Problems and Prospect of Poultry Feed Industry in Bangladesh: A Study at the Nourish Poultry and Hatchery Ltd

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This report is submitted to the School of Business & Economics, United International University as a partial requirement for the fulfillment of Bachelors of Business Administration Degree.

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Subject: Permission to submit the internship report on “**Problems and prospect of poultry feed industry in Bangladesh**”.

Sir,

I am too pleased to present you the report on “**Problems and prospect of poultry feed industry in Bangladesh**”. This report is based on the problems and prospect in poultry feed industry.A research is conducted to identify the problems and prospect on poultry feed industry in Nourish poultry& hatchery ltd. I identified five independent variables. Those variables are Product quality and price problem, Threat for poultry growth, medicine and investment problem, lack of coordination and discussion, and job opportunity.

The report will help the policy maker to take the policy based on the findings related to the problems and prospect of poultry feed industry.

I have tried my best level to accomplish the report with necessary information. I have tried all the possible steps to complete the report. I hope that this report will fulfill the expectations. Thank you for your support. Without your inspiration this report would have been an incomplete one.

In this circumstance, I hope that this report has met all the requirements you asked for and you would be kind enough to grant this report.

Sincerely yours

MD. Rahaduzzaman

**Acknowledgement**

I would start by thanking the Almighty Allah for all His blessing.

Firstly, I want to sincerely thank my course instructor Dr. Kawsar Ahmmed, Associate professor United International University, Business & Economic School, for giving his unending support and providing the necessary help for the completion of the report. Without his help this report would never be done.

Then, I would like to thank each and every person who helped me for their cooperation. This report helps me to gather a lot of experience. This report teaches me how to use the time properly, how to conduct a research analysis, deal with different people and solve problems.

# Executive Summary

Within a short period, the poultry industry has gained tremendous success and become a leading industry in Bangladesh. This sector contributes increasingly to GDP growth, ensuring self-employment, arranging food security, creating purchasing power and reducing poverty on a large scale. This report is based on “Problems and prospect of poultry feed industry in Bangladesh: A study on Nourish poultry & hatchery LTD”. Have any problems and prospects in the feed industry. Based on my survey I tried to find out the problems and prospects in this sector that I am going to discuss in this report.

Based on a survey, several variables relating to the study purpose have been identified including product quality and price problem, threat for poultry growth, medicine and investment problem, and lack of coordination and discussion, and job opportunity, feed problem, chicks price ups and down, high bank interest. Besides, the problem of marketing and middleman, lack of research and discussion less investment, combined culture, poultry in human nutrition are also identified and discussed.

From the study, it has been observed that among the several problem areas most important areas are the scarcity of medicine and investment problem, poultry diseases and high bank interest. These problems are hindering the growth of the poultry sector in Bangladesh. Beyond these scenarios, employment opportunities, the number of firms involved, as well as the comparative picture of various poultry firms is included in this study. Finally, by doing this study, several solutions have been identified relating to policy aspects including what needs to do and what steps need to be taken. One of them is doing effective HR planning because expertise in this field can uplift the knowledge and expertise for the farmers involved in this sector. If the government takes all the initiatives, this sector will be able to fill a huge deficit of protein-related food at a cheaper cost and also create employment of many peoples.

**Keywords:** problems and prospect, Economic importance, Feed and price problem, Avian influenza, High bank interest, Middleman problem, Job opportunity, Poultry feed industry.

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# Chapter 01

**Introduction**

## Introduction

This report is based on the “problems and prospect of poultry feed industry in Bangladesh”. The study is conducted on “Nourish poultry and hatchery ltd”. Poultry has economic importance to the entire members of the society because it supplies enough meat and eggs for consumption. This is possible when the farmers are able to do farming without any problem. Bangladesh is a great market for making commercial poultry farm. In recent years many poultry firms are growing rapidly in Bangladesh. Poultry products like meat and eggs are the main source of protein for Bangladeshi people. Main reason of growing this industry in Bangladesh are rising of unemployment, lack of protein, women empowerment etc. For that Nourish Company give more emphasis on poultry sector to reduce unemployment, to increase good source of protein from eggs, to increase women empowerment in Bangladesh. As the student of business administrative I am analyzing what are the actual problems and prospect that the farmers are facing. So, here I conduct a survey research on poultry industry. Main focuses are Product quality and price problem, Threat for poultry growth, medicine and investment problem, and lack of coordination and discussion, and job opportunity. From 1999 the Nourish is the most leading and well-known brand so far.

