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Exporting of Country Chicken

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Abstract: ***The frozen country chicken industry, a plant-based meat startup, and the prospective markets for South Indian cuisine are the three main topics of this report's exploration of the prospects and problems facing the food sector. For entrepreneurs that have access to Aseel roosters, the frozen country chicken industry presents a profitable possibility. The business concept of this venture revolves upon the processing, packing, and exportation of the chicken. But issues like upholding standards, finding qualified workers, and getting enough funding must be resolved.***
However, the firm producing plant-based meat seeks to offer sustainable substitutes for industrial meat production. It must overcome obstacles including processing international financial transactions, competing in a crowded market, and creating ecologically responsible solutions. There is a sizable market for South Indian food in places like Malaysia, Singapore,
Keywords: Frozen country chicken industry, Plant-based meat startup, Prospective markets, South Indian cuisine

I. INTRODUCTION

In a world where food choices are examined more and more for their effects on sustainability and health, frozen country chicken stands out as a model of ethical consumption and superior nutrition.

Benefits from frozen country chicken are many and comparable to those of meat alternatives. This healthy option of chicken is full of vital vitamins and minerals, lean protein, and forms the basis of a well-balanced diet. Frozen country chicken maintains its natural nutritional integrity, unlike broiler chicken, which may be injected with saline solutions and loaded with saturated fats.

Regular eating of chicken, especially lean cuts like breast meat, has been shown in studies to improve bone health, muscular strength, and general well-being. Because frozen country chicken has fewer cholesterol and saturated fats, it is in line with health organizations suggested dietary standards and is a wise option for people who are concerned about heart health and weight control.

Frozen country chicken is a healthy food choice that also symbolizes ethical and sustainable consumption practices. This project promotes economic empowerment in rural areas by supplying locally bred Aseel roosters and aiding small-scale farmers. Frozen country chicken honors biodiversity and cultural heritage, in contrast to the homogeneity of broiler chicken production, which depends on international supply networks and intensive agricultural techniques.

Additionally, by extending the shelf life of chicken and ensuring little waste, the frozen preservation procedure lowers the carbon footprint associated with food deterioration and transportation. Conscientious buyers who want to match their ideals with their purchases are drawn to the sustainable ethos of frozen country chicken, particularly as environmental stewardship becomes more and more important to them. In the burgeoning landscape of food entrepreneurship, frozen country chicken presents a compelling opportunity for innovative ventures. With India's rich tradition of poultry farming and a burgeoning export market, entrepreneurs can capitalize on the unique attributes of Aseel roosters and the demand for high-quality, ethically sourced meat products.

By leveraging government subsidies and strategic marketing initiatives, aspiring entrepreneurs can establish a foothold in both domestic and international markets, catering to health-conscious consumers and Indian diaspora communities abroad. From semi-automated processing plants to comprehensive quality control measures, successful ventures in frozen country chicken prioritize excellence in production, distribution, and customer satisfaction.

In a time when people are more conscious than ever about the foods they eat and how those decisions affect their own health as well as the health of the world, frozen country chicken stands out as a healthy and moral food option. Frozen country chicken, with its abundance of nutrients, sustainable values, and business opportunities, is not just a delicious food item but also a driving force behind improvements in the world food chain.

We explore the marketing tactics, financial concerns, governmental support systems, and future prospects and problems of the frozen country chicken sector in more detail in the pages that follow. Come along on an innovative and discovery trip with us as we explore the revolutionary potential of frozen country chicken to create a more sustainable and health-conscious future for future generations.

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II. LITERATURE REVIEW

Previous studies that have analysed the causal interactions between frozen chicken import, chicken production, and real exchange rates for Ghana are scarce. Employing the hedonic price analysis, Al-Hassan et al., (2014) to investigate the dressed chicken in Ghana. Specifically, the study used fifty consumers from Kumasi and time series data from 2001 to 2010 to establish the preference between local and imported chicken and to analyse price trends using a growth model.

The findings from the study revealed that consumers are willing to pay premiums for imported, non-fatty, and tender attributes of chicken. Also, they found that prices of local chicken are about 57 percent higher, however, the volume of the imported chicken had a faster growth rate. More so, in their study, Adam et at., (2017) used the partial equilibrium analysis and examined the poultry feed sector situation in Ghana. Their study specifically focused on the feed milling industry which serves as the connection between feed and poultry.

The results showed that availability and price of maize feed largely determined the profitability and growth role of the poultry industry. Also, it was found that poultry meat replacing imports with domestic production would be nearly impossible in the short term. In addition, the work of Woolverton and Frimpong (2013) used a conditional logistic regression model and examined the consumer demand for domestic and imported broilers meat in urban Ghana. That is, the study investigated if consumers in Greater Accra are willing to pay for non- price attributes in poultry.

The study finds that purchase decisions are based on price and non-price attributes such as convenience, freshness and origin of the products. The study suggests an opportunity to market domestic chicken based on both price and price attributes and increased investment in the domestic poultry industry is required. Also, in their work, Benson et al., (2015) investigated the challenges facing the poultry sector in Ghana. The revealed that feed cost accounts for about 70% of the total cost of broilers production. Also, feed utilization efficiency was found to be critical for growth rates of broilers.

Furthermore, the study indicated the constraint facing the poultry industry in Ghana is the lack of protection on the infant poultry industry in Ghana. Other major constraint facing the public sector as indicated in the study are high feed cost, high chicken mortality as well as high cost of electricity. The study suggested the need for the government to intervene in the poultry market to alleviate these challenges. In a similar study, Donkor et al., (2013) used a sample size of 350 respondents and analysed their choice of imported and domestic produced chicken in Kumasi Metropolis. The study found that price and quality of chicken meat are the major factors that influence the purchasing decision of the consumers in Kumasi Metropolis.

