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**RESEARCH TASK:**

Trade impediments of food industry and solution of these difficulties.

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# Summary

The part of production of foodstuff commodities is characterized concurring to the performance of the intercontinental classification. It comprises of the subsequent nine sub-sectors: beef , fish, natural product plus vegetables, oils in addition to fats; diary goods, grain, animal nourishes, other nourishment commodities and beverages. International trends The production of nourishment commodities and beverages is the greatest part of industry in the European countries. It utilizes roughly four million workers, has a generally elevated number of trade and industry substances plus a enormous demand for the work power. The increasing competition, unfortunate functioning conditions as well as stricter lawful prerequisites had an influence ahead feasibility of the subdivision plus honed the issues connected to the fascination plus preservation of personnel.

Marketing as well as promoting nourishment commodities can seem pointless. Why would a business require to marketplace something which everybody wants to stay alive? Similar to some other manufactured goods or else facility, foodstuff is promoted to magnetize certain clients as well as to enlarge the knowledge of the company plus its brand. There are a number of problems in promoting foodstuff, in spite of this, it require to be occupied into deliberation. The foodstuff and beverage industries are repeatedly formulating innovative strategies of promoting their commodities. At some stage in the primary shop board, several speakers inspected numerous of the mainly noticeable innovative vehicles plus settings for nourishment promoting.

The concentration on customers plus on connection promoting has covered the strategy for the development of incorporated promoting communications. Incorporated promotion communications were opened in 1981 after Assembly eliminated the Central Trade Commission's- CTC capability to control promoting based on reasonableness. incorporated promoting communications is a comprehensive come near to promoting which combines numerous communication disciplines to bring roughly included worth or collaboration as well as maximize communication influence. This tactic utilizes one pertinent communication or else to make the consumer plus seeks to converse with a solo vote to build connections as well as influence behavior. Incorporated promoting communications is based on division, targeting, in addition to positioning:

- Division is the procedure of subdividing a marketplace into different subsets of clients who perform in a related way and possess similar demands.
- Targeting is the utilize of a different promoting methodology for every separation of possible clients chosen as a marketplace target.

- Situating is the strategy a purchaser considers of a manufactured goods relation to its competition-how a merchandise is separated in the mentality of the purchaser.

In spite of the fact that short-term plus medium-term potential prospects of the subdivision are optimistic, the achievable dangers make a require to devote into worker preparing plus self-improvement plus concentration on manufactured goods development, developments plus business progress in the whole subdivision, acceptance both little as well as medium-size companies. To contain the production of nourishment successfully acclimatize to changes, supervisors, skilled laborers as well as experts, investigation then progress and technological personnel ought to provided with satisfactory preparing as well as reinforcement. Preparing ought to be arranged concerning inside in the present crevices of abilities plus fulfillment of the developing demand for them. Territorial establishment plus nationwide preparing foundations will play a main position in serving endeavors convene the developing challenges in addition to guaranteeing subdivision advancement.

The food industry prediction for next years is more positive: the income in the widely held of field companies will carry on to expand, but the tempo of enlargement is probable to measured downwards. One cause for that is inadequately work power possessions. The amount of manufacturing must be expanded by turning to several other sources, for instance, expanding the workforce efficiency, that is presently very low down, in addition to applying new-found innovations. The greatest warning to a flourishing business growth is the deficiency of qualified labor or else just labor plus the tax and duty system.

<b>Contents</b> .....	
<b>Chapter1. Research methodology</b> .....	
<b>1.1 Introduction</b> .....	
<b>1.2. Methodology</b> .....	
<b>1.4. Definition of the sector</b> .....	
<b>Chapter2. Food industry</b> .....	
<b>2.1.General information about food industry</b> and present-day food industry .....	
<b>2.2. Classification of food industry</b> .....	
<b>Chapter3. Trade of food industry</b> .....	
<b>3.1. Food industry products marketing</b> .....	
<b>3.1.1. The 4Ps of marketing</b> .....	
<b>3.2. Structure, construction and improvement of food products market.</b>	
<b>3.3. Food industry and its sale in Azerbaijan</b> .....	
<b>Chapter4. Main problems of food industry</b> .....	
<b>4.1. SWOT analysis of foodstuff markets.</b>	
<b>4.2. Sale and marketing impediments of global and Azerbaijan food</b> <b>Industry</b> .....	
<b>Chapter5. Solutions.conclusion and suggestions</b> .....	
<b>5.1. Solution of sale difficulties of food industry</b> .....	
<b>5.2. Conclusion and proposals</b> .....	

## **Chapter1. Research methodology.**

### **1.1. Introduction**

It is difficult to find an involved way to close all features of food industry and production and sale of this field of economy. Food Standards Agency of the UK defines like that: "from farming to food production and from packaging to distribution, to retail selling and purveyance- the whole food industry."

The food industry is a complex, worldwide collective of different businesses that goods most of the food consumed by the world inhabitants. Only survival agriculturists, those who live on what they produce, plus hunter-gatherers can be measured external the range of the contemporary food industry. The food industry these days has develop into extremely differentiated, with fabricating extending from small, traditional, family-run actions that are greatly labour seriously, to bulky, capital-intensive plus extremely mechanized manufacturing forms. Numerous nourishment businesses depend approximately completely on regional agribusiness or else angling.

During the past, this supposed regular production plus contracting of regular laborers. Enhancements in the field of foodstuff handling plus conservation innovations have taken a few of the pressure off laborers to deal with nourishment speedily to anticipate spoilage. This has resulted participating in a reduction in seasonal employment vacillations. On the other hand, certain industries still contain regular performance, such as newly picked natural product as well as vegetable handling and increases in production of prepared products, chocolate plus so forth for celebration seasons. Seasonal laborers are frequently women as well as strange workers. The world's food product productivity has been expanding. Globe sends out of nourishment goods during 1989 totalled 280\$ billion, a 28 percentage increase on top of 1981.

Stage management of the raw resources, the ingredients at some stage in handling as well as the completed goods is changed and different. The present tendency is to minimize manual management by mechanization, out of "continuous processing" and mechanization. Mechanical management could take in: self-propelled in-plant convey with or else without palletization or superior or bulk sacks; transport belts; bucket lifts ; escalate transports ; air fluming . Storage of raw resources is most valuable in a seasonal industry It is typically finished in silos, tanks, cellars, canisters or cold stores. Capacity of the ended commodities changes according to their temperament such as liquid or solid, the way of protecting as well as the way of wrapping plus the personal grounds have to be arranged to fit the conditions of management and protecting. Commodities might

be supposed in oxygen-deficient environments or else underneath fumigation while in storeroom or only earlier than shipment. Extraction To extricate a specific nourishment manufactured goods as of fruit, cereals or else liquids, some of the subsequent strategies can be utilized: smashing, thumping or crushing, extraction by passion,for instance,direct or indirect, pulling out by solvents, ventilation plus filtration. Crushing, thumping and crushing are typically introductory operations,for example, the crushing of cocoa beans plus the cutting of sugar beet. In previous cases it can be the definite pulling out procedure, such as in flour milling. Heat can be utilized exactly as a implies of planning by pulling out, such as in roasting ; in industrialized it is typically utilized directly otherwise indirectly taking part in the form of steam.Oils can be extricated similarly in a good way by combining as well as blending the compressed crop with solvents that are afterward eliminated by sifting plus warming. The parting of liquor goods is carried out by centrifuging or by sifting from side to side sift presses in breweries as well as in oil plus overweight production.

Operations in handling nourishment commodities are enormously different plus can be depicted just after personage revise of every industry, but the subsequent common methods are utilized: maturation, food preparation, lack of hydration as well as distillation. Fermentation, gotten typically by supplement of a micro-organism to the previously equipped manufactured goods, is practiced in pastry shops, breweries, the wine plus spirits manufacturing as well as the cheese goods industry. Cooking happens in lots of fabricating operations: canning plus protecting of meat, fish, vegetables plus natural products; ready-to-serve meat-processing vegetation; in pastry shops, bread production, breweries; and etc. In previous cases, cuisine is completed in a vacuum-sealed holder plus produces a concentration of the manufactured goods. Besides the ventilation of goods by the sun, as with numerous tropical natural products, lack of hydration can be carried out in hot air.

**Table 1. Key figures on the food industry structure**

	Share in total number of enterprises, 2000, in %	Share in total food production value, 2002, in %
Meat and meat products	n.a.	13.8
Milk and milk products	11	14.4
Processed fishery products	n.a.	1.5
Cereal and starch products	65	40.7
Processed fruits & vegetables	11.5	7.2
Vegetable oils and oil products	3.5	6.1
Sugar, confectionary and all others	3	12.4
Others	n.a.	4.1
Total	100	100

Source: State Planning Organisation, 2004

It is valuable to prevent every disintegration of nourishment commodities, as a great deal for the feature of the goods as for the extra important danger of defilement otherwise warning to the consumers' health. There are five primitive strategies of food preservation:

1. radiation sterilization
2. anti-microbial sterilization
3. chemical action
4. dehydration
5. refrigeration.



## **Chapter1. Research methodology**

### **1.2. Methodology**

The divisions are considered utilizing a specific strategy developed composed with several experts in several years. The learning of the production of foodstuff commodities includes the next phases:

- An summary of openly accessible international data and some countries information in relation to the division in addition to connected fields as well as the investigation of authorized information in relation to the food industry.
- An inspection of food industry companies.
- An analysis of the whole data plus recognition of change components in the field;
- An assessment of the field preparing requirements in the future several years.