## Motivation of the study

* To understand about the poultry sector mainly problems and prospect of this sector,
* Developing the problems that affecting the marketing of poultry products,
* To understand the recent market situation
* Increasing the problem solving capabilities.

## Objectives of the study

* To analyses the present situation of the poultry sector in Bangladesh
* To detect the problems faced by this industry, and
* By conducting a research analysis, I want to suggest some recommendations for developing this poultry sector.

## Scope and limitation of the study

**Scopes:**

* Increase knowledge by doing a survey on poultry feed industry,
* Develop skill by doing survey and understanding the problems that the farmers are facing,
* Develop marketing capability and problem solving capability.

**Limitations**

* The report is prepared in a very short time period
* respondents don’t want to give actual information
* difficult to cover all the poultry sector
* lack of enough experience and skills

## Significant of the study

This report is based on the “problems and prospects of poultry feed industry in Bangladesh”. This study is conducted in ‘Nourish poultry and hatchery ltd’ and tries to investigate the factors and suggest some recommendations for developing this poultry sector. The factors are Product quality and price problem, Threat for poultry growth, medicine and investment problem, lack of coordination and discussion, and job opportunity. Based on these factors i will try to find out the appraisal from the findings of the study that will carry out benefits for farmers. During findings some farmers were questioned and also responded actively and also ask various questions, which helped me to find out the problems and prospects of poultry feed industry and the survey data also help nourish company to maintain better quality and satisfy their customers as well.

# Chapter 02

**Company Profile and Literature Review**

## Company Profile

**About Nourish poultry &hatchery limited**

This company established in 1999. At first they started their business actually they focus on poultry side, after some years they also started to focus on fish side and they are still doing the job properly with their brilliant working staff and field workers. Nourish company ltd is an agro based group of company. This company producing poultry products like day old chicks, cattle feed, broiler and fish feed. A breeder DOC and feed manufacturing unit integration firms, research and development unit as sell as large sell commercial broiler farming.

.**Organization chart**

**Products:**

1. fish feed,
2. broiler, layer feed,
3. day old chicks,
4. commercial broiler

**Service**

Which people are working in field company give them bike, car to investigate give many machineries to their agents to check pond water, give umbrella, pen, T-shirts to their clients and workers.

**Core values**

Nourish company giving importance on quality from customer point of view. They examine their product and service significantly just as a cautions. They believe in innovation, research and development and they think this is important to maintain customer satisfaction. Every year they invest money on research and development. Developing new solution and implementing new ideas and technologies for that they more service to their customer.

**Core strength**

Their plurality is their strength and their employees are their most valuable asset and source of asset. Actually by working with them they ensure best quality product. More than in one seen people today still do not have excess to sufficient protein and energy. That impact on their health. They ensure best quality food for poultry and hatchery that the people get good protein and stay health. Nourish has become the model for the sufficient production of high quality protein. That becomes for high skill employees. They believe their employees are their more valuable asset and source of success and make nourish one of the most credible brand names in the Argo food sector of Bangladesh.

**Core competency**

Nourish ranks the 1st position by producing broiler feed and 3rd poison in layer feed in the country. To hold the market position they produce 40 thousand tons of feed per month with their expert employee. They produce 1.25 million DOC per week and 2 million broiler chicken per month. With their expert workers nourish company create great impact on poultry firms. Now nourish has become best quality brand to customer and hold consistency on market for its premium quality.

**Mission and vision**

The mission of nourish poultry and hatchery is to create best quality brand product and the strongest value in Argo industrial sector in Bangladesh. They try to maintain consistency of quality product, competency and make their customer committed and sustainable with the vision of nourishment of people. Nourish will be create to best quality innovation to produce best quality product and they will be try hold the hole market as possible. Also they will be tried to make Transparency, honesty and mutual respect. This company also helps the women to participate beside man and precipitate in economic growth. Nourish believe the development of poultry side and fish side can be achieved best trustful organization in the market.