The concluded that there is the need to ensure effective competitive price for locally produced chicken by providing adequate and readily funding for farmers. Also, packaging of locally produced chicken should be enhanced to compete with the international markets. Furthermore, Kisi et al., (2015) used secondary data to examine the challenges and prospects of the commercial poultry industry in Ghana. Their paper suggested that the Government of Ghana to increase taxes on importation of frozen chicken, increase SME financing, establish more training schools for poultry farmers, and encourage consumption of local poultry meats. Their paper also encourages entrepreneurs to resolve both financial and managerial issues affecting the poultry sector in Ghana. It can be observed that almost all the studies reviewed seem to employ survey and descriptive statistics to analyse the poultry sector and consumer choice demand in Ghana.

That is, no studies so far have empirically examined the joint causal relationship or dynamic interaction that exist between chicken imports, domestic chicken production, and real exchange rate in Ghana using the VAR framework.

III. RESEARCH DESIGN/ METHODOLOGY

A. Demographics

1) Age Group

a) 2.9% of the respondents who are younger than 18 years old. They constitute a small portion of the total population. This suggests that the population has a relatively low proportion of children and adolescents.

b) 52.9% of the individuals aged between 18 and 28 years old, making up the largest proportion of the population . This indicates that a significant portion of the population falls within the young adult age range, which may have implications for societal trends, such as education, employment, and cultural preferences.

c) 15.7% of the respondents aged between 28 and 38 years. This age group represents adults who are likely to be in the early to mid-stages of their careers, possibly establishing themselves in their professions or starting families.

d) 5.7% of the respondents are aged between 38 and 50 years old, accounting for a smaller portion of the population. These individuals are likely to be in their middle adulthood, possibly reaching senior positions in their careers and experiencing various life changes such as raising children or caring for aging parents.

e) 22.9% of the respondents are aged 50 and above. This segment includes middle-aged and older adults, who may be nearing retirement or already retired. They may also be experiencing health-related issues or transitioning into different life stages, such as becoming grandparents

2) Occupation Details

a) 7.1% of the respondents are engaged in business activities, such as entrepreneurs, business owners, or executives. They form a relatively small portion of the population sampled.

b) 40% of the respondents who have received specialized education or training in a particular field and typically work in roles that require advanced skills and expertise. Examples include doctors, lawyers, engineers, accountants, and others. This is the largest occupational group in the sample, indicating a significant presence of educated professionals.

c) 11.4% of the respondents are Service workers who are employed in roles that involve providing services to others. This can include jobs in sectors such as hospitality, retail, customer service, and healthcare support. While not as numerous as professionals, service workers still represent a notable portion of the population.

d) 30% of the respondents consists of individuals who are currently enrolled in educational institutions, such as schools, colleges, or universities, pursuing academic or vocational studies. Students form a substantial part of the population, indicating a significant proportion of younger individuals or those in pursuit of further education.

e) 7.1% of the respondents are Homemakers, often but not exclusively women, who primarily focus on managing household duties and caring for family members, rather than being employed outside the home. This category represents a smaller portion of the population, indicating the presence of individuals primarily engaged in domestic responsibilities.

f) 4.3% of the respondents are retired. Due to reaching retirement age or other reasons and are no longer part of the active workforce. They form a relatively small percentage of the population, suggesting either a younger population sample or a community with fewer retirees.

3) Gender

a) 56.5% of the respondents are male. They constitute the majority of the population or sample group, indicating a higher proportion of males compared to females.

b) 42% of the respondents are female. While they form a significant portion of the population, they are slightly outnumbered by males in this sample.

c) 1.4% of the respondents chose not to disclose their gender or preferred not to respond. It's a minor fraction of the population or sample group and might not significantly impact the overall interpretation of gender distribution

4) Residential Details

a) 81.4% of the respondents are from India. It constitutes the vast majority of the population or sample group, indicating that the majority of the surveyed individuals are from India.

b) Abroad - specify the country:

- Australia (2.9%): This category represents individuals who are from Australia, indicating a small but notable presence of individuals from Australia within the sample.
- New Zealand (2.9%): Similarly, this category represents individuals from New Zealand, suggesting a similar proportion of individuals from New Zealand within the sample.
- Canada (2.9%): This category represents individuals from Canada, indicating a similar proportion of individuals from Canada within the sample.
- USA (2.9%): This category represents individuals from the United States, indicating a similar proportion of individuals from the USA within the sample.
- Nepal (2.9%): This category represents individuals from Nepal, indicating a similar proportion of individuals from Nepal within the sample.
- London (2.9%): This category represents individuals from London, United Kingdom. It's worth noting that London is specified separately from the UK, suggesting that respondents might have identified with London specifically.
- Bangladesh (1.4%): This category represents individuals from Bangladesh, indicating a smaller but still present portion of individuals from Bangladesh within the sample

B. Awareness About the Concept of Exporting Country Chicken

1) 24.3% of the respondents indicate that a significant portion of the surveyed individuals are highly knowledgeable about the concept of exporting country chicken. They likely have a thorough understanding of what it entails, including the processes, regulations, and potential benefits or challenges associated with exporting country chicken.
2) 44.3% of the respondents have some level of familiarity with the concept of exporting country chicken, but not to the extent of those who are very familiar. They might have a basic understanding of what exporting country chicken involves, but may not possess detailed knowledge or experience in this area.
3) 31.4% of the respondents indicate that a significant portion of the surveyed individuals have little to no familiarity with the concept of exporting country chicken. They likely lack understanding of what it entails and may not be aware of the processes, regulations, or implications involved in exporting country chicken.

C. Involvement in the Exporting of Country Chicken or Related Products

1) 5.7% of the individual producers have been directly involved in exporting country chicken or related products as producers. They are actively engaged in the production process and have participated in exporting these products to international markets.
2) 15.7% of the individuals who have been involved in exporting country chicken or related products as traders or exporters. They are likely involved in the business aspect of exporting, including sourcing products, negotiating deals, and facilitating the export process.
3) 38.6% of the individuals are not involved in exporting country chicken or related products but express an interest in doing so. They may see potential opportunities in this area and are interested in exploring involvement in exporting or related activities in the future.
4) 40% of the individuals have not been involved in exporting country chicken or related products and they express no interest in doing so. They likely do not see exporting country chicken as relevant to their interests, goals, or business activities.

