

**"Market orientation of some small and medium enterprises
for food processing in fayoum governorate"**

By

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Summary

Food processing represents a high degree of importance in the Egyptian economy, due to its role in providing job opportunities, improving the quality of products and their low price. However, it faces many problems for some small and medium enterprises, the most important of which is the lack of knowledge of marketing research completely in addition to the deficiency in the market orientation in these projects and their inability To compete with the products of large projects.

The study aimed to study the current situation of the food processing structure in Egypt, to identify the current situation of some food processing projects in Fayoum Governorate, and to study the effect of the market orientation on the performance of some small and medium enterprises represented in both profits, sales volume and return on invested capital.

The study relied on two data sources, the first of which is: the published and unpublished secondary data obtained from various authorities, and the second is the primary data: which was obtained through a personal interview of those in charge of managing some small and medium enterprises in Fayoum Governorate.

The study included three main chapters in addition to the introduction and summary in Arabic and foreign languages. The first chapter dealt with the theoretical framework and reference review of some previous studies on the topic of market orientation.

The second chapter included the current situation of food processing and small projects in Egypt, and it was found that the total amount available for consumption during the period (2010–2016) amounted to about 486.2 million tons. It is also clear that the highest food industries are sugar industry products and refining by about 51% of the total amount available for consumption, followed by Oils and industrial margarine, dairy industry products with a percentage of about 28.2% and 10.1% respectively of the total amount available for consumption food. The total average per capita share of these food industries was 173 kg, and it was found that the highest food industries in terms of per capita products are grain milling industry products, with an average of about 109.2 kg, or 63.1% of the total average per capita share of the food industry, followed by sugar and refining products, and oils. and industrial mushy, and vegetable and fruit processing, respectively, with an average of about 30.1, 15.7, 7.4 kg, at a rate of about 17.4%, 9.1%, and 4.3%, respectively, of the total average per capita share of food industries.

The results of the study also showed that some projects had reached a leadership position in the market, which drives them to neglect in the process of following up the movements of competitors, believing that they have owned the market and will not be able to compete with any other project, the lack of awareness of some projects of the importance of following-up and anticipating the movements of competitors and their impact on the performance of the project. This means that there is a deficiency in the project management's view of

sound management methods, the small size of the activity of most of these projects, which leads them to not pay attention to their competitors in the belief that competitors will direct their attention to large projects that pose a threat to them, in addition to the lack of technical skills and material capabilities that enable Some of these projects follow the movements of competitors, as market research and information gathering are considered to some extent.

The results of the study also showed the validity of the main hypothesis that "there is a positive moral relationship between the degree of the project's adoption of the concept of the project's market orientation and its performance (represented by both profits, sales volume and return on invested capital. (

By studying the economic efficiency of small and medium enterprises and large factories under study, it was found that the economic efficiency of large projects (factories) is in a constant state and the return of capacity to costs has changed, it was found that it is about 100%, and thus the full relative efficiency has been achieved (the efficiency index is equal to 1), that is, all have been exploited The available inputs are in the best possible way to achieve the outputs and thus the volume yields are stable. It is not in the interest to increase costs, and this level must be maintained, and these factories also apply the market orientation to a large extent.

Whereas, the economic efficiency of small and medium enterprises, if the return to capacity is stable, is 57% and 49%,

respectively, and the volume yields are increasing, and thus the full efficiency has not been achieved.