Contents	Page
1. Introduction	01
1.1 Objectives of the study	04
1.2 Methodology of the study	04
2. Findings of the study	05
2.1 Existing marketing channels	05
2.2 Middlemen	: 06
2.3 Purchasing Price of fish	: 08
2.4 Selling Price of fish	10
2.5 Expenditure of middlemen	12
2.6 Profit of middlemen	14
2.7 Marketing margin and price spread	16
2.8 Marketing problems	18
2.9 Operating days of middlemen	19
2.10 Distant covered by retailers	. 20
3. Conclusion and Recommendation	23
4. References	25