D. Factors Considered while selecting Target Market

1) Market demand (35.7%): The largest portion of individuals consider market demand when selecting target export markets. This factor indicates a focus on identifying regions or countries where there is a significant and growing demand for country chicken products. Understanding market demand helps businesses allocate resources effectively and capitalize on market opportunities.
2) Regulatory environment (22.9%): A notable percentage of individuals consider the regulatory environment of potential export markets. This factor reflects the importance of understanding and complying with regulations related to food safety, import/export requirements, labeling, and other legal considerations. Adhering to regulatory standards is crucial for ensuring smooth market entry and ongoing operations in foreign markets
3) Competitor analysis (20%): Another significant factor considered is competitor analysis. This involves researching and analyzing the competitive landscape in target export markets to understand the presence, strategies, and offerings of existing competitors. By conducting competitor analysis, businesses can identify gaps, differentiate their products, and develop effective marketing and positioning strategies to gain a competitive edge.
4) Cultural preferences (21.4%): A portion of individuals also consider cultural preferences when selecting target export markets. This factor acknowledges the importance of understanding the cultural nuances, dietary habits, and culinary preferences of consumers in different regions. Adapting products to align with cultural preferences can enhance market acceptance and facilitate successful market entry and penetration.

E. Awareness of Regulatory Barriers or Trade Restrictions

1) 21.4% of the individuals are aware of regulatory barriers or trade restrictions that could affect the export of country chicken. This suggests that these individuals have knowledge or experience regarding specific regulations, tariffs, quotas, or other barriers that may hinder or complicate the export process for country chicken.
2) 41.4% of the individuals are not aware of any regulatory barriers or trade restrictions related to exporting country chicken. This could indicate a lack of familiarity with international trade regulations or a perception that such barriers do not exist or are not significant enough to impact their export activities.
3) 37.1% of the individuals are unsure or uncertain about the existence of regulatory barriers or trade restrictions that could affect exporting country chicken. This suggests a level of ambiguity or lack of clarity regarding the regulatory landscape and its potential impact on export activities.

F. Quality and Safety Insurance

1) Compliance with international standards (32.9%): A significant portion of respondents emphasize compliance with international standards as a means to ensure the quality and safety of exported country chicken products. This involves adhering to established guidelines, regulations, and certifications that govern food safety, hygiene, production processes, and packaging standards. Compliance with international standards provides assurance to consumers and regulatory authorities regarding the quality and safety of the products.
2) Regular quality control checks (45.7%): The largest portion of respondents prioritize regular quality control checks to uphold the quality and safety of exported country chicken products. This involves implementing rigorous inspection and testing procedures at various stages of the production, processing, and distribution chain. Regular quality control checks help identify and address any potential issues or deviations from quality standards, ensuring that only safe and high-quality products are exported to international markets.
3) Traceability measures (21.4%): A portion of respondents also highlight the importance of traceability measures in ensuring the quality and safety of exported country chicken products. Traceability measures involve tracking and documenting the entire supply chain journey of the products, from farm to fork. This enables quick and accurate identification of the source of any quality or safety issues and facilitates prompt recall or corrective action if needed, enhancing consumer confidence and regulatory compliance.

G. Challenges to Anticipate

1) Logistics and transportation (18.6%): A minority of respondents anticipate challenges related to logistics and transportation. This could include issues such as ensuring timely and efficient transportation of perishable products, managing supply chain logistics, and navigating complexities associated with international shipping and distribution networks.
2) Customs and import regulations (31.4%): The largest portion of respondents foresee challenges related to customs and import regulations. This suggests concerns about navigating the bureaucratic processes, tariffs, duties, and other regulatory requirements imposed by importing countries. Ensuring compliance with these regulations is crucial for smooth clearance and entry of exported country chicken products into foreign markets.
3) Quality control and standards compliance (34.3%): A significant portion of respondents anticipate challenges related to maintaining quality control and standards compliance. This includes ensuring that exported country chicken products meet the required quality, safety, and hygiene standards of the target markets. Challenges may arise from differences in regulatory requirements, varying quality standards, and the need for consistent quality assurance throughout the export process.
4) Market competition (15.7%): A smaller portion of respondents anticipate challenges related to market competition. This could include concerns about competing with established players in international markets, differentiation strategies, pricing pressures, and capturing market share amidst a competitive landscape. Understanding and effectively addressing market competition is essential for successful market entry and sustained growth in export markets.

H. Awareness Regarding Government Support Policies and Regulations

1) 22.9% of the respondents are aware of government support or incentives available for exporters of country chicken. This suggests that some individuals have knowledge or information regarding specific programs, grants, subsidies, or other forms of assistance provided by government agencies to support and promote the export of country chicken products.
2) 47.1% of the respondents were not aware of any government support or incentives available for exporters of country chicken. This suggests a lack of knowledge or information about existing government programs or initiatives aimed at supporting exporters in the poultry industry. It's possible that respondents have not actively sought information on government support or that such support may not be widely publicized or accessible.
3) 30% of the respondents are unsure or uncertain about the availability of government support or incentives for exporters of country chicken. This suggests a level of ambiguity or lack of clarity regarding government policies, programs, or initiatives related to supporting export activities in the poultry industry. Some respondents may be aware of general support but may lack specific details or information.

I. Marketing Strategies employed for Promotion

1) Online advertising (22.9%): A portion of respondents employ online advertising as a marketing strategy to promote exported country chicken. This could include various digital advertising channels such as display ads, search engine marketing, social

media advertising, email marketing, and sponsored content on relevant websites or platforms. Online advertising allows businesses to reach a global audience, target specific demographics, and generate leads or sales through digital channels.

