A supplementary dissertation to obtain the degree of B.Sc. in animal production

Marketing of Fresh Meat in Khartoum state-Sudan

Supervisor: Dr. Nahid Mohammed Tawfik

By
Hussam aldeen Mohamed Ahmed
Hadeel elfateh Mohamed
Roaa salama Said

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Dedication

To our dear parents
To our decent supervisor
To our families and every one had support us
Acknowledgment

In the beginning, we would like to provide full thanks to Allah the almighty god who gave us the ability to complete this study. Then we extend our sincere thanks and appreciation for supervisor Dr. Nahid Mohammed Tawfiq for big and continuous support and advices, we also like to thank all those working at the library of milk production department and meat production department for their great help.
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ABSTRACT

This research aims to focus the light on the marketing of fresh meat sector in Khartoum state in order to detect flaws in the marketing chain. A scientifically structured questionnaire was prepared according to the pre-survey, which had conducted in the state. A 60 questionnaire had distributed in (Khartoum north _ bahri _ Omdurman) from April to June 2016. data had analyzed by Excel program and the result were:

- Most of the fresh meat sellers using the promotion in limited extent confined to traditional advertising through signboard and microphone and packing bags.
- The sellers pricing according to market uncontrolled price what leads to rising at meat prices in non-justified way.
- Some outlets qualified in an appropriate way to maintain the safety of meat, such as supermarkets and modern butchers that have recently become widespread, and some like the butchers and tables of selling meat in popular markets. Was inconsistent with the public health conditions
- Obviously, the defect position in the chain of meat marketing focused on a slice of intermediaries who are playing the prices according to their personal interests, what reflected clearly on the market price affecting the wholesalers and retailers, and the distribution outlets reaching impact ultimately at the consumer.
- Obviously, opening the investment in the meat sector led to paradigm shift in this sector what reflected positively on the consumer awareness and taste. On the other side, the popular markets continue to suffer from irregularity in the sale and show, in the light of the lack of control.

The study had concluded with a number of recommendations that include:

- Focus on the flaws by government agencies and work to resolve the issues that lead to fluctuation, what guarantee the rights of the consumer and the seller.
More control and observation by government on this sector include the sellers and pricing methods, as well as the health aspects of outlets selling fresh meat in Khartoum state.

Further studies on this sector broadly include the production areas to gain access to the problems facing this sector from production down to marketing stage.

Implementation of marketing research that looking and identifies the problems of this sector to reach radical solutions lead to best.
Chapter one

1.1 introduction

The early beginnings of meat marketing might have coincided with the first settlements of mankind and the development of different trades and professions. Since then, meat has developed into a valuable commodity in many countries. Fresh meat is a highly perishable good and therefore prone to spoilage and must be treated with utmost care for consumer protection. Meat must be produced, transported, stored and marketed under hygienic conditions.

In industrialized countries, fresh meat is mostly generated in modern slaughter facilities and an uninterrupted cold chain is applied during cutting, transportation and marketing. Meat inspection and quality control procedures are put in place and implementation is monitored by Government authorities. Depending on the location, basically two different marketing systems can be observed:

In rural settings of industrialized countries, the whole meat marketing chain is often covered by traditional butcheries selling fresh meat produced in the immediate surroundings, thus avoiding long supply chains. Butchers have direct contacts to the smallholder livestock producers and provide fresh meat and specialized meat cuts to their customers. Having their own slaughter, cutting, processing and sales facilities ensures the freshness and traceability of the meat offered. The responsible local authorities monitor the introduced meat hygiene and safety regulations.

In urban centers and industrial areas, the number of small butcheries selling their own produce directly to consumers decreased substantially over the last decades. With growing populations and increasing demands for meat, better-suited marketing systems were needed. Modern supermarket outlets took on this role. Such high volume meat production and trade require stringent quality control systems to avoid health hazards for the consumers. Due to the distance from livestock producing areas and resulting longer supply chains for the meat, freshness and traceability present a challenge for all parties involved in the marketing chain. The development and subsequent introduction of
stringent quality control systems and efficient traceability mechanisms was a logical consequence.

In some countries where a fast industrialization process took place joined by a concentration of urban population and the development of mega cities, serious problems in food supply emerged. Due to prevailing consumer preferences, fresh meat is often still sold in traditional wet markets, but must be transported from far outside the cities without adequate infrastructure. As a result, serious health hazards for consumers can emerge. In recent years, supermarkets are emerging in such areas, but prices may be higher and meat is often not affordable to lower income groups.

