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# **SUPPLY CHAIN OPTIMATION AT MADURAI AAVIN MILK DAIRY**





# *Introduction*

**Similarly the Madurai Aavin Milk Dairy, belonging to the Tamil Nadu Co-operative Milk Producers Federation Ltd is committed to manufacture, processing and supply of quality milk and milk products. This paper discusses the hurdles experienced by the dairy firm to establish the right chain supply, eradicate loopholes as well as increase its performance with a view of determining the growing market of dairy products in the concerned area.**








# *Optimization Strategies*

**The case solution suggests several modes of optimization to deal with these challenges. First, improving the usage of technologically advanced tools like data tracking systems in supply chain and inventory control was advised. This will help the dairy to track the movement of its products and resourcefully arrange its way to minimize on the delivery time and cost.**





# *Benefits of Optimization*

**As a result of these optimization strategies, Madurai Aavin Milk Dairy may attain great benefits which will include; lower operational cost, improved means and methods of delivery and most importantly customers satisfaction. Efficient supply chain management would also enable the dairy to increase market coverage to meet increasing demand and improve its competitiveness in the dairy industry.**





# *Conclusion*

**The experience of Madurai Aavin Milk Dairy shows that all aspects of supply chain should be closely considered for dairy companies. Sustaining change and advancing technology provide the means for successfully handling the difficulties the dairy faces and, in turn, realizing future growth.**



# RESOURCE

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