Meeting needs profitably is the essence of marketing practice. The first historical evidence about marketing practice can be traced back to the 17th Century when the Mitsai family of Japan opened its first departmental store in Tokyo, offering a large assortment of the products to their customers. They hardly had any idea that they are going to give birth to a phenomenon which will become the life and blood of the modern business.

Marketing has evolved as a major functional area of the business over the years. Each phase of evolution brought along with it various concepts, practices and strategies befitting the needs of the contemporary business environment. Various strategies have been evolved for survival & success of the organization by the marketers depending upon the need of the hour. The organization which adopted to change with the change in the environment survived and succeeded over the years, whereas those which failed to do so succumbed to the competition.

The post liberalization business world has become a battle field where only the fittest is going to survive. The emergence of globalization, if on one hand has opened up unlimited horizons or opportunities for the business; it on the other hand has stiffened up the competition and made the task of the marketers tougher. They will have to workout strategies for marketing the offerings of their company to a more aware, more educated and knowledgeable customer who also enjoys the luxury of choosing from multiple alternatives or solutions to their problems available in the market.

This has intensified the need of having a sound marketing strategy for any company to prove its endurance in the market. Eventually the company with carefully chalked out marketing strategy emerges as winner.

A well planned strategically designed marketing strategy acts both as sword as well as armour. It helps not only in attacking the market but also defending the competition.
This thesis is an exhaustive research carried out in various Indian cities. It identifies the ins & outs of dairy industry in India. From the marketing point of view this study identifies the factors which are crucial in formulating the marketing strategy in the dairy product industry. The research brings out the details of customer preferences and customer orientation of dairy product market in India.

Major national and international dairy brands have been taken into consideration in this study. Their mission, objectives, strategies, customer base and approach to market has been incorporated and analyzed in this research. The study has brought to light the growth and development of dairy industry in India since its inception. I will feel privileged if this study benefits the organizations considered for this study and the dairy industry as a whole.

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