## **Chapter1. Research methodology.**

### **1.4. Definition of the Sector**

Briefly, the primary three strategies obliterate microbial being; the last simply repress enlargement. Raw fixings such as fish as well as meat, natural product or vegetables are engaged newly picked plus protected by single of the above strategies, or a combination of various nourishments are prepared to shape a product otherwise dish, which is afterwards protected. Such goods consist of soups, meat dishes plus puddings. Food maintenance goes back to the final Ice Age, roughly 15,000 BC, what time Cro-Magnon people revealed for the first time a way of protecting nourishment by smoking it. The proof for this defamation in the caves at Les Eyzies in the Dordogne in France, where this technique of living is in a good way depicted in carvings, inscriptions plus works of art. From then to the current day, in spite of the fact that numerous strategies have been utilized plus even now are, passion remnants one of the basic foundations of nourishment preservation. High-temperature forms can obliterate microbes, depending on the cookery temperature as well as length. Sterilization includes submitting the as of now canned result to the combat of condensation, in general, in a closed storage place such as an autoclave or ceaseless stove. Pasteurization-the duration is exceptionally booked for fluids such as fruit juice, beer, milk or cream-is carried out at a lessen hotness and for a quick occasion. Smoking is carried out basically on fish, red meat and bacon, guaranteeing lack of hydration plus charitable a unmistakable flavor. Ionizing emission sterilization is utilized forcefully on flavors in some nations to decrease waste as well as deterioration. On the other hand, sterilizing canned nourishments with radiation requires such high-pitched amount that intolerable flavors and smells result. Ionizing emission has two former perfectly recognized uses in the food industry—the selection of nourishment packs for strange substance plus checking to discover underfilling. Microwave sterilization is one more kind of electromagnetic outflow that is presently discovery utilize in the food industry. The chamber difficulty is diminished plus kept up at a value less than 1 mm Hg. Warmth is connected to the material, the outside ice heats up as well as the consequential water vapor is drawn off by the emptiness coordination. As the ice boundary subsides into the material, the ice sublimates in situ as well as the water permeates to the outside from side to side the hole arrangement of the material. Intermediate-moisture nourishments are goods that hold generally bulky sums of water (five to thirty percentage) plus up till now

do not reinforcement microbial enlargement. The innovation, which is tricky, is a spin-off from space tour. Open-shelf constancy is accomplished by reasonable manage of sharpness, redox probable, humectants as well as additives.

**Table 2. The food industries, their raw materials and processes:**

Industry	Materials processed	Storage requirements	Processing techniques	Preserving techniques	Packaging of finished products
Meat processing and preserving	Beef, lamb, pork, poultry	Cold stores	Slaughtering, cutting up, boning, comminuting, cooking	Salting, smoking, refrigeration, deep-freezing, sterilization	Loose or in cans, cardboard
Fish processing	All types of fish	Cold stores or salted loose or in barrels	Heading, gutting, filleting, cooking	Deep-freezing, drying, smoking, sterilization	Loose in refrigerated containers or in cans
Fruit and vegetable preserving	Fresh fruit and vegetables	Processed immediately; fruits may be stabilized with sulphur dioxide	Blanching or cooking, grinding, vacuum-concentration of juices	Sterilization, pasteurization, drying, dehydration, lyophilization (freeze drying)	Bags, cans or glass or plastic bottles
Milling	Grains	Silos may be fumigated in storage	Grinding, sifting, milling, rolling	Drying cooking or baking	Silos (conveyed pneumatically), sacks or bags to other processes, or boxed for retail trade
Baking	Flour and other dry goods, water, oils	Silos, super sacks and bags	Kneading, fermentation, laminating surface treatments of seasoning	Baking, cutting surface treatments and packaging	Packaged for wholesale trades, restaurants and retail markets
Biscuit making	Flour, cream, butter, sugar, fruit and seasoning	Silos, super sacks and bags	Mixing, kneading, laminating moulding	Baking, cutting surface treatments and packaging	Bags, boxes for institutional and retail trades
Pasta manufacture	Flour, eggs	Silos	Kneading, grinding, cutting, extrusion or moulding	Drying	Bags, packets
Sugar processing and refining	Sugar beet, sugar cane	Silos	Crushing, maceration, vacuum concentration, centrifuging, drying	Vacuum cooking	Bags, packets
Chocolate making and confectionery	Cocoa bean sugar, fats	Silos, sacks, conditioned chambers	Roasting, grinding, mixing, conching, moulding	-	Packets
Brewing	Barley, hops	Silos, tanks, conditioned cellars	Grain milling, malting, brewing, filter pressing, fermentation	Pasteurization	Bottles, cans, barrels

Mainly improvements to time have been in nourishments for pet animals. Whatever the conservation procedure, the foodstuff to be protected has primary to be equipped. Animal protein maintenance includes a butchery subdivision; fish needs cleaning with gutting, filleting, remedial and etc. Earlier than natural product and vegetables can be protected they have to be washed, cleaned, whitened, possibly evaluated, peeled, stalked, shelled as well as stoned. Numerous of the fixings have to be chopped, sliced, crushed or pushed.

The food trade has existed for centuries. For example, Asia seen flourishing business in the field of tea plus silk inside its antiquated period. In the Middle East, the spice market started method reverse in 2000 BC. In 1953, the US nourishment manufacturing was revolutionized by Swanson's "TV dinner". Some of the breakthroughs of the nourishment market manufacturing are:

- 19th century: Sterilization, pasteurization, the primary canned foodstuff plant was introduced in Britain in 1813,
- 20th century:
- 1940s Freezing foods
- 1960s Freeze-dried, pressure-cooked foods
- 1980s Microwave nourishments
- 1990s Instalment nourishments

The food industry incorporates restaurants, hotels, healing centers, jails and recreational offices and is also alluded to as the HRI Occupation. Food administrators actively seek a different supply of food plus beverage products as well as the requirement for regional nourishments is growing. The food trade has different requirements than basic supply trade, particularly with admiration to wrapping plus labeling. Pack sizes are normally bigger then there is no need for labels to facilitate application to consumers. Food administrators contain slight attention in "me-too" goods. You have to discriminate your product as of the competition. There are many ways to make different manufactured goods; packaging, convenience plus a company report are recently a few facts. For instance, there are many honey commodities on the marketplace; a newborn honey could be separated from the competition by using extra suitable packaging, innovative formulas then revealing the special story of how the company started.

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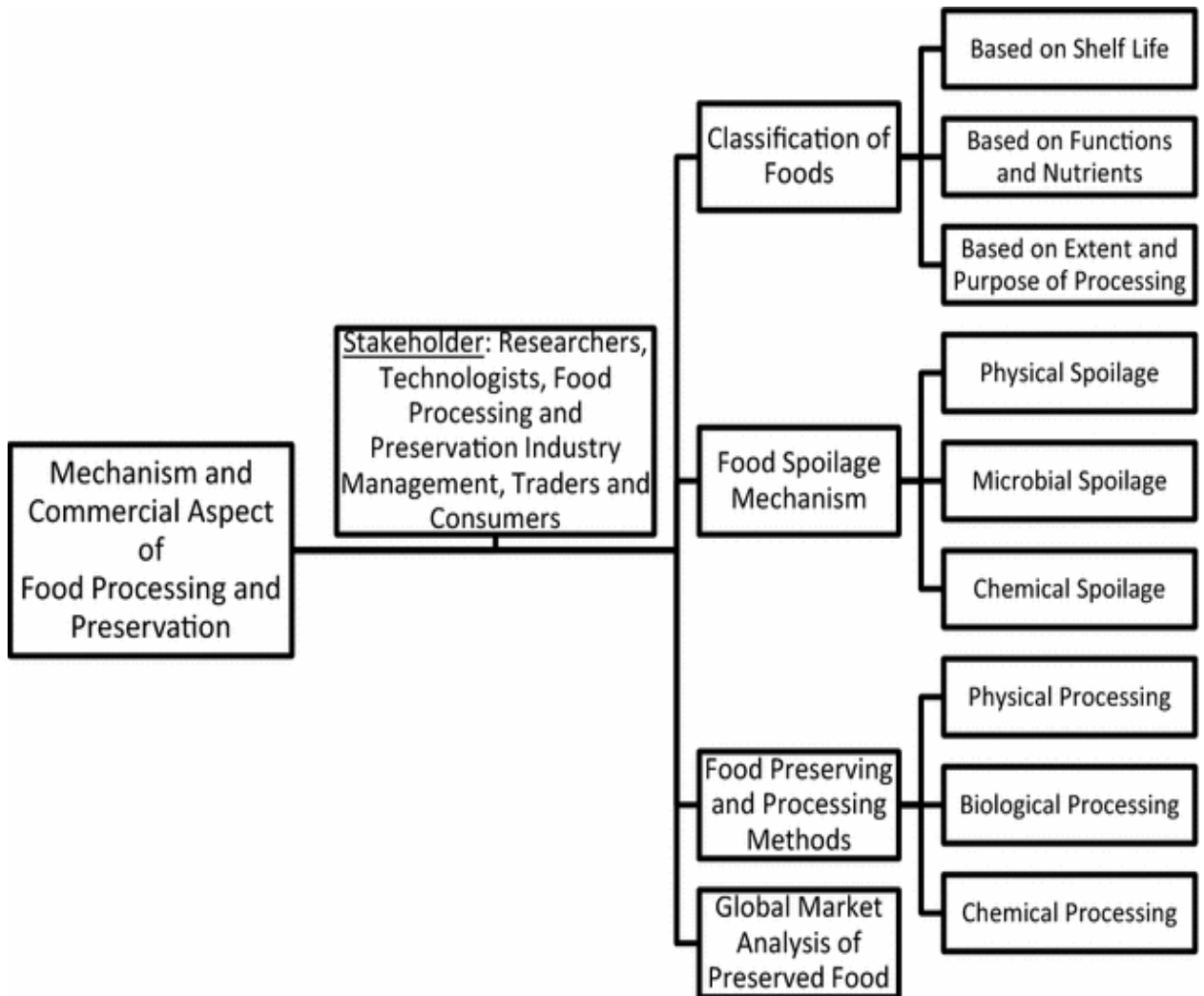
## **Chapter2. Food industry.**

