

## **ABSTRACT**

Goat milk is a product that offers many health benefits and the production of in it the Caribbean is limited. With the need of a milk supply in Trinidad, the country has been importing milk from various part of the world. This project brings to the attention to the possible use of powder goat milk to help fill the gap.

Extensive research was done in order to understand the market and identify market strategies involved in the marketing of powder goat milk in Trinidad. The health benefits, production factors and some historical factors on the fresh and powdered product was discussed.

The data was analysed using graphs to present a visual out look of the market. Compiled with other referenced data suggestions were made in an effort to find the products market and help develop market strategies.