

Case Study 2

Name : Mr. Haleem

Market : Ernakulam market

State: Kerala state



My Business Profile

I am Haleem, 39 yrs old. I am having 6 yrs experience. The nature of trading is both Wholesale and Retail. I am part of an association called 'Ernakulam Market Stall Owners Association'. The working days are from Monday to Saturday and the weekly holiday is falling on Sunday. My buyers include retailers, small scale vendors, hoteliers and general consumers.

Wide Network of Contacts Enabled Through DMI

For the past six years, only through telephonic communication with the commission agents or middlemen, the market information were received. Through the same mode, I was communicating with my customers too. But, I came to know about DMI, through the visit of the market analyst. For the past one year, I am regularly watching the dynamic market information of vegetable prevailing at various markets in Tamil Nadu, Kerala and Karnataka. The reliable market information are readily available, hence there is very rare chances of not knowing the current competitive prices in the various markets It is very useful. It is helping me to improve my marketing as I am getting new contacts and enquiries. I also feel that some more markets in Southern India have to be covered under DMI. The profile of progressive farmers can also be given in the site, so that I too can contact them directly.