### **2.1.General information about food industry and present-day food industry.**

Food is an necessary portion of our lives, which is why the aspect it is grown-up, handled as well as elated is value sympathetic plus progressing. Broadly, the food industry comprises a complex system of performance relating to the supply, consumption, plus catering of nourishment commodities as well as administrations crossways the world. Ended foodstuff commodities plus mostly equipped 'instant' nourishment bundles are as well a element of the nourishment manufacturing. The nourishment industry utilizes a bulky figure of talented plus untalented laborers. In 2006 lonely, the nourishment manufacturing accounted for on top of 1.5 million occupations in the US in addition to 4 million occupations in Europe. Be that as it may, the nourishment manufacturing prohibits continuation agriculturists who utilize their fabricate for personality utilization. The international food dispensation plus refreshment industry is ruled by a cluster of extremely influential conglomerate organizations. A number of enormous names are ConAgra, Krafts Foods, Cadbury, Universal Plants, H.J. Heinz, Nestlé plus Unilever. Peak fast food franchises crossways the world contain McDonalds, Pizza Hut, KFC as well as Dominoes Pizza. The US nourishment manufacturing produced income that totaled near \$126 billion in 2008. Main freezing foodstuff producers are ConAgra Nourishments plus the Schwan Foodstuff Company. During 2007, the sum income from the freezing nourishment manufacturing was roughly \$100 billion.

Microwave sterilization is one more kind of electromagnetic outflow that is presently discovery utilize in the food industry. It is utilized for quickly defrosting inexperienced iced up fixings earlier than further handling, as well as for warming cold cooked nourishments in 2 to 3 minutes. Such a way, with its short damp satisfy defeat, conserve the emergence plus hint of the nourishment. Ventilation is a common maintenance procedure. Sun drying is the most seasoned plus mainly extensively utilized way of food conservation. Nowadays products can be dehydrated in air, superheated vapour, in emptiness, in sluggish gas as well as by direct submission of heat. Numerous types of dryers subsist, the actual mode existence subordinate on the spirit of the material, the craved form of ended product and etc. Lack of hydration is a procedure in which passion is exchanged into the water in the nourishment, which is vapourized. The water vapor is then evacuated. Low-temperature forms include capacity in a cold stock solidifying plus deep-freezing, which permits products to be protected in their unaffectedly new condition, by numerous strategies of sluggish or quick freezing. With solidify ventilation, the material to be dehydrated is solid and located in a preserved chamber.

**Table 3. Preservation processes of food industry;**

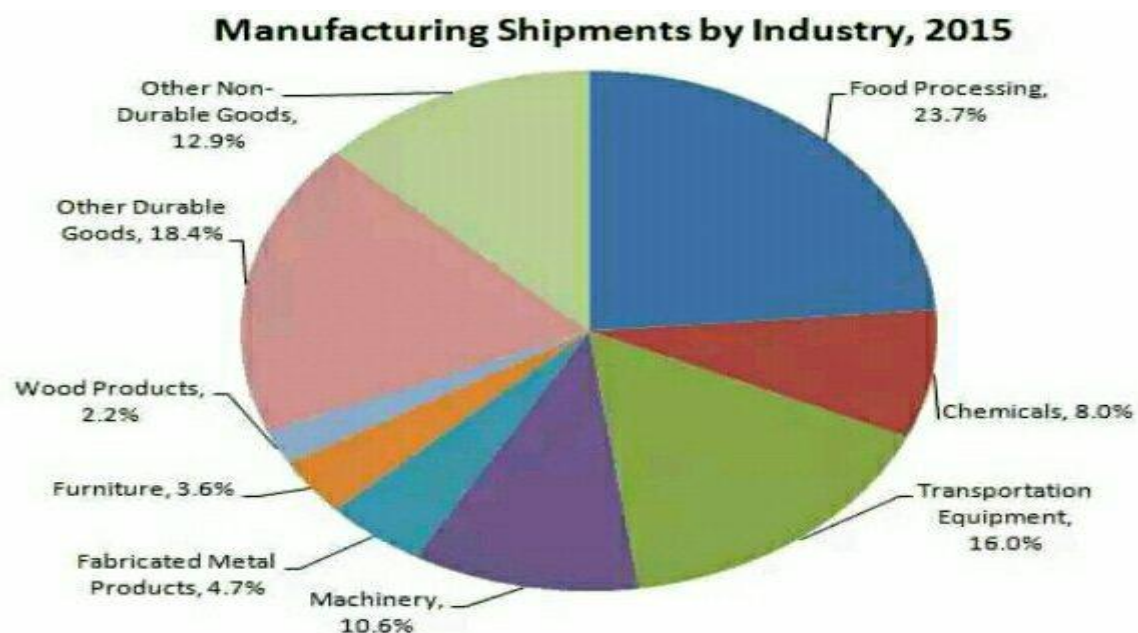


Foremost companies in the UK contain Unilever, Compass, Tesco as well as Schweppes. They propelled an ingenuity called ‘Plough to Plate’ to reconnect agriculturists to clients plus secondary versa. Tesco’s punctual plus inspiring verification of 5% discount in energy utilization took place due to activities similar to the utilize of pastry shop extricate controls in addition to reaction energy economy lights. Parallel activities are necessary for energy reserves, monetary motivations plus marketplace incentives. Rising costs in agrarian commodities have strained foodstuff producers to ramble costs. The present challenge for the nourishment manufacturing is to undertake economic achievement with a concentration to increase energy reserves plus guarantee communal as well as ecological functioning. The foodstuff handling or foodstuff manufacturing industry

incorporates companies so as to transform livestock plus agrarian commodities addicted to commodities utilized for middle or final consumption. Prepared nourishments are goods in which a natural commodity is transformed into a handled manufactured goods due to the utilize of resources, labor, tools, plus technology. Manufactured goods that requires certain level of handling is alluded to the same as a processed product despite of whether the quantity of handling is inconsiderable, such as canned natural product, or more complex, such as nibble foods. Industrial Classification Systems categorizes the nourishment handling industry addicted to nine subsectors:

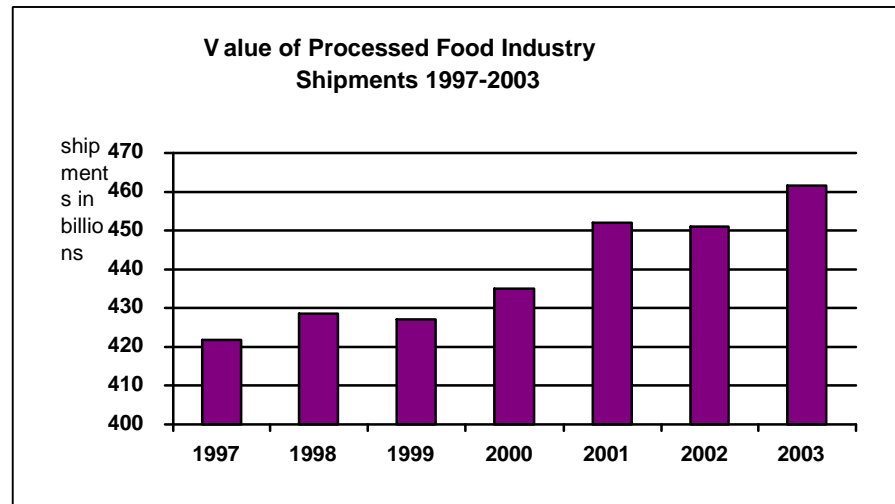
- 3111 animal food manufacturing
- 3112 grain and oilseed milling
- 3113 sugar and confectionary product manufacturing
- 3114 fruit and vegetable preserving and specialty food manufacturing
- 3115 dairy product manufacturing
- 3116 meat product manufacturing
- 3117 seafood product preparation and packaging
- 3118 bakeries and tortilla manufacturing
- 3119 other food manufacturing

**Table 4. Food Manufacturing Industry Shipments:**



Demand for handled nourishment commodities is frequently not considerably affected by financial downturns than previous industrialized divisions owing to the constancy of requirement for nourishment commodities. The requirement plus constancy of the marketplace is prove in the enlargement tendency at some stage in the mainly current subsidence.

