A study ON

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

# Veterinary Logo

**A production Report Submitted by**

Roll No: 11/36

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Session: 2010 - 2011

A Production Report Submitted In Part of Fulfillment of The

Degree of Doctor of Veterinary Medicine (DVM).

**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong - 4202.**

**October, 2016**

A STUDY ON

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**A Production Report Submitted as per Approved Style and Content**

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**October, 2016**

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**ACKNOWLEDGEMENT**

These are few lines of acknowledgement can never substitute the deep appreciation that I have for all those without whose help, support and inspiration this dissertation would not have taken its present shape.

The author is ever grateful and indebted to the **Almighty Allah**, the creator and soul authority of universe, who enabled me to complete this work successfully.

The author express his deepest sense of gratitude, sincere appreciation and profound regards to authors reverend teacher, Meherunnesa Chowdhury Sumy, Assistant Professor. Dept. of Agricultural Economics and Social Science, Chittagong Veterinary and Animal Sciences University **,** for his scholastics guidance, uncompromising principles, sympathetic supervision, valuable advice, constant inspiration, radical investigation and constructive criticism in all phases of this study and preparing the manuscript.

I take the opportunities to express my deepest sense of respect and appreciations to the honorable  **Professor. Dr. A. K. M. Saifuddin, Director of External Affairs, DVM,**  Faculty of Veterinary Medicine, Chittagong Veterinary and Animal Sciences University.

I express my sincere gratitude to **all teaching** and **non teaching staff** members of my working departments for their support.

My sincere thanks to all of my **Friends** and well **Wishers** for their help, encouragement and inspiration during the study period and preparing a report.

**The Author:**

**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,