated with Sodexo Pass Services India Pvt.Ltd. for the last 2 years for both Meal Vouchers. We are currently having two outlets in Bangalore. We are extremely happy with the services from Sodexo Pass.

This association has helped us not only increase our client base but also has increased our sales during this period.

Vaighai Ventures

We have been associated with Sodexo Pass Services India Pvt Ltd. For the last 5 years for both Meal & Gift Vouchers at Aiyanaar Restaurant located in Airport Road, Bangalore. We are currently doing catering also at Wipro, Electronics City, Bangalore and accepting Smart card as a mode of payment. We are extremely happy with the services from Sodexo Pass.

This association has helped us not only increase our client base but also has increased

our sales during this period.

Mr. Balaji

Vaighai Ventures

Punjabi Chandu Halwai Karachiwala

Our affiliation to Sodexho has been since the last 8 years and we have analyzed that our business with them has grown steadily and this association has been highly beneficial, we have always received prompt payments and service from them, I wish them all the best in their future endeavors.

Mr. Sachin Bahl

Punjabi Chandu Halwai Karachiwala

Ramanlal Vithaldas & Co. Mewawala

Sodexho vouchers have directed quality customers to our retail stores. We are happy with their services.

Mr. Jasmine Ajmera

CEO

Nandhini Deluxe - Andhra Speciality Restaurant

We have been associated with Sodexho Pass Services India Pvt. Ltd. for the past 5 years for both Meal & Gift Vouchers. We are currently having 8 Restaurants in Bangalore. We are happy with the services from Sodexho Pass.

This association has helped us not only increase our client base but also has increased our sales during this period.

Partner
Nandhini Deluxe

Beijing Bites

We have been associated with Sodexo Pass Services India Pvt. Ltd. for the last 9 years for both Meal and Gift Vouchers. We are currently having 10 outlets in Bangalore. We are happy with the services from Sodexo Pass.

Mr. Balaji.C.Naidu
Managing Partner

New Shathi Sagar - Veg Restaurant

We have been associated with Sodexo Pass Services India Pvt. Ltd. from last 7 years, we are extremely happy with services from Sodexo

Looking forward to long lasting relationship with Sodexo.

New Shanthi Sagar

Sodexo India:- Clients' Testimonials

We wish to share our pleasant experience with Sodexo Pass Services India Pvt. Ltd. We have been using Sodexo Pass Meal and Gift Vouchers since March 2001. We have found their services to be very useful and their performance efficient, satisfying and reliable. The benefit, make meaningful contribution in monetary terms to the individual as well

Arvind Mills Ltd.

Wg. Cdr. Arun Kaul
Head - Group Human Resources

Since last two years, we have been using Sodexho Meal & Gift Passes. We found that they are very convenient tax savers and easy to use. We are really satisfied with the Sodexho products and strongly recommend the same for all organisations.

Vadilal Chemicals Ltd.

Mr. Paresh Shah
General Manager

We have been using Sodexho Meal Passes since April 2001.

According to our experience, Sodexho Meal Passes are good as these passes are widely accepted in most of the restaurants, food outlets, etc. as they are your affiliates.

Cadilla Healthcare Ltd.

Mr. Ramesh D. Dave
Senior Manager - HR Compensation

We Order Sodexho Meal Pass for our Employees. Our Group Companies also using Sodexho services. We are happy with the facilities provided by Sodexho.

Godrej Agrovat Ltd

Mr. Sunil Sardesai
Deputy General Manager Human Resources

We would like to state that we have been using their services since the year 1998. We find the system convenient and user friendly. We are satisfied with the services given by Sodexho Pass Services.

Godrej Industries Ltd

Mr. Sunil K Pednekar

Manager - Personnel

We would like to state that we have been using their services since the year 1996 for the benefit of employees. Our Employees are very happy with the choice and flexibility offered through their vouchers.

We are happy to state that Sodexo pass is a dependable partner for these services and we endorse their services attitude and professional approach in their dealings with us. In view of the above, we strongly recommend Sodexo pass as a services partner for their services.

A.M. Todd Company India Pvt Ltd

Mr. Rajat Joshi

Senior Manager HR & Administration

We would like to state that we have been using the entire spectrum of your services in the field of services vouchers viz. Meal Vouchers and Gift Vouchers since Jan 2006. These Vouchers are used as a fulfillment process for various employee Reward and Recognition and motivation programs.

Our employees are very happy with the choice and flexibility offered through their vouchers. After a careful evaluation of the various services providers in this domain, Navi Mumbai SEZ Pvt Ltd chose Sodexo pass for the Gift and Meal vouchers requirements and are happy to state that Sodexo pass is a dependable partner for these services and we endorse their services attitude and professional approach in their dealings with us. Looking forward for a long and fruitful association.

Navi Mumbai SEZ Pvt Ltd

Mr. Virupakshi Hawaldar

General Manager Human Resources

We have been procuring Sodexho pass Meal vouchers from your organization since 1st August 2002 for our employees.

We would like to put it on record that we are completely satisfied with the various services provided by you such a timely reminder for placing the order, cheque pick up delivery of Sodexho meal vouchers, providing us with update directory etc.

Rallis India Ltd

Mr. Sanjeev Jagtap

Head Taxation and Treasury

We would like to state that we have been using their services since January 2005 for the benefit of employees and to avail tax benefit.

After a careful evaluation of the various services providers in this domain, Reuters India Pvt Ltd chose Sodexho pass for the Gift and Meal Vouchers requirements and are happy to state that Sodexho pass is dependable for these services and we endorse their services attitude and professional approach in their dealings with us.

In view of the above, we recommend Sodexho pass for their services.

Reutres India Pvt Ltd

Mr. Bishwajeet Ganguly

Human Resources Advisor

We would like to state that we have been using their services since the year 2003. We find the system convenient and user friendly which also gives our employees tax benefit.