**Table 5. Data reflects growth in current dollars:**



The Internet plus movable technology have completed it achievable for business visionaries with new businesses to disturb effectively each main business. On the off chance that one looks at how clients pay out their dollars, later than accommodation plus transportation-both of which have already been considerably distorted by newborn tech entrants-food is the understandable subsequently target. One marker that foodstuff is suitable for commotion as well as unparalleled change is the number of newborn participants plus investments-and at advanced valuations than always. An additional pointer that full-size changes are coming is the breath of newborn players, as well as veterans as of innovation plus backing. A few years ago it was essentially unachievable to unvarying obtain a appointment with a project capitalist to examine a food-related project, but nowadays Kleiner Perkins, Khosla Wanders, Bill Gates as well as Jerry Jang are all contributing in the food space. Ex- lender Adam Eskin just closed a \$15M Arrangement C encompassing for his “vegetable-forward” fast-casual eatery Dig Inn. Thus why the flood of newborn business visionaries plus project capital? Intended for starters, the food industry is gigantic business, plus investors comprehend it. The price-to-earnings relative amount (P/E relative amount), which is a relative amount of a company’s present split cost compared to its per-share profit , is measured a contemplation of how the stock marketplace standards a company’s aptitude to expand as well as make earnings. What time you compare the P/E relative amount of elevated enlargement innovation titans such as Apple, Google, as well as Cisco with key



foodservice companies similar to Chipotle, Darden plus Starbucks, it's self-evident that Wall Street likes nourishment.

**Table 6. P/E relative ammounts:**

Foodservice Leaders	P/E Ratio		Tech Titans	P/E Ratio
Chipotle	51		Google	26
Darden	36		Cisco	14
Starbucks	33		Apple	18
Compass Group	24		Oracle	15
Sodexo	27		Microsoft	15
Aramark	23		IBM	9
Average	32		Average	16
S&P Average	19		S&P Average	19

Even looking at the extra traditional three biggest agreement foodservice providers such as Compass, Sodexo as well as Aramark then the comparable blue chip Oracle, Microsoft plus IBM, foodservice P/E proportions are calm roughly 2X. Although, as examined in fragments of my research on the food industry, the nourishment business is infamous for existence exceptionally challenging. Agreed the comparatively low-tech nature of foodstuff plus how grown-up the manufacturing is, how is it that newborn participants can disturb settled in companies that have domestic brands plus considerable intercontinental economies of range?

Achievement in every business is eventually accomplished what time profits reliably surpasses expenses. In the food industry, unluckily, there has generally been a magnificent quantity of difficulty plus limitations on both sides of the condition. With the constrained boundaries to entrance in foodstuff industry, there is a unremitting difficulty to reduce expenses, which are for the most part comprised of hire, labor, apparatus, as well as foodstuff. Nourishment is the ordinarily the lone changeable that is neither settled nor ruined. Then although actual assets plus compensation have usually risen with expansion.

Therefore what has changed? Numerous things. First, as I will discuss further in this part of my research, an increasing number of businessmen have determined they will gladly spend—even rise in line—to pay out their expendable profits on advanced quality foodstuff plus refreshments. For instance, Safeway plus Dunkin Donuts have figured out, Total Nourishments as well as Starbucks were not distortions. Second, dissimilar preceding generations who seen dining out such as a extravagant choice to food preparation, lots of inhabitants, nowadays, inspection planning a food as the occasional happening. Consequently the marketplace has reacted with a boom of imaginative options such as Twig, Plated, Blue Cook's garment plus Feastly to name only some. In an effort to recognize the newborn clients that are utilizing nourishment plus maintainability greatest hones, the USHFC newly Actual Certified the food sending company Strength Source. Third, dissimilar the usual foodservice operations that are compelled by tangible throughput, for instance, in a eating place the number of chairs as well as in a cafeteria, the number of understudies or workers, these new-found clients can incrementally combine low-cost, slight commercial kitchens with no having to be anxious concerning maintenance tables packed. In expansion, a lot of developing quick casual chains such as Mixt Greens plus ShopHouse have embraced the Chipotle “through-put model,” which is centered on affecting inhabitants from side to side a row instep of centering on “butts in the field of seats”. By means of a large amount of money driving keen on the segment, a lot of manufacturing veterans have been communicating concerns in relation to a “food bubble.” But contrasting a lot of newborn tech companies these years that exhaust millions building a innovation plus marketplace toehold earlier than attempting to “monetize,” foodstuff new businesses do not have to persuade individuals to pay to consume.

There are five zones of food career enlargement. The fundamental ones are the physical condition segment; investigation plus advancement then the individual chef career. Extra than that, there are a lot of employment openings in numerous confidential plus community institutions: beginning auditors to the services foodstuff facility, as well as even campaigning on behalf of organizations such as The National Restaurant Association. In the States nourishment is the second major company following the Central Administration. It's a rising subdivision that offers dissimilar work openings: so which are the mainly imaginative nourishment careers nowadays? We've inquired Irena Chalmers, Professor at the Culinary Institute of America, measured existence the Harvard of cuisine schools, plus creator of the twofold volumes Foodstuff jobs. Finally, there has been an short-tempered enlargement in the number of specialist cooking schools. This implies that ex-investors, bookkeepers, financial specialists as well as fiscal forces masters can transport their abilities addicted to educating openings. Legal counselors can educate generosity regulation. Confederacy leaders plus authorities can organize

restaurant as well as inn laborers. In truth, there is labour for each subject for everybody who has been laid off beginning approximately a few other manufacturing or else occupation in cooking schools”.

**Table 7. Statistics in food industry:**

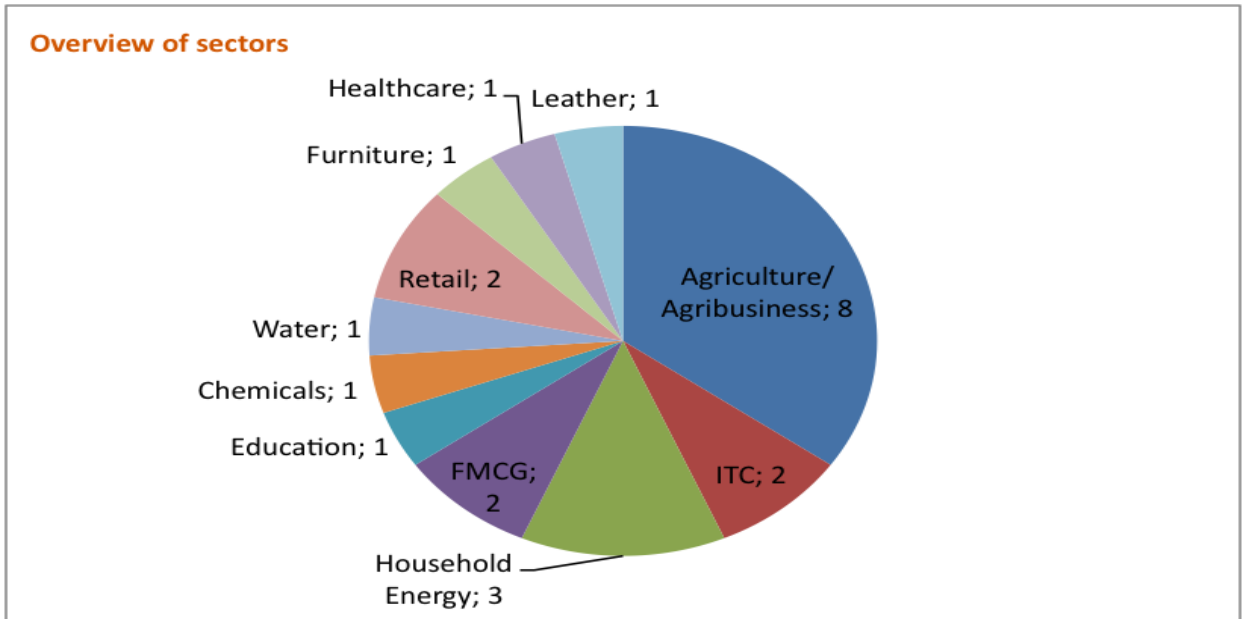


## Chapter2. Food industry.

### 2.2. Classification of food industry.

The food industry is a complicated, international collective of dissimilar businesses which merchandise the majority of the nourishment consumed by the globe residents. No more than survival ranchers, individuals who stay alive on what they grow up, in addition to hunter-gatherers can be well thought-out outer the range of the present foodstuff manufacturing.

**Table 8. Overview of sectors:**



The food Industry contains:

- Agriculture
- Manufacturing
- Marketing
- Foodstuff distribution
- Foodservices
- Nourishment markets
- Food products safety
- Foodstuff innovations, equipments and tools
- Fiscal services in food industry

Agriculture is the development plus breeding of flora and fauna to give foodstuff, fiber, restorative vegetation plus previous goods to maintain as well as improve life. Agriculture was the basis promotion in the increase of stationary human being civilization, whereby cultivating of domestic types shaped nourishment surpluses which empowered inhabitants to survive in cities. The learn of agribusiness is accepted as agricultural knowledge. The history of farming dates posterior thousands of years; inhabitants accumulated undomesticated grains at smallest amount 105,000 years previously, plus started to fix them approximately 11,500 years past, earlier than they got to be tamed. Farm animals, sheep, as well as cattle were tamed on top of 10,000 years ago. Crops begin starting at smallest amount 11 districts of the planet. Manufacturing agriculture based on top of large-scale monoculture has in the precedent century develop into the domineering agricultural system.

