

“CLIENTS PERCEPTION TOWARDS SALES AND DISTRIBUTION PATTERN OF SODEXHO PRODUCTS”.

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, programmers, objectives, sales force management, customer relation services and public relation.

It deals with consumer behaviour, 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.

SALES AND DISTRIBUTION MANAGEMENT

The study is designed to expose with the techniques, concepts and approaches in sales and Distribution Management and the related problem faced by the management in the process of decision making. It deals with the conceptual framework of sales management, selling processes, manpower for sales, compensation as motivation to sales personnel. Distribution system, warehousing location utilization and conflict resolution.

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, psychograph, attitudinal change, socio-cultural 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

THE MARKETING PLAN - SALES & DISTRIBUTION PLAN

Sales and Distribution Plan

Remember, the primary goal of the marketing plan is to get people to buy your products or services. The Sales and Distribution part of the marketing plan details how this is going to happen.

Traditionally there are three parts to the Sales and Distribution section of the marketing plan, although all three parts may not apply to your business.

1) Outline the distribution methods to be used.

How is your product or service going to get to the customer? For instance, will you distribute your product or service through a Web site, through the mail, through sales representatives, or through retail?

- What distribution channel is going to be used?

In a direct distribution channel, the product or service goes directly from the manufacturer to the consumer.

In a one stage distribution channel it goes from manufacturer to retailer to consumer. The traditional distribution channel is from manufacturer to wholesaler to retailer to

consumer. Outline all the different companies, people and/or technologies that will be involved in the process of getting your product or service to your customer.

- What are the costs associated with distribution?
- What are the delivery terms?

How will the distribution methods affect production time frames or delivery? (How long will it take to get your product or service to your customer?)

If your business involves selling a product, you should also include information about inventory levels and packaging in this part of your marketing plan. For instance:

- How are your products to be packaged for shipping and for display?
- Does the packaging meet all regulatory requirements (such as labeling)?
- Is the packaging appropriately coded, priced, and complementary to the product?

What minimum inventory levels must be maintained to ensure that there is no loss of sales due to problems such as late shipments and back orders?

2) Outline the transaction process between your business and your customers.

- What system will be used for processing orders, shipping, and billing?
- What methods of payment will customers be able to use?

What credit terms will customers be offered? If you will offer discounts for early payment or impose penalties for late payment, they should be mentioned in this part of your marketing plan.

- What is your return policy?

What warranties will the customer be offered? Describe these or any other service guarantees.

- What after-sale support will you offer customers and what will you charge (if anything) for this support?
- Is there a system for customer feedback so customer satisfaction (or the lack of it) can be tracked and addressed?

3) If it's applicable to your business, outline your sales strategy.

- What types of salespeople will be involved (commissioned salespeople, product demonstrators, telephone solicitors, etc.)? Describe your expectations of these salespeople and how sales effectiveness will be measured.

CHAPTER – 2

RESEARCH DESIGN

2.1 STATEMENT OF THE PROBLEM

“Clients perception towards sales and distribution pattern of sodexho products”.
It mainly focuses on the perception level of clients regarding the service quality, distribution pattern of sodexho products. Also response level of customer with the company objective.

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 clients?
- 2) The different aspects of client’s preference?
- 3) What new services are being provided by the various service providers?

2.3 OBJECTIVES OF THE STUDY

The main objectives of the study are

- To study clients perception on sodexho products.
- To study the distribution pattern.
- To study the clients retention.

- To study market share sodexho.
- To study problems encountered by clients.

2.4 REVIEW OF LITERATURE

- Before this a study was conducted on the sales territory. They mainly concentrated on territory to sell the sodexho products.
- A study conducted on sales quato to employees of sodexho products.

2.5 OPERATIONAL DEFINITION OF CONCEPTS

EXPLORATORY RESEARCH

Exploratory research is usually a small scale study undertaken to define the exact nature of the problem/ opportunity and to gain a better understanding of the environment within which the problem/ opportunity has occurred.

It is the initial research, before more conclusive research is undertaken. Exploratory research helps to determine the best research design, data collection method and selection of subjects. The results of exploratory research are not usually useful for decision-making by themselves, but they can provide a significant insight into a given situation.

DESCRIPTIVE RESEARCH

Descriptive research is to provide an accurate picture of some aspect of market environment. It seeks to ascertain certain magnitudes. Descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible. It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the average number of occurrences of central tendencies.

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 clients for service improvements in terms of quality. In the study we find out the sales and distribution pattern, clients preference, loop holes of the distribution channel, market share, etc.

2.7 Methodology:

The study is about the Sales and Distribution Management of Sodexo products in Bangalore. Area of this study is limited to Bangalore. Survey method was adopted for this study. Field work was carried out to collect the necessary data. In this study for the collection of constituted Primary Data – Secondary Data was gathered from books, journals, research papers and magazines. The purpose of research is to discover answer to questions through the application of scientific procedures. Adopting sequencing, selection of sample size, analytical tools suggested were taken from the established procedures detailed in research methodology books, sales and distribution, consumer behaviour books.

- Questionnaire was used for clients.

The review of the literature was done from the scripts taken from books, magazines, journals, research done previously and also, Internet the most powerful tool was also used. The review of related literature helped in structuring, designing and reporting the study.

2.8 DATA SOURCES

The source of data includes either secondary data or primary data and even sometimes the combination of both. Secondary data are readily available, because they were

collected for some other purpose and which can also be used to solve the present problem.

Primary data are collected with specific objective oriented especially to address a specific research problem/ opportunity. They are the new data gathered to help solve the problem/ opportunity in hand.

Primary data can be collected in different ways. They are.

Survey Research: Surveys are best suited for descriptive research. This research is done to learn about people's knowledge, beliefs, preferences, satisfaction, and to measure these magnitudes in the general population. Surveys can be designed to capture a wide variety of information on many diverse topics.

Observational Research: Fresh data to be gathered by observing the relevant settings. The researcher might just keep looking at the respondent and note down the behavior or their reaction.

Experimental Research: The most scientifically valid research is the experimental research. The purpose of experimental research is to capture the cause and effect relationships by eliminating competing explanations of the observed findings.

2.9 Research Instruments

Researchers have a choice of two main research instruments in collecting primary data.

They are:

Questionnaires: A questionnaire consists of a set of questions presented to respondents for their answer. While preparing the questionnaire, the researcher has to carefully choose to question and their forms, and sequence them in proper order. The form of questions asked can influence the response. The questions can be open ended or close ended. An open-ended question allows the respondents to answer them in

their own words. These questions reveal more information as they do not constrain respondents answer. They are specially used in exploratory research.

