

This study is conducted with the objective of finding out the challenges faced in the marketing of Dairy Products in Kenya, a case of camel milk Eastleigh Market Nairobi .

The study is also set to find out the factors affecting the marketing of dairy products, to identify the constraints encountered, to examine the promotional activities used, and also to identify how to overcome the problems of marketing Dairy Products.

To achieve the above objectives, primary data shall be collected from sixty respondents selected from Nairobi Eastleigh market. The traders to be interviewed from the area shall be chosen using stratified sampling methods. The researcher initially gets the list of the traders from the market with assistance from the Divisional Headquarters and traders to the product. He then selects the names of respondents to be interviewed from the list provided. Any individual or enterprise selling camel milk or may have direct interest in camel milk marketing is included in the survey. The primary data shall be collected through a personally administered structured questionnaire and analyzed through a computer package, SPSS. The chi square test shall be used to test the significance level of challenges faced in marketing camel milk products. Its anticipated that the results will further be used to Develop marketing camel milk products.