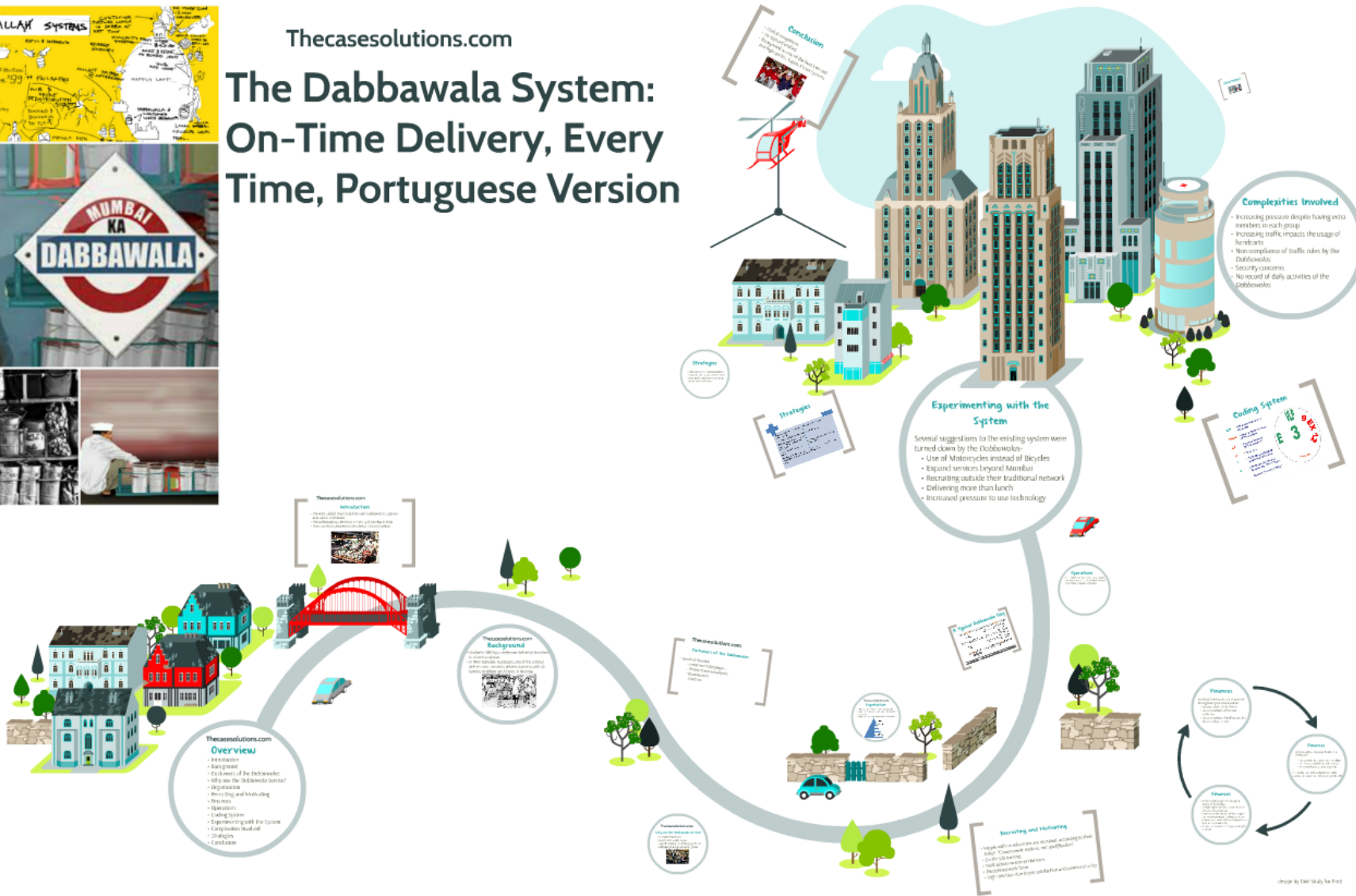


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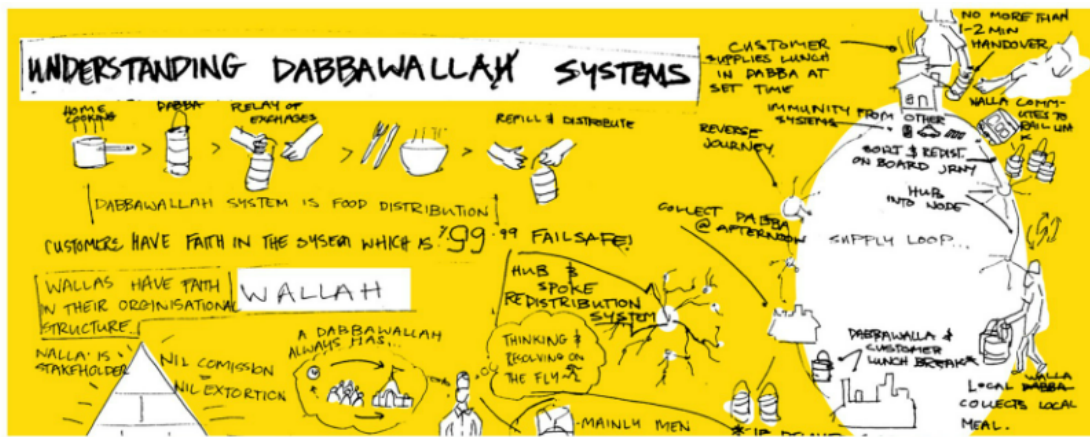
The Dabbawala System: On-Time Delivery, Every Time, Portuguese Version



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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

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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*



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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.



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Customers of the Dabbawalas

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

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Why use the Dabbawala service?

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



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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*'