The close ended questions pre specify all the possible answers. These questions provide answers that are easier to interpret and tabulate.

The questionnaire should be simple, direct and it should create interest among the respondents.

Observations: Observation includes the certain information to be generated from respondents by speaking informally with them and getting the detailed knowledge about the product.

2.10 Sampling:

The researched should next decide the sampling plan. Here he has to take three decisions.

Population: Who is to be surveyed? The researcher must define the target population that will be samples.

Sampling size: It includes determining the number of people that must be surveyed. The selection of sample size depends on the accuracy of data require.

Sampling method: The selection of sample includes probability sampling and non-probability sampling (chance).

Contact Methods

Once the sampling is done, the researcher must decide how to go about actual research. The most adaptable method is personal interview. The researcher can ask more questions depending on situation and record additional observation from the respondents.

2.11 Data Analysis

After the data have been collected from the actual respondents, the next step in the research process is data analysis. The purpose of data analysis is to interpret and draw conclusive from the collected data. The steps involved in Data analysis are

Editing: Editing involves checking for the mistakes. The mistakes can be as follows:
The researcher must have failed to ask some questions or record answers for certain questions.

The respondent may not follow the skip pattern (i.e. the requirement to pass over certain questions in response to respondent's answer to a previous question is called skip pattern).

Any other mistakes.

Data Entry: the next step is data entry. Data entry refers to the process of converting information from a form of actual data into numerical form.

Tabulation and statistical analysis: The next step is to tabulate the survey results. The most basic tabulation is making into frequency table. Frequency table is a table showing the number of responses to each answer of a survey question. In addition to frequencies, these tables typically indicate the percentage of those responding to question that gave each possible response.

Graphic presentation of data

Graphic presentation involves the use of pictures rather than tables to present research results. Statistical analysis helps us to identify important findings and they are eye catching which makes easy for readers to understand the facts properly and quickly.

Pie Charts

Pie charts are frequently used type of graph. They are used for displaying marketing results in a wide range of situations. In a pie chart, different segments of a circle represent percentage contribution of various components of the total.

This chart is very useful because it clearly brings out the relative importance of various components. In a pie chart, a circle is broken into various segments. Angle 360 degree represents 100% and the corresponding angles for each component can be found out by multiplying 360 degree with percentage of the component.

Bar Charts

Bar charts are the most flexible types of graphs. Many things that cannot be shown, or effectively shown, with other types of graphs can readily be shown with bar charts.

2.12 LIMITATIONS:

- Due to time constraint, the sample size is restricted to 25.
- The study is time bound. Due to rapid changes in market, computation, client's preference, etc., the results of the study may not be applicable over a period of time.
- Findings of the study are based on the assumption that the respondents have disclosed correct information.
- The study does not cover all the clients.
- Bias and unwillingness of certain respondents to answer some questions may hinder the study.
- The study is restricted to Bangalore region only.

OVER VIEW OF CHAPTER SCHEME

RESEARCH METHODOLOGY

A) TYPE OF RESEARCH: Exploratory research has been undertaken to study the Clients opinion towards sales and distribution pattern of sodexo passes using secondary data and survey research.

B) SAMPLING: Clients has been selected randomly on the bases of sector and availability.

C) SAMPLE SIZE: For extracting 25 samples has been taken for the study.

D) MEASUREMENT TECHNIQUES: The research instrument used here is Questionnaire. It would help in getting maximum information from the clients as well as determining clients perception would be easy.

Tools for primary data collection

Questionnaire

Tools for secondary data collection

Company records

Company website

E) METHODS OF ANALYSIS:

The data and information obtained from the respondent is put into the tabular form.

The data is to be organized in such a way that they would field specific results and answers to the objectives of the study.

Data is also organized in various charts and graphs to have the overview of facts and figures.

CHAPTER 3

COMPANY PROFILE

Company Background: Sodexo Pass Services India is a wholly owned subsidiary of Sodexo Alliance, France 'operating in 76 countries across 5 continent's 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.'Sodexo is the World Leader in: 1.Service Vouchers & Cards2.Food & Catering Services 3.Facility Management Services4.Remote Site Management5.River & Harbor Cruises Sodexo 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 meal Vouchers: Sodexo 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 India Meal Cards: Sodexo 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: Sodexo 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.sodexho.com or www.sodexhoalliance.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, daycares 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

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: Organic Growth

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, which is when growth happens.

Mission

Our Mission: To Improve the Quality of Daily Life

Our business strategy and business objectives are aligned with our Mission.

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 are 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.

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 are 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 programmers.

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 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 Sodexho 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.

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 Sodexo Alliance. Sodexo Alliance joins forces with Universal Ogden Services, the leading remote site service provider in the United States.

1998

Sodexo Alliance shares are accepted into the Paris Bourse. Founding of Sodexo Marriott Services, with Sodexo holding 48.4 percent of the outstanding shares.

2000

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

2001

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

2002

On April 3, 2002, Sodexo 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.

NATURE OF BUSSINESS

WHO WE ARE

Sodexo 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. Sodexo's challenge is to respond to these trends by creating service environments employees will enjoy and will want to use every day.

Sodexo 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 Sodexo 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:

Sodexo 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 programmers 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 programmers raise management awareness of the stake in food safety; explain the importance of policies to ensure traceability of our services.

CLINTS LIST

- 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:

1. 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.
2. 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.
3. 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.
4. 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 Sodexo 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 Sodexo experience and expertise in each client segment.

Sodexo 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.

Sodexo 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

Sodexo 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. Sodexo 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 on site that delivers and maintains food quality day after day. The food specialist, Sodexo 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 clients' 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 a long-standing relationship 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

Sodexo 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 Sodexho 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

Sodexho 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 Sodexo 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.

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

Benefits for Employer

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

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 Sodexo 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:

*As proposed in the budget 2007

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 Sodexo 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 Sodexo 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 endeavours.

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 increases 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 Sodexo 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

Sodexo 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 Sodexo 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 Sodexo 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

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 Agrovet 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 Sodexho 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 Sodexho 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 Sodexho pass for the Gift and Meal vouchers requirements and are happy to state that Sodexho 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 Sodexo 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 Sodexo 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 Sodexo pass for the Gift and Meal Vouchers requirements and are happy to state that Sodexo 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 Sodexo 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 Sodexo 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 Sodexho Pass for the Gift & Meal vouchers requirements & are happy to state that Sodexho 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 Sodexho Pass as a Service Partner for their services

Ness Technologies India Ltd

Mr. Gopakumar K.A

Manager Administration

We have been using Sodexho 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 Sodexho 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 Sodexho Pass for Meal Voucher services for the past 2-year & confirm that Sodexho 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 Sodexho 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 Sodexho 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 Sodexho Pass for Meal Vouchers & Gift Vouchers, for the past three years & confirm that Sodexho 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 Sodexo Pass to MetLife India Insurance Co. Pvt Ltd.

