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PROBLEMS AND CHALLENGES OF POULTRY INDUSTRY IN SAUDI ARABIA – AN ANALYTICAL STUDY

Nasreen Fatima¹ and Prof. Badiuddin Ahmed²Research Scholar¹, Rayalaseema University, KurnoolProfessor & Head² Department of Commerce, MANUU, Hyderabad**ABSTRACT**

The present research attempts to know the problems and prospects of poultry industries in Saudi Arabia. Several studies at various national and international levels on different aspects of the industries have been conducted by researchers, academicians and institutional agencies. Therefore it is quiet relevant to review the available literature that has relevance in identifying the gaps that exist in the field of present research. Saudi Arabia, poultry industry has made tremendous growth during the last few decades, which emerged from backyard ventures to a fully profitable industrial business.

Saudi Arabia is the biggest importer of the agricultural & food products among all other Gulf Cooperation Council (GCC) countries. The kingdom has approximately double population than other five GCC states I. e. UAE, Qatar, Bahrain, Kuwait and Oman.

Broiler meat production in Saudi Arabia has reached 670,000 MT in 2016. It is four percent higher than the previous year. Broiler production of Saudi is estimated to here after increase to 700,000 MT in 2017. This growth in local production is because of current modification in broiler meat the production operation by the 3 most important producers of Saudi poultry.

The import of boiler has decreased to 940,000 MT in 2016. There is a 2% decrease when compared the previous year. Brazil is the leading exporter with 85% of the Saudi broiler meat import market with 789,302 MT. The second is France with 14% share of market and 1 percent with the U.S. In the recent year, Saudi Arabia exported Broiler meat of 40,000 MT mostly to the countries of GCC.

Keywords: Poultry, Birds, Eggs, Farmers, Farming, Proteins.

INTRODUCTION

The Saudi government is focusing on poultry industry to meet the Kingdom's food security goals. The government is providing support to local poultry producers. It has helped with different types of production support like subsidies for animal feed, ease in the purchase of the purchase of poultry equipment by minimizing the interest rates. The Saudi Agricultural Development Fund (ADF) adopted a strategy to subsidize insurance for poultry production. The objective is to reduce average chicken mortality rate in the Saudi farms from 25% to 5% and to allow new investments in this sector. It has also compensated farmers for losses related to finance. The major financial loses are due to outbreak of poultry diseases. Therefore, the government is providing a lot opportunities in the country for trade, food processing and infrastructure requirements.

RATIONALE OF THE STUDY

In Saudi Arabia, poultry industry has made tremendous growth during the last few decades, which emerged from backyard ventures to a fully profitable industrial business. Saudi Arabia is the biggest importer of the agricultural & food products among all other Gulf Cooperation Council (GCC) countries. The kingdom has approximately double population than other five GCC states I. e. UAE, Qatar, Bahrain, Kuwait and Oman.

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OBJECTIVE OF THE STUDY

The primary objective of the study was to

1. Identify problems of the poultry industry in Saudi Arabia
 2. Identify the main challenges of the poultry industry in Saudi Arabia
-

LITERATURE REVIEW

In (2015) Abere Dagne found out the challenges and prospects of poultry industry of Bahir Dar Town in Ethiopia. According to his research the stake holders involved in the poultry business of Bahir Dar poultry farm industry believe the industry is actually declining and they assign the causes such as shortage of guaranteed land, absence of sufficient electric power, absence of genuine breed supply chicken, lack of knowledge on poultry industry production, shortage of professionals in the area, government's lack to amend land lease time policy based on the nature of poultry industry, absence of clear control mechanism of genuine breed poultry and absence of feed processer either private or / and government organization subsidies on agric inputs like feeds, drugs, equipment and several other factors. On the other hand major prospects of poultry industry in Bahir Dar city like presence of good government policy, presence of better market demand and conducive environment for poultry production were identified.

2. World's Poultry Science Association (2014). A regional report on poultry meat and hatching egg production in Kuwait. The study assessed the company's increasing revenues by producing a higher proportion of higher value products (fresh / chilled meat, further processed chicken products and live bird sales). The industry provides almost all its requirements for broiler chicken hatching eggs. The study suggests the production efficiency is reduced in the late summer months when combination of high temperature and humidity gives extreme climatic conditions.