In developing countries with predominantly agricultural based economies, fresh meat is still mainly distributed through traditional wet markets or simple meat stalls. These wet markets and meat stalls are often attached to slaughter places or in the proximity of rural slaughter facilities. In the absence of functional cold chains, fresh meat is purchased in the early morning, cooked, and consumed the same day. Meat inspection regulations are put in place by local authorities to facilitate the supply of safe and wholesome meat to consumers, but implementation and monitoring still varies widely. In all above-mentioned cases, strict regulations on meat hygiene and safety must be applied. In order to facilitate the efforts of Governments and regional and international authorities, FAO and WHO have established the Codex Aliment Arius. The various codes are frequently updated and availed to authorities as guidelines for the establishment of appropriate food safety regulations.

1.2 Research problem:

The sector of red meat in Sudan faces many problems represented by fluctuation of the price in the full absence of control, determine a fixed price of meat, and put deterrent punishment for those who violate these regulations, so this research aimed to highlight these problems and propose solutions to address them.

1.3 Research objectives:

1. Shedding light on the marketing of fresh meat in Khartoum state in order to identify the points where the defects are.
2. Provide information for those interested in entering the sale of fresh meat market
3. Provide information to competent authorities in order to develop this sector
4. Going out with solutions and recommendations in order to fix the problems that sector faces.

1.4 The importance of research:

Due to the lack of scientific research in the field of marketing of fresh meat in Sudan, and the lack of adequate information of the problems of this sector there was a necessity need to scientific researches aims to upgrade the sector and find solutions to improve it.

1.5 Hypothesis of the study:

1. Marketing of fresh meat in Sudan facing many problems that prevent benefits from huge livestock that the country enjoys in optimal manner.

2. As result of errors in the process of marketing of fresh meat, the meat trade rising cost and effect each part, seller does not achieve the desired profit and consumer does not achieve satisfaction to his need of red meat.
CHAPTER TWO

Literature review

PRINCIPLES of marketing:

2.1 Marketing Definition

Simplest definition of Marketing: managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value, keep, and grow current customers by delivering satisfaction.

Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.

2.2 Marketing concept:

The Marketing Concept The marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do.

2.3 Customer Needs, Wants, and Demands

Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety. Marketers did not create these needs; they are a basic part of the human makeup.

Wants are the form human needs take as they are shaped by culture and individual personality. Wants are shaped by one’s society and are described in terms of objects that will satisfy those needs. When backed by buying power, wants become demands.

2.4 Marketing mix:

2.4.1 Product:

Product is anything that is offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need.

Product classification:
Classification according to their durability and tangibility

Non-durable products are goods that are normally consumed quickly and used on one or a few usage occasions, such as, soap and food products.

Durable products are products used over an extended period of time and normally survive for many years. Examples are refrigerators, cars and furniture.

Services are activities, benefits and satisfactions offered for sale which are essentially intangible and do not result in the ownership of anything. Examples include haircuts, holiday packages and banking services.

Classification according to the types of customer that use them

**Consumer Products**

Consumer products are those bought by final consumers for personal consumption.

**Convenience products** are consumer goods and services that the consumer usually buys frequently, immediately and with a minimum of comparison and buying effort.

**Shopping products** are less frequently purchased and consumers spend considerable time and effort gathering information and comparing alternative brands carefully on suitability, quality, price and style.

**Specialty products** are consumer goods with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.

**Unsought products** are consumer goods that the consumer either does not know about or knows about but does not normally think of buying.

Industrial products are those bought for further processing or for use in conducting a business.

**2.4.2 Price:**

All products and services have a price just as they have a value in the narrowest sense; price is the amount of money charged for a product or
service. More broadly, price is the sum of all the values that consumers exchange for the benefits of having or using the product or service

General Pricing Approaches:

Cost-Plus Pricing
The simplest pricing method is cost-plus pricing - adding a standard mark-up to the cost of the product.

Target profit pricing
The firm tries to determine the price at which it will break even or make the target profit it is seeking.

Value-Based Pricing
Value-based pricing uses buyers' perceptions of value, not the seller's cost, as the key to pricing.