We have been using Sodexo 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 Sodexo 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 Sodexo Pass Meal & Gift Vouchers for the benefit of its employees.

Sodexo 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.

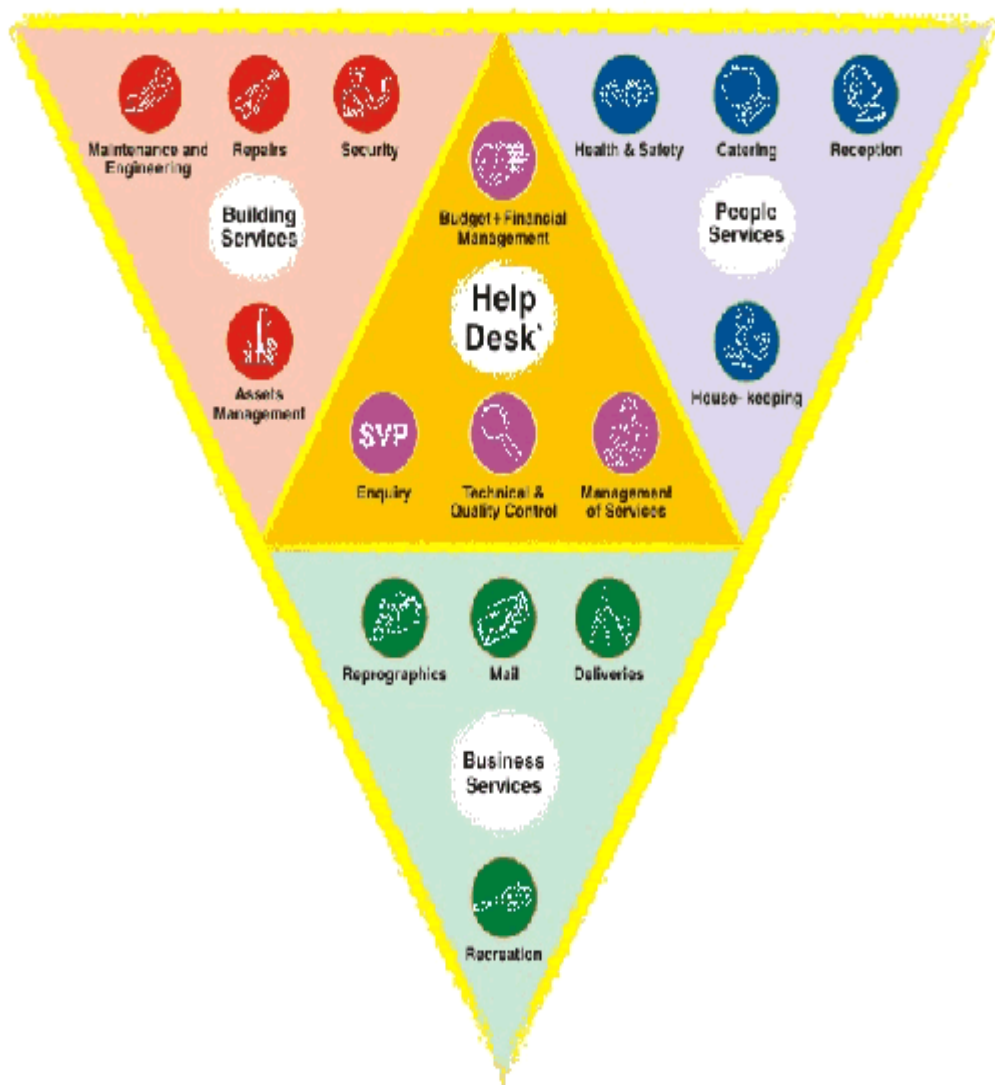
We recommend Sodexo Pass Meal & Gift Vouchers to all the companies who are looking forward to the innovative ways to motivate their employees.

Steel Authority of India Limited

Mr. H Roy Choudhury

Deputy General Manager

ORGANIZATION STRUCTURE



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

Hyderabad

6-3-655/1, #302, Meera Mansion
Civil Supply Office Road
Somajiguda, Hyderabad-500082
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

Amadhabad

1003, 10th Floor,

Sakar V, Behind Natraj Cinema,

Ashram Road,

Ahmedabad - 380 009.

Tel: (91)-79-26587805/30918020

Fax: (91)-79- 26589727

New Delhi

M-56, IInd Floor,

M-Block Market,

Chambers,

Greater Kailash - II,

New Delhi - 110 048.

Tel: (91)-11-29217229/30955781

Fax: (91)-11-29210228

Kerala

The Corporate Zone 40/9207,

2nd floor, Chidambaram

Doraiswamy Iyer Road,

Ernakulam-682 035.Kerala.

Tel: (91)-484-3244952

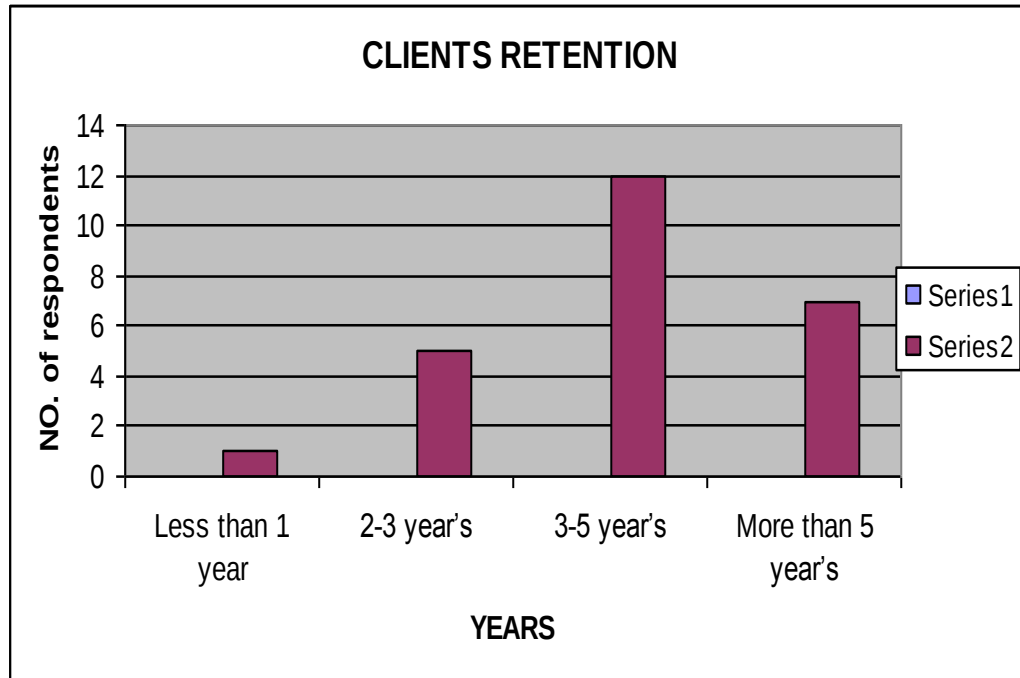
CHAPTRE 4**ANALYSIS AND INTEPRETATION OF DATA****01. Table showing client's retention**