**Management System of nourish**

Many farmers are no enough known about poultry and poultry food, they are technically unable. Small farmers are not well known about chick’s quality, quality of feed and control system technically, bio security of firms. So many poultry firms giving bank facilities, sometimes poultry firms giving long term due benefits without interest. The distributors play vital role they supply capital to the farmers as credit facilities. Some of the farmers are unable to manage money to prepare the firms and purchase day old chicks. Basically they depend on companies facilities. To develop poultry sector the distributors provide credit facilities to their farmers to purchase feed for their chicks.

**Marketing system**

Nourish company try to use different way to market their products. They Target the market on the basis of location retailers, community center and conventional hall. They have many marketing employee to sell their products. Samiul Islam the marketing manager tolerates all this things. Field workers investigate hole the firms and try to sell their products, actually who are whole sellers.

They have some teams and selected areas and each person go to that area to sell their products and take dealership. Marketing people make sure about quality of the product and protein of their feed for chicks. They mean If you purchase this product your chicks growth rate will be high than any other chicks.

They tell to dealer about price, chicks rate to compare with another company price that our product is better than any other company product. Feed price is little high than some other company but protein rate is high.

Comparison of poultry feed price with other companies –

|  |  |  |
| --- | --- | --- |
| company  | broiler feed (statar) | Layer feed (Layer layer) |
| Kazi | 1300 | no feed |
| Aftab | 1280 | 1100 |
| Nourish | 1325 | 1107 |
| Paragon | 1330 | no feed |
| ACI | 1365 | 1100 |

Comparison D.O.C price with other company

|  |  |  |
| --- | --- | --- |
| company | Broiler | layer |
| Kazi | 24 | 30 |
| Aftab | 22 | 30 |
| Nourish | 24 | 45 |
| Paragon | 23 | 32 |
| ACI | 22 | n/a |

Sometimes the chicks’ price set by hatchery owners vary from month to month. Eggs are sold on the basis of color. The price of brown egg price is 10% higher than white egg. This way the marketing people market their DOC and feed.

Sometimes company fails to give actual support to their customer. Reasons for remunerative price-

* Producers are unable to establish marketing system.
* don’t follow government policy
* too far from customer
* Sometimes they fail to understand customer needs main reasons is that actually they don’t give importance.

**Nourish DOC marketing system**

Producers (live bird)

Traders

Wholesalers

Processing plants

Selling points/shopping mall

Retailer

Corner shop

Hawker

Consumer

There are many parties involved in marketing activities. Nourish Company DOC and feed distribution system is good. Village poultry farmers order chicks to company representatives and they deliver to the farmers. Company representatives also help about medicine supply. Customer order to field worker and they deliver medicine to their farmers. It is very difficult to identify all marketing activities and distribution system of whole industry about poultry. Their distribution system and marketing system are as usual. But they try to do different things from other company.

**Their business growth**

Nourish ranks the first position by producing Broiler feed and layer feed. Every year they produce more feed than previous year. This year 2019 they are producing 55 thousand ton feed per year and on average 7 ton feed per month in every area where there have Nourish factory. Top management of Nourish Expect more than 55 ton aqua feed production per month.

Top management of Nourish expects to produce 1.25 Million DOC per week, 32 thousand Parent Stocks per week and 2 Million Broiler Chicken per month by the end of year 2019.

**Future Outlook of nourish**

In future Nourish poultry and Hatchery Company wants to be one of the best poultry firm in Argo sector and recently honorable Managing Director of Nourish Bangladesh Mr. Nazmul Ahsan Khaled received the award on behalf of Nourish from Kuala Lumpur, Malaysia because of their quality full product, expert worker, and top authority are giving correct direction to their employee’s and hard working. Nourish company try to giving high quality feed to their farmers for chicks and fish. By eating nourishes feed their growth is high better than any other company in the Bangladesh. They will be tried to be one of the best seller with in Bangladesh than other company.

**Quality Assurance System**

nourish company also ensure the quality of their product with Quality Control Lab or Nutrition Lab, Microbiological lab, Ingredient Control, Process Control, Storage & Inventory Control, Personnel Safety & Environmental Issues etc. Quality goal is never achieved without the familiar participation of all the segments in a manufacturing unit. They check each segment product singly and after ensure quality full product by doing lab test they deliver best product.

