

PERFORMANCE APPRAISAL OF DAIRY INDUSTRY (With Special Reference to Jaipur City)

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ABSTRACT

A Performance Appraisal or Performance review is a formal interaction between dairy consumer and Jaipur city. Performance appraisal is the systematic evaluation of the performance of dairy industry in Jaipur city to understand the quality of dairy products for further satisfaction. Consumer satisfaction is used to describe whether consumer happy or not, contended and fulfilling their desires and needs by dairy industry. Many measures support that consumer satisfaction is a factor in consumer motivation, sale achievement and positive consumer satisfaction in Jaipur city. Basically consumer satisfaction is a measure of how to happy consumers are with dairy products in Jaipur city. The various variables responsible for consumer satisfaction has been discussed such as price, internal factors, supply chain of Dairy industry and promotion schemes which gives full satisfaction to the consumers. This paper deals with the various ways by which one can improve product quality and availability for better consumer satisfaction. In this paper data is collected thought secondary data to know about the satisfaction level of consumer in the Jaipur city. The main aim of dairy industry by providing quality milk and milk products to its consumers at an affordable price. It has various functional departments such as the production, purchase and stores of milk quality assurance, marketing, dispatch and finance. In addition to it a market research on the consumer satisfaction and product quality of dairy products has been done in Jaipur city. This report is useful for the dairy industry to know the consumers behavior towards dairy products in Jaipur city. This will enable the dairy industry to take appropriate decision as needed to increase as well as to retain its consumers in the market. The report has been analyzed by presenting it in the form of tables and based on it. The interpretation has been made for the same.

KEYWORDS: Dairy Industry, Performance Appraisal, Satisfaction, Consumer, Jaipur City, Product Quality.

Introduction

India is the largest and one of the most economical producers of dairy products in the world. It is one of the largest producer as well as consumer of dairy products. Dairy industry provides livelihood to millions of home in India, ensuring supply of quality milk and milk products to people in both urban and rural areas. With a view to keep pace with the country's increasing demand for milk and milk products, the industry has been growing rapidly. Due to their rich nutritional qualities, the consumption of dairy products has been growing exponentially in the country.

The dairy industry in the India has shown remarkable development in the past decade and India has now become one of the largest producers of milk and milk products in the world. The dairy industry has developed through co-operatives societies in many parts of the nation. Indian dairy industry: Dairy is

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