2) Participation in trade shows and exhibitions (25.7%): A significant portion of respondents engage in participation in trade shows and exhibitions as a marketing strategy. This involves showcasing their country's chicken products at industry-specific events, trade fairs, exhibitions, and expos attended by buyers, distributors, retailers, and other stakeholders in the food and agriculture sectors. Participation in trade shows provides opportunities for networking, brand exposure, product demonstrations, and generating sales leads.
3) Collaboration with local distributors (30%): A notable portion of respondents collaborate with local distributors as a marketing strategy to promote exported country chicken. This involves partnering with established distributors or importers in target export markets who have existing networks, market knowledge, and relationships with retailers and foodservice establishments. Collaborating with local distributors can help businesses expand market reach, penetrate new markets, and gain access to distribution channels and retail outlets.
4) Social media marketing (21.4%): Another portion of respondents utilize social media marketing as a strategy to promote exported country chicken. This involves leveraging social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others to engage with target audiences, share content, run targeted advertising campaigns, and build brand awareness. Social media marketing allows businesses to interact directly with consumers, showcase product features, share testimonials, and create engaging content to drive interest and sales.

J. Handling of the Pricing Strategies

1) Cost-plus pricing (18.6%): A minority of respondents utilize cost-plus pricing as a strategy for setting prices for exported country chicken. Cost-plus pricing involves calculating the total cost of production, including direct costs (such as materials and labor) and indirect costs (such as overhead), and adding a markup to determine the selling price. While cost-plus pricing ensures that all costs are covered and provides a predictable profit margin, it may not always reflect market demand or competitive dynamics.
2) Market-based pricing (50%): The largest portion of respondents employ market-based pricing as their pricing strategy for exported country chicken. Market-based pricing involves setting prices based on prevailing market conditions, including competitor prices, customer demand, and perceived value. By aligning prices with market dynamics, businesses can optimize revenue, respond to changes in market conditions, and remain competitive in international markets.
3) Penetration pricing (18.6%): A minority of respondents use penetration pricing as a strategy for pricing exported country chicken. Penetration pricing involves setting prices lower than competitors' prices to gain market share, attract customers, and stimulate demand.While penetration pricing can be effective for entering new markets or competing aggressively, it may also lead to lower profit margins in the short term.
4) Skimming pricing (12.9%): Another minority of respondents employ skimming pricing as a strategy for pricing exported country chicken. Skimming pricing involves setting initially high prices to target early adopters or segments willing to pay a premium for new or unique products. Over time, prices may be gradually lowered to attract broader segments of customers. Skimming pricing can be effective for maximizing initial profits and capitalizing on early market demand, but it may also limit market penetration and require adjustments over time.

K. Packaging and Labelling Requirement Followed

1) Vacuum-sealed packaging (18.6%): A minority of respondents utilize vacuum-sealed packaging for exported country chicken. Vacuum-sealed packaging involves removing air from the packaging to create a vacuum, which helps preserve the freshness and quality of the chicken during transportation and storage. While vacuum-sealed packaging can help extend shelf life and maintain product integrity, it may not be the primary packaging requirement for all exporters.
2) Labeling with nutritional information (50%): The majority of respondents prioritize labeling with nutritional information for exported country chicken. This involves providing detailed information about the nutritional content of the chicken product, including information such as calorie count, fat content, protein content, vitamins, and minerals. Labeling with nutritional information helps consumers make informed choices about their food purchases and ensures compliance with regulatory requirements in many countries.

3) Compliance with international labeling standards (31.4%): A significant portion of respondents focus on compliance with international labeling standards for exported country chicken. This involves adhering to established guidelines and regulations governing labeling requirements in target export markets, which may include specifications for product identification, ingredient lists, allergen information, country of origin labeling, and other mandatory labeling elements. Compliance with international labeling standards is essential for ensuring product safety, consumer transparency, and regulatory compliance in global markets.

L. Transportation and Logistics

1) Airfreight (18.6%): A portion of respondents utilize airfreight as a method of transportation for exporting country chicken. Airfreight involves transporting goods by air, offering advantages such as speed, reliability, and efficiency, particularly for perishable products like country chicken. While airfreight can be more expensive than other modes of transportation, it allows for quicker delivery to international markets, minimizing the risk of spoilage and maintaining product freshness.
2) Sea freight (10%): A minority of respondents use sea freight as a method of transportation for exporting country chicken. Sea freight involves transporting goods by sea, typically in shipping containers. While sea freight is generally slower than airfreight, it can be more cost-effective for large volumes of cargo. However, due to the perishable nature of country chicken, sea freight may not always be the preferred option unless specialized cold chain logistics are employed to maintain product quality during transit.
3) Cold chain logistics (35.7%): A significant portion of respondents prioritize cold chain logistics for transporting country chicken. Cold chain logistics involve maintaining a consistent temperature-controlled environment throughout the transportation and storage process, ensuring that the chicken remains fresh and safe for consumption. This may include refrigerated trucks, temperature-controlled warehouses, and monitoring systems to track temperature conditions during transit. Cold chain logistics are essential for preserving the quality and safety of perishable products like country chicken during export.
4) Contracting with logistics companies (35.7%): Another significant portion of respondents contract with logistics companies to handle transportation and logistics for exporting country chicken. This involves partnering with specialized logistics providers or freight forwarders with expertise in handling perishable goods and navigating international shipping regulations. By outsourcing logistics to experienced professionals, businesses can ensure efficient and reliable transportation of country chicken to international markets while focusing on core business activities.

M. Management of Payment and Financial Transactions

1) Letter of Credit (LC) (23.9%): A portion of respondents utilize Letter of Credit (LC) as a method of managing payments for exporting country chicken. A Letter of Credit is a financial instrument issued by a bank on behalf of the buyer, guaranteeing that the seller will receive payment upon fulfillment of certain conditions (such as presenting the required documents). LCs provide security to both the buyer and the seller, ensuring that payment is made only after the goods have been shipped or the agreed-upon conditions have been met.
2) Advance payment (37.3%): The largest portion of respondents opt for advance payment as a method of managing payments for exporting country chicken. Advance payment involves the buyer making full or partial payment upfront before the goods are shipped or delivered. This method provides immediate cash flow to the seller and reduces the risk of non-payment or default by the buyer. However, it may pose some risk to the buyer if the seller fails to deliver the goods as agreed.
3) Open account (22.4%): Some respondents prefer open account terms for managing payments for exporting country chicken. Open account terms involve the seller shipping the goods and invoicing the buyer without requiring any payment upfront. Payment is typically made at a later date, as agreed between the buyer and seller. While open account terms offer flexibility and convenience, they also carry higher risk for the seller, as payment is dependent on the buyer's willingness and ability to pay after receiving the goods.
4) Documentary collection (16.4%): A minority of respondents use documentary collection as a method of managing payments for exporting country chicken. Documentary collection involves the seller instructing their bank to forward shipping documents to the buyer's bank, with payment to be made upon presentation of these documents. Documentary collection offers a compromise between advance payment and open account terms, providing some assurance to both the buyer and seller while allowing for more flexibility in payment timing.

