

industry, almost all considered in this study have taken steps to reduce the negative aspects and issues as much as possible, but with more strategies to be implemented further.

**Keywords:** Dairy Production, Logistics, Operational Performance, Supply Chain.

## **1. Introduction**

High competition in different markets has created a significant impact on the business environment. The implementation of supply chain management and logistics is highly important to accomplish different cooperate objectives of a company with long term effectiveness. Logistics can be identified as the movement of inventory that leads to achieve the end customer satisfaction successfully while ensuring the effectiveness of the flow of materials, sub-assemblies, parts and supplies which will drive the function of the supply chain. Likewise, logistics is a component of supply chain management that enables to fulfil customer requirements from the point of origin to point of consumption. Additionally, it involves planning, implementing and controlling the effective forward and reverse flow, storage and related information (Kapse S. S.).

The supply chain of agro-products is classified as volatile objects, because of the several changes which have affected the industry (Boehlje, 1996). Mainly expansion of globalization, customer requirements, demotivation activities of the state and government, technological development has affected highly the agro products industry. Agro-food supply chains are quite complicated as it involves multiple multifaceted firms that usually work collectively within certain specific industry sectors (Smith, 2008).

With the development of different links between various channels, the agro products network process has become critical and the supply procedure of dairy industry is a more complicated process because of uncertain conditions