We endorse their services attitude and professional approach in their dealings with us. We are satisfied with the services given by Sodexho pass services and strongly recommend use of this system by any Organization.

NRB Bearings Limited

Mr. S.K.Shah

Assistant General Manager Finance & Accounts

IKAB Securities & Investment Limited has been patronizing the services of M/s. Sodexo Pass Services India Pvt Ltd for almost a year and have found their services to be consistent and of the highest standards. We would like to place on record that their prompt responses, excellent customer care and positive attitude have helped in building a strong relationship between IKAB securities & Investment Limited & M/s Sodexo Pass Services India pvt Ltd.

IKAB Securities & Investment Limited

Mr. Anil Bagri

Director

Oasis Securities Limited has been patronizing the services of M/s Sodexo Pass Services India Pvt Ltd for almost a year and have found their services to be consistent & of the Highest standard.

We would like to place on record that their prompt responses, excellent customer care & positive attitude have helped in building a strong relationship between Oasis Securities Limited & M/s. Sodexo Pass Services India Pvt Ltd.

Oasis Securities Ltd

Mr. Anil Bagri

Director

We would like to state that we have been using Meal Vouchers of their Services. Our Employees are very happy with the choice & flexibility offered through Sodexo Vouchers.

We Endorse their services attitude & Professional approach in their dealings with us. In view of the above, we strongly recommend Sodexo Pass as a Service Provider.

Aker Kvaerner Powergas Pvt Ltd

Mr. K.K Potnis

General Manager HR

We would like to state that we have been using their in the field of service Vouchers & cards Viz. Meal Vouchers, Gift vouchers, since the year 2003. These vouchers are used as a fulfillment process for various employee Reward & Recognition & Motivation Programs.

Our employees are very happy with the choice & flexibility offered through their vouchers. After a careful evaluation of the various services provided in this domain, Ness technologies chose Sodexo Pass for the Gift & Meal vouchers requirements & are happy to state that Sodexo Pass Services is a dependable partner for these services and we endorse their services attitude and professional approach in their dealing with us.

In View of the above, we recommend Sodexo Pass as a Service Partner for their services

Ness Technologies India Ltd

Mr. Gopakumar K.A

Manager Administration

We have been using Sodexo pass meal vouchers since 1.3 years & find your solution very convenient as a tax benefit for our employees.

Our experience has been excellent, in terms of coverage of the outlets & the services from Sodexo pass as an organization.

We definitely look forward to a successful continuation of this service.

BPL Telecom Pvt Ltd

Mr. Shekar Raj S

Manager Human Resources

We are pleased to be associated with Sodexo Pass for Meal Voucher services for the

past 2-year & confirm that Sodexo Pass does maintain high standards of customer service.

We wish to add that your meal voucher system is very convenient & user-friendly, with attractive value addition through your affiliate network.

We would also like to mention that we are very pleased with the way you handle a situation especially when we have any urgency with regard to having the meal vouchers delivered to us, you have gone out of your way to provide us the required services & on time. We appreciate your commitment.

We look forward for a long business association with Sodexo Pass service team.

Symbol Technologies Pvt Ltd

Mr. William

Coordinator Facilities & Administration

This letter is being issued to express appreciation for the services rendered by Sodexo Pass to Ness Technologies India Ltd. For the Past five Years of our working relationship, for meal vouchers & gift vouchers, I am glad to express our gratitude for the value of the product as well as the quality of services offered.

Our experience has been good, in terms of coverage of the outlets as well.

We look forward to a successful continuation of this service.

Ness Technologies India Ltd

Mr. Raj Sharma

Executive Facilities

We are pleased to be associated with Sodexo Pass for Meal Vouchers & Gift Vouchers, for the past three years & confirm that Sodexo Pass does maintain high standard of customer service.

We wish to put in records that your voucher system is user-friendly & very convenient, along the value addition that come through your affiliate network.

We look forward for a long & successful continuation of this service.

Sony India Pvt Ltd

Ms. Rohini B

This letter is being issued to put in record the appreciation for the services rendered by Sodexho Pass to MetLife India Insurance Co. Pvt Ltd.

We have been using Sodexho Pass Meal Vouchers & Gift Vouchers for the past three years & we are glad to express our gratitude for the value of the product as well as the Quality of services offered. Our experience has been Good, in terms of coverage of the outlet as well.

We look forward to a successful continuation of this service.

MetLife India Insurance Co. Pvt Ltd

Mr. R Srikanta Prasad

Chief Manager Facilities & Administrator

We have been your valuable customers for the past three years by using the Meal Vouchers for our management staff located at Bangalore & Hyderabad.

On behalf of all our management staff, I would like to thank you for the excellent services & support you have been providing for us & we are proud of our association with your company.

TATA Coffee Limited

Mr. P Uthra

Assistant Manager HR

We have been using Sodexho Pass Services for our employees in Bangalore for over four year now, & we are pleased to inform that we are happy with the services provided by you.

Info media India Limited

Mr. T S Guru Prasad

Authorized Signatory

This is to certify that Bhilai Steel Plant (SAIL) is using Sodexho Pass Meal & Gift Vouchers for the benefit of its employees.

Sodexho Pass has created a customized network in Bhilai Township & our Mines,

which is as per the requirement of our employees.

We are very much satisfied with the services rendered by the employees of Sodexo pass & its affiliates.

