

“ A Research Study on the Leading Brands of Tetra Pack Milk
People Prefer to Buy and the Reasons Associated with Them”



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ABSTRACT

For a productive future, man has always had an urge to plan out his present course of action. Hence, the major objective of this project is presenting an outline of the factors underlying the success of the leading tetra pack brands in Pakistan. The brands included are Olpers, Haleeb, Milkpack and Good Milk. This thesis aims to gain much clearer understanding of consumer's behavior towards the two leading brands (Milkpack & Haleeb) and the two new comers (Olpers & Good Milk). There is an in depth study on consumers preferences on buying a particular brand of milk over others, the factors affecting those preferences, which is then compared with the market share of these brands.

A descriptive research has been undertaken. Data for this research has been collected from primary and secondary resources. Primary data has been gathered through structured and unstructured questionnaires. The secondary data is acquired through different articles and research journals, from various sources. It has been found through the research that Milkpak is the market leader although Olper is catching up at a high pace in Pakistan. The most popular ads are of Olpers and Goodmilk while in the most attractive packaging Olpers stands out. As regarding the health content and benefits Milkpak is preffered by the consumers. It is recommended that very important for the companies producing branded milk to generate awareness for Branded milk on greater scale

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