**Commitment to clients**

Customer satisfaction is a number of one priority of nourish firm. They are committed to providing outstanding customer service, look care of their customer problem at all time. Nourish company enable to build long term relationship with their clients and partners. Nourish company committed to direct communication with their clients, message system, coordination, and planning and team approach to problem solving. They are committed to deleveraging the high quality of work to their projects and successfully completion of each project. Company also committed-

1. **Food guaranty**: If the client give complain to the authority with i 90 days, the company give back new products to their customer.
2. **FCR (feed conversion ratio):** they guaranty high protein food for fish (1.6gm = 1kg growth).
3. **Monthly Due facilities:** Monthly due facilities like- clients order 1 ton feed and price is 47500tk. Clients can give 47000 to the company. End of the month the clients have to pay that due amount 500 tk.
4. **Commission facilities:** company give commission base on feed (per ton).clients get monthly, yearly commission. If clients order 50 ton per month, he will get 400tk commission per ton.
5. **Hand cash facilities:** If the clients give order with hand cash he will get 10 paisa per kg.

**Corporate social responsibilities:**

Nourish company also doing social work besides producing good quality food. Especially Nazmul Ahsan Khaled donate huge money for social works like to build mosquito, madrasa, charity fund, flood affect people, for women empower etc.

**Number of employees**

As a well-establish organization they have 130 top level officers post and 2.5 thousand well skilled employees working for the company and producing good quality product and giving quality service.

**Location:**

House # 39, SonargaonJanapath Road Sector # 07, Uttara, Dhaka 1230

## Literature Review

Poultry is a substantial sector for Bangladesh to supply food. Bangladesh is suitable for poultry feeding. Many medium and small farmers are fostering poultry birds in Bangladesh. But farmers are not fully successful to breed chicks because of have not well technology, have no skill people for this sector. If government take some little steps for this sector the farmer s will be more helpful. Poultry is maybe the only sector that can produce maximum amount of egg and chicken using the minimum land. Recently in the poultry industry is creating some problems. The poultry farmers are suffering many problems in them lack of security of their farms,

* **lack of enough skilled farmers**- have no enough training management system for that farmers do not know how to make profit and how to breed chicks.
* **Feed problem-** farmers face that problem. Sometimes feed are not so good for that chicks growth rate becomes lower for feed. If have no feed problem growth rate will be high. Sometimes they import feed ingredient but they do not use full fill all ingredient because of high profit. They want to make high profit. For that farmers do not get actual result.

Every year, thousands of farms are come off due to,

* **Avian influenza-** This virus comes from Nepal that’s why many companies don’t import from Nepal. Farmers do not get enough profit that they invest for this virus. This is a big threat for poultry growth;

 Some diseases:

1. salmonella pullorum – 3 weeks
2. pasteurellamultocida – adults
3. clostridium perfringers – all ages
4. Mycobacterium avium- and
5. Fowl pox- adults
* **Problem of getting reasonable Price** - Sometimes the chicks’ price set by hatchery owners vary from month to month for that price is not stable. If the farmer purchaser doc at higher price they do not make enough profit but some people purchase doc at a lower price they make profit. Between ups and down it’s difficult to make profit. if the market price is stable every farmer gets enough profit. Recently government increases the chick’s price. Especially layer chicks Increase 2o taka to 60 taka. For that farmer now are in trouble and cannot make enough profit. Also increase food items like popcorn 5%, soybean 5%.
* **Inadequate modern poultry equipment-** sometimes feed materials price are gone so high because of we have no modern poultry equipment. For that we have to import feed from Vietnam or other country, main point is oil code materials that actually Bangladesh cannot produce.
* **High bank interest­-** On average 13 to 15% interest has to give. Sometimes they take interest 18 to 20% per year. This interest is high for farmers.. Actually the bank rate is 10% but they take higher than rate.
* **Problem of marketing and middleman:** Farmers are sometimes sell their layer at a lower price because of inadequate knowledge or enough information or may be transformation system. Big cause can be the middleman. Some farmers purchase chicks from middleman that why farmers do not get actual price. For that they cannot make enough profit.
* **Lack of research and discussion:** Farmers are not well known about poultry firm. Even many farmers start poultry firm without any discussion for that many farmers cannot make profit. Even many companies are making any seminar to teach about how to do poultry firm.
* **Absence of government help and guidance:** Bangladesh is economically good for poultry culture but the government is not contributing to this poultry sector. They have no proper guidelines to companies. Like importing well machine, raw materials etc.