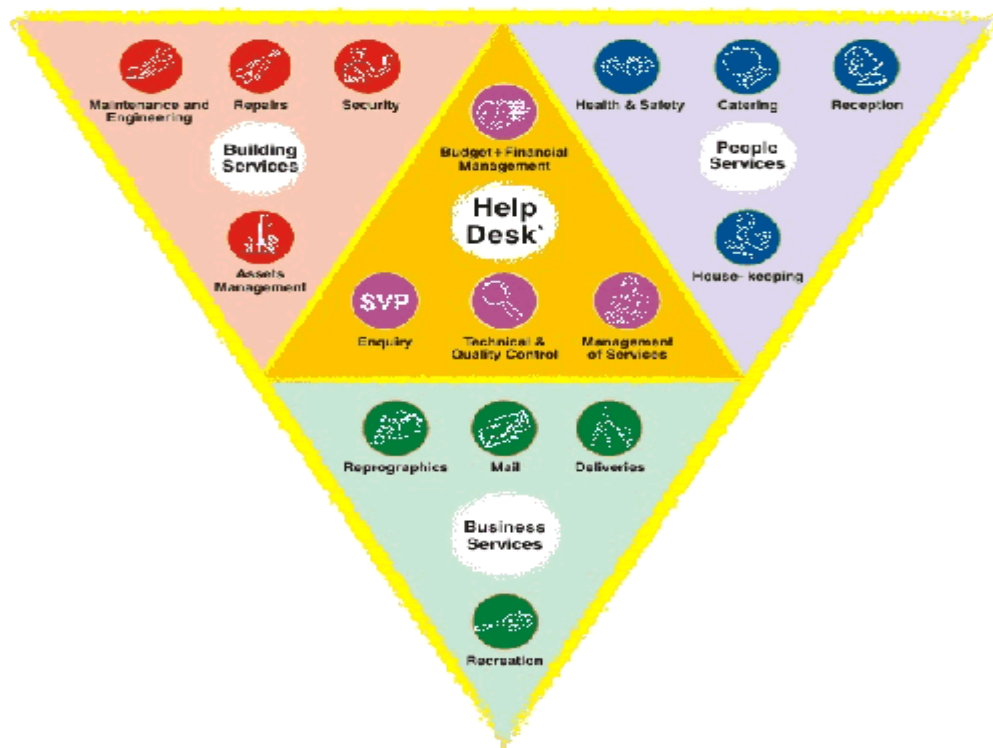
We recommend Sodexo Pass Meal & Gift Vouchers to all the companies who are looking forward to the innovative ways to motivate their employees.

Steel Authority of India Limited

Mr. H Roy Choudhury

Deputy General Manager

3.5 ORGANIZATION STRUCTURE



3.6 NUMBER OF BRANCHES

Mumbai

Nesco Complex, 1st & 2nd Floor, Indabrator Building, Gate No. 3,
Western Express Highway, Goregaon (E),
Mumbai - 400 063.

Tel: (91)-22-26855959/ 67416700

Fax: (91)-22-26855973

Bangalore

Scorpio House, 2nd Floor,
132, Wheeler Road Extension,
Cox Town, Bangalore - 560005

Tel: (91)-80-40333444

Fax: (91)-80-40333666

Kolkata

12, Ground Floor,
Lower Rawdon Street,
Kolkata 700 020.

Tel: (91)-33-30930203

Fax: (91)-33-24852750

Channi

Ground Floor, Padmaram Towers
15, Spurtank Road,
Chetpet, Chennai-600 031.

Tel: (91)-44-28191816/30901563

Fax: (91)-44-28194046

kerala

The Corporate Zone 40/9207,
2nd floor,Chidambaram Chambers,
Doraiswamy Iyer Road,
Ernakulam-682 035.Kerala.

Tel: (91)-484-3244952

Hydrabad

6-3-655/1, #302, Meera Mansion
Civil Supply Office Road
Somajiguda, Hyderabad-500 082

Tel: (91)-40-23311763/30908765

Fax: (91)-40-23311762

Puna

309-310,Lloyd Chambers,Block No.-3
409, Mangalwar Peth
Pune -411 011.

Tel: (91)-20-32904824

Fax: (91)-20-26050336

New Delhi

M-56, IInd Floor,
M-Block Market,
Greater Kailash - II,
New Delhi - 110 048.

Tel: (91)-11-29217229/30955781

Fax: (91)-11-29210228

Amadhabad

1003, 10th Floor,
Sakar V, Behind Natraj Cinema,
Ashram Road,
Ahmedabad - 380 009.
Tel: (91)-79-26587805/30918020
Fax: (91)-79- 26589727

CHAPTER –4

4. ANALYSIS AND INTERRETATION:

4.1 INTRODUCTION TO ANALYSIS:

After tabulating, the data must be analyzed, researcher often use statistical interpretation which concentrates on what is average or what deviates from an average. Statistical interpretation, shows how widely the response vary and how they are distributed in relation to the variable, being measured, statistical market rely on estimates of expected errors or deviation from the two values of population. The analysis and interpretation of data may lead the researcher to accept or reject the hypothesis being selected.

Table 1

Table showing awareness of the sodexho product

	Respondents	percentage
Yes	40	80
No	10	20

Source: Survey Data

Observations: This table shows that majority of respondents are aware of sodexho products. 80% of the respondents are well known of this product. This decides most of the employees of software, manufacturing and pharmaceutical are well known this product.

Inference: From this graph we conclude that most of the software, marketing, pharmaceutical employees are well known to Sodexho products. 80% of the respondents are well known of this product. This decides most of the employees of software, manufacturing and pharmaceutical are well known this product.