Competition-Based Pricing
Consumers will base their judgements of a product's value on the prices that competitors charge for similar products.

Going-Rate Pricing
The firm bases its price largely on competitors' prices, with less attention paid to its own costs or to demand.

Pricing Strategies

Market-Skimming Pricing
Many companies that invent new products initially set high prices to 'skim' revenues layer by layer from the market.

Market-Penetration Pricing
Set a low initial price in order to penetrate the market quickly and deeply - to attract a large number of buyers quickly and win a large market share.
Product-Mix Pricing Strategies:

In this case, the firm looks for a set of prices that maximizes the profits on the total product mix.

Product-Bundle Pricing

Using product-bundle pricing, sellers often combine several of their products and offer the bundle at a reduced price.

2.4.3 Promotion

Promotion mix:

Consists of the specific blend of advertising, personal selling, sales promotion and public relations tools that the company uses to pursue its advertising and marketing objectives.

Let us define the four main promotion tools

Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

Personal selling

Oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales and building customer relationships.

Sales promotion

Short-term incentives to encourage the purchase or sale of a product or service.

Public relations

Building good relations with the company's various publics by obtaining favorable publicity, building up a good 'corporate image1, and handling or heading off unfavorable rumors, stories and events.
DIRECT MARKETING

Direct marketing is non-public as the message is normally addressed to a specific person.

2.4.4 Place distribution:

Place refers to availability of the product to the targeted customers. A company can adopt multiple channels to get its product to the customers, these channels can be direct and indirect and choice of channels has strong effect on sales, direct channels to reach customers could be company owned stores, phone and internet selling while indirect selling could be through intermediaries such as distributes or agents. Using indirect channels, company has to give up control over distribution and selling.

Company loses control over prices charged to end users, and how the product has been displayed. Indirect channels should be use because intermediaries have the experience of the market, they may be specialized in a segment and may have scale of operations, and therefore they can add value to product.

2.5 Introduction on meat science:

What is meat?

Meat is defined as those animal tissues that are suitable for use as food

Properties of fresh meat:

Fresh meat is used in a special context to include product that has undergone the chemical and physical changes which follow slaughter but has been only minimally processed by procedures such as fabrication into retail cuts...etc. or freezing

The properties of fresh meat dictate its usefulness to the merchandiser its appeal to the purchaser or consumer and its adaptability for further processing of particular importance are water holding capacity, color, structure, firmness, and texture.
Meat quality:

fresh meat must first look good to the costumer who is selecting meat for purchase the product must then meet the visual expectation of the ultimate consumer after preparation for serving therefore color and textural characteristics are critically important once the consumer decides to eat product the palate must be satisfied. the aroma must be pleasing and the tenderness, juiciness, flavor must meet the expectations of the costumer. Expectations depending on cultural background among consumer.

2.6Retail meat merchandising:

Retail store types

Supermarkets:

Far more meat is selling in supermarkets and warehouse stores therefore self-service is the prevailing type of selling employed in supermarkets and warehouse stores. This allows shopper to carefully observe the perceived quality of meat as well as unit price before purchase is actually made.

Butchers hope:

Meat usually displayed in glass-fronted display cases. Shoppers after which sales personnel cut weigh package and price the items make selections. In this process, shoppers frequently receive information on meat selection, cookery, and serving methods.

Convince stores:

Convince stores represent important outlets for meat merchandising because of their neighborhood locations. Even though meat selections are usually limited to vacuum packaged processed meat, the convenience associated with these stores results in significant meat sales. Deli counters and food carryout operations frequently are located in these type of stores.

Specialty shops:
Food specialty shops offer attractively packaged items with unique palatability characteristics.

**Fresh meat displays:**

Fresh meat display perform the primary selling function in merchandising fresh meat. If products are themselves appealing and they are presented in a manner to convey an image of wholesomeness, nutritive value, and eating satisfaction, a major part of the persuasion of potential buyers will have been accomplished. Packaging system and display conditions play major roles in these presentations.
Chapter three

Material and method

3.1 Area of the study:
Khartoum is one of the eighteen states of Sudan. Although it is the smallest state by area (22,142 km²), it is the most populous (5,274,321 in 2008 census). It contains the country's largest city by population, Omdurman and the city of Khartoum, which is the capital of the state as well as the national capital of Sudan.