Beside poultry firm have many benefits. In this sector requires less investment to start the poultry farming. Persons who have low income he or she may also start the business on a small scale. Many investors are investing huge money on this side. In them some benefits are-this is profitable business, Have many educated people who have nothing to do. By starting poultry firm they can take feed from this firm, poultry firm that can never dry up, Industry get total money of their investment Bank loan facilities from agricultural side etc.

* **Economically good for poultry farming:** Bangladesh is a great market for making commercial poultry farm. In recent years many poultry firms are growing rapidly in Bangladesh. Bangladesh is mostly dependent on [agriculture](https://www.roysfarm.com) and this related production. Poultry products like meat and eggs are the main source of protein for Bangladeshi people. Farmers raise more than 50 billion chickens annually as a source of food, both for their meat and for the eggs. Main reason of growing this industry in Bangladesh are rising of unemployment, lack of protein, women empowerment etc. For increasing these industries people get opportunity for work.
* **Motive for livelihood:** Poultry industry has become a motive for livelihood of 5.2 million of people. Many firms are growing for livelihood about 112000 farms has grown in our country. 32 mechanized feed mills, 46 small and more than 100 medicine companies are grown up. Now 90% domestic demand is met by this poultry industry. Now poultry firms are producing chicks commercially also eggs. Many firms are exporting chicks and eggs commercially.
* **Combined culture:** Most of the families (69%) are doing combined cultivates chicken with duck; also Materials are similar for combined culture duck with chicken. Mainly female members are doing well in poultry sector. About (50%) farmers got on an average less than 70 eggs per year per bird. A few farmers informed that they have collected more than 160 eggs from a bird in a year. Highest egg production was observed in winter season (60.88%). So in this sector beside many problems have many prospects,
* **Poultry in human nutrition:**Nourish Poultry food industry basically gives emphasis on protein. Poultry is a good source of minerals, b-complex vitamins. It contains less fat than other beef. Poultry meats are less harmful for fat and high beneficial monounsaturated fats. That makes up half of the total. Eggs are also a good source of protein minimum 150 calories have in one egg.
* **Job opportunity:** This sector has created huge job opportunity for farmers. Well educated people actually which people are not getting job, they can make firm .Other side poultry firming offer opportunity for part time or fulfillment employment. Even food minister also declared job opportunity. Now poultry firms are producing chicks and eggs commercially.
* **Scope of four folds increase in poultry sector:** Milk is traditional protein food for growing children but in future the egg and poultry meet will be substitute protein for growing children.

## Study variables

**Product quality and price problem:** Feed quality and price problem is the most important factor to farmers because all the things depend on feed quality and price. If the feed quality is good the farmers will be profitable. Otherwise if the quality is not good farmers will not be profitable. Recently many company import ingredient from outside but thru don’t use actual ingredient properly because of high profit. And companies are trying to keep market by reducing the price of the product. But the farmers don’t get actual result that they want. Companies should have use actual things and maintain good quality feed and price.

**Threat for poultry growth:** Recently Bangladeshi farmers are facing many threats for poultry growth. Recently poultry sector has been affected by many poultry diseases like avian influenza, salmonella pullorum, pasteurellamultocida, Fowl pox etc. If the government gives companies a chance to import actual vaccine for that selected diseases the farmers will be profitable. Also stop middleman and high bank interest. Bank interest must be under 10%.

**Medicine and investment problem:**Medicine is essential to solve chick’s diseases. Some farmers have no enough money to invest huge money for their projects. Some farmer fell hesitate to purchase high price medicine. If the government reduces the import tax on medicine the farmer can get the medicine at lower price and can make profit

**Lack of coordination and discussion:** There is a lack of coordination and discussion between companies and farmers. Companies are much not aware of discussion with farmers. For that many farmers are not doing well. Companies should send consultant to farmer’s firm and give suggestion willingly, so that the farmers can make firm and doing profit from their firm. Marketers have to be very empathetic to the farmers.

