

D/ DETAILED OUTLINE

I. Section 1: Introduction

- 2-3 first sentences: Provide historical context on the cultivation, production and development of the selected agricultural product in Vietnam.
- Mention its importance in the agricultural sector and economy.
- Provide relevant data to support your analysis such as Historical Production Data, Its Contribution to GDP or export revenues.

Example: Sugar Cane Market

With centuries of cultivation history, Vietnam has become a leading global sugar cane producer, outputting over 18 million tons in 2020. The Mekong Delta drives production, generating 1% of GDP. However, yields and income for 500,000 households face challenges from disease, climate change, and competition. Vietnam aims to increase mechanization and quality varieties to boost declining productivity.

II. Section 2: Factors influencing supply and demand

- 4-5 next sentences: State both factors, here are several suggestions:
- **Factor Identification:** Identify and describe the key supply factor affecting the assigned agricultural product (e.g., technological advancements, weather conditions, government policies).
- **Data Analysis:** Analyze relevant data and statistics demonstrating the impact of the supply factor on the product's production.
- **Graphical Representation:** Create a graph or chart to visually illustrate the relationship between the supply factor and the product's output.

Example:

Supply Side Factor: Climate Change and Extreme Weather

- Climate change has made weather patterns more unpredictable in Vietnam, with increased instances of drought, flooding, and storms.
- Drought reduces yields and crop quality by causing water stress for the sugar cane plants. Flooding also damages crops and reduces usable acreage.
- The equilibrium price would be higher and equilibrium quantity would be lower after the supply disruption.

Demand Side Factor: Rising Incomes

- As Vietnam's economy develops, average incomes are rising, particularly in urban areas.

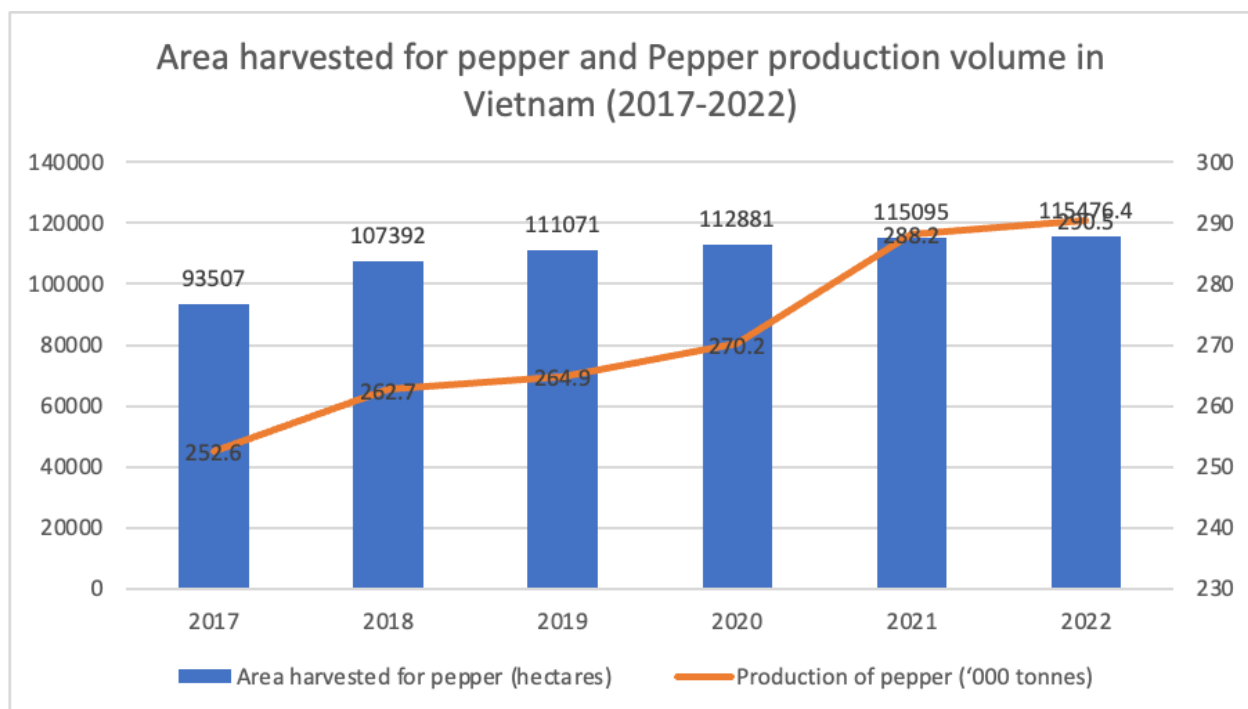
- Higher incomes lead to greater purchasing power and ability to afford sugar products.
- Income growth expands Vietnam's consumer base for sugar-containing processed foods and beverages.
- The equilibrium price and quantity both increase due to higher demand.