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N. Handling of the Documentation and Paperwork

1) Export licenses (32.9%): A portion of respondents handle documentation and paperwork for exporting country chicken by obtaining export licenses. Export licenses are official permits issued by government authorities that authorize the export of specific goods, including country chicken, to foreign markets. These licenses may be required to ensure compliance with export regulations, monitor trade flows, and manage quotas or restrictions on exports. Obtaining export licenses is essential for legal compliance and facilitating the smooth export of country chicken to international markets.

2) Certificates of origin (37.1%): The largest portion of respondents manage documentation and paperwork for exporting country chicken by obtaining Certificates of Origin. Certificates of Origin are official documents issued by chambers of commerce or trade associations that certify the country of origin of the exported goods. These certificates provide assurance to importers and customs authorities regarding the origin of the country's chicken and may be required to qualify for preferential tariff treatment under trade agreements or to comply with import regulations in target export markets. Obtaining Certificates of Origin is essential for establishing the authenticity and origin of the country chicken and facilitating customs clearance in international trade.

3) Customs documentation (30%): Another portion of respondents handle documentation and paperwork for exporting country chicken by preparing customs documentation. Customs documentation includes various documents such as commercial invoices, packing lists, shipping manifests, and import/export declarations that are required by customs authorities for processing imported or exported goods. These documents provide information about the nature, quantity, value, and origin of the country chicken and are essential for customs clearance, tariff assessment, and compliance with import/export regulations in both the exporting and importing countries.

O. Cultural or Language Barriers

1) 32.9% of the respondents acknowledge facing cultural or language barriers when exporting country chicken to foreign markets. Cultural barriers may include differences in consumer preferences, dietary habits, culinary traditions, and perceptions of food safety and quality. Language barriers may arise in communication with foreign partners, customers, regulatory authorities, and other stakeholders involved in the export process. These barriers can pose challenges in understanding and meeting the needs and expectations of foreign markets, as well as in navigating cultural nuances and language differences effectively.

2) 30% of the respondents indicate that they do not face cultural or language barriers when exporting country chicken to foreign markets. This suggests that some respondents may have successfully overcome or mitigated such barriers through effective communication, cultural adaptation, market research, and collaboration with local partners or representatives in target export markets. They may have developed strategies to bridge cultural and language gaps and foster mutual understanding and trust with foreign stakeholders.

3) 37.1% of the respondents express uncertainty or ambiguity regarding the existence of cultural or language barriers when exporting country chicken to foreign markets. This indicates a level of awareness of potential challenges but also suggests a degree of uncertainty about the extent to which these barriers may impact export activities. Respondents in this category may recognize the possibility of facing cultural or language barriers but may not have encountered them directly or may have varying degrees of experience in navigating such challenges.

P. Addressing of Customer Feedback and Complaints

1) Implement corrective actions (37.1%): A significant portion of respondents address customer feedback and complaints by implementing corrective actions. This involves identifying the root causes of customer complaints, analyzing trends or patterns in feedback, and taking appropriate measures to rectify issues and prevent recurrence. Corrective actions may include process improvements, product quality enhancements, staff training, or adjustments to supply chain practices to address customer concerns effectively.

2) Offer refunds or replacements (34.3%): Another substantial portion of respondents address customer feedback and complaints by offering refunds or replacements. This approach involves providing compensation or alternative products to customers who have experienced issues or dissatisfaction with the quality, freshness, or condition of the country chicken. Offering refunds or replacements demonstrates a commitment to customer satisfaction and can help retain customer loyalty and goodwill despite initial dissatisfaction.

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3) Improve communication with customers (28.6%): A portion of respondents focus on improving communication with customers as a means of addressing feedback and complaints related to exported country chicken. This involves enhancing channels of communication, responsiveness, and transparency to ensure that customers feel heard, valued, and informed throughout the resolution process. Improving communication may include providing timely updates on the status of complaints, seeking feedback on proposed solutions, and soliciting suggestions for improvement to enhance the overall customer experience.

Q. Growth Potential

1) High growth potential (41.4%): A significant portion of respondents perceive high growth potential for exporting country chicken in the next five years. This suggests optimism and confidence in the future prospects of the country's chicken export market. Factors contributing to this perception may include increasing global demand for poultry products, expanding market opportunities in emerging economies, growing consumer awareness of the benefits of country chicken, and advancements in production, processing, and distribution technologies.
2) Moderate growth potential (45.7%): The largest portion of respondents perceive moderate growth potential for exporting country chicken in the next five years. This indicates a balanced outlook, recognizing both opportunities and challenges that may impact the growth trajectory of the country's chicken export market. While there may be favorable market conditions and trends supporting growth, respondents in this category may also anticipate competition, regulatory complexities, and other factors that could hamper the pace of growth.
3) Low growth potential (12.9%): A minority of respondents perceive low growth potential for exporting country chicken in the next five years. This suggests a more cautious or conservative outlook regarding the growth prospects of the country chicken export market. Factors influencing this perception may include market saturation, shifting consumer preferences, trade barriers, geopolitical uncertainties, or other challenges that could hinder the expansion of the country chicken export market over the forecast period.