Year	NO. of respondents	%of respondents
Less than 1 year	1	4 %
2-3 year's	5	20 %
3-5 year's	12	48 %
More than 5 year's	7	28 %

Observation

From the table it is clear that 48% and 28% of clients were dealing with the sodexho products and 20% of clients who are dealing with sodexho from two to three years and 4% of new clients dealing with the sodexho products.

01.Graph showing clients retention



INFERENCE

Here the clients retention is high that is 48% and 28%, because of service provided by the sodexho company. But still it has the scope to attract the new clients which increases the market share.

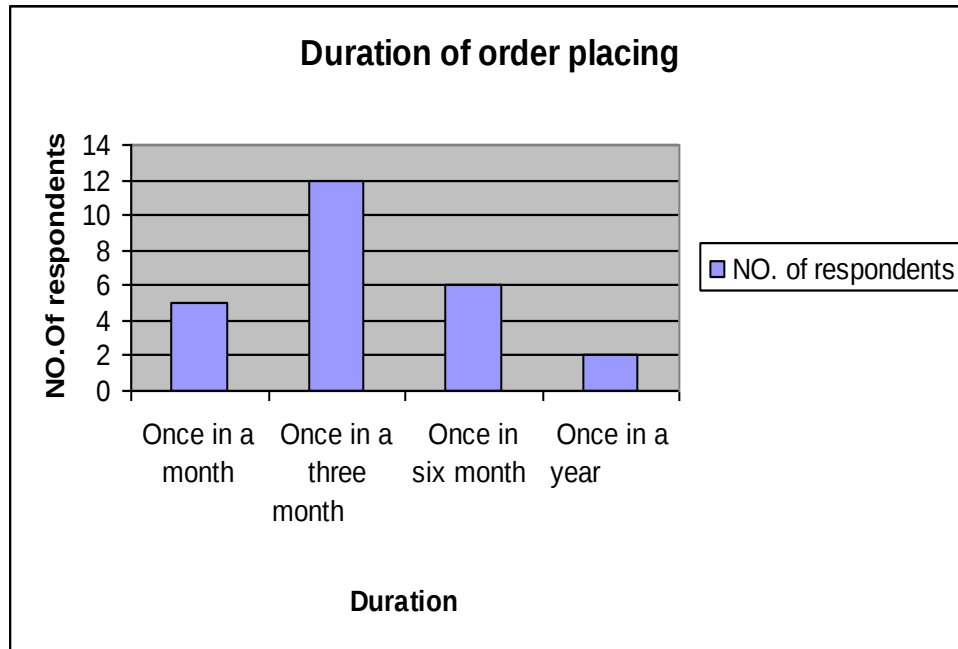
02.Table showing order placing duration

Duration	NO.of respondents	%of respondents
Once in a month	5	20%
Once in a three month	12	48%
Once in six month	6	24%
Once in a year	2	8%

Observation:

From the above table it shows that 48%and 20% of clients were placing the orders regularly and 24% clients place the order once in 6 months and 8% of clients place the order once in a year.

02.Graph showing duration of order placing



INFERENCE

Here the diamond for the product is high as the 68% of clients place the order regularly. This shows the needs of the clients for the products. The company as to take care of the regular and rarely (six months and one year) clients.

03. table showing clients different attributes towards sodexho products

	Excellent	Good	Average	Bad
--	-----------	------	---------	-----

Price	5	13	5	2
Service	4	18	3	--
Distribution	7	12	4	2
Validity	3	16	6	--
Affiliates	--	4	6	15

Observation:

From the table it shows that

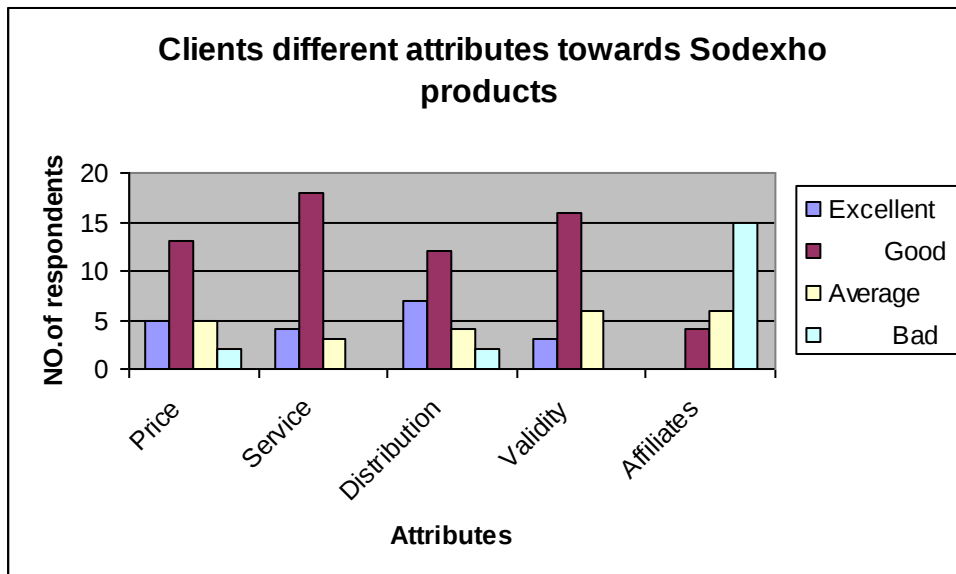
PRICE: 52% of clients says that the price is good, 20% of clients says that price is average, 20% of clients the price is excellent and 8% of clients says that the price is bad.