**Table 9. Agricultural Production Expenses, 2007-2012:**

	2007	2012	%
	(\$ billions)		change
<b>Total</b>	<b>241.1</b>	<b>328.9</b>	<b>36.4*</b>
Feed	49.1	75.7	54.2*
Livestock and poultry purchases	38.0	41.6	9.4
Fertilizer	18.1	28.5	57.6*
Hired labor	21.9	27.0	23.4*
Cash rent	13.3	21.0	58.2*
Seeds	11.7	19.5	66.0*
Supplies and repairs	15.9	18.9	18.7*
Gasoline, fuels, and oils	12.9	16.6	28.4*
Chemicals	10.1	16.5	63.4*
Other	50.1	63.7	27.1*

Source: USDA NASS, 2012 Census of Agriculture.

\*Statistically significant change.

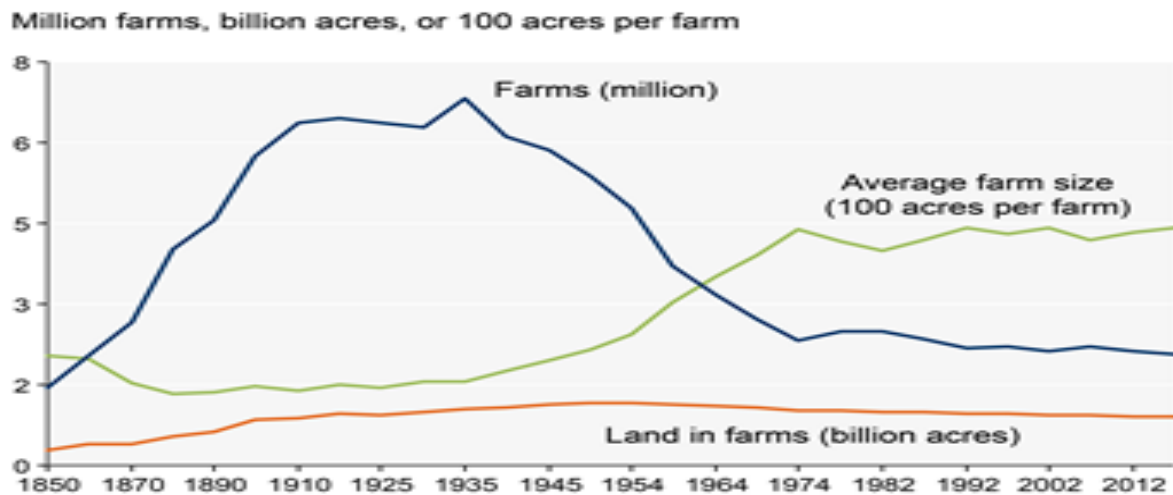
Contemporary agronomy, factory breeding, agrochemicals the same as pesticides plus fertilizers, as well as innovative improvements have strongly expanded yields on or after farming, but at the same time have caused extensive environmental harm. Specific breeding plus progressive experiments in animal cultivation have essentially expanded the output of red meat, but have raised concerns approximately animal wellbeing as well as ecological harm because of commitments to worldwide warming, reduction of aquifers, deforestation, anti-microbial opposition, plus enlargement hormones in technologically produced beef. Genetically modified organisms are extensively utilized, even though they are forbidden in numerous countries. The main agrarian goods can be broadly assembled into nourishments, filaments, powers, as well as natural resources. Classes of nourishments contain cereals, grains, vegetables, natural products, oils, plus red meat. On top of one third of the world's laborers are working in agriculture, second just to the service area, in spite of the fact that the number of agricultural laborers in urbanized countries has diminished considerably on top of the past a number of centuries.

**Table 10. GDP growth Estimates of Agriculture sector:**

GDP	2004	2005	2006	2007	2008*	5 Yr Average
	(%)					
<b>Agriculture</b>	<b>0.1</b>	<b>4.8</b>	<b>1.1</b>	<b>0.7</b>	<b>15.0</b>	<b>4.3</b>
Food crops	-1.8	6.4	0.02	1.8	16.4	4.6
Export crops	58.2	-24.3	29.8	-33.1	20.3	8.8
Livestock	2.7	2.7	2.7	2.7	2.7	2.7
Fisheries	2.6	2.6	2.6	2.6	2.7	2.6
Forestry	2.6	2.6	2.6	2.6	2.7	2.6
<b>Total GDP growth</b>	<b>5.3</b>	<b>7.2</b>	<b>7.3</b>	<b>7.9</b>	<b>11.2</b>	<b>7.2</b>
<b>Agriculture as per cent of GDP</b>	<b>34.9</b>	<b>34.2</b>	<b>32.2</b>	<b>30.0</b>	<b>31.0</b>	<b>32.6</b>

Source: MINECOFIN 2009

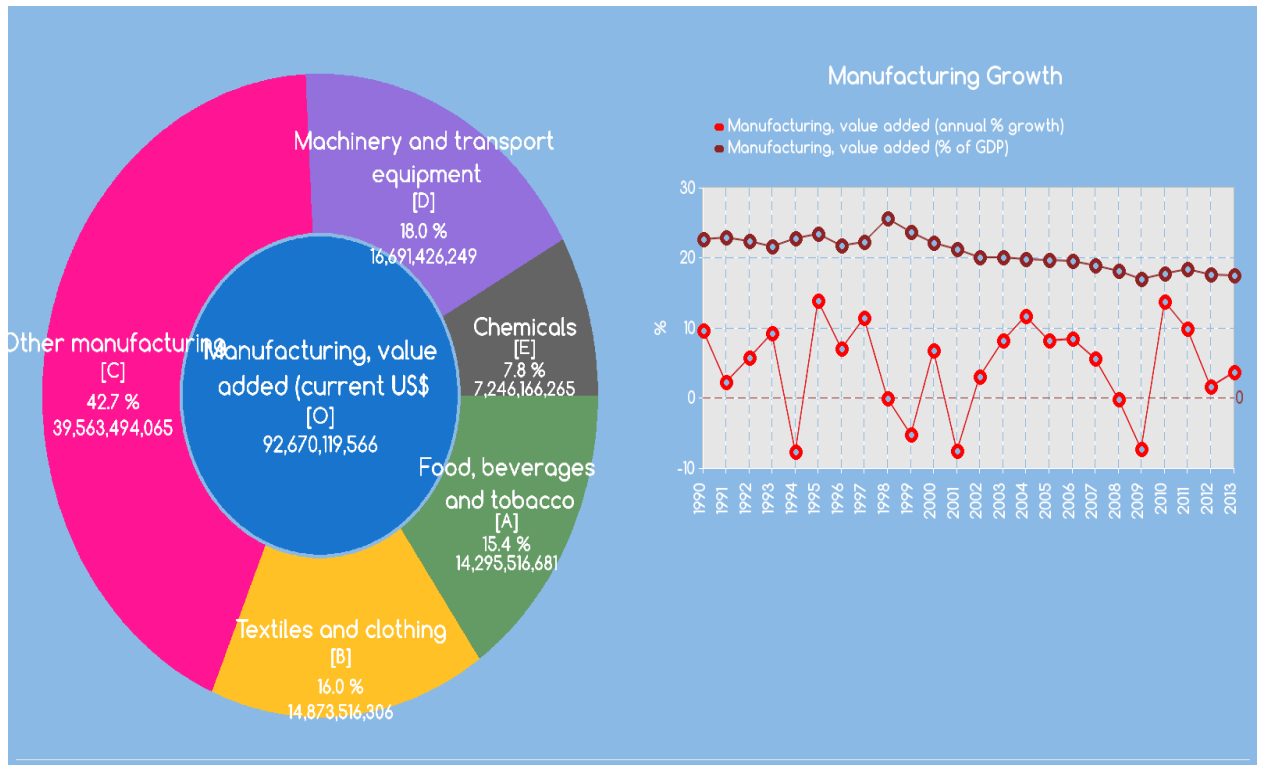
**Table 11. Farms plus land in farms and equated acrages each farm, from 1850 to 2016:**



Source: USDA, Economic Research service using data from USDA, National Agricultural Statistics Service, Censuses of Agriculture (through 2012) and Farms and Land in Farms: 2016 Summary.

Before the Manufacturing Rotation, on the whole manufacturing happened in provincial zones, anywhere household-based manufacturing served as a supplemental survival methodology to agribusiness plus proceeds to perform so in fields. Business visionaries organized a number of fabricating families into a solo activity from side to side the putting-out system. Toll fabricating is an agreement whereby a primary firm by way of specialized tools forms natural resources or else semi-stage products for a next firm.

