

## **ABSTRACT**

The core purpose of this study was to find the problem factors of dairy farmers of Lahore region in startup phase of their business that ranges from 2 to 5 years of span. To serve the purpose qualitative study was conducted under which 12 respondents were interviewed in detail to get the idea of problems being faced in dairy farming. Research depicted number of problems that includes high animal mortality rate, animal disease, small farm size, insufficient planning, obsolete farm management techniques, unscientific curing methods, inadequate institutional support, market access and few others. These problem factors are then categorized into internal and external factors. Internal factors can be controlled by farmers' proactive approach whereas external factors can be minimized through appropriate institutional support and sessions for farmers on farm management techniques. This research is not widespread due to limited time and resources. Future research on this topic can open new gates for policy makers to appropriately assess the nature of problems being faced by our dairy farmers.

**Keywords:** SME, animal, dairy farmer, herd, mortality, entrepreneur, milk,