SERVICE: 72% of clients says that the service provided was good, 16% of clients says that the service provided was excellent, 12% of clients service provided was average.

DISTRUBUTION: 48% of clients says that the distribution was good, 28% of clients says that distribution was excellent, 16% of clients says that distribution was average, 8% of clients says that distribution was bad.

VALIDITY: 64% of clients says that varieties of products provided by the sodexho was good, 24% of clients says that varieties of products provided by the sodexho was average, 12% of clients says that varieties of products provided by the sodexho was excellent.

03.Graph showing clients different attributes towards sodexho products



INFERENCE:

From the graph it is clear that

PRICE: most of the clients as been satisfied with the pricing strategies of the sodexho. The clients are ready to pay the price fixed by the sodexho, as it is easily affordable to the clients. But still it has to check out its pricing strategies i.e. 8% of clients says that it is bad. The company has to check out what made them to say it was bad and also try to solve them.

SERVICE: as it was mainly service based company it has to provide best service to the clients. 72% of the clients says that service was good, but still it has to improve and maintain the service quality for the future. As it was a market leader it has to provide the best service to overcome the competition.

DISTRUBUTION: of the products is the main marketing techniques. From the survey it is clear that the distribution procedure followed by the company was

good. But still it has to improve that is 8%of clients feels that the distribution procedure followed by the company was not up to the mark. The company has to conduct a research on this distribution procedure and solve the problem.

VALIDITY: it is nothing but different products provided by the company. Depends on the needs of the clients the products are distributed. It has variety of products like meal voucher, gift voucher, food coupons etc...

As the clients are all ready satisfied with the different varieties of products supplied by the company. But still it has to introduce an innovative product which attracts the new clients and also retention of the existing clients.

AFFILIATES: it is nothing but with whom we are tie up that is they are also part of the service provided by the company. But incase of sodexho affiliates plays an important role. Because they are the end distributors of products to the consumers.

The clients says that there employees cannot use the products every where i.e. 60% of clients rank that the affiliates were not up to the mark. The company has to improve its affiliates which will also attracts the new clients and the existing clients can use the products easily.

04.TABLE SHOWING CLIENTS PREFERENCE

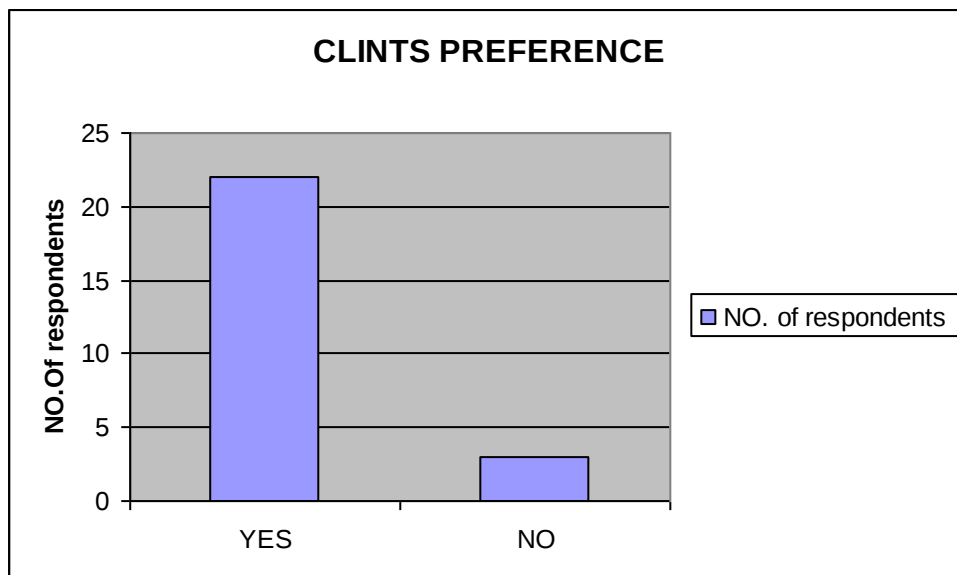
CLIENTS PREFERENCE	NO. of respondents	% of respondents
-------------------------------	---------------------------	-------------------------

YES	22	88%
NO	03	12%

Observation:

From the above table it shows that 88% of clients prefer to by the sodexho products, rather than going to the other products. Only 12% of clients will not prefer the sodexho products in future.

04.Graph showing clients preference



INFERENCE:

Here the company has got the competitive advantage as there is only one competitor, does not affect the companies market share. As the sodexho is already market leader and having 88% of clients will prefer the sodexho products in future but still it has 12% of clients who don't prefer the sodexho products. So the company as to provide the service better than this.

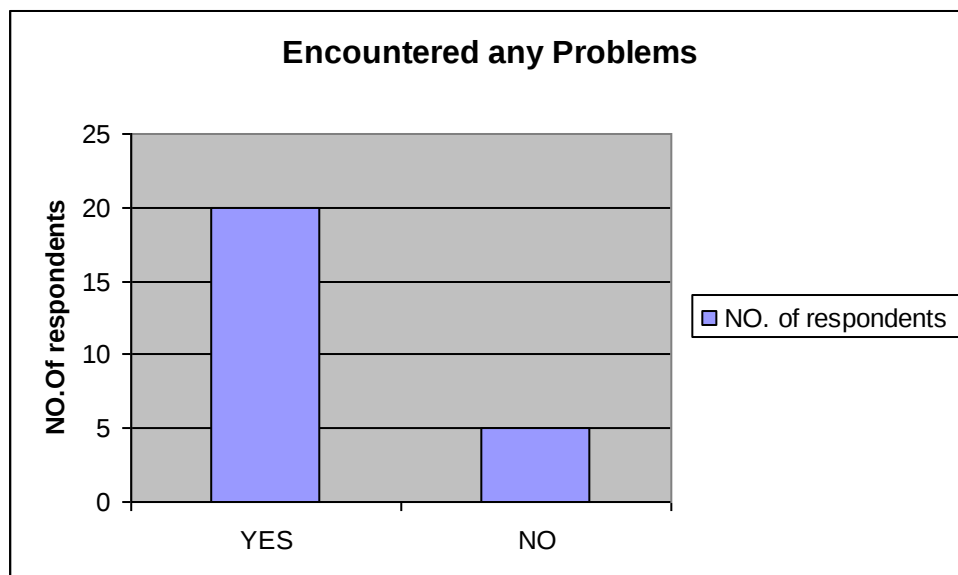
05.Table showing problems encountered

problems encountered	NO. of respondents	% of respondents
YES	20	80%
NO	05	20%

Observation:

From that table it shows that 80% of the clients were encountered some problems from there employees. Only 20% of clients they did not encountered with problem.

