Masters’ Thesis

An Assessment of Strategies that Can Help Establish Sustainable Youth Agribusinesses: A Case of Fish and Poultry in Nairobi

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START UP
EXISTING BUSINESS

CURRENT POSITION

plan

DESTINATION

SALES/STOCK
NICHE MKTS
PROFITABILITY
DEMAND
EXPANSION
There has been a rise in demand for agriculture produce in developed countries and developing countries, the consequent inability of local producers to meet this demand is of concern.

Agribusiness in developing countries is a reliable development tool for addressing food security, and enhancing rural livelihood conditions and smallholders’ productivity.

Strategic management is essential for sustainability of businesses.
Projected Population Growth (in billions)


Sources: http://ow.ly/rpfMN
Master Thesis: An Assessment of Strategies that Can Help Establish Sustainable Youth Agribusinesses: A Case of Fish and Poultry in Nairobi

Purpose of Study

The purpose of the study is to assess strategies for a sustainable agribusiness of fish and poultry in Nairobi County.

Research Objectives

This research will be guided by following research objectives.

- To determine how low cost leadership strategies is used by fish and poultry in sustaining business
- To establish differentiation strategies applied by fish and poultry farmers in sustaining business
- To establish effectiveness of low cost leadership and differentiation in sustaining business
Low cost leadership

Charging a lower price but selling larger volumes, creates more profit and expands market share.

Producing at minimum operation costs..
Case Scenario:

- ‘imports’ live Kienyeji chicken from Kisii and sells them freshly processed to clients in Kinoo area.
- marketing through ecosystem
- Innovation
Differentiation strategies

Products that offer unique attributes that are valued by customers....

Customer's perception is that product is different from others....
Case Scenario:

- Processing fish into ready-to-cook products such as sausages and samosas
- Packaging
- Brand
Significance of Study

**Entrepreneurs:** This research will help entrepreneurs determine strategies to use when faced with turbulence

- access market
- productivity
- differentiate products

**SMEs:** with proper strategies SMEs will be able to sustain their businesses

- increase food security
- increase employment
- improve livelihood

**Society:** The findings of this research will help in adding knowledge and information on Poultry and Fish farming. Leveraging from GAME center;

- share knowledge through GAME center programs
- impact society
In conclusion;

- After years of neglect, agriculture is once again seizing the attention of African governments, business leaders, communities, and development donors, as a powerful driver of the continent’s relentless growth.

Thank you!!!