

ACKNOWLEDGEMENT

The author wishes to acknowledge the immeasurable grace and profound kindness of God, the supreme authority and supreme ruler of universe, who empowers the author to complete the research work successfully.

The author is also grateful honorable **Professor Dr. Md. Ahasanul Hoque**, Dean, Faculty of Veterinary Medicine and **Professor Dr. A K M Saifuddin**, Director, External Affairs, Chittagong Veterinary and Animal Sciences University for guiding production report writing as a compulsory part of this internship program.

The author wishes to express his deep sense of gratitude and thanks to **Goutam Kumar Debnath**, Professor at Department of Dairy & Poultry Science, Chittagong Veterinary and Animal Sciences University, for his skillful supervision and guidance to make this report.

Finally, the author expresses thanks and warmest sense of gratitude to his parents and all well-wishers.

The Author

ABSTRACT

The study was conducted at Chittagong Metropolitan area to investigate the consumption pattern of sweetmeat in different showroom and sweetmeat shop. Data were collected randomly from 50 people in five showrooms in Chittagong city namely Banoful, Modhuban, Highway sweets, Well food and Mithai by using pre-tested questionnaire. The investigation reveals young people liked Kacha sandesh nearly 37% mostly whereas the old people liked Kalojaum approximately 26% among the aged groups. In context of type of choice, the young group preferred special type (47%) of sweetmeat while the aged groups choose normal type (48%). In sense of color, the both young group and aged group liked white color as the highest among colors of sweetmeat. Selling of sweetmeat increases mostly in Pohela boishakh (41%), Durga puja (35%), after publishing result (32%). In conclusion, the study will have great contribution on production and marketing of different types of sweetmeat in Chittagong area.

Keywords: Sweetmeat, Consumption pattern, Chittagong.