

# **Marketing Channels of Mango and Grapes in Fayoum Governorate, Egypt**

## **Abstract:**

The study analyzed marketing channels of Mango and Grapes in Fayoum, Egypt. The objectives of the study: (i) determine the marketing costs, margins and marketing efficiency, and (ii) describe the marketing problems of mango and grapes. Simple random sampling technique was employed in selecting the sample size for the study, in all a total sample size of 247 respondents who sold their produce through Channel A; Producer– Consumer, Channel B; Producer– Commission merchant – Consumer, Channel C; Producer– Retailer– Consumer and Channel D; Producer– Wholesaler (before harvesting the crop)– Retailer– Consumer. It was found that the marketing efficiency is generally low; this is due to the high marketing costs, marketing losses and the large number of intermediaries without providing suitable marketing. From the analysis, Channel A has achieved the highest marketing efficiency. About Channel B, commission merchant had a positive effect on reducing marketing costs and increasing marketing efficiency. About Channel D, this selling style is consistent with the nature of Mango and Grapes. Several marketing problems of mango and grapes in Fayoum such as: the high percentages of product, high costs of marketing services, Lack of specialized marketing associations. The study recommended that reducing the marketing margins, by reducing the number of Intermediaries, Following the marketing channel A or B to reduce the marketing costs.