3. Muhammad Mahboobali in (2013) made an attempt to know the problems and prospects of poultry industry in Bangladesh. He argued that strategic management in poultry sector requires complementing to achieve present government's vision of digital Bangladesh 2021. This industry can provide various opportunities to increase GDP growth rate plus equitable distribution through arranging food security as well as ensuring self-employment, creating purchasing power and reducing poverty at a large scale. Allowing importance of country's poultry industry in order to ensure the sustainable economic development it is now high time to step forward for the better accumulation of resources available from this industry and to save the small and medium farmers. Authors' observe that to import poultry related products huge amount of valuable foreign exchange will be spent. They proposed for providing subsidy to the local industry & protect safeguard to the local entrepreneurs of the poultry industry. Vaccine, Vaccinations services, alternative to vaccine services, antibiotic feed additives and other inputs & services of the poultry sector should be developed locally.

4. In March (2012) Food Research International conducted a study on current issues and prospects for control food borne illness caused by salmonella is a worldwide problem. In the United States salmonella Enteritis is the second most commonly isolated serotype from human illness, and is known to be strongly associated with a shell eggs and egg containing products. Eggs can become contaminated internally either by penetration shell or directly during the formation in the reproductive tract. The finding further says salmonella enteritis has a strong association with shell eggs and is transmitted horizontally and vertically. Stress increases hens susceptibility to colonization by salmonella refrigeration is an important intervention for salmonella in shell eggs.

5. Johnson Gyar (2011) in his studies the challenges and prospects of marketing poultry & poultry products in Kumasi. A case study of Akate farms trading and company limited. The sought find answers to issues like major constraints of poultry production and marketing in the Kumasi metropolis, the causes of the constraints, how it can be alleviated and the prospects of the poultry market. The study revealed that the growth of the Akate farms trading and co. ltd is likely to decline if the challenges such as fluctuating price of maize, high interest rate of loans, government's failure to protect the local industry by enacting laws to check the importance of cheap foreign poultry products and lack of subsidies on agric inputs like feeds, drugs, equipment and several others are not addressed by the company and other stake holders.

It was concluded that if Akate farms fails to draw market plans and conduct marketing research it will be overtaken by the marketing challenges in the industry especially in the Kumasi metropolis. Thus company should adopt marketing plans which will help maintain and expand its marketing share.

6. M.S. Ali and M.M. Hossain (2010) conducted study to determine broiler production performance, the relationship between management practices and broiler performance and the problems faced by farmers involved with broiler production. The factors that had significant negative relationship with productive performance were education, land possession, annual family income, training exposure, broiler farming experience, broiler farm size, capital in broiler farming and extension contact for farmers. All had a significant bearing on performance, while credit needs, problem faced in broiler farming and feed conversion ratio.

7. Akanni (2007) opined that despite the poultry production importance it was characterized by low production level. This was due to limited finance for the procurement of basic poultry equipment and materials. The

consequence of this was that many of the small-scale poultry farmers are not encouraged to increase their productivity. Moving from small-scale production to a large scale production by small-scale poultry farmers encountered hindrances in the poultry industry which could be detrimental to increase poultry production.

CHALLENGES OF POULTRY INDUSTRY IN SAUDI ARABIA

The poultry industry in Saudi Arabia is facing many challenges. The inability of the local producers to meet the requirement has increased due to following problems.

1. Lower Production

Domestic broiler meat production in 2015-2016 was lower than USDA official estimates due to the inability of several domestic broiler meat producers to fulfill planned expansion aims. The increase in land prices, disputes of land ownership, and restrictions by the government increased the difficulty to acquire or buy land for expansion. The other factor which limits a drastic expansion in Saudi broiler meat production is continued chicken dying in the poultry farms mainly by the viral diseases for example Newcastle disease.

Kingdom's five year plan to increase self-sufficiency to 60 percent is described in the Policy section of this report. Broiler production in K.S.A is focus on all one's attention in about ten vertically-integrated companies which control about 80 percent of the broiler meat production in the country itself.