Graph1

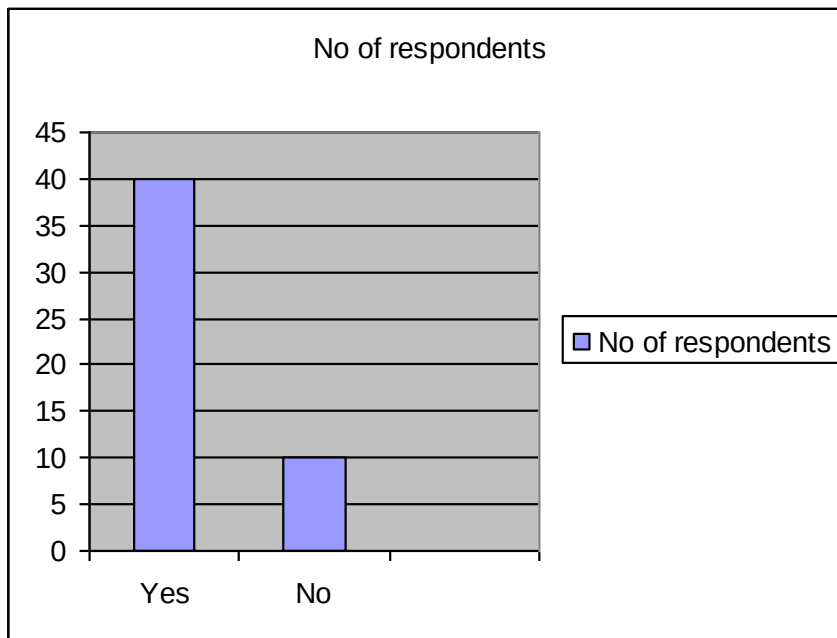


Table 2

Satisfaction level towards the sodexho products

	Respondents	percentage
Yes	35	70
No	15	30

Source: Survey Data

Observations: This table shows that majority of respondents are satisfied with the product. The service delivery is much better compared to the other. This show quality of service, i.e. most of the customers is happy with the service delivered by the sodexho company. More than 50% of respondents believe that better quality has given them satisfaction.

Inference: In this graph we can see 70% of the respondents were satisfied with the products. Remaining 30% respondents are not satisfied. May be the lack of quality service.

Graph2

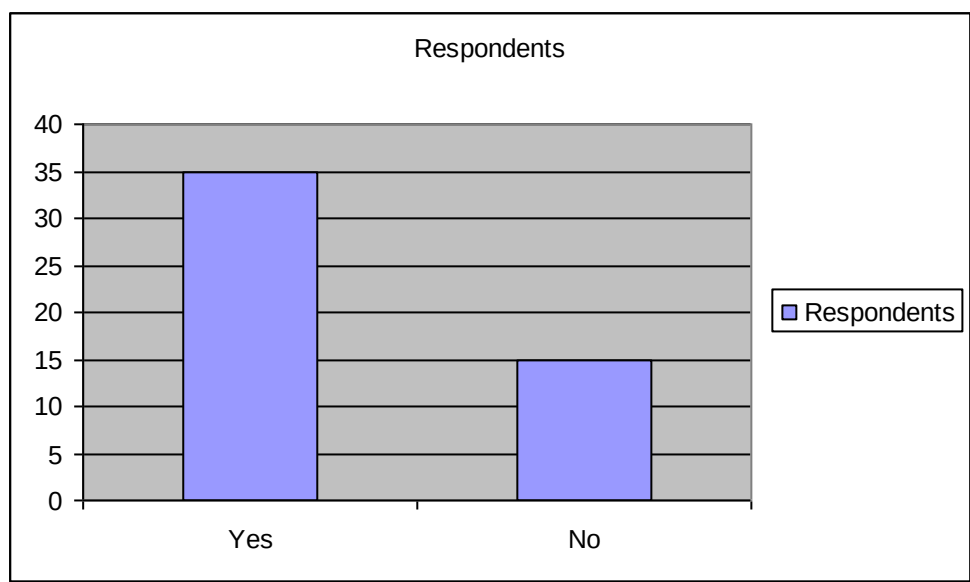


Table3

Comfort ness of using the pass

	Respondents	percentage
Yes	35	70
No	15	30

Source: Survey Data

Observations: This table shows that majority of respondents are feel comforts to use the sodexho passes. In India many more affiliated outlets are there so this pass can be used any where. This will help when the person is out of station. So the employees prefer to use the pass. 70% of respondents were feel comfort to use the pass.

Inference: From the graph we can understand 70% of the respondents were feel comfort to use the product. But the remaining30% people are satisfied. Company should look at the problem and then it should try to solve the problems.

Graph3

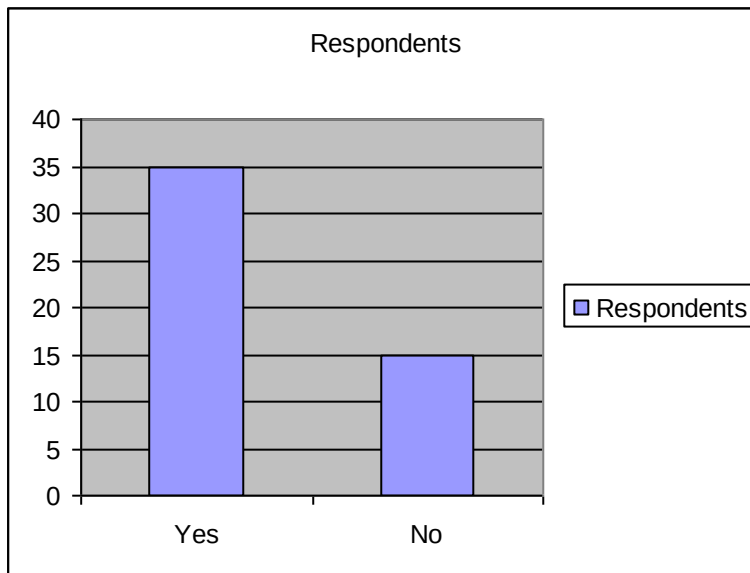


Table4

Preference of other product

	Respondents	percentage
Yes	13	26
No	37	74

Source: Survey Data

Observations: This table shows that majority of respondents are not happy with other product. It is because sodexho company is serving well, also providing better quality of service. 74% respondents were not interested in other product remaining 54% people are interested in other company product. This is because the sodexho is serving better rather than other company.

