

**Table 1:** Distance up to nearest market in the study area

	Minimum	Maximum	Mean	Std. Deviation
Distance to nearest market(km)	1.50	21.00	12.9780	5.59708

Source: Field Survey, 2024

**Table 2:** Level of satisfaction of farmers with received price

Items	1	0.5	Weightage	Index
Satisfaction	55	51	80.5	0.759

Source: Field Survey, 2024

**Table 3:** Decision maker when directly sold to consumers

Items	Frequency	Percent
Farmer	11	50.0
Both	6	27.3
Based on existing market condition	5	22.7
Total	22	100.0

Source: Field Survey, 2024

**Table 4:** Decision maker when sold to wholesaler, trader/middlemen & collector

Items	Frequency	Percent
Farmer	4	6.2
Retailer/collector	19	29.2
Understanding of both	8	12.3
Based on existing market condition	34	52.3
Total	65	100.0

Source: Field Survey, 2024

**Table 5:** Ranking of marketing problems in potato in the study area

Problems	Index Value	Ranking of Severity
Farmer's illiteracy and limited awareness	0.935	I
Dominance of middlemen	0.876	II
Lack of cold storage facilities	0.706	III
Difficulty in transport	0.582	IV
Limited market demand	0.325	V

**Table 6:** SWOT analysis of study area at potato producer's level

<b>Strengths</b>	<b>Weakness</b>
<ul style="list-style-type: none"><li>●Favorable climate for potato production</li><li>●Higher return than cereal crops</li><li>●Easy market access to farmers</li><li>●Provision of reasonable subsidy on inputs and other technical services from municipality, PMAMP and AKC</li></ul>	<ul style="list-style-type: none"><li>●Severe infestation of diseases and pests</li><li>●Lack of irrigation facilities</li><li>●High labor wage and high cost of production</li><li>●Lack of market awareness</li><li>●Lack of training and extension services</li><li>●Lack of cold storage facilities</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>●High demand in the local and provincial market</li><li>●Scope for value-added goods</li><li>●Increasing support from both state and local government</li><li>●Potential to increase productivity</li></ul>	<ul style="list-style-type: none"><li>● Dominance of middlemen</li><li>●A severe threat of late blight, cutworm and red ant</li><li>●Declining trend of farm labor availability and high cost of production</li><li>●Attack of wild boar and porcupines</li></ul>