Review Form 3

Journal Name:	**Journal of Scientific Research and Reports**
Manuscript Number:	**Ms_JSRR_123841**
Title of the Manuscript:	**AMUL PREFERRED OUTLETS (APOS) SATISFACTION TOWARDS SERVICES OFFERED BY VASUDHARA DAIRY – STAFF SOCIETY**
Type of the Article	**Research article**

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	**Reviewer's comment**	**Author's Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript is important as it explores the satisfaction levels of Amul Preferred Outlets (APOs) owners regarding the services offered by Vasudhara Dairy, which contributes valuable insights into supply chain management and customer service in the dairy industry. It helps identify pain points such as damaged deliveries and ignored orders, offering concrete data for operational improvements. This research is particularly useful for supply chain optimization and retailer satisfaction in the competitive dairy sector.	
Is the title of the article suitable? **(If not please suggest an alternative title)**	The current title, "Amul Preferred Outlets (APOs) Satisfaction Towards Services Offered by Vasudhara Dairy – Staff Society," is appropriate, but it could be made more precise to highlight the scope of the study. A suggested alternative could be: *"Satisfaction of Amul Preferred Outlets (APOs) Owners with Vasudhara Dairy's Service Efficiency and Supply Chain Performance.*	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is fairly comprehensive but could be enhanced by including specific data points (e.g., percentage of owners reporting certain issues) to give a clearer snapshot of the study's findings. Additionally, a sentence summarizing the importance of addressing the identified gaps in services (such as the need for emergency deliveries or accurate stock information) could be added	
Are subsections and structure of the manuscript appropriate?	The manuscript is well-structured, with clear divisions between introduction, methods, results, and discussion. However, it would benefit from a clearer focus on the research implications and recommendations in the conclusion. A stronger discussion on how these findings can inform policy changes or operational improvements within Vasudhara Dairy could increase the paper's impact.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The manuscript is scientifically sound, with a clear research methodology and relevant data analysis. The use of a well-defined sample size, purposive sampling, and structured questionnaires ensures the study's validity. However, adding more detailed discussions of the statistical methods used (e.g., why certain techniques were chosen) could strengthen the technical robustness of the paper.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. **-**	The references are adequate but could be enhanced with more recent literature on supply chain challenges in the dairy industry or other retail sectors. Including references from the past 3-5 years on similar studies would give the paper a contemporary edge.	

Review Form 3

Minor REVISION comments **Is the language/English quality of the article suitable for scholarly communications?**	The language is mostly suitable for scholarly communication but could be refined in a few places for clarity and conciseness. For example, rewording sentences that are too long and simplifying jargon where possible will make the article more accessible	
Optional/General comments	some suggestions for improving the article point by point: 1. **Title and Abstract**: o The title could be more specific and engaging. Consider something like: "Satisfaction of Amul Preferred Outlets (APOs) with Services Offered by Vasudhara Dairy: Insights from Valsad, Navsari, and Dang Districts." o The abstract could include more detail about the methodology and key findings, particularly highlighting the areas of dissatisfaction. For instance, mention how product damage and emergency deliveries are recurring concerns. 2. **Introduction**: o Add more context on why the study is important, such as the competitive dynamics in the dairy industry and the role of supply chain efficiency in customer satisfaction. o Instead of listing dairy production statistics repeatedly, briefly summarize India's role in global dairy production and provide relevant figures. Use the most up-to-date and relevant data. 3. **Scope of Study**: o Broaden the scope section to discuss how the findings can be used to improve the overall supply chain, not just for APOs but for Amul's operations in general. 4. **Objectives of Study**: o These should be clearer and more specific. Consider expanding them to include objectives related to specific problem areas such as product damage, emergency deliveries, and product availability. 5. **Methodology**: o Clarify the rationale behind using purposive sampling. Explain why Valsad, Navsari, and Dang districts were chosen for this study. o Mention why a sample size of 98 was considered appropriate and whether it represents a significant portion of the total APOs in the study region. 6. **Results and Discussion**: o The discussion of results could be more analytical. For example, when mentioning that 68.36% faced damaged product deliveries, suggest potential reasons (e.g., poor packaging, transportation issues) and possible solutions. o Highlight specific patterns. For instance, if 76.5% of respondents prefer twice-weekly deliveries, explain why this frequency might be optimal for them (e.g., shelf life of products, storage limitations). o Compare the findings to other research or studies to strengthen the discussion. For example, reference how similar supply chain issues are handled in other regions or industries. 7. **Tables**: o Ensure consistency in formatting across all tables. Some tables have inconsistent use of decimal places in percentages, and some headers (e.g., "Percent (%)") are missing. o In Table 8, explain the significance of the Weighted Average Mean (WAM) score in a footnote for clarity. 8. **Conclusion**: o The conclusion should summarize key findings more strongly and offer clear recommendations for action. For instance, suggest specific steps to improve emergency delivery systems or methods to minimize product damage. o Include future research directions, such as studying other districts or expanding the survey to a larger sample of APO owners across India.	

	9. **References**: • Add proper citations for all data and studies mentioned (e.g., NDDB, IBEF). Ensure that each source is up to date, and be consistent in referencing style.	

PART 2:

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	

Reviewer Details:

Name:	**Ankur Aggarwal**
Department, University & Country	**Banaras Hindu University, India**