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A CASE STUDY

A study on market analysis and sales progress of Jaipur dairy

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ABSTRACT

Production is most important part in any organization, either firm, company or co-operative sectors. Production can be made for the middle users or for the end-users (direct consumers). Production do the main work of converting raw material into semi-finished or finished goods, it depends on what kind of production the organization is doing. In the context of Jaipur dairy (Saras), people have endless demand for milk and milk products. Jaipur dairy (Saras) undertakes the procurement of milk and its production likewise satisfying the needs and demand of people. It estimates the demand and accordingly production is done for which arrangement of raw material, finance and provision for selling is made by Jaipur dairy.

KEY WORDS : Production, Department, Raw material, Semi-finished goods, Finished goods

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