R. Key Success Factors

1) Product quality (35.7%): A significant portion of respondents consider product quality as a key success factor for exporting country chicken. This emphasizes the importance of consistently delivering high-quality products that meet or exceed customer expectations in terms of freshness, taste, texture, and safety. Maintaining stringent quality control measures throughout the production, processing, and distribution chain is crucial for building trust with consumers and establishing a positive reputation in international markets.
2) Competitive pricing (21.4%): Some respondents believe that competitive pricing is a key success factor for exporting country chicken. This suggests the importance of offering competitive prices that provide value to customers while remaining profitable for the business. Pricing strategies should take into account factors such as production costs, market demand, competitor pricing, and perceived value to ensure competitiveness and attractiveness to target markets.
3) Efficient logistics (25.7%): Another significant portion of respondents emphasize efficient logistics as a key success factor for exporting country chicken. This highlights the importance of having streamlined and reliable transportation, warehousing, and distribution processes to ensure timely delivery of products to international markets. Efficient logistics can help minimize transit times, reduce costs, prevent spoilage, and enhance overall customer satisfaction.
4) Strong marketing efforts (17.1%): Some respondents believe that strong marketing efforts are crucial for the success of exporting country chicken. This includes activities such as branding, advertising, promotions, market research, and customer engagement initiatives.

IV. FINDINGS

1) The population has a relatively low proportion of children and adolescents, constituting only 2.9%. The largest proportion of the population falls within the young adult age range (18-28 years old), making up 52.9%. Individuals aged between 28 and 38 years old make up 15.7% of the population. Those aged between 38 and 50 years old represent a smaller portion of the population at 5.7%. The age group of individuals aged 50 and above represents 22.9% of the population.
2) Businessmen constitute a small proportion (7.1%) of the sampled population. Professionals form the largest group (40%) in the sample, indicating a significant presence of educated individuals with specialized skills. Service workers represent 11.4% of the population, engaged in roles that involve providing services to others. Students account for 30% of the sample, indicating a substantial portion of individuals pursuing academic or vocational studies. Homemakers comprise 7.1% of the population, primarily focused on managing household duties. Retired individuals make up 4.3% of the sample, indicating a smaller percentage of the population who have ceased formal employment.

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3) Males constitute the majority (56.5%) of the population or sample group. Females make up a significant portion (42%) but are slightly outnumbered by males in this sample. A small percentage (1.4%) of individuals did not disclose their gender or preferred not to respond, which has a minimal impact on the overall interpretation of gender distribution.
4) India constitutes the vast majority (81.4%) of the population or sample group, indicating that the majority of surveyed individuals are from India. Other countries and regions represented within the sample include: Australia (2.9%) New Zealand (2.9%) Canada (2.9%) USA (2.9%) Nepal (2.9%) London, United Kingdom (2.9%) Bangladesh (1.4%) These percentages suggest a diverse representation of individuals from various countries within the sample, with notable but smaller proportions from Australia, New Zealand, Canada, the USA, Nepal, London (UK), and Bangladesh.
5) Very familiar: 24.3% of surveyed individuals have a significant understanding of exporting country chicken. Somewhat familiar: 44.3% have a moderate level of familiarity. Not familiar at all: 31.4% have little to no familiarity with exporting country chicken.
6) Yes, as a producer: 5.7% of individuals have been directly involved in exporting country chicken or related products as producers. Yes, as a trader/exporter: 15.7% have been involved in exporting country chicken or related products as traders or exporters. No, but I am interested: 38.6% express interest in getting involved in exporting country chicken or related products in the future. No, and I am not interested: 40% of individuals express no interest in exporting country chicken or related products.
7) 35.7% of individuals prioritize market demand when selecting target export markets. This indicates a focus on identifying regions with significant and growing demand for country chicken products.22.9% of individuals consider the regulatory environment of potential export markets. This reflects the importance of understanding and complying with regulations related to food safety, import/export requirements, and labeling.20% of individuals conduct competitor analysis to understand the competitive landscape in target export markets. This helps identify gaps, differentiate products, and develop effective marketing strategies.21.4% of individuals consider cultural preferences when selecting target export markets. Understanding cultural nuances and adapting products accordingly can enhance market acceptance.
8) Yes: 21.4% of individuals are aware of regulatory barriers or trade restrictions that could affect the export of country chicken. No: 41.4% of individuals are not aware of any regulatory barriers or trade restrictions related to exporting country chicken. Maybe: 37.1% of individuals are unsure or uncertain about the existence of regulatory barriers or trade restrictions affecting exporting country chicken.
9) 32.9% of respondents emphasize compliance with international standards to ensure product quality and safety. 45.7% of respondents prioritize regular quality control checks throughout the production, processing, and distribution chain. 21.4% of respondents highlight the importance of traceability measures in tracking the supply chain journey of products.
10) 37.1% of respondents address customer feedback and complaints by implementing corrective actions, which involve identifying root causes and taking appropriate measures to rectify issues.34.3% of respondents address customer feedback and complaints by offering refunds or replacements, demonstrating a commitment to customer satisfaction. 28.6% of respondents focus on improving communication with customers to address feedback and complaints related to exported country chicken, enhancing responsiveness and transparency.
11) 18.6% of respondents anticipate challenges related to logistics and transportation, including timely and efficient transportation and managing supply chain logistics. 31.4% of respondents foresee challenges related to customs and import regulations, such as navigating bureaucratic processes and ensuring compliance with tariffs and duties. 34.3% of respondents anticipate challenges in maintaining quality control and standards compliance, ensuring products meet required safety and hygiene standards. 15.7% of respondents anticipate challenges related to market competition, including competing with established players and differentiation strategies.
12) Yes: 22.9% of respondents are aware of government support or incentives available for exporters of country chicken. No: 47.1% of respondents are not aware of any government support or incentives. Maybe: 30% of respondents are unsure or uncertain about the availability of government support or incentives.
13) 22.9% of respondents employ online advertising to promote exported country chicken, utilizing digital channels like display ads, social media, and search engine marketing.25.7% of respondents engage in trade shows and exhibitions to showcase their products, network, and generate sales leads.30% of respondents collaborate with local distributors to expand market reach and gain access to distribution channels in target export markets.21.4% of respondents use social media marketing to engage with consumers, build brand awareness, and drive interest and sales.