Inference; This graph shows that majority of respondents are not happy with other product. It is because sodexho company is serving well, also providing better quality of service. 74% respondents were not interested in other product remaining 54% people are interested in other company product. This is because the sodexho is serving better rather than other company.

Graph4

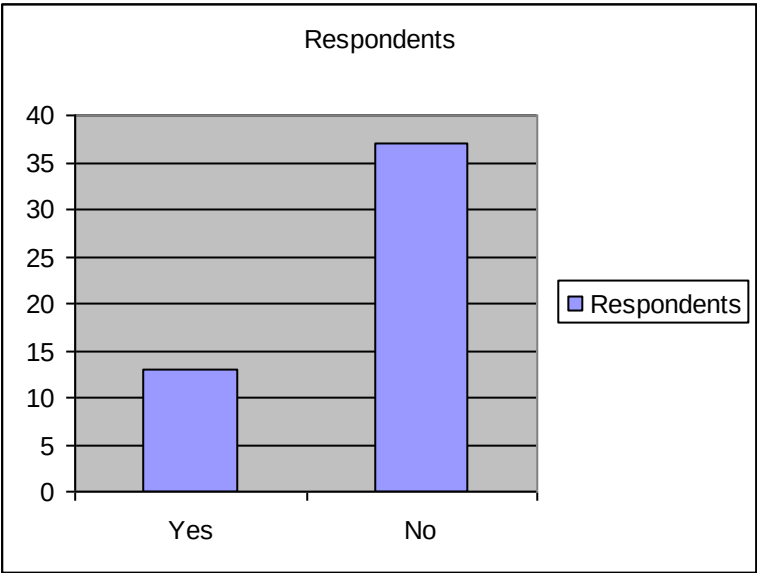


Table5

Satisfaction level with respect to sodexho products.

	Respondents	percentage
Excellent	16	32
Good	14	28
Average	12	24
Poor	8	16

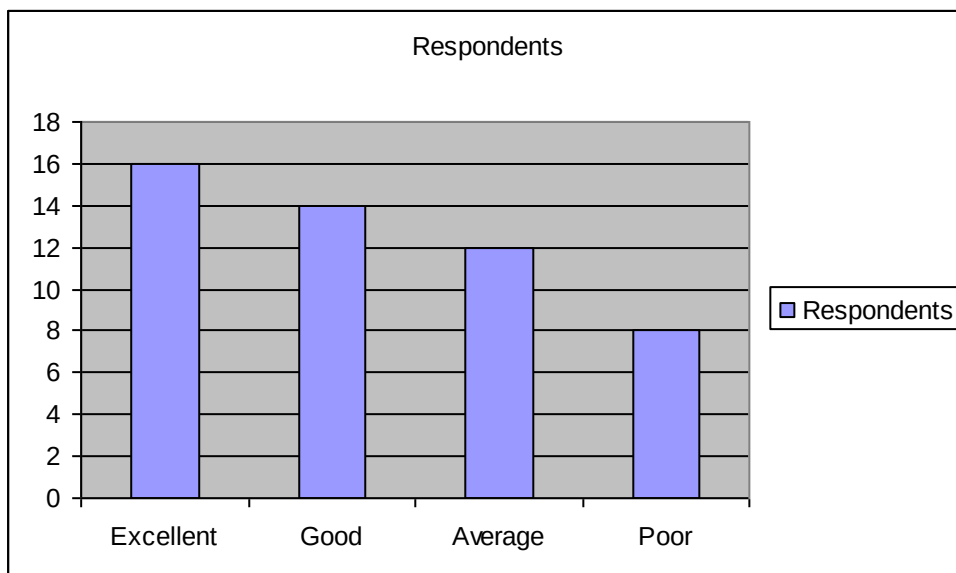
Source: Survey Data

Observations: This table shows that majority of respondents are thinking sodexho is a good serving company. 32% of the respondents are fully satisfied. They feel excellent service.

The remaining part of the population i.e. 28% respondents also Have good perception towards the product.

24% of the respondents have average satisfaction towards the sodexho products. 16% samples are not satisfied. This shows that the satisfaction level is much better towards

Graph 5



Inference: This graph clearly shows that the variety of products has their own set of customer this is because different products have different set of characteristics so customer choose different product. So there is difference in the perception level. 60% of the respondents are fully satisfied with the sodexho product.

Table6

Validity period

	Respondents	percentage
Yes	45	90
No	05	10

Source: Survey Data

Observations: This table shows the validity period of sodexho product is widely accepted by the respondents. 90% of the respondents were satisfactorily accepted. Only 10% were not satisfied. This validity period of the pass is highly accepted.

Inference: This table shows the validity period of sodexho product is widely accepted by the respondents. 90% of the respondents were satisfactorily accepted. Only 10% were not satisfied. This validity period of the pass is highly accepted.

