



<b>Total market demand(Number of families*Price*Quantity)(INR)</b>	The Total Market demand for a service is the total volume that would be bought by defined customer groups in a defined geographical area in a defined time period in a defined marketing environment under a defined level and mix of industry marketing effort.											
<b>For cow milk(n1*p1*q1+n2*p1*q2+n3*p1*q3)</b>	INR 136800000	<b>Estimation of Total Market Demand of All the Products in the Current Financial Year. The Problems outlined in the case have been framed and solutions based on the calculations above as well as the marketing plan for the next financial year are provided in the solution.</b>										
<b>For buffalo milk(n1*p2*q4+n2*p2*q5+n3*p2*q6)</b>	INR 304000000											
<b>For curd(n1*p3*q7+n2*p3*q8+n3*p3*q9)</b>	INR 45600000											
<b>For paneer(n1*p4*q10+n2*p4*q11+n3*p4*q12)</b>	INR 9500000											