

EXECUTIVE SUMMARY

This is the master degree course of VISVESVARAYA TECHNOLOGICAL UNIVERSITY. As per university students are to do internship projects during last exam.

A research on Food Safety and Consumer Relation at Morton Dairy helps to understand how the organisation is working and the market scenario. This study will turn helpful. Specially for the top management to find problems in the organisations and its effective remedy.

The project done as per the research. Objectives were set. Primary research was undertaken. The data collection approach was experimental. The target respondents were the employees of Morton Dairy Company and the marketers and people. Tables and charts were used. In order to translate data into meaning information. Based on this I made conclusions. I also provide proper supportive data.