3.2 Population of study:
The target of the study was the retailers of fresh meat in Khartoum state. Khartoum state had divided in to three major consumption area (Khartoum north – Omdurman – bahri)
The targeted retailers was at supermarkets and butchers 60 random sample were chosen 20 at Khartoum city 20 at Omdurman city and 20 at bahri city.

3.3 Data collection:
The study mainly based on primary data collected from the selected sample through a scientifically structured questionnaire.
The questionnaire design based on pre survey that made in Khartoum state retailers of fresh meat will probably respond to the questionnaire positively.

3.4 Statistical analysis:
The collected data was analyzed by using Microsoft excel program. Microsoft Excel is a spreadsheet program included in the Microsoft Office suite of applications, Spreadsheets present tables of values arranged in rows and columns that can be manipulated mathematically using both basic and complex arithmetic operations and functions.
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Chapter five

Discussion

The illiteracy rate is low among the sellers of fresh meat in Khartoum state as the study showed, 38.3% of the sellers had studied up to secondary school level, followed by 35% studied up to university level.

73% of the sellers say they are committed to a specific uniform at work, what gives a sign of cleanliness and quality. The rest does not adhere to dress and this common in small butchers.

48.34% of seller's represents slaughterhouses basic sources of meat, either they are buying live sheep and slaughter them in slaughterhouses or from their own farms, while 40% of sellers get there fresh meat from wholesalers and the rest provides them with retailers.

Refrigeration cars represent the most widespread method of transport by 70%, while 26.7% of meat sellers transporting by their own cars (Boxy) the remaining 3.3% used other transport methods.

40% Of fresh meat sellers believe that the transport of meat is expensive cost what influence the price, while 55% of them say they its medium and only 5% believe it is low cost.

Most stores that sell the meat supplied medium amounts of meat per day by 46%, while the stores supplied large amounts was 30% and 23.3% supplied small amounts daily.

The study showed that there is a convergence ratio between sheep and calf consumption but consumption of calves meat is little higher and the percent was 58.3%, the sellers said that the meat of calves are most sailed because it cheaper in price.

67% of the sellers choose the carcasses according to the age only, while 13.34% of them consider sex a key factor in the selection of the carcass while 30% of the sellers choses their carcasses according to weight only, without taking the sex and age in considered.

Most of the sellers using the promotion estimated by 70.1% with different ways, while 29.9% do not see the need to use the promotion.
The study showed that 78.3% of meat stores sell the lean meat, hooves and viscera steadily per day, but 13.34% of supplied these products only by order.

Rising proportion of buying meat in males than females as 60% of the sellers said while 40 % think the opposite.

The study showed that purchase rates is increases at the afternoon as 51.6 % of the sellers answered because this is the time when the employees return home at the end of the day.

80% of consumers buying small amounts of meat in the form of fragmented pieces. The study also showed the remaining 20% are buying large pieces usually buy enough meat for a week or a month as sellers responded.

88.3% of sellers believe they have a fixed customers and that is usually followed habit in the Sudanese society where they buy from one seller trust him on an ongoing basis.

The study showed that most of the consumers of the Khartoum state are buying small amounts of meat (1/4-1) kg on average as 65% of sellers answered.

Purchase rates goes up on Fridays and holidays as 50% of the sellers answered, while 45 % of them believe that Ramadan is the most seasons with high purchase rates.

The study showed that 56.6% of sellers determine their prices according to the market price what leads to the fluctuation of prices of meat without a specific price stability.

Plastic bags being uses in the packaging by 53.4%, and it often use in butchers, the porcelain dishes uses by 46.6% and it generally used in supermarkets.

The study showed that there is a convergence ratio between Showing meat behind show refrigerators or hanging on hooks but the show refrigerators was little higher and the percent was 53.3%.

75% of sellers putting the remaining meat at night in the freezers but 18.3% let the meat at show refrigerators.
Most sellers say they maintain safety and hygiene standards, because it an indicator of the quality and attract the consumer the percent was 98.3%.