05.Graph showing problems encountered



INFERENCE:

Here the 80% of clients facing the some problem and 20% of clients employee has been satisfied. It is clear that there are some loop holes in the sales and distribution pattern it as to be checked out.

06. Table showing nature of complaint

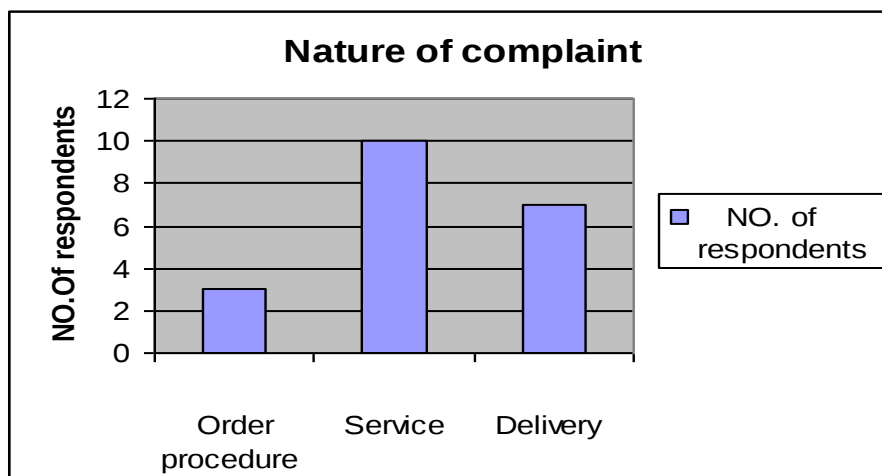
Nature of complaint	NO. of respondents	% of respondents
Order procedure	03	15%

Service	10	50%
Delivery	07	35%

Observation:

From the table it is clear that 50% of client's employee lodged complaint regarding the services, 35% of client's employee complaint about delivery and 15% of client's employee complaint about order placing procedure.

06. Graph showing nature of complaint



INFERENCE:

Here the sodexho is the service provider it as to improve its service and the delivery. As most of the complaints were been regarding service and distribution only.

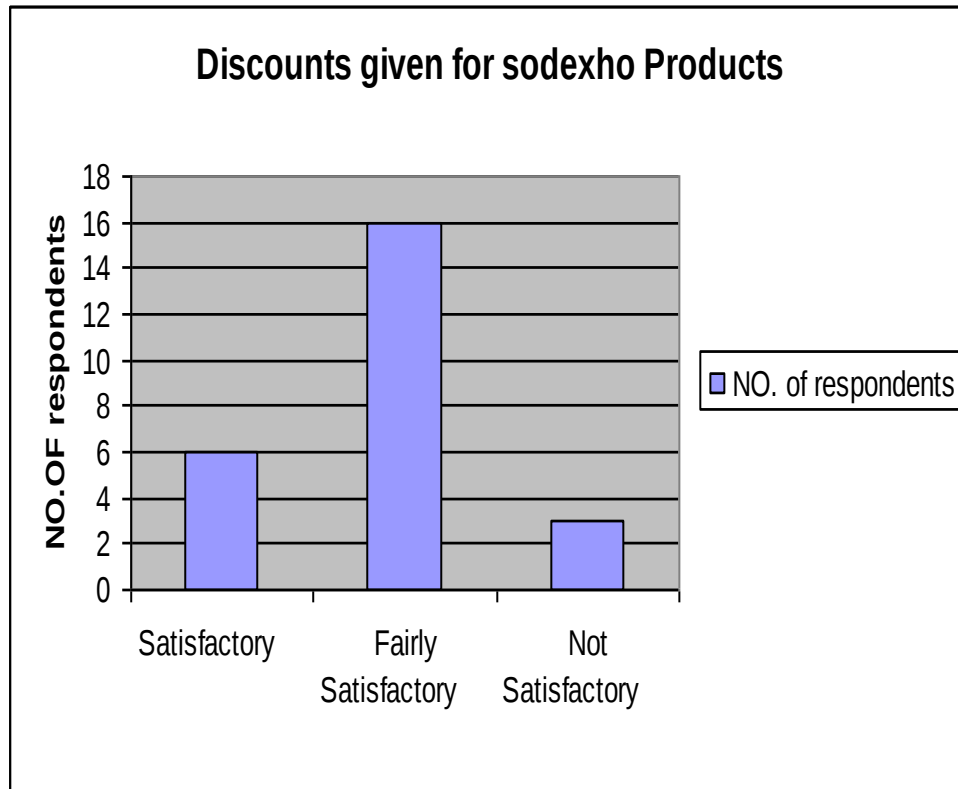
07. Table showing discounts given for sodexho products

Discounts given for sodexho products	NO. of respondents	%of respondents
Satisfactory	06	24%
Fairly Satisfactory	16	64%
Not Satisfactory	03	12%

Observation:

From the above table it is clear that 64% of clients were fairly satisfied for Discounts given for sodexho products and 24% of clients were satisfied for Discounts given for sodexho products, only 12% of clients were not been satisfied for Discounts given for sodexho products .

07. Graph showing discounts given for sodexho products



INFERENCE:

Here the 88% of clients are satisfied regarding the given to the sodexo products. It may reduce the profit margin, but the clients may remain with the company. There are some clients who need more discounts on the products, but it is not possible. They should be convinced and make them satisfied.