III. Supply, demand, and equilibrium analysis

- Supply Analysis
- Use a supply curve graph showing quantity supplied at various prices
- Analyze factors impacting supply through left/right shifts:
 - Climate impacts decreasing supply
 - Disease reducing yields
 - Farm policies impacting costs and returns
- Illustrate supply shifts and determine new equilibrium price and quantity
- Use historical climate and crop data to estimate supply changes

Example:

Area harvested for pepper and Pepper production volume in Vietnam (2017-2022)
(Euromonitor 2022)



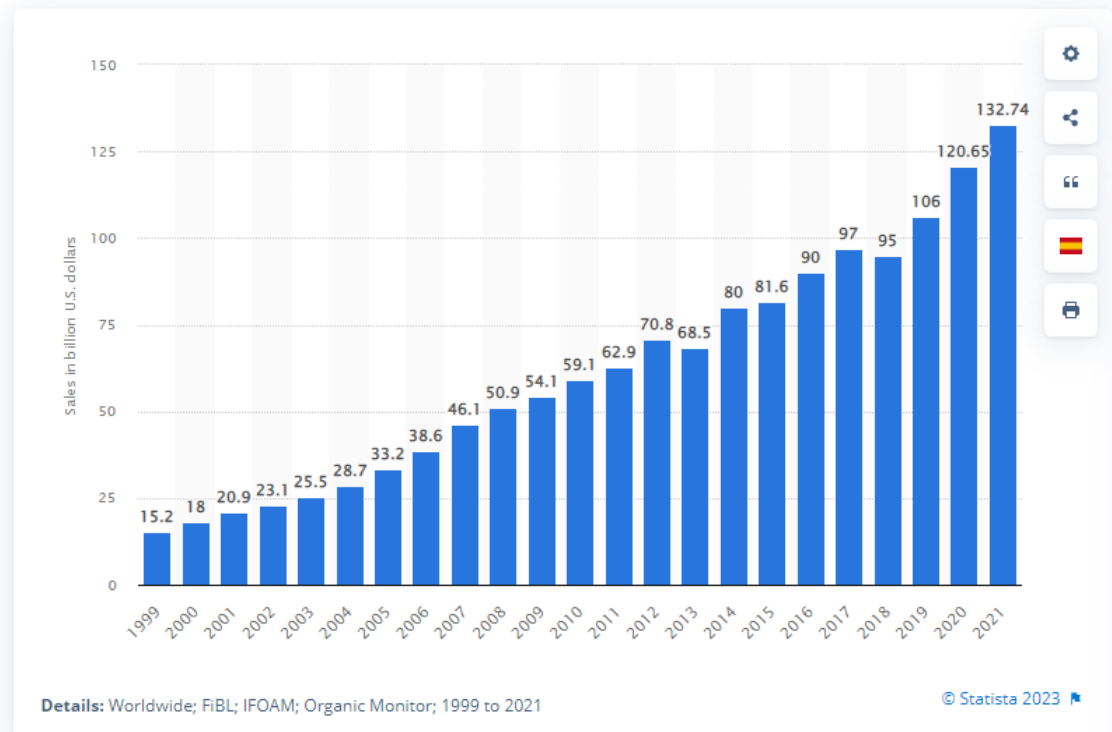
- Demand Analysis
- Use a demand curve showing quantity demanded at various prices
- Analyze factors impacting demand through shifts:
 - Rising incomes increase ability to purchase sugar
 - Population growth expanding consumer base

- Changing preferences affecting sugar demand
- Illustrate demand shifts and determine new equilibrium

Example:

