

ABSTRACT

Entrepreneurship in dairy farming integrates innovative business strategies, technological advancement, and efficient resource management to enhance productivity and profitability. Dairy farm entrepreneurs face challenges such as animal health issues, insufficient planning, obsolete farm management techniques, unscientific curing methods, inadequate institutional support, market access, fluctuating market prices, expensive and low-quality feed costs and others. The primary data of 384 from the district Nankana Sahib region was collected through the structured questionnaire. Data has been analyzed through descriptive and frequency analysis to investigate the link between dependent and independent variables. We extracted the challenges and problems that caused the dairy farming business to fail. This study examines the issues and challenges faced in the dairy farming business and technical and strategic solutions to improve efficiency, profitability and long-term sustainability. Future research on this topic can create new strategic policies and regulations to assess the nature of the challenges and problems faced by our dairy farmers appropriately.

Keywords: SME, Entrepreneurs, dairy farms, dairy farmers, animals, problems, profitability