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14) 18.6% of respondents use cost-plus pricing, which involves calculating production costs and adding a markup. 50% of respondents employ market-based pricing, setting prices based on competitor prices, demand, and perceived value.18.6% of respondents use penetration pricing, setting lower prices to gain market share and stimulate demand.12.9% of respondents use skimming pricing, setting initially high prices to target early adopters before gradually lowering them.

15) 18.6% of respondents use vacuum-sealed packaging to preserve freshness during transportation and storage. 50% of respondents prioritize labeling with detailed nutritional information for transparency and regulatory compliance. 31.4% of respondents focus on complying with international labeling standards to ensure product safety and regulatory compliance.

16) 23.9% of respondents utilize LCs to manage payments, providing security for both the buyer and seller. 37.3% of respondents prefer advance payment, offering immediate cash flow to the seller and reducing the risk of non-payment. 22.4% of respondents opt for open account terms, allowing flexibility but carrying higher risk for the seller. 16.4% of respondents use documentary collection, offering a compromise between advance payment and open account terms.

17) 32.9% of respondents obtain export licenses to ensure legal compliance and facilitate the smooth export of country chicken. 37.1% of respondents obtain Certificates of Origin to certify the country of origin of the exported goods, facilitating customs clearance and compliance with import regulations. 30% of respondents prepare customs documentation, including commercial invoices, packing lists, and import/export declarations, essential for customs clearance and compliance with import/export regulations.

18) 32.9% of respondents acknowledge facing cultural or language barriers when exporting country chicken, which may include differences in consumer preferences and language differences. 30% of respondents indicate they do not face cultural or language barriers when exporting country chicken, suggesting successful mitigation or overcoming of such barriers. 37.1% of respondents express uncertainty about the existence and impact of cultural or language barriers when exporting country chicken.

19) 37.1% of respondents address feedback by identifying root causes and implementing corrective measures like process improvements and staff training. 34.3% of respondents resolve complaints by offering refunds or replacements, demonstrating commitment to customer satisfaction. 28.6% of respondents focus on enhancing communication channels and transparency to address feedback and complaints effectively.

20) 41.4% of respondents perceive high growth potential in the next five years, indicating optimism and confidence in market expansion driven by increasing global demand and technological advancements. 45.7% of respondents foresee moderate growth potential, reflecting a balanced outlook considering both opportunities and challenges in the market. 12.9% of respondents anticipate low growth potential, indicating a more cautious outlook possibly influenced by market saturation or other challenges.

21) 35.7% of respondents prioritize maintaining high product quality to meet customer expectations and build trust. 21.4% of respondents emphasize offering competitive prices to provide value to customers while remaining profitable. 25.7% of respondents highlight the importance of efficient transportation and distribution processes for timely delivery of products. 17.1% of respondents believe that strong marketing efforts, including branding and customer engagement, are crucial for success.

V. IMPLICATIONS

A. *Demographic Insights*

- The majority of the population falls within the young adult age range, indicating a potentially lucrative market segment for country chicken products.
- Professionals represent a significant portion of the population, suggesting a target demographic with disposable income and purchasing power.
- The gender distribution is slightly skewed towards males, highlighting potential differences in consumer preferences and behaviours.

B. *Geographic Reach*

- India constitutes the largest portion of the surveyed population, indicating a primary target market for country chicken exports.
- Other countries and regions also show interest in country chicken products, presenting opportunities for diversification and market expansion.

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C. Familiarity and Interest

- A significant portion of respondents express interest in exporting country chicken, indicating a potential growth opportunity in the export market.
- Understanding the varying levels of familiarity among respondents can help tailor marketing and educational efforts to different audience segments**.**

D. Market Considerations

- Prioritizing market demand and understanding regulatory environments, cultural preferences, and competitive landscapes are crucial for successful market entry and penetration.
- Awareness of regulatory barriers and trade restrictions is essential for navigating export processes effectively and ensuring compliance**.**

E. Quality and Compliance

- Emphasizing compliance with international standards, regular quality control checks, and traceability measures is necessary to meet regulatory requirements and consumer expectations.
- Addressing customer feedback and complaints promptly through corrective actions, refunds, or improved communication channels can enhance customer satisfaction and loyalty

F. Challenges and Opportunities

- Anticipating and addressing challenges related to logistics, customs, quality control, and market competition is vital for overcoming barriers to entry and sustaining growth.
- Recognizing the potential for government support or incentives can further facilitate export activities and market expansion

G. Marketing Strategies

- Leveraging online advertising, participation in trade shows, collaboration with local distributors, and social media marketing can enhance brand visibility and market reach.
- Implementing appropriate pricing strategies based on market dynamics and consumer preferences can optimize revenue and competitiveness

H. Documentation and Payment Methods

- Obtaining necessary export licenses, certificates of origin, and preparing customs documentation are essential for ensuring legal compliance and facilitating smooth export processes.
- Selecting appropriate payment methods, such as LCs, advance payments, or documentary collections, can mitigate financial risks and ensure timely transactions.

I. Cultural and Language Considerations

- Recognizing and addressing cultural or language barriers can improve communication and facilitate better understanding and acceptance of country chicken products in diverse markets.

J. Growth Potential

- Recognizing the high growth potential in the market underscores the importance of strategic planning, investment, and innovation to capitalize on emerging opportunities and overcome potential challenges.

VI. CONCLUSION

In conclusion, the food industry has a vast potential market with numerous opportunities and challenges. This report explores the business of frozen country chicken, a plant-based meat startup, and the potential markets for South Indian cuisine. We also discussed the market size, revenue model, and financial strategies for these businesses.

The frozen country chicken business is a lucrative opportunity, especially for entrepreneurs who have access to Aseel roosters, which are not found everywhere.

The business model involves processing the chicken, packing, and freezing it for export to countries where it is not readily available.

