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FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT



**THE IMPACT OF IMPORTED POULTRY PRODUCTS ON THE PERFORMANCE OF
THE POULTRY INDUSTRY IN MUTARE**

BY

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ABSTRACT

There has been an influx of imported poultry products into Zimbabwe after the dollarization of the economy in 2009. This has been met with mixed reactions among major stakeholders in the industry. The way forward regarding the inflow of poultry imports has not been clear. The main aim of the study is, therefore, to determine the impact of poultry imports on the performance of the poultry industry in Zimbabwe with specific reference to Mutare.

A cross-sectional survey design was used because there was limited time and it is also less expensive. Questionnaires were used to collect data from a sample of 30 producers. One hundred and twenty customers were interviewed. Customers were also observed as they purchased poultry commodities in major retail shops. Secondary data were collected from producers' records, Zimbabwe Poultry Association and Ministry of Agriculture. Data were then presented in tables and figures, analyzed and interpreted.

The study revealed that imported poultry products reduced profit margins of the local poultry industry. Imports were found to decrease the market share of the local poultry commodities. The study also found that consumers were loyal to local poultry commodities. The perceptions of consumers were found to be positive towards local poultry commodities and negative towards imported poultry products. Imports were also found to suppress growth of the local industry. Finally, the study revealed that efficiency in production is the major effective strategy that can be used to deal with the influx of imports.

It was concluded that imports negatively affect the poultry industry by reducing profit margins, competing for the same customers, and suppressing growth of the local industry. On a positive note, it was concluded that imports benefit consumers in that they moderate prices on the local market and that they spur local producers to use more efficient production systems thereby resulting in lower prices.

The study recommends that the government put mechanisms to control imports to ensure that the local market is not flooded with cheap and poor quality imports. The government should also put up the necessary facilities to ensure that local producers are efficient. The government's position regarding genetically modified organisms-related products should be clear and consumers should be educated about the benefits and costs of genetically modified organisms-related products. Local poultry producers are recommended to use efficient production systems in order to be competitive on price against imports. Local poultry producers should also take advantage of the positive perceptions that local consumers have about local poultry products and promote their products accordingly. It is also recommended to carry out further research into this field in order to determine the impact of imports on the whole poultry industry in Zimbabwe.