2. Production Costs

Production cost of boiler meat in Saudi Arabia is comparatively high due to controlling of temperature in the chicken houses of extreme hot geographic weather conditions have a high cost. The supply allowances on CGF(Corn Gluten Feed) and DDGS (Distiller's Dried Grains with Soluble) were reduced by 26 and 27 percent to \$99 and \$91 per MT, respectively. Local poultry producers report that the reduction in feed subsidies further increased their production costs and significantly reduced their ability to compete with lower priced imported products. The range of cost of production of local broilers is \$1.6 and \$1.87 per Kg, on the average of dressed weight, which are more than the retail price of few imported meat of broiler brands in the market of Saudi.

3. Disease Outbreaks in Poultry

Controlling poultry disease outbreaks is one of the most important challenges for this Saudi broiler industry. According to a study this has caused huge mortality rate. The diseases include Gumboro (IBD), Newcastle Disease (NCD), Avian Influenza (H9N2 subtype) and Infectious Bronchitis (IB). The Saudi poultry industry does not have enough measures and programs for prevention of these diseases.

4. Fluctuation in Demand

The poultry market of Saudi has a repetitive nature. There is a rise in demand particularly in the month of Ramadan, winter and in the season of Hajj, in particular in cities of Madina and Makkah when millions of tourists come to K.S.A to perform Umrah and Hajj rituals. However, consumptions decline in the summer months, due to millions of expatriate and Saudis workers leave the Kingdom for holidays. This is because of increase in demand of household working-couples, increasing demand in ready-to-cook poultry, and proceeding expansion in the food sector. The continuing growth of Supermarkets and Hypermarkets in the entire Kingdom had helped in rising the poultry in various varieties and thus raised up the demand for poultry meat overall.

5. Consumer's Preference

Locally produced fresh broiler chickens are preferred by Saudis. The local broiler meat sold chilled is more than 80 percent; mostly the poultry producers had switched the broiler meat production lines to chilled from frozen products, as it has more prof. Paying as much as 50% more for fresh or chilled domestic broiler meat over frozen imported broiler meat is never minded by the Saudi customers. Generally, local consumers prefer 900 to 1100 grm of birds. They require large broilers (1200 - 1400 grms) as being aged and not the tender meat. Restaurants and hotels like 900 - 1000 gms to serve whole, in the halves or in the quarters, they like to purchase a light weight bird in the least price.

6. Brazil the Supreme Broiler Meat Supplier to KSA

Another major challenge for Saudi Poultry industry is the export from Brazil. Following is the table showing the trend of export from Brazil.

7. Unfair Competition for Imported Broiler Meat

Cooperative Association of Saudi Arabia's Poultry Producers has blamed France and Brazil for dumping their chicken in Saudi markets in the current year. This incurred huge loss to local broiler meat producers. The associations said that, production cost of local producers is much higher than the low prices of imported chicken in the country. The association has suggested the government to look into the dumping of chicken at lower prices by exporters.

8. Government's Policy

The targeted increased broiler meat production by Saudi government to meet 60 % of local consumption in the coming five years to meet the Kingdom's strategic goals of food. The goal seems to be ambitious, to achieve this huge target the investments, biosecurity system and subsidies are required.

The recent list of animal's feed suitable for import, subsidies includes feed ingredients to 31, such as soybean meal, yellow corn, dried grain, distillers with soluble, Corn Gluten Feed (CGF) and Sorghum. The subsidy import rates are calculated in accordance with the protein and energy levels of each feed's ingredient. Poultry experts estimate that domestically produced broiler meat takes about \$0.50 per kg of subsidy by government on average.

DESCRIPTIVE STATISTICS FOR PROBLEMS ASSOCIATED WITH THE BUSINESS

1. Foreign Industries

Table-4.18: (a) Problems associated with foreign industries

Statistics		
N	Valid	198
	Missing	0
Mean		3.72
Std. Deviation		1.417
1/3 rd of Mean		1.240

Since, Standard Deviation (1.417) is more than 1/3rd of Mean (1.240), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 7.6% agree that it is not a problem, 15.7% agree that it is a minor problem, and 25.3%, agree that it is a moderate problem, 51.5% agree that it is a serious problem. Hence majority of respondents agree that Career development is a serious problem for poultry industry in Saudi Arabia.

2. Seasonal Business

Table-4.20: (a) Problems related to Seasonal business

Statistics		
N	Valid	198
	Missing	0
Mean		3.64
Std. Deviation		0.883
1/3 rd of Mean		1.213

Since, Std. Deviation (0.883) is less than 1/3 rd of Mean (1.213). Hence, Mean is a representative value. It can be concluded that Seasonal business is a moderate problem for poultry industry in Saudi Arabia.

