

The impact of applying the principles of total quality management on the competitive capabilities of poultry projects in Fayoum Governorate

By

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(B.Sc. In Agribusiness Management)
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A Thesis Submitted in Partial Fulfilment
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**Department of Agricultural Economics
Faculty of Agriculture
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ABSTRACT

The poultry industry, especially broiler chickens, is one of the main pillars in achieving food security as it is an important source of animal protein. Poultry meat and eggs contribute about 30.19 billion pounds, representing about 29.82% of the total value of animal production. The production policy of broiler farms is concentrated in a group of ancestors' farms, mothers and production. The study mainly aims to measure the impact of applying the principles of total quality management on improving competitiveness in the poultry industry companies in Fayoum Governorate. The study includes four chapters in addition to the introduction that includes the study problem, its objectives, data sources and the research method, in addition to the summary in Arabic and foreign languages, the abstract, recommendations and appendices. The study used some simple statistical methods in calculating arithmetic averages, frequencies, percentages, standard deviation, and arrangement, as well as using Cronbach's alpha test, in addition to using equations for the general time trend in a simple linear regression method, as well as using variance inflation analysis to ensure that the initial data match the conditions of the analysis where it was used Ordinal logistic regression model to measure the effect on rank variables.

The study concluded that large capacity is the most efficient in the use of productive resources in meat and poultry production, and this is consistent with the economic logic in terms of benefiting from capacity savings for large production. It was found that age and number of years of experience had a statistically significant effect at the 0.01 level on the client focus and senior management support and a statistically significant effect at the 0.05 level on the training variable and the number of years of experience variable. The variable of age and production capacity had a statistically significant effect at the 0.01 level of morale on collective research and development, and the age variable had a statistically significant effect at the level of 0.05 on research and development. 0.05 level on the teamwork variable. It was also found that the variables focusing on the customer, teamwork, research and development, training, have statistically significant effects on the market share of farms and by increasing them, the market share of farms increases and the competitiveness of the farms.

It was also found that the variables focusing on the customer, research and development, training, have statistically significant effects at the level of significance 0.01 on the quality, and by increasing them, the quality of the commodity for the consumer increases and the competitiveness of the farms.

In addition, the training variable has a statistically significant effect on the unit cost and profitability, and by increasing it, the unit cost decreases, the unit profitability increases, and the competitiveness of the enterprise increases.