## CONTENTS

		Page
Certific	nate	1
Preface		11
List of	tables	viii
List of	graphs	x
List of	Exhibits	xi
CHAPTER	ONE: INTRODUCTION	1-48
1.1	Marketing	1
1.2	Market	23
1.3	Channels of distribution	39
CHAPTER	TWO: THE OBJECTIVES AND METHODOLOGY OF STUDY	49-58
2.1	The objectives of study	49
2.2	The significance of study	50
2.3	The scope of study	53
2.4	The methodology of study	53
2.5	The plan of study	55
CHAPTER	THREE: THE ORGANISATION (K.M.F.) UNDER STUDY	59 <b>–</b> 87
3.1	Historical background of dairy development in India	59
3.2	Establishment, ownership and management	69

3.3	The organisational pattern and its structure	75
3.4	The marketing department	81
<b>3.</b> 5	The milk products manufactured	85
CHAPTER	FOUR: THE MARKETING STRATEGY	88-211
	Introduction	88
4.1	The product strategy	96
4.2	The place strategy	126
4.3	The promotional strategy	158
4.4	The price strategy	172
4.5	The uncontrollable variables	189
CHAPTER	FIVE: JONGIULING OBSERVATIONS	212-239
5.1	Findings	212
5.2	Conclusion	225
5.3	Recommendations	227

## BIBLIOGRAPHY