

Employee Satisfaction on Supply Chain Management in Fruits and Vegetables (FnV) with Reference to Nettour Agro

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Abstract: Supply Chain Management (SCM) plays a vital role in the Fruits and Vegetables (FnV) sector because these products are highly perishable and require efficient handling, storage, transportation, and timely delivery. Employee satisfaction in the supply chain process directly influences operational efficiency, quality maintenance, and customer satisfaction. The present study was conducted to examine the level of employee satisfaction towards supply chain management practices followed at Nettour Agro. The study aims to understand employees' perception regarding procurement, storage facilities, transportation systems, coordination, and management support. Data was collected from 65 employees using a structured questionnaire. The findings reveal that most employees are satisfied with the procurement system and coordination among departments. However, areas such as cold storage infrastructure and communication flow require improvement. Overall, the supply chain system at Nettour Agro is effective, but continuous improvement is necessary to enhance employee satisfaction and organizational performance.

Keywords: Supply Chain Management, Fruits and Vegetables, Employee Satisfaction, Storage, Logistics