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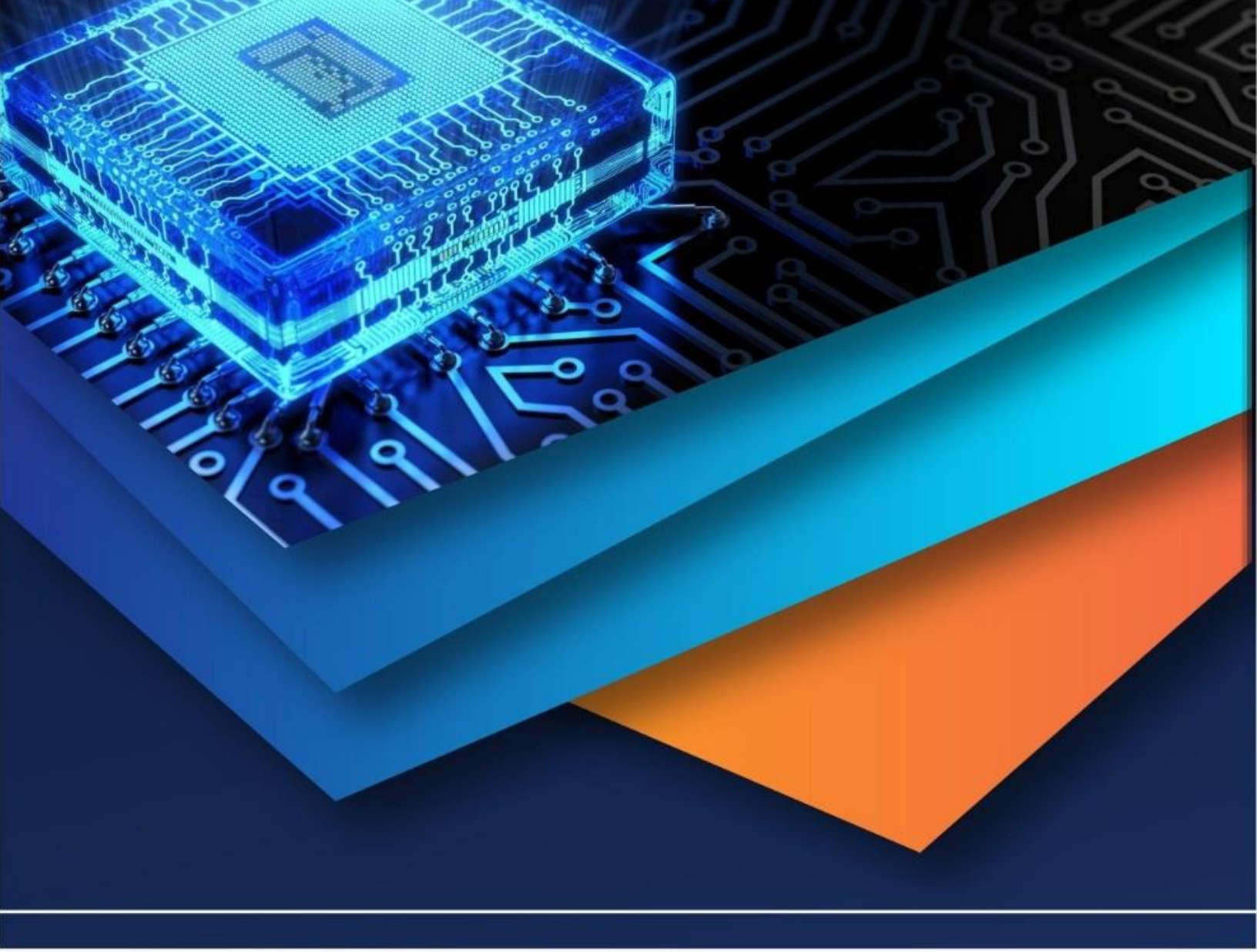
Marketing, government support, finance, human resources, policy, and culture are the critical dimensions in the entrepreneurship ecosystem for this business. The challenges faced by the business include maintaining standards, hiring marketing experts, selecting skilled laborers, ensuring consistent revenue to cover costs and payroll, and securing enough capital. However, the opportunities are also plentiful, as this business is difficult to replicate by competitors, and an increase in demand leads to an increase in the price of the product, benefiting farmers. The food startup aims to provide an environmentally sustainable and healthy alternative to industrial meat production by offering plant-based meat products. The challenges faced by the startup are developing environmentally sustainable food solutions that do not compromise on quality or taste while still being economically viable, navigating the highly competitive food market, addressing issues related to cultural differences, language barriers, transportation, and storage. Finally, the startup must deal with the complex and costly nature of international financial transactions

The market for South Indian cuisine is significant, especially in regions such as Malaysia, Singapore, Sri Lanka, the United Arab Emirates, the United Kingdom, and the United States. However, country chicken may not be widely grown or consumed in some countries due to cultural preferences, economic conditions, and climate. The potential market size for these businesses is significant, and the revenue model for the frozen chicken business involves long-term revenue from restaurants in India and abroad, individual households in metro cities of India, and Indians abroad. In terms of financial strategies, the initial investment required for a fully automated plant for the frozen chicken business is Rs 50 lakhs, while a semi- automated plant requires only Rs 10 lakhs. Therefore, it is recommended to start with a semi-automated plant and then upgrade later. To procure chicken from farmers, the business must pay them above the average rate, and there are shipment and storage costs to consider. However, the Indian government provides subsidies for the export of frozen chicken, which makes it a beneficial option at the initial stage. For the plant-based meat startup, securing investors who share the company's values and vision is crucial for success. In conclusion, the food industry offers numerous opportunities and challenges for entrepreneurs, especially those who aim to provide environmentally sustainable and healthy food solutions. The frozen chicken business, the plant-based meat startup, and the South Indian cuisine market offer vast potential for growth and profit. To succeed, entrepreneurs must focus on maintaining high standards, hiring skilled and experienced employees, staying competitive in the market, and securing sufficient capital. By doing so, entrepreneurs can tap into the vast potential of the food industry and contribute to creating a more sustainable and healthier food system.

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