**Job opportunity:** This sector has created huge job opportunity for farmers. Well educated people actually which people are not getting job, they can make firm and from that they can make profit. From my investigation many firms are growing for livelihood about 112000 farms inside in our country. Other side poultry firming offer opportunity for part time or fulfillment employment. Even food minister also declared job opportunity. Now poultry firms are producing chicks commercially also eggs. Many firms are exporting chicks and eggs.

# Chapter 03

**Methodology, Data Collection, Finding, and Recommendation**

##

## Introduction

My study is based on problem and prospect of poultry feed industry in Bangladesh so initially I went farmers house and ask them question that i have made and collect survey data. Actually they are not well known about online survey even some farmers do not know English well so I ask them question and collect data. This is the only one option for me to collect data for survey. Everyone participating and answer my survey question very humble way. One of the farmers told me “I think this is a good think, because if you collect data this way then we can inform you about the problems that we are facing and also feed quality even company will be benefited and finally we will get good solutions about poultry and good feed for our chicks firm”. That is the way i collect the data in our survey. Here are the variables Product quality and price problem, Threat for poultry growth, medicine and investment problem, lack of coordination and discussion, and job opportunity. Based on these variables i have collected data for my survey.

I collect 21 samples for survey. Most of the people’s occupation is farmer and some are businessman who also sells feed. I am conducting this survey only on Bangladeshi poultry feed industry.

## Population and sample for the present study

The primary objective of the study of report is to broadly analyze "problem and prospect of poultry feed “and farmers many problems that they are facing. There are many poultry feed industry in Bangladesh so I tried so understand all feed industry in Bangladesh specially Nourish company. It is really difficult to cover all the area so the study was conducted on a small sample. Most of the people are farmer who buy feed for cultivation and some are businessman.

To be understand in better way the factors that I have made to understand the problems and prospect, a questionnaire with 17 questions was been designed, 21 samples has been collection from different ages and different occupation.

## Measurement (questionnaire)

From my questionnaire i find that 76% farmers and 24% businessman who are using poultry feed for their farming. Mostly farmers prefer Nourish feed for their chicks about 43% because of good ratio. Nourish company use actual ingredient that they import from outside. Chicks’ growth is good for high quality feed. But their feed price is high because their 1st priority is good quality. They ensure good quality feed for chicks. Nourish company said if you want high profit you have to invest. Actually their feed FCR is good. 29% farmers prefer quality feed. That is lower than nourish. Many farmers raised issue about quality feed their feed quality then FCR ratio. Actually they do not use actual ingredient that they import from outside. That’s why chick’s growth is not good. Recently their feed is trapped in port because they use pork fat. 19% farmers prefer ACI feed and 9% farmers preferring Mega feed. I also measure medicine and investment problem. They said medicine is essential to solve chicks’ diseases. If the feed quality is good you have to invest low amount of money on medicine side. From that perspective nourish company doing well and they always focus on their quality of product's that's why most of the people choose Nourish poultry feed.

# Questionnaire sample is added later part of the report

## Data collection procedures

I collected data from farmers and businessman between face to face communications. Online process was very difficult to collect data for my survey. Because mostly farmers are not well educated, they don’t know English well. Face to face communication was the best option for me to collect data for my study. I asked them each and every question that I have made. Firstly I have to make sure that they can clearly understand may question and give me correct answer. To be understand in better to find out problems and prospect, a questionnaire with 17 questions was been designed, 21 samples has been collection from different ages and different occupation. In 21 samples Most of the people’s occupation is farmer and some are businessman who also sells feed also.

## Data Analysis, Findings and Discussion

Here is the survey on Product quality and price problem, Threat for poultry growth, medicine and investment problem, lack of coordination and discussion, and job opportunity of poultry feed industry. In my survey we see that people are much aware about investment then chicks’ treatment. They need huge sum of money if farmers want to do their firm in a large range. Or in a small range they don’t need much money. Farmers are also aware of feed quality and price. They also want to ensure about medicine because medicine is essential to solve chicks’ diseases.

## Data Analysis of problems and prospect of poultry feed industry-

Product quality and price problem: In this study the average response of farmers on product quality and price problem is 3.39. If you look at the perspective of Nourish the average value is 2.72. This the lowest value between all other poultry feed. The customer of Nourish poultry feed disagree about my question, that “they don’t use actual ingredient, FCR ratio”. Because Nourish Company use actual ingredient that they import from outside and also feed conversation ratio is good. Other poultry feed value are Quality 3.5, ACI 3.62 and Mega 3.75. These values are high from Nourish value because some customers agree about my questions.