**Table 12. Manufacturing growth statistics:**



Manufacturing engineering or else manufacturing procedure are the stepladder due to which untrained resources are distorted into the last result. The manufacturing process starts with the manufactured goods plan, then resources determination from that the products are made. These resources are customized from side to side manufacturing processes to turn out to be necessary element. Contemporary manufacturing incorporates all middle processes necessary in the construction plus combination of components of products. A number of industries, such as semiconductor plus strengthen producers utilize the expression production instead. The manufacturing field is closely associated by means of industrial engineering plus design. Overviews, as well as investigations of patterns plus issues in manufacturing, in addition to investment approximately the world concentration on such effects as:

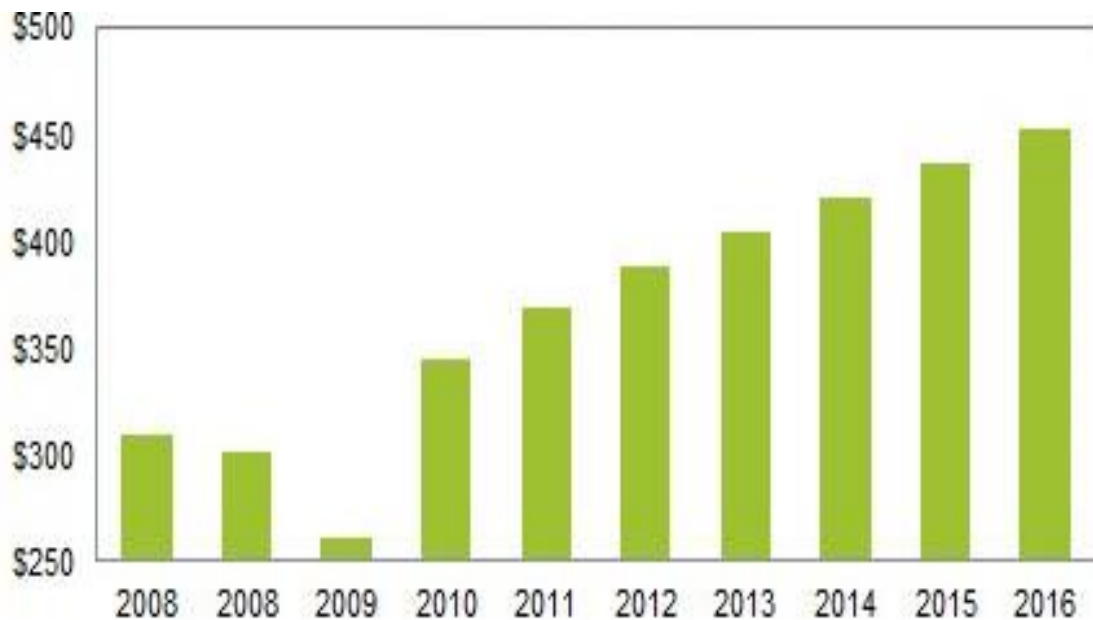
- The natural world plus sources of the substantial varieties that happen cross-nationally in levels of manufacturing plus more extensive industrial-economic growth,
- Passionate competition,
- Attractiveness to unrelated straight financial specialists.

According to other outlines, analysts have inspected the highlights plus components influencing actual main perspectives of manufacturing expansion. They have compared construction plus investment in a variety of Western and Eastern countries as well as displayed case considers of enlargement plus



functioning in significant personal businesses as well as market-economic divisions.

**Table 13. International manufacturing return, statistics were measured in dollars:**



Source: IHS iSuppli Research. February 2013

Foodstuff marketing brings composed the nourishment manufacturer plus the customer from side to side a chain of marketing activities. The marketing of even a specific nourishment merchandise might be a complicated procedure concerning a lot of makers plus companies. For instance, 55-56 companies are complicated in making single can of chicken noodle broth. These businesses incorporate not only chicken plus vegetable processors but also the companies which carry the fixings plus people who produce labels as well as produce cans. The food marketing classification is the main straight as well as unplanned nongovernment manager in the world.

Nourishment marketing is characterized by Pomeranz and Adler in 2015, as a chain of marketing performances that happen inside the foodstuff classification stuck between a foodstuff system of government and the consumer. It has the possible to be a complicated process, the same as there are a lot of forms which are utilized previous to the transaction the nourishment manufactured goods. These contain foodstuff handling, wholesaling, transaction, foodstuff facility plus transport. These a lot of forms, a huge number of associations must be included in



the deal of single nourishment product. For instance, nearly 55-56 associations are included in the production of single can of chicken noodle soup. Associations not only incorporate the processors who create the fixings for the manufactured goods, but also include the companies who produce the cans, names then convey the product. As a result, on an international level, the foodstuff marketing business is single of the biggest straight plus circuitous employers.

According to Schaffner and Schroder, foodstuff marketing is the action of communicating to the customer from side to side a variety of marketing strategies in direct to enhance worth to a foodstuff merchandise plus influence the customer to buy. This incorporates every performance that take place in stuck between the completion of a merchandise from side to side to the obtaining procedure of consumers. Foodstuff showcasing frameworks be different around the world owing to the stage of improvement in the individual country, financially as well as innovatively. Consideration plus translating a exacting countries food marketing strategies as well requires captivating into description the socio-economic, national, political plus innovative background of this country.

There are 3 chronological stages of food marketing:

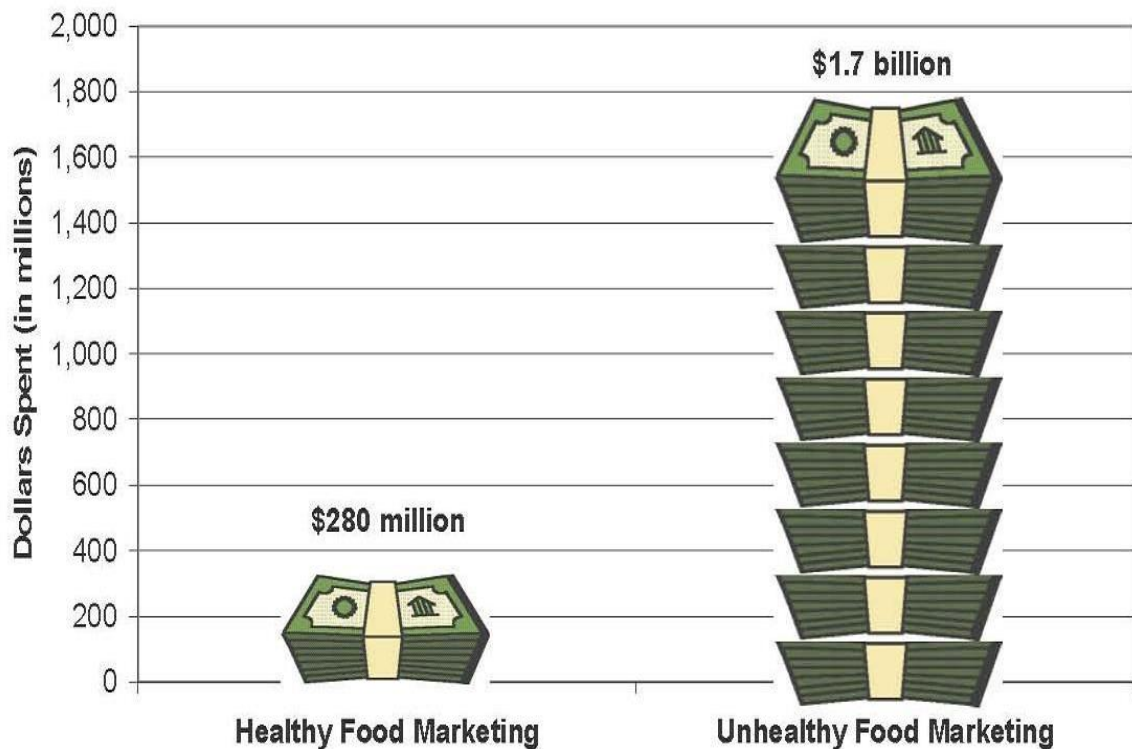
- the disintegration stage: earlier than 1870 and 1880s,
- the association stage: from 1880s to 1950s,
- the segmentation stage: from 1950s to today

Disintegration stage: the United States was separated to many geographic parts for the reason that transporting foodstuff was high-priced, clearing out the majority production, spreading, as well as trade nearby based.

Association stage: allocation was completed achievable by railroads, management of deals services was completed achievable by the telegraph as well as telephone, plus merchandise constancy was completed achievable by progresses in industrialized. That newborn spreading structure was driven by essence processors, for instance, Armour and Swift in midwestern cities as well as by companies, for example, Heinz, Quaker Oats, Campbell Broth, plus Coca-Cola, which sold their brands broadly. Promoting in print media plus direct marketing from side to side showings at provisions as well as community scenes were together with the major marketing equipment.

Segmentation stage: radio, TV as well as web advertising completed it achievable for a more extensive variety of competing commodities to concentration on dissimilar benefits plus descriptions as well as thus ask to dissimilar statistic plus psychographic markets. Spreading through the newborn national highway classification reinforced nationwide brands.

**Table 14. Expenditures on nourishment mark:**



\*Federal Trade Commission (FTC). *Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-regulation*. Washington, D.C.: FTC, 2008.

Powell L, Schermbek R, Szczypka G, Chaloupka F, Braunschweig C. "Trends in the Nutritional Content of TV Food Advertisements Seen by Children in the US: Analyses by Age, Food Categories and Companies." *Archives of Pediatric and Adolescent Medicine*, Published online August 2011. doi:10.1001/archpediatrics.2011.131.

