

# DEDICATION

To the soul of my father

To my mother

Brothers and sisters

To my wife and sons

With love and respect

**Nourien**

# Acknowledgement

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# ABSTRACT

The main objectives of this study is to investigate the possibility of improving sheep marketing efficiency, regarding the emphasis concerning the marketing costs and margins.

The study was based on primary data collected by means of three types of questionnaires applied to interview stratified random samples of wholesalers or exporters, producers and retailers.

In addition, secondary data was obtained from sources related to the field of the study. Descriptive analysis and marketing performance measurements were used to achieve the stated objectives. The study concluded that the sheep marketing performance is imperfect as a consequent of high transportation costs, high costs of losses and mortality, high taxes and multiple fees. The second type of findings indicates the prevalence of secret auctions at El Moueleh Market, that distorts the marketing efficiency. In order to reduce marketing costs, the study recommends the following:

1. Construction and improvement of the infrastructures e.g. roads, highways, markets and transport infrastructures facilities.
2. Utilization of large well equipped trucks suitable for physical characteristics of the animals.
3. Establishment of risk management units in the areas where armed robbery and insecurity are prevalent.
4. Provision of animal feeds, concentrates and water throughout the year.
5. Improvement of loading and unloading practices.

6. Training of the auctioneer should be conducted to improve his knowledge about open auction operations and management at El Moueleh market.
7. The government should reduce the imposed taxes and multiple fees on producers and traders.
8. Specialized trial carriers to be established by the government to consolidate the infrastructures at subsidized cost

# بسم الله الرحمن الرحيم

## خلاصة الأطروحة

يهدف الغرض الأساسي لهذه الدراسة في بحث إمكانية رفع الكفاءة التسويقية للضأن مع التركيز على دراسة التكاليف والهوامش التسويقية.

إستندت الدراسة على معلومات أولية تم جمعها بواسطة ثلاثة أنواع من الإستبيانات مستخدمة عينات عشوائية طبقية لتجار الجملة والمصدرين والمنتجين وتجار التجزئة بالإضافة إلى جمع معلومات ثانوية ذات إرتباط بمجال الدراسة.

لقد تم إستخدام التحليل الوصفي ومقاييس الكفاءة التسويقية لتحقيق الأهداف.

خلصت الدراسة إلى أن الكفاءة التسويقية للضأن غير فعالة نسبة لإرتفاع التكاليف التسويقية مثل النقل، الضرائب والرسوم المضاعفة، وكذلك خلصت الدراسة إلى أن ممارسة الدلالة السرية في سوق المويلح تضعف الكفاءة التسويقية.

للتقليل التكاليف التسويقية أوصت الدراسة بالآتي:

1. تشييد وتحسين البنيات التحتية مثل الطرق والأسواق والنقل وغيرها.
2. إستخدام الشاحنات الكبيرة المجهزة والملائمة للخصائص الطبيعية للحيوانات.
3. إنشاء وحدات لإدارة المخاطر في الأماكن التي يسود فيها النهب المسلح والإضطراب الأمني.
4. توفير الأعلاف والمركبات والمياه طوال العام.
5. تطوير وسائل الشحن والتفريغ.
6. تدريب الدلالين لإكسابهم مهارات وطرق حديثة في إدارة الدلالة المفتوحة في السوق.
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