

Success Story of a Whole Sale cum Retail Trader

Name: Chennakesava

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I am Chennakesava, a whole sale cum retail fruits (Sathgudi, Guava and Mango) trader from Anna fruit market, koyambedu in Chennai. My age 35 years, with high school level of educational qualification. For the past 7 years, I am doing this trading. The working days are throughout the week. Early Moring 3.00 am onward the commodities are arrives in market However, the arrival depends on the clearance at check post/ traffic. My business hours are between 6 AM to 9 PM, though the peak transaction is between 8-10 am and 4-7 pm. The infrastructural facilities such as the approach road, shelter, communication, transportation, labour facilities are available. The logistic facilities like the trucks, mini trucks, mini vans, and three wheelers are available in plenty. Usually on Saturday, Sunday and peak season time arrival will be more. I am sourcing the commodities from commission agents in Tamil Nadu, Andhra and Kerala. My customers mostly include retailers, small scale vendors, Apartment people groups, pazhamuthir nilayam and hoteliers. Consumer level trading is also done by me.

For years, I was getting market information over mobile phone communication and also internet with the whole sale market from Tamil Nadu, Karnataka and Kerala. Occasionally, personal visits were also made to them for trade related activities. Through the visit of the market analyst, I came to know about DMI, and I enrolled for DMI service to know the up to date price data at various markets. The DMI service is an innovative effort. It is very useful. It is helping me to improve my marketing as I am getting new contacts and enquiries. Hope, this dynamic market information service through net and SMS services can bring more contacts of farmers and traders and also that can gives more volume of Business. I think it give good relationship to farmer, traders and retailers.