

"Measuring the Impact of Camel Milk as a Consumer Product
in Pakistan."



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ABSTRACT

The objective of the project is to know whether the camel milk can be introduced as a consumer product in Pakistan or not. This project conducts the process of introducing the camel milk and its bi-products into the Pakistani market. It has been observed in most countries that camel milk is a new pace in dairy products. Camels are mostly found in all the provinces of Pakistan. Pakistan is the 5th largest country in camel breeding in the world.

Besides all this Camel milk is healthy and used as a treatment for the different diseases such as diabetes, HIV, hepatitis etc. camel milk can be promoted on the basis health perspective. The camel milk composition in Pakistan is better than other countries.

The economy of Pakistan is based on agriculture and dairy farming is one of its important sectors. In spite of the availability of animals in large numbers there is shortage of milk in Pakistan. Camels are available in large numbers as compared to other countries like USA who had already started selling pasteurized camel milk. In spite of the fact that camel milk is more nutritious than cow milk even than it is wasted and sold in a traditional way at very low level. So it is an opportunity to use the idle resource and meet the shortage of milk by providing the camel milk in the market.

The researchers want to introduce the camel milk in the pasteurized form in the dairy sector of Pakistan and to provide a consumer product which is more nutritious than other dairy products.

For this purpose a structured questionnaire was designed and administered in the locality of Islamabad and Rawalpindi to test the following hypothesis.

H₁: Health Consciousness will drive the buying decisions of the people to buy Camel Milk

H₂: Price will drive the buying decisions of the people to buy Camel Milk

H₃: Availability will drive the buying decisions of the people to buy Camel Milk

H₄: Respective promotion will drive the buying decisions of the people to buy Camel Milk

This project report was in reference to the launch of a new product and its marketability which has to be carefully studied. Camel milk being a potentially new product needs a very carefully examined scenario in which it would be launched so as to maximize the demand in the market and ultimately increasing the sales of the product. The market seems to have a positive feeling about this and the survey conducted has showed that the market has the potential to make this product a success.

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