

Table 9 Ranking of marketing problems

Marketing problem	Importance rating scale					Weightage	Score	Index	Rank
	1	0.8	0.6	0.4	0.2				
	1	2	3	4	5				
Seasonal price variation	89	1	0	0	0	90	89.8	0.99	I
Monopoly in trade	0	0	78	10	2	90	72.2	0.80	II
Distant market	0	0	78	10	2	90	51.2	0.56	III
Inadequate market infrastructure	0	0	3	52	35	90	29.6	0.32	IV
Postharvest loss	0	0	9	28	53	90	27.2	0.30	V