A study ON

**MARKETING SYSTEM 0F EGGS AT SITAKUNDU UPAZILA UNDER CHITTAGONG DISTRICT**.

# Veterinary Logo

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A STUDY ON

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**CONTENTS**

|  |  |  |
| --- | --- | --- |
| **Chapter** | **Topics** | **Page No.** |
|  | Acknowledgement | V |
|  | Abstract | VI |
| 1 | Introduction | 1 - 3 |
| 2 | Research Methodology | 04 – 07 |
| 3. | Results and Discussion | 08-18 |
|  | Conclusion | 19 |
|  | References | 20– 21 |
|  | Appendix | 22 - 24 |

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| **SL. NO.** | **NAME OF THE TABLES** | **PAGE NO.** |
| 01 | Production of egg | 02 |
| 02 | Availability and consumption of egg in the country | 02 |
| 03 | Current demand of egg | 03 |
| 04 | Marketing cost of layer farm owners | 12 |
| 05 | Marketing cost of Aratdar- cum- wholesaler | 13 |
| 06 | Marketing cost of retailer | 13 |
| 07 | Total Marketing cost of eggs for various intermediaries | 14 |
| 08 | Marketing margin of market participants | 15 |
| 09 | Problems faced by layer farm owner | 16 |
| 10 | Problems faced by aratdar- cum- wholesaler and retailers. | 17 |

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**ABSTRACT**

The present study was undertaken to examine the marketing channel, marketing margin, problems and probable solutions of egg marketing in Sitakundu Upazila under Chittagong District. The sample size of the study was 30 which included 10 layer farm owners, 20 egg traders. Data was collected during the month of Juner 2016. The findings of the study were based on analysis of both primary and secondary data. In egg marketing system, four different channels were identified. The average marketing cost for layer farm owners, aratdar-cum-wholesaler and retailer were Tk.75, Tk.2.71, Tk.39.2 per 100 eggs, respectively. The net marketing margin for Aratdar-cum-wholesaler and retailer were estimated at Tk.22.29 and Tk.60.8 respectively. Analysis of market integration showed that all the selected egg markets were well integrated which indicated that the markets were significantly correlated in respect of their price change. Price was the highest in the month of July and lowest in the month of December. There was a wide seasonal price variation of egg in the selected markets due to change in demanded supply at different times of the year.

**Key words:** Marketing channel, Marketing margin, Wholesaler, Retailer,