

Swot Analysis of Mumbai Dabbawala

**A thesis
Presented to
The Faculty of
Management Sciences
Bahria Institute of Management & Computer Sciences, Karachi**

**In Partial Fulfillment
Of the Requirements for the
Degree of Master of Business Administration**

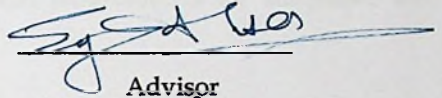
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RECOMMENDATION FOR THE ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "Swot Analysis of Mumbai Dabbawala" " Prepared and submitted by **Saud Ibrahim**, in partial fulfillment of the requirements for the degree MASTER IN BUSINESS ADMINISTRATION, is hereby recommended for appropriate action.

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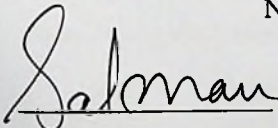
PROJECT/THESIS COMMITTEE

In partial fulfillment of the requirement for the MASTER IN BUSINESS ADMINISTRATION, this thesis entitles, "Swot Analysis of Mumbai Dabbawala" "is hereby recommended for

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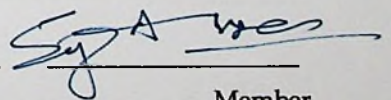


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ABSTRACT

Every city has beautiful building and views but no other city; in the world has DABBAWALAS'. This is a story of a conventional Indian system of management that is today a favorite case study among management institution for a simple reason that is doesn't use any technology and yet outperforms most organizations in operational efficiency. To the extent that it received a six sigma rating from Forbes international and has received ISO 9001:2001 certificate. They are famous for their supply chain management their distribution network structure, their team work.

The purpose of this research work on Mumbai Dabbawalas is to analyze and figure out why these illiterate Dabbawalas are mastering in management, supply chain and logistics concepts and theories. It is amazing to know that they are mastering in their work without using modern technology and solutions and yet they are setting standards which even multi nationals can only wish but cannot achieve.

The research work is based on qualitative approach and data used is secondary. There is no empirical work in this paper and it is totally centered on theoretical framework. This research paper is centered on secondary data.

After the completion of this research, the results derived are astonishing. The success of Mumbai Dabbawala is based on small and simple things but equally important and necessary for any organization. Their success is based on critical factors like teamwork, coordination, honesty, integrity, job ownership, absolute loyalty, last but not the least, their view that serving customers is like prayers for them, these are the factors that are contributing to their success.

Swot Analysis of Mumbai Dabbawala

One must applaud Dabbawalas for their achievements with limited resources and low knowledge base, it is an extra ordinary achievement, they deserve every bit of the recognition and fame they are getting.

As always there are some factors which need to be focused if the dabbawalas want to prolong their extra ordinary success, these factors are discussed in the report.

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