Threat for poultry growth: In this study the average response of farmers on poultry growth is 3.64. Recently poultry farmers are facing some poultry diseases like salmonella pullorum, Fowl pox etc. If farmers select their chicks from some selected area then they can reduce some diseases. Recently farmers are disturbing through middleman because some farmers purchase chicks from middleman that why farmers do not get actual price. For that they cannot make enough profit. Also high bank interest the bank rate is 10% but they take higher than rate.

Medicine and investment problem: The average response on medicine and investment problem is 4.14. This is the second highest value. Before investment they think about how much money they need, then medicine availability. Most of the farmers raised question about medicine price. Because the farmer calculate their profit based on medicine. Government has to reduce tax on medicine so that farmers can purchase medicine at low price to solve chicks’ diseases. Most of the farmers strongly agree that medicine is essential to solve chicks’ diseases.

Lack of coordination and discussion: This is a big problem in poultry industry. Lack of coordination and proper discussion farmers do not make profit as well. The average response of this variable is 3.45. Nourish company try to do make seminar every 2 weeks later. Nourish company also teach about how to do poultry firm. Also their consultants willingly negotiate with farmers. The average response of Nourish is 3.07. Most of the Nourish feed user disagree about my question that I have made that is “companies are not making any seminar to teach about how to do poultry firm” and “consultants do not negotiate with farmers willingly”. But other company value is high because other feed company doesn’t do that.

Job opportunity: The poultry sector of Bangladesh has created huge job opportunity for farmers. The average response of that variable is 4.24. This is the highest value. 90% people said about job opportunity. Poultry farming offer opportunities for part time or fulfillment employment.

## Research Implication

Following recommendation may be considered to sustain the poultry industry of Bangladesh:

To reduce food deficit especially protein related food, the poultry sector needs appropriate attention. For that public sector and private sector collaboration is essential. To fulfill the dream of present government vision 2021, poultry sector can act as a vital role. For that government should take some initiatives like import good quality ingredient and also reduce tax, proper management, training facilities etc.

Bank loan interest rate should be reduced in the poultry sector. Bank loan in this sector should be arranged at a 6-7% simple interest rate per annum. Loan providing condition should be calmed. Even bank should come forward through offering special service so that new entrepreneurs come forward to invest in this sector.

Government authority should design proper human resource development planning through coordination of public and private sector. Effective HR planning should be equally significant for the public and private poultry sector in Bangladesh. Especially educational structure should be updated based on need. And employ professional trainer. Skilled HR can hire foreign source to give proper knowledge, training, technical Knowledge to the poultry farmers.

Supply chain management should be improved so that the poultry farmers can directly supply eggs and chicken meat to the retail shop. So that middleman cannot get chance. For middleman consumer give extra money, price increases so middleman must be stopped. Transformational cost for eggs and chicken related products should be reduced, so that consumer should purchase at a reasonable price.

Government should give priority on medicine side. Medicine is essential to solve chicks’ diseases. Framers feel hesitate to purchase high price medicine. Government should reduce tax in import medicine or take alternative action.

The relevant authority should improve the security system. So that farmers can supply day old chicks, live birds movement and equipment movement all over the country.

Government should deal with the problem of avian influenza. Bangladesh is sixth worst victim nation. To increase export chicken related products we need to come out from this worst diseases. Even to face the global warming problem, this sector can get more priority.

Companies and farmers have to take prior planning about bio security and should follow appropriate steps so that they can maintain bio security and keep environment healthy inside and outside the firms.

Workshop, seminar will be arranged by the companies. So that they can teach farmers how to do poultry firm and make profit. Also need discussion between consultants and farmers. Marketers have to be empathetic to the farmers and they have to do negotiate willingly with farmers. For that farmers will get latest knowledge of poultry and marketing.

Poultry industry needs special attention from government, because this sector fill huge deficit of protein related food at a cheaper cost. Also this sector can create employment of one crore people in this sector. Within 2021 the egg and poultry meet will be substitute protein for country people. That may be fulfilling the dream of present government vision.