3. High raw material cost

Table-4.21: (a) High raw material cost

Statistics		
N	Valid	198
	Missing	0
Mean		2.67
Std. Deviation		0.966
1/3 rd of Mean		0.890

Since, Standard Deviation (0.966) is more than 1/3rd of Mean (0.890), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 7.6% agree that it is not a problem, 46% agree that it is a minor problem, and 18.7%, agree that it is a moderate problem, 27.8% agree that it is a serious problem. Hence majority of respondents agree that High raw material cost is a serious problem for poultry industry in Saudi Arabia.

4. New Investments in the business

Table-4.22: (a) New Investments

Statistics		
N	Valid	198
	Missing	0
Mean		2.63
Std. Deviation		0.885
1/3 rd of Mean		0.877

Since, Standard Deviation (0.885) is more than 1/3rd of Mean (0.877), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 8.6% agree that it is not a problem, 38.9% agree that it is a minor problem, and 33.8%, agree that it is a moderate problem, 18.7% agree that it is a minor problem. Hence majority of respondents agree that New Investments in the business is a serious problem for poultry industry in Saudi Arabia.

5. Working capital

Table-4.23: (a) Working capital

Statistics		
N	Valid	198
	Missing	0
Mean		2.38
Std. Deviation		1.323
1/3 rd of Mean		0.793

Since, Standard Deviation (1.323) is more than 1/3rd of Mean (0.793), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 37.4% agree that it is n't a problem, 17.2% agree that it is a minor problem, and 22.7%, agree that it is a moderate problem, 15.2% agree that it is a problem and, 7.6% agree that it is a serious problem. Hence majority of respondents agree that Working capital is not a problem for poultry industry in KSA.

6. High Competition

Table-4.36: High Competition

Statistics		
N	Valid	198
	Missing	0
Mean		4.21
Std. Deviation		0.789
1/3 rd of Mean		1.403

Since, Std. Deviation (0.789) is less than 1/3 rd of Mean (1.403). Hence, Mean is a representative value. It can be concluded that High Competition is a problem for poultry industry in Saudi Arabia.

DESCRIPTIVE STATISTICS FOR PROBLEMS ASSOCIATED WITH THE PRODUCTION

1. Sourcing quality inputs

Table-4.37: (a) Sourcing quality inputs

Statistics		
N	Valid	198
	Missing	0
Mean		2.29
Std. Deviation		0.777
1/3 rd of Mean		0.763

Since, Standard Deviation (0.777) is more than 1/3rd of Mean (0.763), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 12.1% agree that it is not a problem, 54% agree that it is a minor problem, 26.3% and, agree that it is a moderate problem, 7.6% agree that it is a problem. Hence majority of respondents agree that sourcing quality inputs is a minor problem for poultry industry in Saudi Arabia.

2. Mortality

Table-4.40: (a) Mortality

Statistics		
N	Valid	198
	Missing	0
Mean		2.33
Std. Deviation		1.298
1/3 rd of Mean		0.777

Since, Standard Deviation (1.298) is more than 1/3rd of Mean (0.777), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 42.4% agree that it is not a problem, 12.1% agree that it is a minor problem, 15.2% and, 30.3% agree that it is a moderate problem. Hence majority of respondents agree that mortality by the farmers isn't a problem for the poultry industry in KSA.

3. Low Body Weight

Table-4.45: (a) Low Body Weight

Statistics		
N	Valid	198
	Missing	0
Mean		1.89
Std. Deviation		1.082
1/3 rd of Mean		0.630

Since, Standard Deviation (1.082) is more than 1/3rd of Mean (0.630), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 48% agree that it isn't a problem, 30.8% agree that it is a minor problem, 5.1% agree that it is a moderate problem, 16.2% agree that it is a problem. Hence majority of respondents agree that low body weight is not a problem for poultry industry in Saudi Arabia.

