PREFACE

Product planning is gaining more and more attention day by day due to its impact on the business. In a competitive economy, it is the consumer who decides the success or failure of a business. The idea underlines the concept of 'consumer sovereignty which is accepted as a modern marketing concept.

Milk production in the country is estimated to have increased by 6 per cent to reach approximately 140 million tonnes. Innovative process technologies coupled with effective strategies have played a major role in achieving this milestone. Currently the global milk demand is growing by 15 million tons per year. This presents for India a unique opportunity for building a sustainable dairy chain that sources milk from small dairy farmers to meet not just domestic needs but also those of the global market.

However, in today's competitive global scenario, it is imperative for stakeholders to realise the importance of improving the quality and not just quantity of production.

Focus should be laid on better procurement, testing, processing and product development for diversified dairy products. Hence, the role of innovative and cost-effective technologies in all aspects of dairying cannot be undermined. Further, the technological and qualitative changes
made in these areas would lead to value addition, increased profits and decreased production costs for the dairy sector.

The present study has been divided into Six Chapters. The First Chapter, as usual, is introductory which throws ample light on the general concept of product planning and development and product development, product innovation and product life cycle stages. The Second Chapter presents the review of relevant literature and Research methodology with hypothesis and its universe. The Third Chapter is on the Dairy Industry. The Fourth Chapter deals with the product planning and development in dairy industry. The Fifth Chapter is devoted to the data analysis of the sample of the respondents. The Sixth Chapter deals with the testing of Hypotheses Summary of the study with conclusion and suggestions based on the analysis of the results.

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