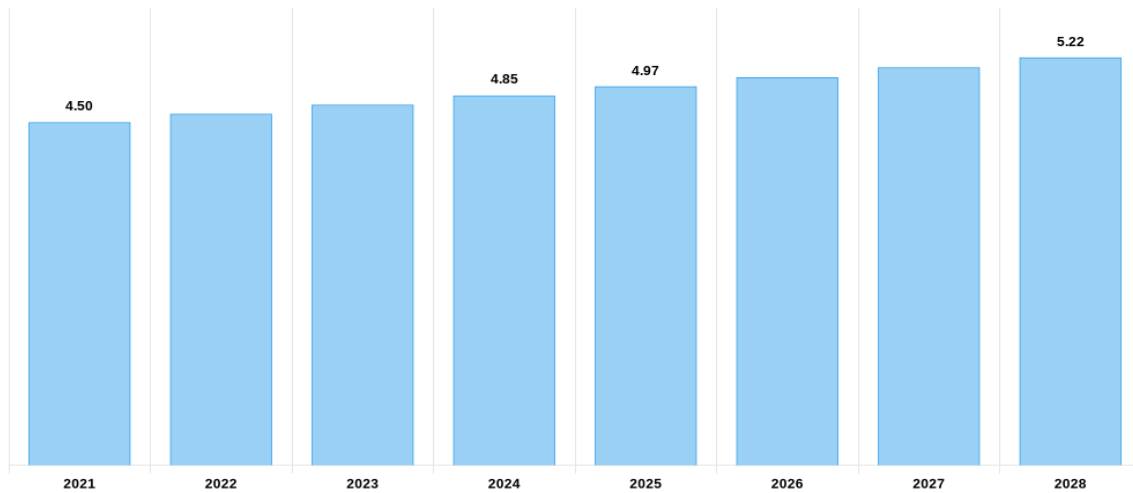
Worldwide sales of organic food from 1999 to 2021

(in billion U.S. dollars)



Global sales of organic food (1999-2021) (Statista 2023)

Pepper Market Size, 2021 To 2028 (USD Billion)

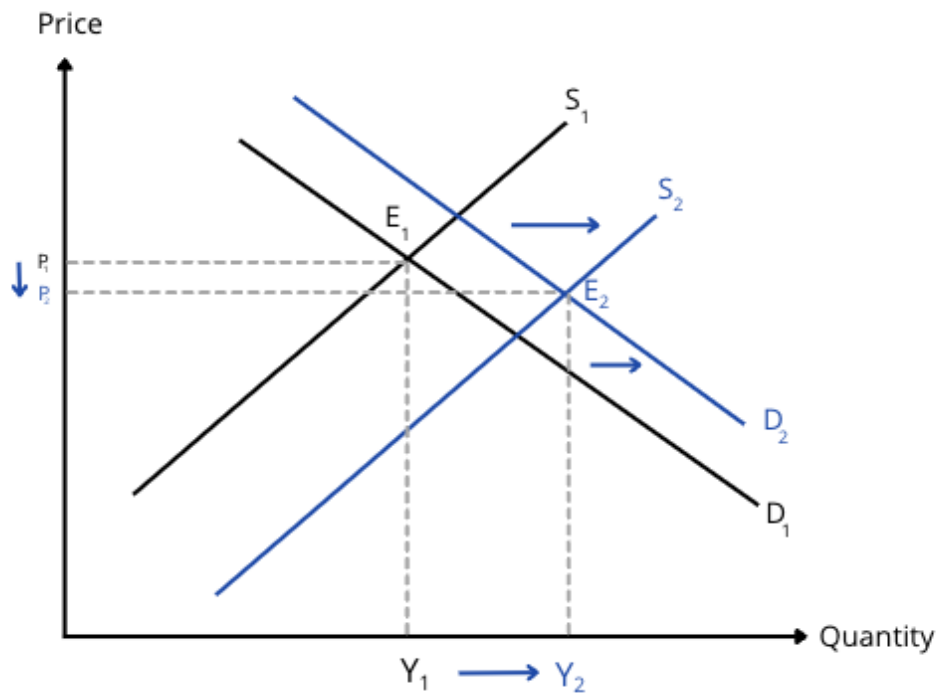


Source: ESOMAR, Vantage Market Research

Global pepper market size (2021-2028) (USD Billion) (Hancock 2023)

- Equilibrium Analysis
- Combine supply and demand graphs to visualize new market equilibrium
- Discuss interaction of supply and demand shifts on price and quantity
- Evaluate if current price and supply meet estimated demand
- Project future equilibrium based on continued supply and demand trends

Example:



