

1. Brief description of the selected Fruits and vegetables units
2. Selection of the processing units
3. Method of analysis, Concepts and terms referred in the study.

Findings of the study

1. The quantity and cost of Fruits and vegetables procurement indicated that co-operative unit procured his highest quantity followed by private large scale and private small scale units. In case of cost involved in procurement of Fruits and vegetables the transportation and handling cost accounted for maximum for all the units.
2. The seasonal fluctuation in Fruits and vegetables procurement revealed that, the procurement of Fruits and vegetables season was highest in co-operative unit, followed by private large scale and private small scale units.

Suggestions

- It is found that major competitors Fruits and vegetables units. So Fruits and Vegetables Company must take some steps to occupy the competitors market to increase the sales.
- Lack of awareness regarding the Fruits and vegetables so marketing department should increase advertisement regarding the services they provide.
- Appoint more delivery boys for door delivery of Fruits and vegetables. It has two benefits to HRM it make easy availability of product and delivery boys have direct interacted with customers. It is easy to understand the consumer's needs.
- They should plan for expanding the scope for procurement and marketing.

References

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