## Conclusion

The role of poultry sector for developing Bangladesh is enormous. Recently the government has taken a number of steps to solve many problems and developing this sector. Main reason is that, this sector strengthening the economy even at a lower price country peoples are getting eggs and poultry meats as a substitute protein. Skilled human resource can contribute to the society in a significant way in various sectors because Skilled HR should be hired foreign source to give proper knowledge, training, technical Knowledge to the poultry farmers. For that poultry farmers understand how to do poultry firm, about vaccine, and make profit. Also contribute to increase our economy. From my survey i find out every feed company compete with their effective human resource, increase quality, increase their productivity want to create and hold market positioning. Nourish company is one of them. From my survey I understand that they are doing their job perfectly. If the government and companies follow all the recommendations, this sector will be key factors or contributors to develop the Bangladesh.

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# Appendix

**QUESTIONNAIRE**

Problems and prospect of poultry feed industry

**Dear Sir/Ma’am,**

I am a student of BBA program at the **United International University** doing survey on “problem and prospect of poultry feed industry in Bangladesh: A study on Nourish poultry and hatchery LTD.” to complete my internship report.

This is not a test. There is no correct or wrong answer to any question. Don’t worry or puzzle on individual question. Response quickly and record your immediate thoughts. The information you provide will be treated as **strictly confidential**. All analyses will be conducted on an aggregate level with no reference to individual responses.

If you have any questions please contact my supervisor Dr. Kawsar Ahmmed

(E-mail: kawsar@bus.uiu.ac.bd)

Sincerely yours,

Md.Rahaduzzaman

ID: 111 151 073

School of Business and Economics

United International University

Occupation

|  |  |  |
| --- | --- | --- |
| * Farmer
 | * Businessman
 | * student
 |

 Do you cultivate day old chicks (DOC)?

|  |  |
| --- | --- |
| * Yes
 | * No
 |

Which brand do you prefer for your chicks?

|  |  |  |  |
| --- | --- | --- | --- |
| * Nourish feed
 | * Quality feed
 | * ACI feed
 | * Mega feed
 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product quality and price problem** | Strongly Disagree **(1)** | Disagree **(2)** | Neutral | Agree  | Strongly Agree  |
| 1 | feed company do not use actual ingredient that they import from outside because of high benefit | 1 | 2 | 3 | 4 | 5 |
| 2 | company fail to give farmers Feed conversation ratio (1.6 kilo of feed to 1 kilo chicks growth) | 1 | 2 | 3 | 4 | 5 |
| 3 | chicks growth is not good for bad quality feed | 1 | 2 | 3 | 4 | 5 |
| 4 | the price of poultry feed is much higher than expected | 1 | 2 | 3 | 4 | 5 |
| **Threat for poultry growth** |
| 5 | recently Bangladesh has been affected by many poultry diseases like Avian influenza | 1 | 2 | 3 | 4 | 5 |
| 6 | farmers are disturbing through middleman | 1 | 2 | 3 | 4 | 5 |
| 7 | farmers has to pay higher price than market price | 1 | 2 | 3 | 4 | 5 |
| 8 | bank interest is high | 1 | 2 | 3 | 4 | 5 |
| **medicine and investment problem** |
| 9 | farmers feel hesitate to purchase high price medicine because of high tax | 1 | 2 | 3 | 4 | 5 |
| 10 | frames need huge sum of money to invest in their projects | 1 | 2 | 3 | 4 | 5 |
| 11 | medicine is essential to solve chicks diseases | 1 | 2 | 3 | 4 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **lack of coordination and discussion** | Strongly Disagree **(1)** | Disagree **(2)** | Neutral | Agree  | Strongly Agree  |
| 12 | companies are not making any seminar to teach about how to do poultry firm | 1 | 2 | 3 | 4 | 5 |
| 13 | marketers are very empathetic to the farmers | 1 | 2 | 3 | 4 | 5 |
| 14 | consultants do not negotiate with farmers willingly | 1 | 2 | 3 | 4 | 5 |
| **job opportunity** |
| 15 | the sector has created huge job opportunity for farmers | 1 | 2 | 3 | 4 | 5 |
| 16 | poultry farming offer opportunities for part time or fulfillment employment | 1 | 2 | 3 | 4 | 5 |
| 17 | food minister or the finance minister also declared about job opportunity | 1 | 2 | 3 | 4 | 5 |