Graph6

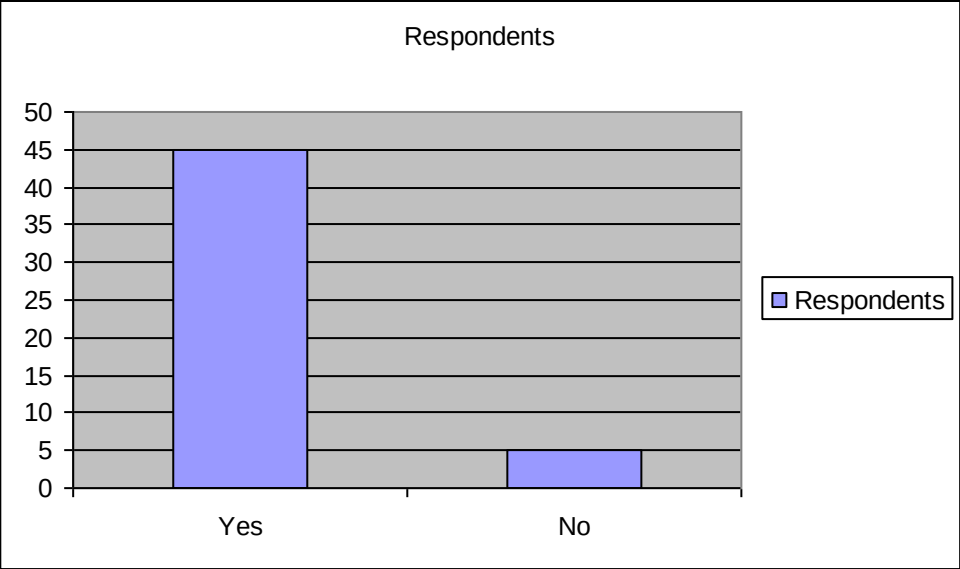


Table7

Table showing affiliated outlets

	Respondents	percentage
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Yes	28	56
No	22	44

Source: Survey Data

Observations: This graph shows us there is a problem with the management. Shortage of outlets is the cause for dissatisfaction towards the products. Here only 56% of the respondents were happy with the service. Remaining 44% of the respondents were not accepted. The company should look over this and try to solve these problems.

Inference: this graph shows us there is a problem with the management. Shortage of outlets is the cause for dissatisfaction towards the products. Here only 56% of the respondents were happy with the service. Remaining 44% of the respondents were not accepted. The company should look over this and try to solve these problems.

Graph7

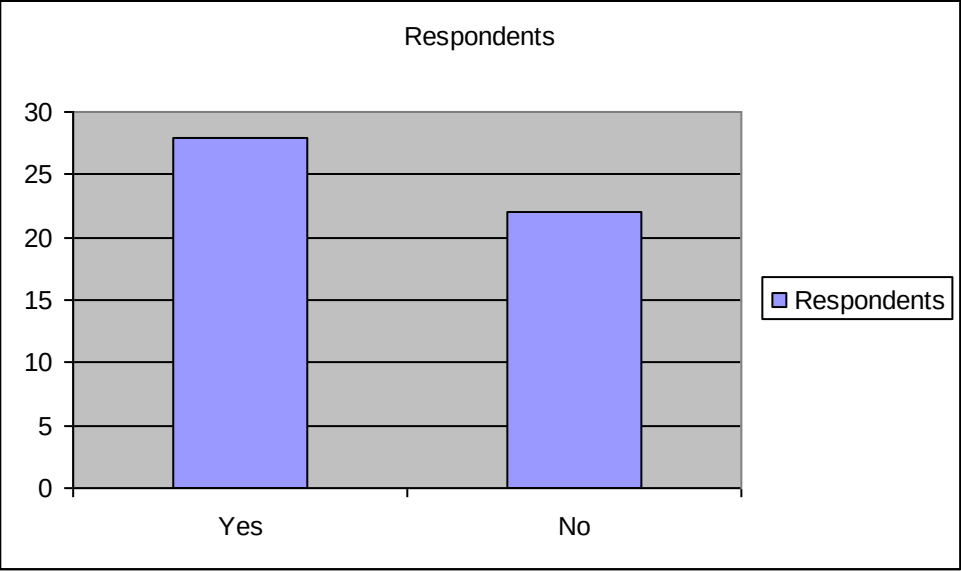


Table8

Rank assigned based on the product

	Respondents		
	Excellent	Good	Poor

Meals coupons	24	16	10
Gift voucher	30	17	03
Food service	20	16	14
service	15	18	17

Source: Survey Data

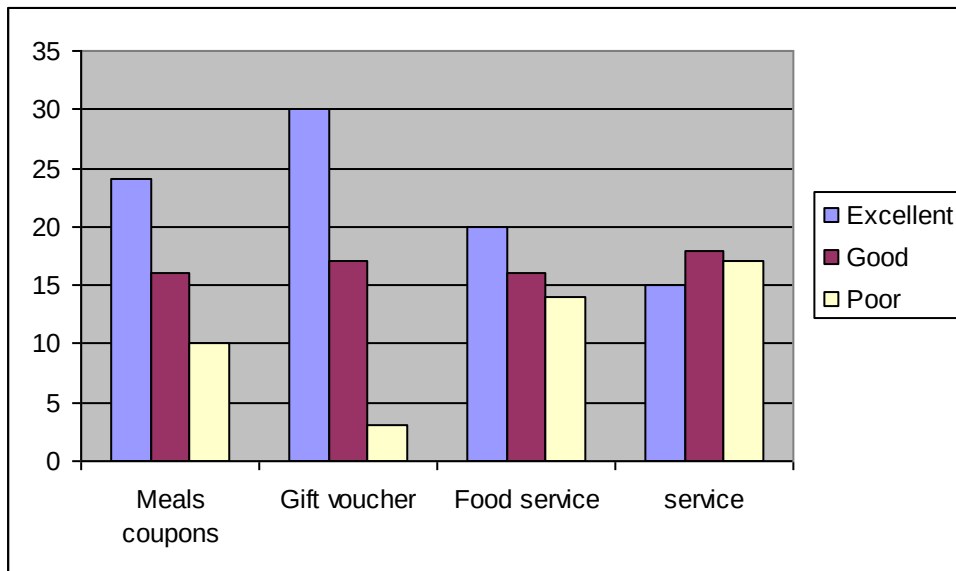
Observations: This table analyses the perception towards the product by the customers. About meals coupons 24 respondents have the excellent perception, 16 of them have the good perception, and 10 of them have poor perception. Overall the meals coupons are highly accepted.

About gift voucher 30 24 respondents have the excellent perception, 17 of them have the good perception, and 3 of them have poor perception over all the gift voucher is satisfactorily accepted.

