

**Problem in Capacity Planning** The company has also faced problem in the capacity planning in terms of uncertain demand of the consumers about the dairy products. Mazoon Dairy is new company in Oman offering multiple dairy products to the country and region. Solution in order to resolve the problem of capacity planning, it is important for the company to adopt the valuable methods of forecasting that can provide accurate information about the market condition and the consumer demands (OERLive, 2025). It is possible through application of modern technology in the warehousing and tracking systems in the transportation as well as hybrid models of the vehicles consuming less fuel and impacting environment at minimum level as compare to the traditional practices of the supply chain and logistics management. The solutions have been provided for each of the problems like capacity planning related problem can be resolved by adopting historical data and external factors of the environment and quality Management related problem can be resolved by training and education of the employees at the workplace. For example, the company forecaste the demand of the market and utilise its available resources along with planning to expand the same for meeting with the needs of the consumer demands within Oman and surrounding regions. The company should invest into the sustainable practices for ensuring regulatory compliance (Bosco, et al. 2023). In this regard, it is recommended that ethical considerations should be prepared properly and intimated accordingly to the relevant company for better acquiring information. It's internal and external environment have significant influence over the business operations in the company likewise suppliers and customers as well as competitors have internally influence on the business operations. Each activity has been considered on the basis of specific problems likewise capacity planning faces uncertain demand and quality management faces lack of acceptance of changes due to certification in the business operation while supply chain and logistics management faces environmental concern in the operation. Sustainability has become important in the supply chain and logistics management. ????????