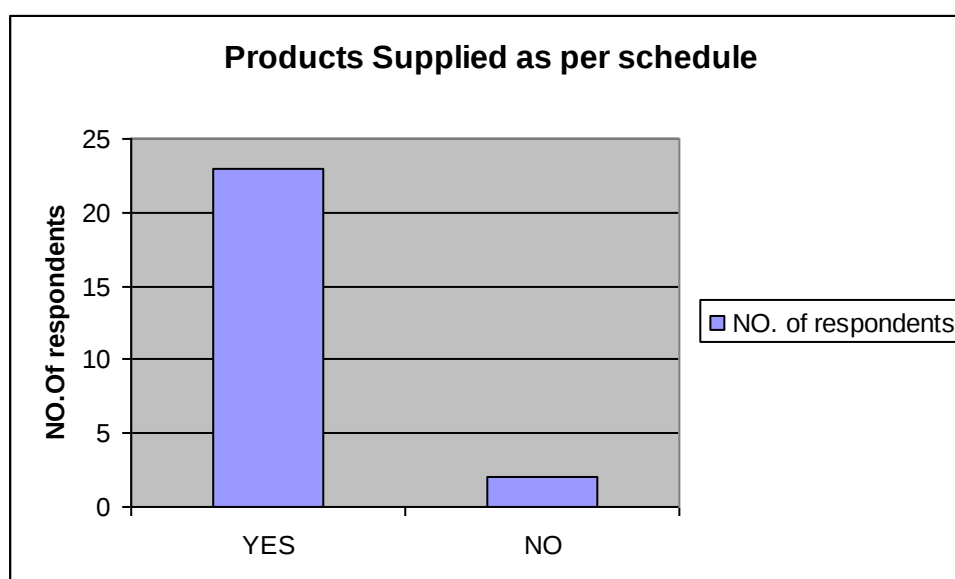
08. Table showing products supplied as per schedule

products supplied as per schedule	NO. of respondents	%of respondents
YES	23	92%
NO	02	8%

Observation

From the table it is clear that 92% of clients receive in time delivery. Only 8% of clients are not satisfied with the delivery.

08. Graph showing products supplied as per schedule



INFERENCE

Here the 88% of clients receive in time delivery of products. It shows that company is providing in time delivery whenever the client is in need. Still as to improve it's in time delivery as 8% of clients are not receiving the in time delivery. The management should sought out the problem and solve it.

09. Table showing complaints received from employees

Complaints received from employees	NO. of respondents	% of respondents
YES	21	84%
NO	04	16%

Observation:

From the table it is clear that clients receive the complaints from there employees. About 84% of clients receive the complaints and 16% of clients don't receive the complaints.

09. Graph showing complaints received from employees



INFERENCE:

It is clear that the most of the clients receive the complaints from their employees. The company has to take care of the client's problem and try to solve them immediately.

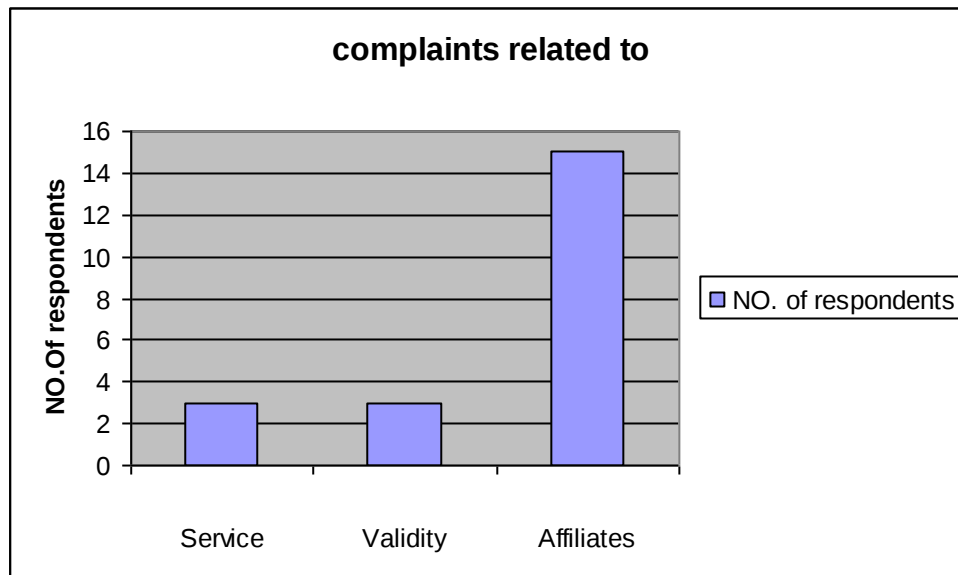
10. Table showing complaints related to

Complaints related to	NO. of respondents	% of respondents
Service	03	14%
Validity	03	14%
Affiliates	15	72%

Observation:

From the table it clears that 72% of employee's complaint regarding the affiliates. Only 14% and 14% complaint regarding the service and validity respectively.

10. Graph showing complaints related to



INFERENCE:

It is clear that most of the complaints regarding in the affiliates. So the company has to think seriously that they must tie up with more affiliates. This makes the clients employee to use the products easily.

11. Table showing reason for the company chosen

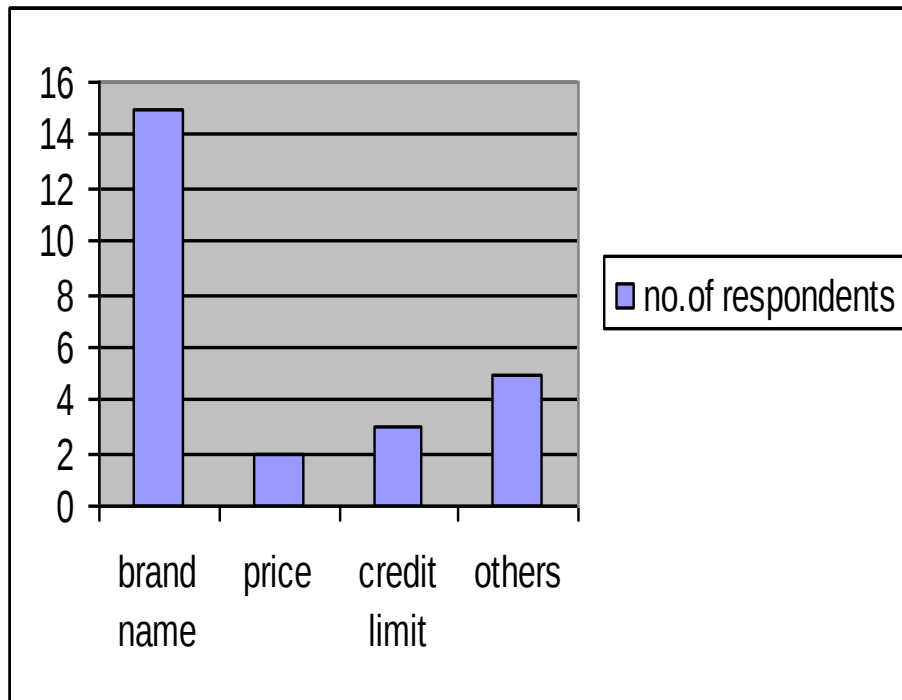
Choose	NO. of respondents	% of respondents
Brand name	15	60%

Price	2	8%
Credit limit	3	12%
Others	5	20%

Observation:

From the table it is clear that 60% of clients chosen because of the brand name, 8% of clients chosen because of the price, 12% of clients chosen because of the credit limit, and about 20% of clients chosen because of the other factors like varieties, Affiliates, Distribution, Service, Delivery etc...