DESCRIPTIVE STATISTICS FOR PROBLEMS ASSOCIATED WITH FINANCE AND GOVERNMENT POLICIES

1. Rent / Land (Capital Cost)

Table: 4.47 Rent / Land (Capital Cost)

Statistics		
N	Valid	198
	Missing	0
Mean		2.62
Std. Deviation		0.88
1/3 rd of Mean		0.88

Since, Std. Deviation (0.88) is less than 1/3 rd of Mean (0.88). Hence, Mean is a representative value. It can be concluded that Rent / Land (Capital Cost) is a minor problem for poultry industry in Saudi Arabia.

2. Labour and other cost

Table-4.48: (a) Labour and other cost

Statistics		
N	Valid	198
	Missing	0
Mean		2.66
Std. Deviation		1.073
1/3 rd of Mean		0.887

Since, Standard Deviation (1.073) is more than 1/3rd of Mean (0.887, Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 8.6% agree that it isn't a problem, 47% agree that it is a minor problem, 22.2% agree that it is a moderate problem, 14.6% agree that it is a problem and, 7.6% agree that it is a serious problem. Hence majority of respondents agree that labour and other cost is not a problem for poultry industry in Saudi Arabia.

3. Price Fluctuations

Table-4.51: Price Fluctuations

Statistics		
N	Valid	198
	Missing	0
Mean		3.51
Std. Deviation		1.1
1/3 rd of Mean		1.1

Since, Std. Deviation (1.1) is less than 1/3 rd of Mean (1.1). Hence, Mean is a representative value. It can be concluded that Price Fluctuations is a moderate problem for poultry industry in Saudi Arabia.

4. Subsidies

Table-4.53: (a) Subsidies

Statistics		
N	Valid	198
	Missing	0
Mean		3.01
Std. Deviation		1.135
1/3 rd of Mean		1.003

Since, Standard Deviation (1.135) is more than 1/3rd of Mean (1.003, Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 15.2% agree that it is not a problem, 18.2% agree that it is a minor problem, 17.2% agree that it is a moderate problem, 49.5% agree that it is a problem. Hence majority of respondents agree that subsidies is a problem for poultry industry in Saudi Arabia.

5. Govt. Policies

Table-4.54: Govt Policies

Statistics		
N	Valid	198
	Missing	0
Mean		3.28
Std. Deviation		1.003
1/3 rd of Mean		1.093

Since, Std. Deviation (1.003) is less than 1/3 rd of Mean (1.093). Hence, Mean is a representative value. It can be concluded that Govt. Policies is a moderate problem for poultry industry in Saudi Arabia.

DESCRIPTIVE STATISTICS FOR PROBLEMS ASSOCIATED WITH DISEASES

1. New cattle disease:

Table-4.55: (a) New cattle disease

Statistics		
N	Valid	198
	Missing	0
Mean		2.75
Std. Deviation		1.358
1/3 rd of Mean		0.917

Since, Standard Deviation (1.358) is more than 1/3rd of Mean (0.917), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 19.2% agree that it is not a problem, 35.4% agree that it is a minor problem, 11.6% agree that it is a moderate problem, 19.2% agree that it is a problem and, 14.6% agree that it is a serious problem. Hence majority of respondents agree that new cattle disease is a minor problem for poultry industry in Saudi Arabia.

2. No vaccination

Table-4.57: (a) No vaccination

Statistics		
N	Valid	198
	Missing	0
Mean		2.86
Std. Deviation		1.354
1/3 rd of Mean		0.953

Since, Standard Deviation (1.354) is more than 1/3rd of Mean (0.953), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 19.2% agree that it is not a problem, 23.2% agree that it is a minor problem, 27.8% agree that it is a moderate problem, 11.6% agree that it is a problem and, 18.2% agree that it is a serious problem. Hence majority of respondents agree that no vaccination is a moderate problem for poultry industry in Saudi Arabia.

DESCRIPTIVE STATISTICS FOR PROBLEMS ASSOCIATED WITH THE MACHINERY AND EQUIPMENT

1. Feeding Set/Feeder

Table-4.58: Feeding Set/Feeder

Statistics		
N	Valid	198
	Missing	0
Mean		1.77
Std. Deviation		0.435
1/3 rd of Mean		0.590

Since, Std. Deviation (0.435) is less than 1/3 rd of Mean (0.590). Hence, Mean is a representative value. It can be concluded that Feeding Set/Feeder is not a problem for poultry industry in Saudi Arabia.

2. Cleaning set (Flame Gun, etc.)

Table-4.59: (a) Cleaning set.