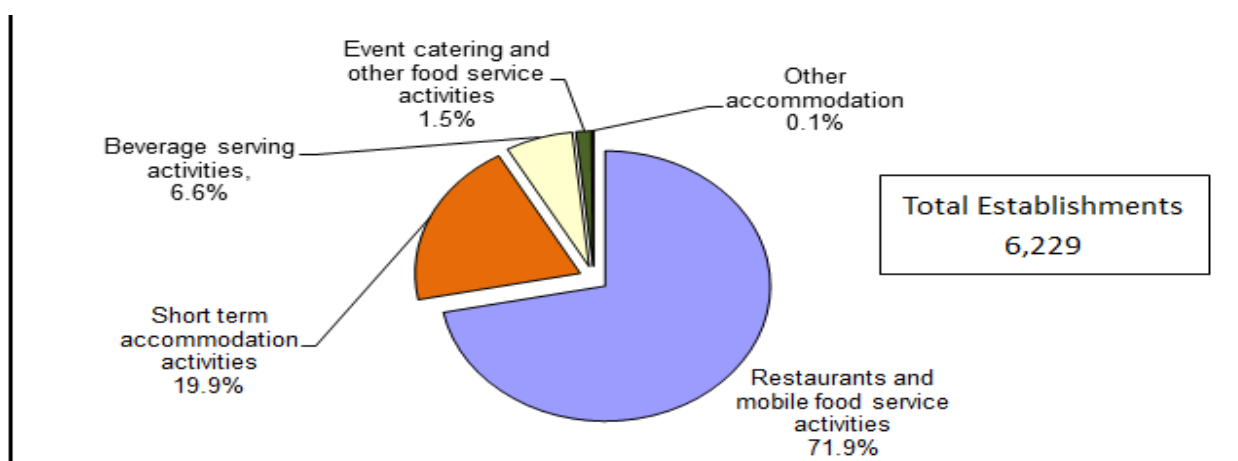
It was measured in dollars.

Food distribution is a procedure that a universal residents is provided through nourishment. FAO (food and agriculture organization) considers nourishment spreading such as a separation of the foodstuff system. The procedure plus strategy behindhand nourishment spreading changes by area. Foodstuff spreading has been a characterizing characteristic of individual behavior in every community, also recordings of nourishment spreading time backside for thousands of years. One clear as well as characterized certification of chronological nourishment spreading comes as of the Acient Roman Empire. A lot of Roman rulers plus emperors required to control the greatest system of distributing foodstuff right through the Mediterranean, plus as the requests of the Roman natives changed in era, as well did their leaders' strategy. When Christ died, the annona got to be a noticeable expression in Roman nourishment spreading, such as the big Empire extended as well as the convenience to certain nourishments changed, the require for granule, also wine significantly expanded, then got to be a characterizing side of Roman nourishment sophistication.

Foodservice is also called as catering manufacturing characterizes those businesses, institutions, also companies accountable for any food equipped exterior the home. This manufacturing incorporates eateries, school plus healing center cafeterias, catering operations, in addition to a lot of other formats. The companies

which provide foodservice administrators are called foodservice merchants. Foodservice merchants sell merchandise like undersized products ,for instance, kitchen apparatus, also nourishments. A number of companies produce merchandise in both customer plus foodservice forms. The customer form typically comes in individual-sized bundles with complicated trade mark device for trade auction. The foodservice form is bundled in a a great deal outsized manufacturing measure plus frequently needs the colorful trade mark designs of the customer form.The foodstuff classification, including food service as well as nourishment transaction provided \$1.24 trillion value of foodstuff during 2012 in Europe, \$594 billion of which was provided by nourishment service amenities, characterized by the ECDA as locate that plans nourishment for instant utilization on place, together with areas which are not fundamentally betrothed in apportioning eatings like leisure amenities in addition to trade stores.Foodservice also Fastfood restaurants description for 76 percentage of the whole foodservice deals, by means of full up facility restaurants bookkeeping for just faintly extra than fastfood during 2012.The shifts in the marketplace offers among fastfoods, full-service restaurants to marketplace requirement changes the contributions of nourishments plus administrations of sorts of restaurants.According to the National Restaurant Organization a increasing tendency amid EU customers for the foodservice manufacturing is international food by 68 percentage of EU customers consumption extra extensively during 2016 than during 2012, 80 percentage of customers consumption 'ethnic' cuisines at smallest amount one time, in addition to 30 percentage attempting a novel “ethnic” cooking in the last year.

**Table 15. Foodservice activities during 2012:**



Food products safety is a systematic regulation depicting management, planning, also capacity of nourishment in methods which anticipate food poor health. The happening of two or further cases of a related ailments coming about as of the eating of a common nourishment is recognized as a food illness. [This incorporates a number of schedules which ought to be taken after to prevent possible healthiness dangers. In this method nourishment safety frequently covers

with nourishment defense to anticipate hurt to customers. The tracks within this cord of ideas are safety amid manufacturing and the marketplace plus after that amid the marketplace as well as the customer. In considering manufacturing to marketplace hones, nourishment safety contemplations incorporate the origins of foodstuff counting the hones recitation to nourishment labeling, foodstuff cleanliness, nourishment added substances plus insect repellent buildups, and approaches on biotechnology plus nourishments, strategy for the administration of governmental import, export review then certification frameworks for nourishments. In allowing for marketplace to customer trials, the regular ideas are that foodstuff should be harmless in the marketplace plus the concern is in safe hands sending as well as planning of the foodstuff for the customer. Nourishment and foodstuff can put on the air pathogens which can end result in the sickness or else death of the people, on the other hand, other animals.

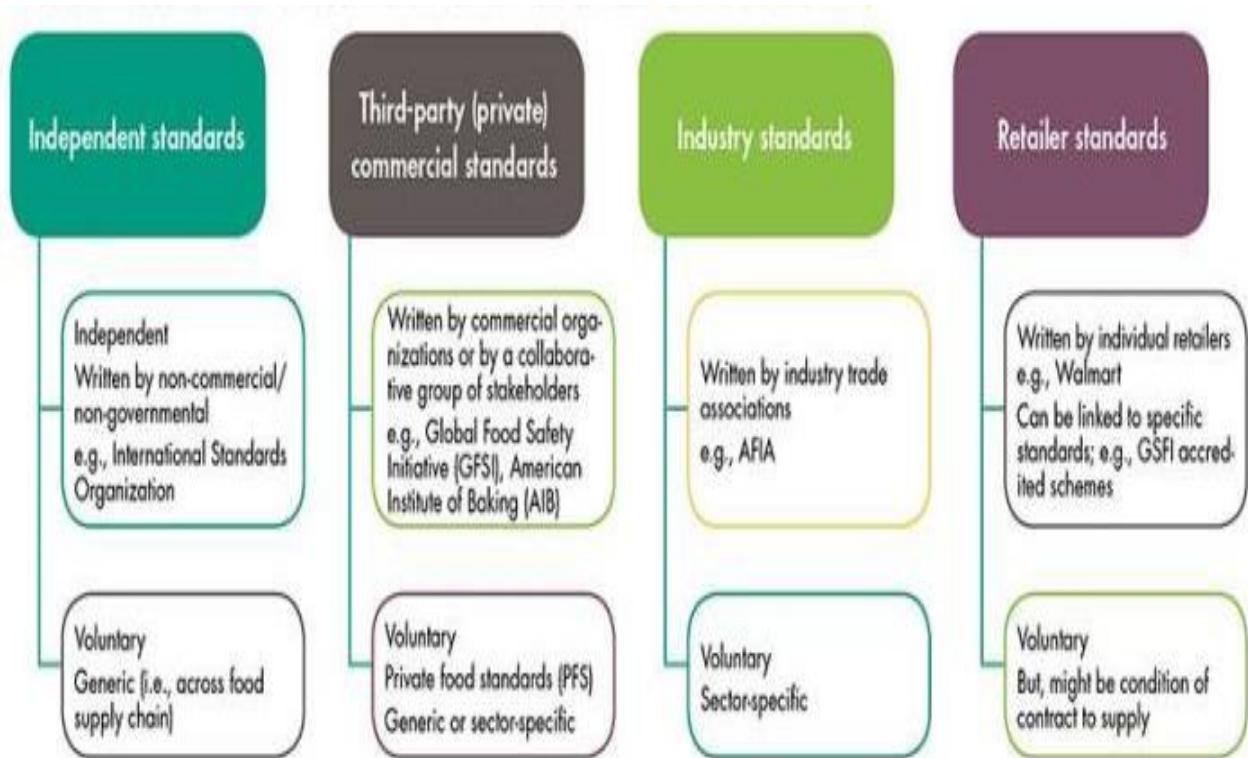
Food products safety issues also controls concern:

- Agriculture as well as animal farming experiences
- Foodstuff industrialized experiences
- Food contribution
- Newfangled foodstuff
- Inheritance modified nourishment
- Foodstuff ştam

ISO 22000 is a criterion created by the ISO managing with foodstuff safety. This is a universal subordinate of ISO 9000, ISO 22000. The ISO 22000 universal criterion indicates the prerequisites for a nourishment safety managing structure which includes intuitively communication, structure managing, prerequisite programs, HACCP standards.

ISO 22000 was primary distributed in 2005. It is the perfection of the whole earlier initiatives from a lot of sources plus fields of foodstuff safety concern to ensure an finish merchandise which is in safe hands such as achievable from pathogens plus other contaminants. In five years measures are checked on to determine whether a review is essential, to provide that the guidelines continue as applicable as well as convenient to businesses as achievable.

**Table 16. Food safety standards and their classification:**



**Table 17. The differences between food quality and safety standards:**

### **Food quality standards**

- **Voluntary, some mandatory however**
- **Focus on quality items**
  - **Definition: composition and process**
  - **Texture and color**
  - **Nutrition requirements**
  - **Purity**
  - **Net weight**
  - **Analytical methods**
  - **Food labeling**
- **Around 5,000 +**
- **Developed by industry association, approved by SAC (Standard Administration Commission)**

### **Food safety standards**

- **Mandatory**
- **Focus on safety aspects**
  - **Contaminants**
  - **Pathogens**
  - **Pesticide residues**
  - **Veterinary drugs**
  - **Food additives**
  - **Good manufacturing practices**
  - **Analytical methods**
  - **Food labeling**
- **Around 1,000 +**
- **Issued by MOH**

Forceful producers of innovations plus equipment for the foodstuff production create a powerful cluster in the a lot of territories. This cluster incorporates companies such as:

- JAA Procedure Manufacturing: Procedure solutions for the dairy, nourishment plus pharma industries.
- WQX Flood Innovation : Processing systems to improve the quality of nourishment and beverages as well as upgrade production.
- Aasted: Chocolate plus pastry shop equipment.
- Foss Expository: Expository arrangements to maximise value of production of agrarian foodstuff commodities.