About the food service 20 respondents are accepted. But only 16 of them are happy. Remaining 14 of them not satisfy with food service.

Service is quite disturbed 15 respondents have excellent perception, and 18 of them good perception, 17 respondents are not happy with the service.

Graph8



Inference:

This graph clearly shows that the variety of products has their own set of customer this is because different products have different set of characteristics so customer choose different product. So there is difference in the perception level. 60% of the respondents are fully satisfied with the sodexo product.

Here in this graph shows meals coupons are highly accepted by the customer more than 80% of the respondents are happy with the product

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Like the meals coupons gift voucher also satisfactorily accepted by the customer, food service and service management are gaining their track to reach the satisfactory level.

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Table9

Complaints encountered

Source: Survey Data

	Respondents	percentage
Yes	37	74
No	13	26

Observation: This table shows the complaints regarding the sodexho product.74% respondents were had the complaints in different section of the company. The complaints regarding the service, management, validity.26% of them are not having the complaints.

Inference: In this graph 74% of the respondents are having the complaints. Among them the complaints related to the affiliated outlets, service, and validity of the pass. So the company should look over the problems. The complaints it may be minor or major try to solve them as possible as early.

Graph9

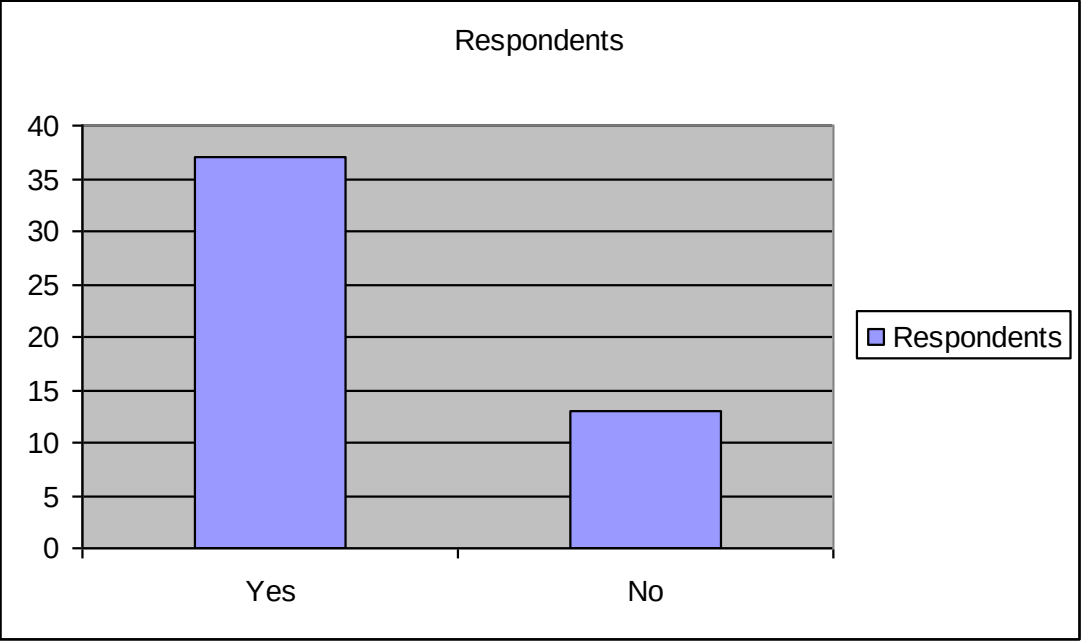


Table10

Nature of the Complaints in different fields

	Respondents	percentage
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Affiliated outlets	12	24
Service	09	18
Validity	11	22
Distribution	05	10

Source: Survey Data

Observation: This table shows majority of the respondents are having complaints in different section. We got 74% complaints from the respondents regarding affiliated outlets 24% complaints. Regarding service we got 18% complaints. 22% respondents were complaints regarding validity. And only 10% of them have the complaint. regarding distribution.

Inference: This graph shows majority of the respondents are having complaints in different section. We got 74% complaints from the respondents regarding affiliated outlets 24% complaints. Regarding service we got 18% complaints. 22% respondents were complaints regarding validity. And only 10% of them have the complaint regarding distribution. The graph clearly shows in what area the complaints are there, so try to overcome from the problem.