11 Graph reason for the company chosen



INFERENCE:

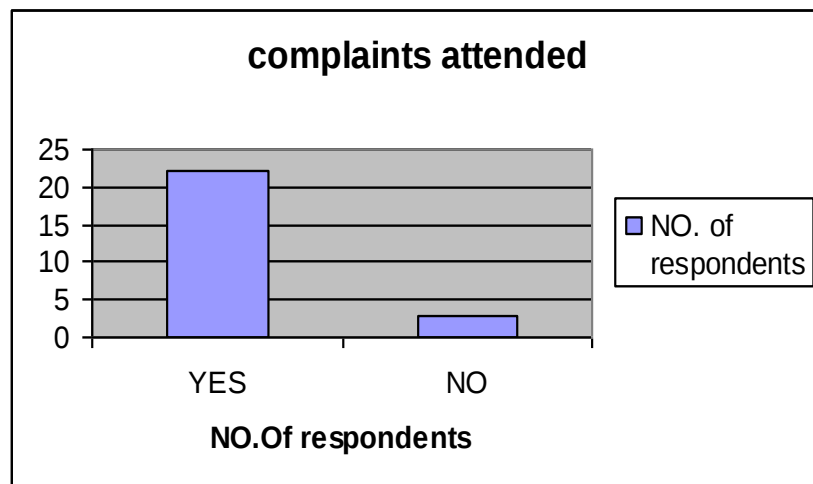
From the graph it is clear that 60% of clients were with the company, it shows that perception towards the service provided by the company. There is no need of going for advertising or add camp gains. As the clients are satisfied with the service provided by the company. The word of mouth acts as the advertising media.

12. Table showing complaint been attended successfully

	NO. of respondents	% of respondents
YES	22	88%
NO	3	12%

Observation: From the table it is clear that 88% of clients feel that the complaints are attended successfully and 12% of clients feel that complaints are not attended successfully.

12. Graph showing complaint been attended successfully



INFERENCE:

From the graph it is clear that 60% of clients are with the company because of brand name. And 40% of clients are with the company because of other reasons like price, credit limit distribution procedure etc. From this it is clear that there is no need off going for the adviresement. As the clients satisfied with the service provided by the company. The word of mouth acts like an advertising media.

13. Table showing satisfaction of order placing procedure

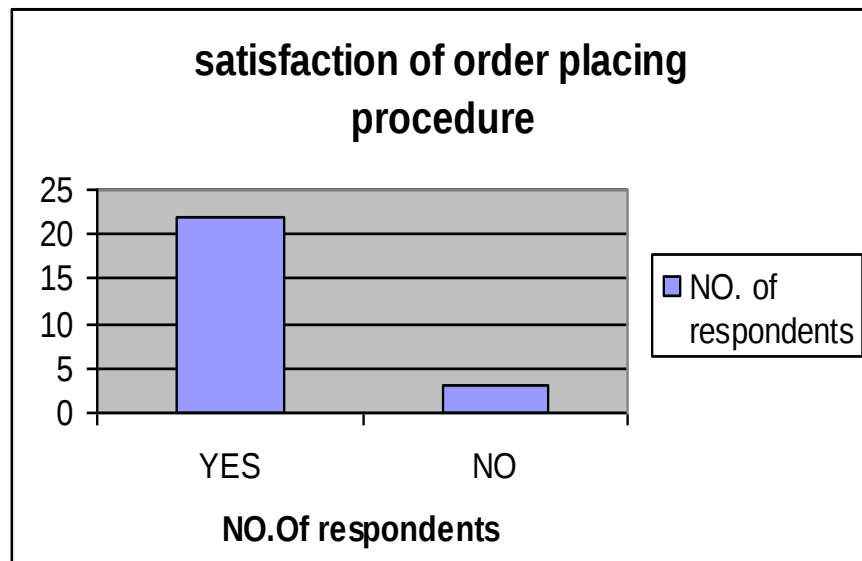
	NO. of respondents	% of respondents
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YES	22	88%
NO	3	12%

Observation:

From the table it is clear that 88% of clients feel that the order placing procedure is satisfactory and 12% of clients feel that order placing procedure is not satisfied.

13. Groph showing satisfaction of order placing procedure



INFERENCE:

It is clear that clients are satisfied with the order placing procedure.

CHAPTER-5

SUMMARY OF FINDINGS

1. The perception of the clients towards the company is good the clients feel that the service provided by the company is satisfactory.
2. The distribution pattern followed by the company is good. The in-time delivery of the product and services provided by the company are satisfactory.
3. The mode of payment is also good, neither it is cash nor credit i.e. prepaid or post paid which made the clients to place the order easily
4. The retention of the clients with the company is high. Most of the clients who tie –up with the company they won't go for the other company services.
5. The orders are placed regularly. The products provided by the company will act as a motivational tools for the clients employed.
6. The range in the variety of products and service which made the clients to be with the company for a longer time.
7. The company is the market leader in their business. Also clients will prefer their products in future. They won't face any completion in the future.
8. The company is having a good name in the market. The clients also act as an advertising media through the word of mouth. Because of the satisfactory service provided by the company.
9. The complaints are attended successfully by getting the feedback form from clients. This made the clients to feel free to give suggestions regarding the company products.

RECOMMENDATIONS

1. The company as to increase the affiliates i.e. tie-up with the retailers because most of the complaints were received regarding this only in term which makes familiar to the common public.
2. The company has to introduce the innovative products like entronement passes, recreation passes etc. Which makes the clients that the company can provide all kind of services to clients, they don't need to go others.
3. The company has to expand or diversify its business in areas like hotel and restaurant. As they have the good brand name in the market as a service provider, if the end products are also supplied by the company then the customer will feel happy.
4. They has to conduct some add campaigns that normal public can also come to know about the company and the service provided by them.
5. Only few branches can't handle the service, so there is need of more Branches in India.

CONCLUSIONS

From this study we conclude that the service sector is booming in the market i.e. In one or the other way all the companies require service. As the company is also mainly a service base company. This has to concentrate on the sales and distribution pattern of the products. If anything goes wrong in the procedure there is a chance of losing the clients. The company followed the good procedure for sale and distribution. The in-time delivery, discounts provided, mode of payment, client retention varieties of products, order placing procedure which all these made market leader in their business

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Company manual