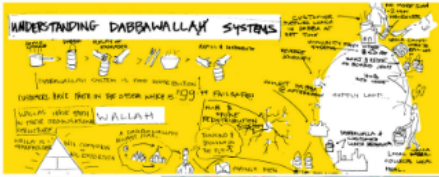
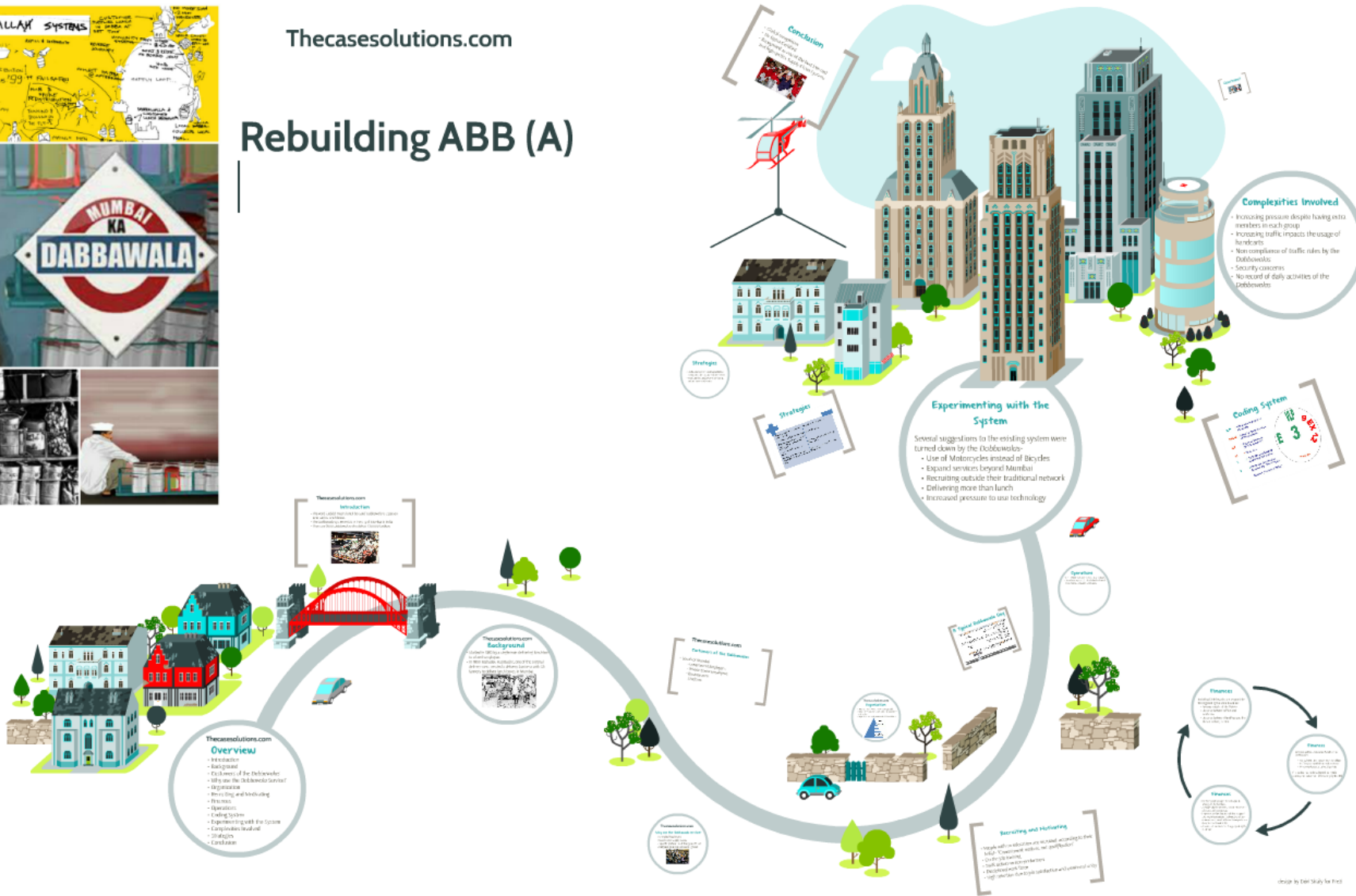


Thecasesolutions.com

# Rebuilding ABB (A)



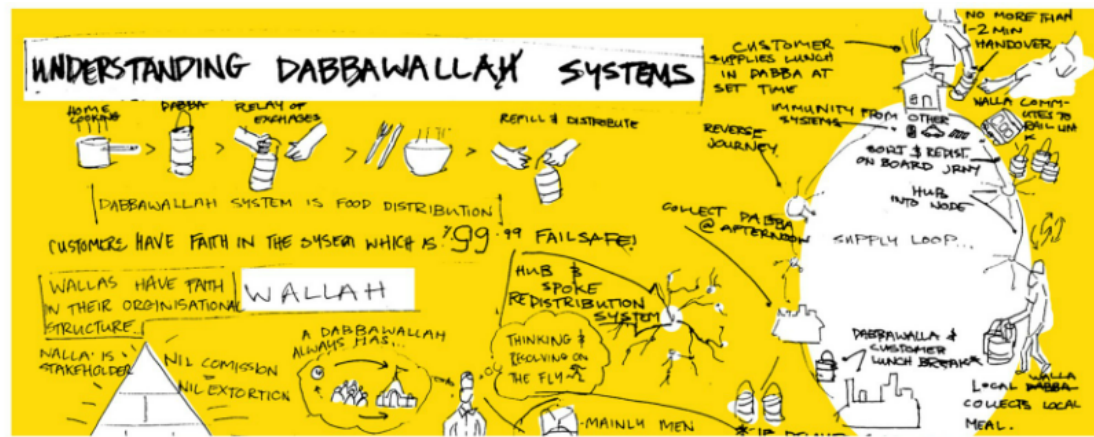
Thecasesolutions.com



Thecasesolutions.com

# Rebuilding ABB (A)







Thecasesolutions.com

## Overview

- Introduction
- Background
- Customers of the *Dabbawalas*
- Why use the *Dabbawala Service*?
- Organization
- Recruiting and Motivating
- Finances
- Operations
- Coding System
- Experimenting with the System
- Complexities Involved
- Strategies
- Conclusion



# Thecasesolutions.com

## Introduction

- The word '*Dabba*' means lunch box and '*Dabbawala*' is a person who carries lunch boxes
- The *Dabbawala* system exists in the city of Mumbai in India
- There are 5000 *Dabbawalas* who deliver 130,000 *Dabbas*



# Thecasesolutions.com

## Background

- Started in 1885 by a single man delivering lunch box to a bank employee.
- In 1890 Mahadev Haji Bache, one of the original delivery men, created a delivery business with 35 farmers to deliver lunch boxes in Mumbai.



# Thecasesolutions.com

## Customers of the Dabbawalas

- Locals of Mumbai
  - Government Employees
  - Private Sector Employees
  - Businessmen
  - Students

**Thecasesolutions.com**

## Why use the Dabbawala service?

- Crowded local trains
- Local water supply issues
- Specific preference of the type of food
- Religious practices concerning food





**Thecasesolutions.com**

## Organization

- Owner-partner system, profit sharing model
- Groups of 25 members, including 2 to 3 members as back-ups
- Supervisors for each group called '*Muqaddams*'

