

G11CSE

AN ONLINE POULTRY MARKETING AND ORDER MANAGEMENT WEB APP

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1 Introduction

1.1 Problem background

Poultry refers to domesticated birds. They include chicken, turkey, ducks and many different birds. In the past, poultry farming was not a known occupation but apparently it is one of the rising highly earning source of income in Uganda. Poultry is used for different purposes for example it can be used for study purposes at schools, food and also egg production. However in spite of its importance, most of the poultry farms in the country are not known due to a poor marketing outlet. This leads to low income earning and over expenditure on the side of the farmers and also lack of information on the communities as they have no knowledge of the poultry farms that can be of use. Since most of the poultry farms are in remote areas, they mainly use middlemen, many small farmers are hurt by corruption before they even start. Middlemen posing as poultry experts often negotiate market deals on behalf of the farmer. Small scale farmers need income to maintain a profitable poultry farm.

1.2 Statement of the problem

Poultry farming is a major agricultural enterprise and one of the income earning activity performed locally. In poultry, marketing has not been highly considered yet it is a major need for any business. Most small-scale farms use middlemen who contact different people who may be of the need of the chicken. However, these contact random customers, do the negotiations on behalf of the producers, and most times increase the prices since this is more of their payment for their work.

This involves corruption since they buy the chicken at lower prices from the producers yet they hike the prices for the retail traders. They are also unreliable as they might not be around for a certain time and this may lead to no supply during that time which affects the supply chain. This leads to lack of credibility.

To solve the problem we need a web-based system where we can advertised our available products for sale and here we can directly interact with the consumers.

1.3 Objectives

1.3.1 General Objectives

The main objective is to improve marketing of poultry products digitally.
To increase sales for the farmers as they directly interact with their customers.
To improve the sales that are earned by the poultry farmer.
Improve the credibility between the farmer and his customers.

1.3.2 Specific Objectives

For this problem, we seek to achieve the following specific objectives;
To design a web based system to advertise the available products for sale.
To enable accessibility of the current information at the poultry farm to for the customers .

1.4 Scope

In this study, small scale local poultry farmers are considered. The study pays attention on marketing of poultry product(mainly chicken) and the effects of involving middlemen in the poultry marketing. The study sought to find answers to issues like the major constrains of poultry production and marketing for small scale/developing poultry farmers in Uganda, the causes of the constraints, how it can be alleviated and the prospects of the poultry market.

1.5 Significance of the Study

In this study, poultry the need for this investigation is to know the problem facing the marketing of poultry product and the effects of middlemen involve in the poultry marketing in semi-rural /developing areas for small scale farmers in nearby areas of Kampala. it is said that at the end of the investigation both the farmers and the consumers will thin the area in which the investigation was carried out will benefit from the findings of the study. Therefore the study will help farmers within these areas and other neighboring areas to know the various systems of rearing birds in order to keep them to know best marketing channel to sell the product.

2 Literature Review

The poultry industry serves as employment and a source of income to many people but for a long time, marketing has not been critically considered by most industry players as important aspect of the poultry business. All attention is

focused on the production aspect whilst marketing is relegated to the background. Usually, marketing a product for many producers is an uphill task. Many times, the market is too far away or there are no means to transport the product. Sometimes, the smallholder farmers do not have enough time, interest or knowledge to sell the products themselves.

Middlemen are also increasingly playing a key role as sources of market information. They have regular contact with buyers and consumers. They are aware of supply and demand levels and this information is usually passed on to the producers by them. He/she will tend to give the producers a good idea of what products are in demand and what best quality to be produced. That said, no player from the formal sector has dared to venture where the middleman routinely does. That is how realities on the ground define the role of the middleman and make him or her an integral and essential part of the agricultural commodity cycle[1]. These middlemen are tempted to set prices for the producers that are lower than those prevailing in the market. Producers are encouraged to keep a keen eye on the market so that the middlemen do not take advantage of them to misuse this knowledge by paying lower market prices.[1]

A real-time interface is necessary for companies and customers dealing with important information that changes suddenly and unpredictably. A good example is online trading, in which rapid fluctuations in the stock market can be devastating for those who lack instantaneous access to that information. But a real-time interface is also important for customers who do not want to be constrained to transacting business during normal office hours. At home at night, for instance, they might want to transfer money from their savings account, order a gift for someone or track a package they have sent.[2]

For farmers involved in direct marketing, a logit model is used to estimate the probability of attaining high income for each activity considered. The results indicate that activities such as direct retailing to consumers, selling of farm related value-added products, greenhouse operations and urban location of farm markets will increase the chance of attaining high income levels.[3]

References

- [1] D. Monitor. (April 4,2014) Middleman-link-eliminate-value-chain. [Online]. Available: <http://www.monitor.co.ug/Magazines/Farming/Middleman-link-eliminate-value-chain/689860-3317012-v5a4rp/index.html>
- [2] A. Andal-Ancion, P. A. Cartwright, and G. S. Yip, “The digital transformation of traditional business,” *MIT Sloan Management Review*, vol. 44, no. 4, pp. 34–41, 2003.
- [3] R. Govindasamy, F. Hossain, and A. Adelaja, “Income of farmers who use direct marketing,” *Agricultural and Resource Economics Review*, vol. 28, no. 1, pp. 76–83, 1999.

3 Methodology

Research Design and Area of Study

The survey research design was adopted for this study. This involved a systematic collection of information from selected poultry farmers in Uganda. The study was carried out in Wakiso, a suburb of Kampala. Wakiso, Uganda. Wakiso town was particularly chosen on the account of its size, agrarian features, high number of poultry farmers and its close location to Kampala, the capital city of Uganda.

Study Population and Sampling Technique

The study involved semi-rural community known as Wakiso(Kassengeje) that is still developing located in the community. Farmers were randomly selected and here we were able to gather the information and the ideas from the different farmers. 10 farmers were randomly selected in this area of a low population.

Data Collection The researchers adopted various techniques in data collection. Interviews were used for primary data collection. Interview was used to collect data from the poultry farmers while Also observation technique was used to collect data in this study. The visits to the farms where the interviews were conducted afforded the researchers a first-hand interaction opportunity to make some observations. This technique was also handy at the market places. For the secondary data collection, documentary review of previous studies on middlemen in agriculture and ICTs in agricultural information in was adopted.

Data Analysis

Data collected from the interviews conducted were analyzed using simple descriptive statistics involving frequencies and percentages. **Results and Discussion** Many poultry farmers donot want to involve middlemen because of their ways but they use them because these people know the market more than them, and since they need the income, they end up involving these people to do their business of marketing and selling out.

4 Appendices

Activity	Duration	Timeline
Literature Review	15days	5/03/2018-26/03/2018
Designing Interview questions	1day	6/03/2018
Visiting farms for interviews	2days	7/03/2018-8/03/2018
Analysing collected data	2days	8/03/2018-10/03/2018
Possible solution and decision making	4days	11/03/2018-14/03/2018
Requirements design	3days	15/03/2018-17/03/2018
Designing a workplan	1day	18/03/2018
System design	1month	19t/03/2018-19/04/2018