Graph 10

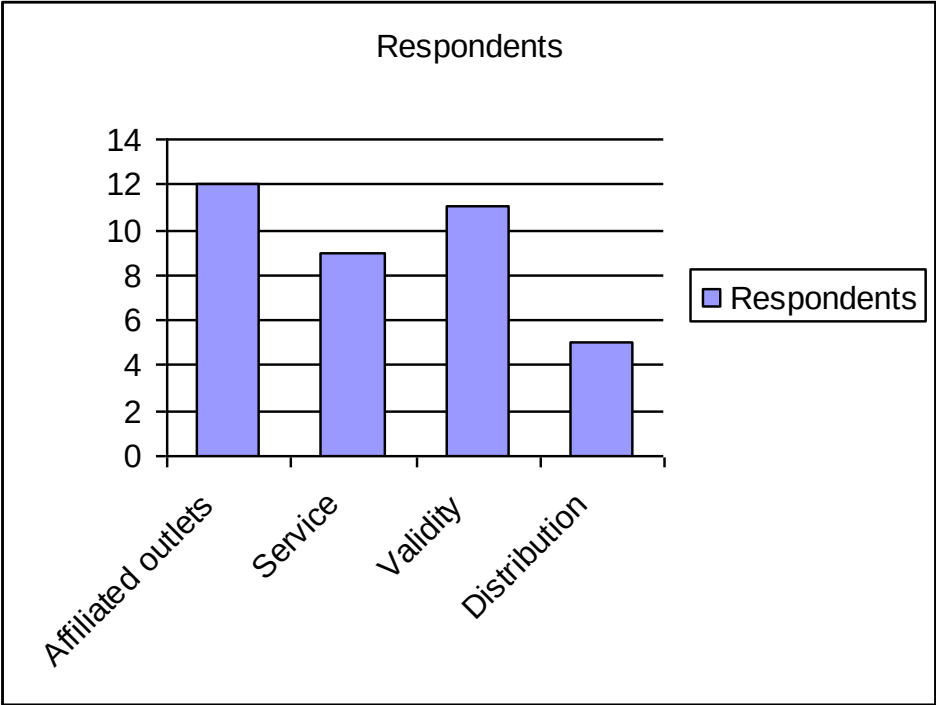


Table 11

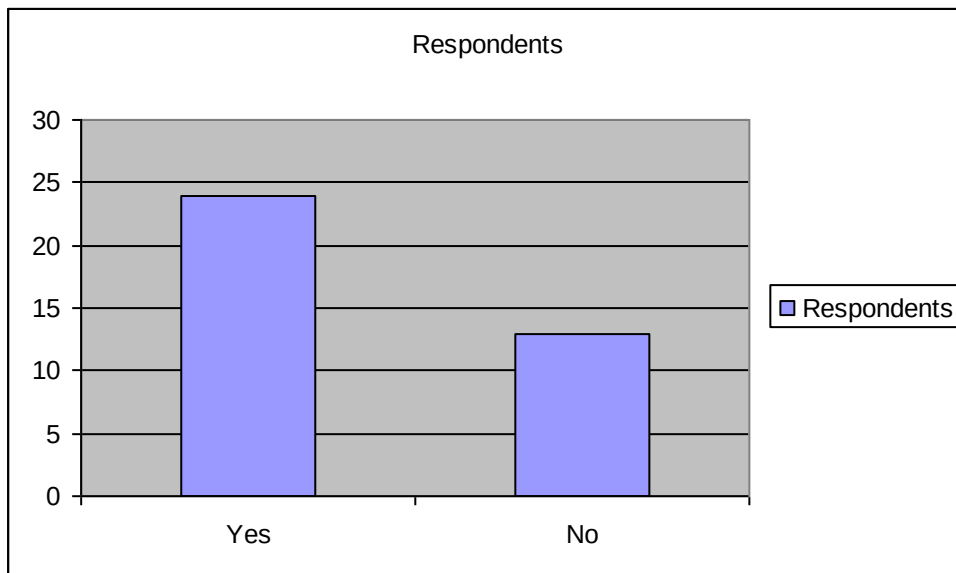
Attended complaints

	Respondents	percentage
Yes	24	48
No	13	26

Source: Survey Data

Observation: This table shows the complaints collected from the survey are attended or not. 48% of the complaints were attended remaining 26% of were not attended. Company should attend all type of complaints, otherwise the company should face big problems in the future.

Graph 11



Inference: This table shows the complaints collected from the survey are attended or not. 48% of the complaints were attended remaining 26% of were not attended. Company should attend all type of complaints; otherwise the company should face big problems in the future.

CHAPTER –5

5.1 SUMMERY OF FINDINGS

- Sodexho is mainly service based company so maintenance of quality of service is necessary. For this there is need of suggestions from the customer. Company should work according to the customers' needs and wants. For this feed back from the customer is necessary.
- Sodexho Company is providing different type of services like meals coupons, gift voucher, healthcare, felicity management service. So improvement in the service quality is necessary to maintain the world's NO.1 position.
- From the study it is clear that there is lack of affiliates, and improvement in the quality of service in catering is necessary. Apart from this sales and distribution should work according to the clients needs.
- The sodexho company is working according to the client's needs and wants. The sodexho products are provided as the customer's needs.
- From the study it is clear that customers are fully satisfied with the service as well as the products. Minor complaints are there in the management those should be solved as early as possible.
- Customers have their own preferable products. Variety of products satisfies the customer's needs and wants.

5.2 CONCLUSIONS AND SUGGESTIONS:

SUGGESTIONS:

Based on the data collected through subscriber survey certain suggestions are given. They are:

- Many respondents complaint about the lack of affiliated outlets. So some measures should be taken to overcome this problem.
- Some of the respondents have the problem in the area of food service, so the quality of food should be provided as per the taste of the customer.
- The grace period of validity should be increased.
- Various schemes and services should be provided which will help the service providers to turn new customers and gain confidence among already existing customers.
- There need of increase the affiliated outlets in India.
- Only few branches can't handle the service, so there is need of more branches in India.

CONCLUSION:

Nothing, perhaps nothing i.e. not Gods creation, can be perfect in this world. Much less, an organization which is nothing but a sum total of all its people, people with their likes, dislikes and varying capabilities. But an organization can arrange its activities in a manner that enables it to perform better than most, achieve excellence in what ever it is doing; it will still have weakness and room for improvement.

As we seen in the survey there is no strong competition in this field, only one competitor is there. So there is no greater service competition. Now the sodexho company is leading the corporate world. There is need of improve the quality of service is important to be in worlds no.1 position. Weak areas should be concentrated Sodexho food sites constantly generate excitement and create newness on sites by hosting special food days and celebrating festivals events around the year.This sodexho company is providing meals pass, gift pass, and service this really motivates the employee to produce the better quality of service. Meal Pass entitles employee to have meals of their choice and taste. Inclusion of merchant establishments in the affiliation network as per specific client needs.

This also saves the tax for the employee because of this more clients and customers prefer sodexho. Across the world Sodexho is known for its superior quality services backed by value added benefits. In India sodexho offer clients cater services by sourcing, selecting and finally placing an appropriate caterer that fulfills the clients catering needs. This shows sodexho company is very particular about the service.

BIBLIOGRAPHY