IV. Price elasticity of demand

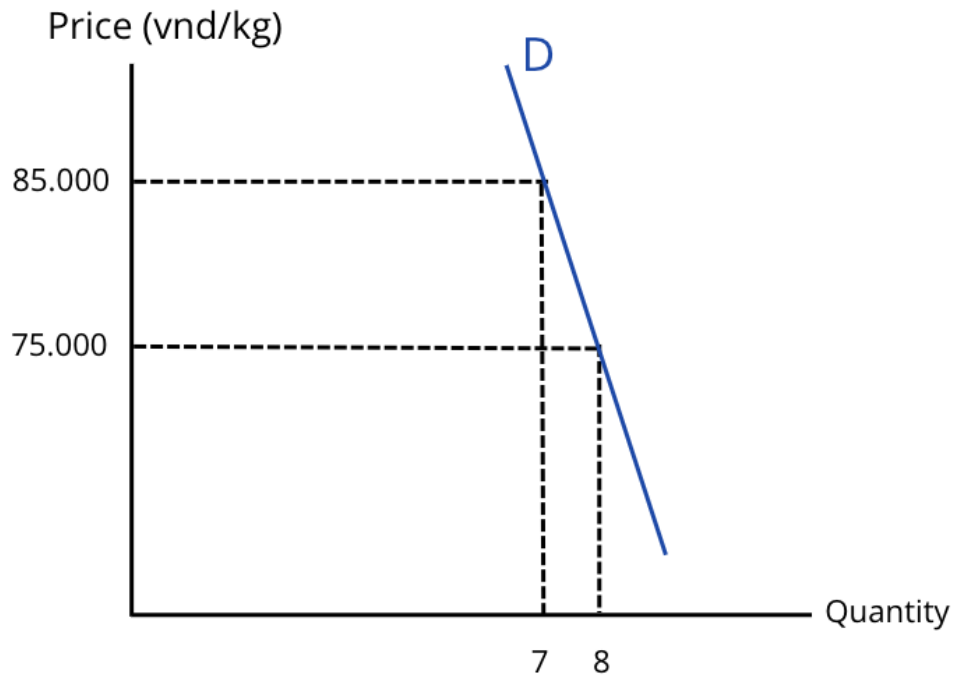
- List 3-4 qualitative factors that determine elasticity:
 - Availability of substitutes
 - Necessity vs luxury
 - Share of consumer budget
- Assess the factors to evaluate whether demand is elastic or inelastic

Example:

The demand for sugar cane is likely to be inelastic. This means quantity demanded does not change much in response to changes in price. Some reasons why sugar cane demand is inelastic:

- It has few good substitutes - consumers cannot easily replace sugar from sugar cane.
- It is a food staple and necessity, not a discretionary luxury.
- It makes up a relatively small portion of consumer budgets.

Example:



V. Section 5: Conclusions and recommendations

- 1-2 sentences - Market Conclusions
 - Current market conditions:
 - Oversupply/shortage/balance?
 - Price trends up/down?
 - Profitability outlook good/poor?

Example:

Sugarcane is being undersupplied due to the negative effects of hazardous environmental events. However, the higher income of the citizens will increase demand.

- 1-2 sentences - Recommendations
- For farmers:
 - Strategies to increase productivity and income
- For companies:
 - Ways to improve efficiency and lower costs
- For government:
 - Policies to support the industry

Example:

- For farmers:
 - Technology adoption, precision agriculture
 - Cooperative formation for inputs and sales

- For processors:
 - Invest in upgraded machinery and facilities
 - Streamline transport, logistics, and operations
-
- For government:
 - Agricultural R&D investments
 - Infrastructure development
 - Trade policy and market reforms

E/ TIPS & TRICKS

- Use charts and graphs to illustrate your points, making data more accessible to your audience.
- Ensure that your works are well-organized, concise, and thoroughly researched. Your arguments should be well-supported with credible sources and data. Additionally, maintain clarity and coherence in your writing, making it easy for readers to follow your position and reasoning.
- Each section should naturally lead to the next, building a coherent argument for your position on the policy initiative. Additionally, make use of headings, bullet points, and visuals for readability and clarity.
- To write succinctly within a word limit, prioritize key information, avoid redundancy, and use clear, specific language. Plan your structure, edit rigorously, and stay focused on the assignment's main objectives to maximize efficiency.