Statistics		
N	Valid	198
	Missing	0
Mean		1.8
Std. Deviation		0.712
1/3 rd of Mean		0.600

Since, Standard Deviation (1.712) is more than $1/3^{rd}$ of Mean (0.600), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 36.9% agree that it is not a problem, 47% agree that it is a minor problem, 15.7% agree that it is a moderate problem, 0.5% agree that it is a problem. Hence majority of respondents agree that cleaning set (flame gun etc.) is a minor problem for poultry industry in Saudi Arabia.

3. Brooders

Table-4.61: (a) Brooders

Statistics		
N	Valid	198
	Missing	0
Mean		2.42
Std. Deviation		0.885
1/3 rd of Mean		0.807

Since, Standard Deviation (0.885) is more than $1/3^{rd}$ of Mean (0.807), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 18.7% agree that it is not a problem, 28.8% agree that it is a minor problem, 44.4% agree that it is a moderate problem, 8.1% agree that it is a problem. Hence majority of respondents agree that brooders is a moderate problem for poultry industry in Saudi Arabia.

4. Heating System/Heaters

Table-4.66: (a) Heating System

Statistics		
N	Valid	198
	Missing	0
Mean		3.06
Std.		1.367
1/3 rd of		1.020

Since, Standard Deviation (1.367) is more than $1/3^{rd}$ of Mean (1.020), Mean is not a representative value. Hence, interpretation is based upon frequency distribution table.

From the frequency distribution table it can be seen that 16.7% agree that it is not a problem, 20.7% agree that it is a minor problem, 22.7% agree that it is a moderate problem, 20.2% agree that it is a problem and, 19.7% agree that it is a moderate problem. Hence majority of respondents agree that heating system/heaters is a minor problem for poultry industry in Saudi Arabia.

FINDINGS

1. Seasonal business is a moderate problem for poultry industry in Saudi Arabia
2. High raw material cost is a serious problem for poultry industry in Saudi Arabia.
3. New Investments in the business is a serious problem for poultry industry in Saudi Arabia.
4. Working capital is not a problem for poultry industry in Saudi Arabia.
5. Government Policies is a minor problem for poultry industry in Saudi Arabia.
6. Productivity isn't a problem for the poultry industry in KSA.
7. Quality of input is a minor problem for poultry industry in Saudi Arabia.
8. Quality of output isn't a problem for the poultry industry in KSA.
9. Mortality by the farmers isn't a problem for the poultry industry in KSA.
10. Rent / Land (Capital Cost) is a minor problem for poultry industry in Saudi Arabia.
11. Labour and other cost is not a problem for poultry industry in Saudi Arabia.
12. Price Fluctuations is a moderate problem for poultry industry in Saudi Arabia.

13. New cattle disease is a minor problem for poultry industry in Saudi Arabia.
14. Feeding Set/Feeder is not a problem for poultry industry in Saudi Arabia.
15. Cleaning set (flame gun etc.) is a minor problem for poultry industry in Saudi Arabia.
16. Brooders is a moderate problem for poultry industry in Saudi Arabia.
17. Subsidies and incentives is a moderate prospect for poultry industry in Saudi Arabia.

SUGGESTIONS

Industries in Saudi Arabia should focus on the major problems to the poultry sector to make it profitable and number one among the competitors. Poultry Industries must focus more on the issues related to

- Career development which is a major problem for the industries to grow. Industries must open ways to overcome this issue for the development of the poultry sector.
- The second major issue for the development is the cost of raw material which is hindering the growth of the poultry sector in Saudi Arabia. Measures should be implemented to overcome this issue and the industries can focus more on profit margin over cost of raw material.
- Medicine storage is another challenge for the industries to focus on.
- Eating habits of the customers should be prioritized.
- It's been noticed in the recent times that Saudi Arabia is deporting thousands of expatriates from the country where, the expatriates constitute more than 80% of the work force in most of the GCC Countries countering failing in resulting a financial loss and reputational damage to several retailers and brands. It's a serious issue which gives a good opportunity to the other foreign industries to excel further be concentrated on.
- Expo 2020 is expected to play host to exhibitors from across 180 destination and at least 25 million visitors is a great opportunity to the Industries to follow on the suggestions listed and open the opportunities for seekers and to lead with the competitors.

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