The largest percentage of the sellers 71.7% do not believe that the government help in the development of marketing of fresh meat but the rest think the opposite.
Chapter six

6.1 conclusion:

1. Most of the fresh meat sellers using the promotion in limited extent confined to traditional advertising through signboard and microphone and packing bags.
2. The sellers pricing according to market uncontrolled price what leads to rising at meat prices in non-justified way.
3. Some outlets qualified in an appropriate way to maintain the safety of meat, such as supermarkets and modern butchers that have recently become widespread, and some like the butchers and tables of selling meat in popular markets was inconsistent with the public health conditions.
4. Obviously, the defect position in the chain of meat marketing focused on a slice of intermediaries who are playing the prices according to their personal interests, what reflected clearly on the market price affecting the wholesalers and retailers, and the distribution outlets reaching impact ultimately at the consumer.
5. Obviously, opening the investment in the meat sector led to paradigm shift in this sector what reflected positively on the consumer awareness and taste. On the other side, the popular markets continue to suffer from irregularity in the sale and show, in the light of the lack of control.

6.2 recommendations:

1. Focus on the flaws by government agencies and work to resolve the issues that lead to fluctuation, what guarantee the rights of the consumer and the seller.
2. More control and observation by government on this sector include the sellers and pricing methods, as well as the health aspects of outlets selling fresh meat in Khartoum state.
3. Further studies on this sector broadly include the production areas to gain access to the problems facing this sector from production down to marketing stage.
4. Implementation of marketing research that looking and identifies the problems of this sector to reach radical solutions lead to best.
6.3 References:

- Philip Kotler, Gary Armstrong, Principles of marketing, 14TH Edition,

6.4 Appendices:

بسم الله الرحمن الرحيم

الرجاء التكرم بالإجابة عن الأسئلة التالية بوضع علامة (✓) في المكان المخصص:

1. المستوى التعليمي:
   □ متوسطة □ ثانوي □ جامعي □ أخرى أذكرها .........

2. ما هو نوع المحل؟
   □ جزارة □ سوبر ماركت

3. هل تقوم أنت أو العمال لديك بارتداء زي عمل محدد؟
   □ نعم □ لا

4. ما هي مصادر اللحوم لديك؟
   □ مسالخ □ مصارع □ تجار تجزئة □ تجار جملة

5. ما هي طرق النقل المستخدمة لنقل اللحوم من مصدرها؟
6. قدر تكلفة النقل لديك؟
- عالية
- متوسطة
- منخفضة

7. الكمية التي توردها يومياً:

8. ما هي أكثر الأصناف قبولا لدى المستهلك؟
- عجالي
- ضان
- عاجلي

9. كيف تختار الذبائح؟
- الجنس:
- العمر
- الوزن
- الذكر
- الأنثى

10. هل تستخدم الترويج؟
- نعم
- لا

إذا كانت الإجابة لا أذكر السبب...

11. ضع علامة (✓) على أنواع الحوم المتوفرة لديك:
- مشفى
- لحم بعظم
- رأس (كرش - كبد - كلي - قلب)
- كوارع

12. أكثر المستهلكين لديك من:
- الذكور
- الإناث

13. ما هي أكثر الأوقات التي تزيد فيها معدلات الشراء؟
- الصباح
- الظهر
- الفترة المساءة

14. ما أكثر طرق الشراء التي يحبذها المستهلكي لديك؟
- قطع مجزأة
- قطع كبيرة

15. هل تعتقد أن لديك مستهلكين دائمين؟
- نعم
- لا

16. ما هو معدل الشراء للمستهلك في اليوم؟
- 1-1/4 كجم
- 5-9 كجم
- 10-15 كجم
17. من ملاحظتك حدد أكثر المواسم اقبالاً على الشراء؟

- الجمع والأعياد
- رمضان
- أخرى أذكرها

18. كيف تقوم بتسعر منتجاتك؟

- حسب سعر السوق
- حسب الموسم
- إضافة هامش ربح
- سمعة المحل

19. ما هي طرق التعبئة المستخدمة؟

- أكياس بلاستيكية
- أطباق مغلقة
- أخرى

20. ما هي طريقة العرض المتبعة؟

- خلف ثلاجات العرض
- أخرى

21. لماذا تفعل باللحوم المتبقية?

- تتركها في المبرد الزجاجي
- تدخلها إلى الثلاجات الكبيرة
- أخرى

22. هل تحافظ على معايير السلامة والنظافة؟

- نعم
- لا أذكر السبب

23. هل تعتقد أن الحكومة تساهم في ترقية تسويق اللحوم؟

- نعم
- لا

**** شكراً جزيلاً ****