Modernization in the foodstuff manufacturing combines technical development with communal plus national development. It happens all the way through the complete nourishment classification, counting invention, collecting, main plus resulting handling, fabricating as well as spreading. The fundamental development is a newborn otherwise progressed customer manufactured goods plus facility. Innovations can be centered in single part of nourishment innovation, for instance procedure manufacturing, merchandise detailing, foodstuff merits otherwise purchaser requirements; but swells open out causing changes in other parts of the foodstuff classification, in purchaser consumption designs as well as in common communal as well as national regions. Nourishment manufacturing development methodologies require to be based on the sum innovation in the foodstuff structure plus concerned not only by means of the innovative changes but also with the communal plus natural changes, so as to manufacture nourishment which fulfills the nutritional, individual in addition to communal requirements as well as requirements of every community.

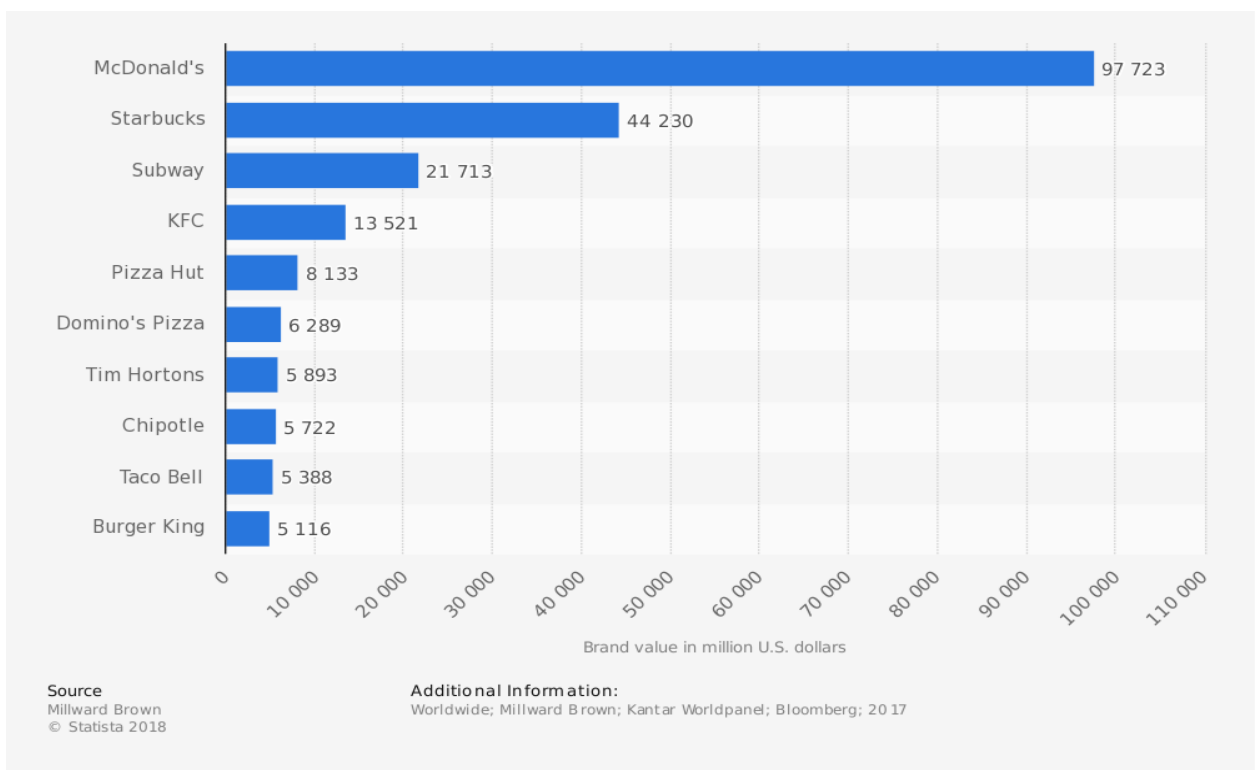
The food industry requires specialized services to manage their business effectively. We work closely with the food processing supply chain to bring ideas and evaluate your unique opportunities. We know that small and mid-sized food and beverage processors must compete on many fronts. We have the benefit of working with many companies, each with slightly different operations, opportunities, and challenges. Working crossways the nourishment gives us a broad perception which permits us to assist your business analyze holes which can be anticipating your organization from coming to its enlargement prospective. you have to carry on to contribute in innovative commodities, as what is important now, might not convene the requests of tomorrow's showcase. Experienced foodstuff manufacturing bookkeeping experts are devoted to giving bookkeeping, duty compliance, business counseling plus administration counseling services. Experts are elder manufacturing administrators, they bring a new purpose perception to assist you accomplish your tactical economic as well as individual aims. We alleviate our costumers get data which is sensible plus valueable. Food manufacturing bookkeeping specialists are leaders in manufacturing in addition to they are prepared to assist businessman achieve success.



- Business plan, also planning.
- Business assessment.
- Operational critiques.
- Business procedure engineering.
- Benchmarking plus presentation criteria.
- Employee advantage strategy reconsider plus functioning.

Nowadays, each organization possess a better require for insurance administrations, as clients of financial explanations are challenging extra data to formulate choices. Insurance plus counseling administrations can assist you convene these requests as well as other fiscal tasks which you can be in front of. Facility viewpoint is guided by a profound information of clients, business in addition to manufacturing.

**Table 18. The ten biggest valued food industry products suppliers:  
It is measured in dollars.**



## **Chapter3. Trade of food industry**

### **3.1. Food industry products marketing**

Nourishment commodities frequently include the universal promoting approaches plus strategies connected the promoting of erstwhile sorts of commodities as well as administrations. In foodstuff promoting, subjects like experiment promoting, division, situating, branding, focusing on, customer investigation, in addition to marketplace entrance methodology, for instance, are extremely applicable. In calculation, nourishment showcasing includes other sorts of challenges like managing a consumable merchandise whose feature, moreover, accessibility changes like a purpose of recent produce conditions. The worth chain the size to that successive parties in the promotion channel insert cost to the product that is especially significant. These days, handling plus newborn spreading alternatives present expanding growing openings accessible to nourishment marketers to offer the purchaser in expediency. Promotinging, administrations, in addition to, handling included solve, in any case, consequence within considerably upper expenses. In the from the past years, for instance, clients forced have prepared their individual bread from nearby grown-up flour. In our day, the majority landlords buy submanufactured bread, in addition to, that is evaluated which the rancher gets just a few five percentage of the value rewarded by the purchaser used for the wheat.

The investigate of socioeconomics includes considerate factual features of a inhabitants. Pro foodstuff marketing aims, it can aid firms recognize the present marketplace situation , otherwise, forecast prospect patterns. In the USA, as well as, Germany, for instance, origin charge is generally at a low level, as a result this could be real anticipated which the require seeing educate dine boxes will perhaps refuse. In this manner, firms promoting like merchandise forced observe on the off chance that they, in its place, could modify their possessions toward goods utillizeded by a increasing inhabitants.Nourishment marketers have to think about a number of tasks that influence the organization of a residents. For instance, in several speedily developing countries, a bulky proportion of the inhabitants is concentrated amid more youthful generations. In other countries, like China, as well as, Korea,it has aided invigorate trade and industry progression, at the same time as in certain underdeveloped countries, this puts weights in community to contain an expanding number of citizens on a settled sum of territory. The other nations like Japan as well as Germany, in difference, practice issues in a “graying” community, anywhere smaller amount nonretired citizens are approximately to reinforce a growing number of maturing seniors. For the reason that, Germany really floats nearly disapproving populace enlargement, the German state administrations have issued bulky fiscal motivations, in the shapes of appropriations, for female citizens who possess children. In the USA, populace



enlargement happens both from side to side births in addition to migration. From the time when the number of births is not increasing, issues happen on account of firms which are dependent relative on populace enlargement.

Collective group could be utilized in the situating of nourishment merchandise. The first methodology, increasing pull promoting, includes situating a merchandise on account of standard clients, also depicting the merchandise such as existence expended by higher group clients. For instance, Hagen Dass look after in the determination of clothing, adornments, as well as environment in its marketings to represent upscale source of revenue, like the creators of Hoary Poupon mustard. The second methodology, in any case, drives a completely differing tactic. In stage situating, depressed clamp families are depicted, like emphasizing the functioning group routine. A lot of individuals of that demographic group socialize powerfully in that surroundings as well as are rewarding of their ways of life, creation that, in some cases, a feasible methodology. A promotion on account of Almond Bliss, for case in point, highlights a battling excessive educate learners existence tested by their instructor commenting, In these days, on the other hand, public group is over and over again satirized in marketing, the same as marked in the Piolaana All Greens commercials at the same time as the farm manager blacks out for the reason that the law enforcement officeholder alludes to the greens conserves like jelly.

**Table 19. Demographic features and data of food industry products:**

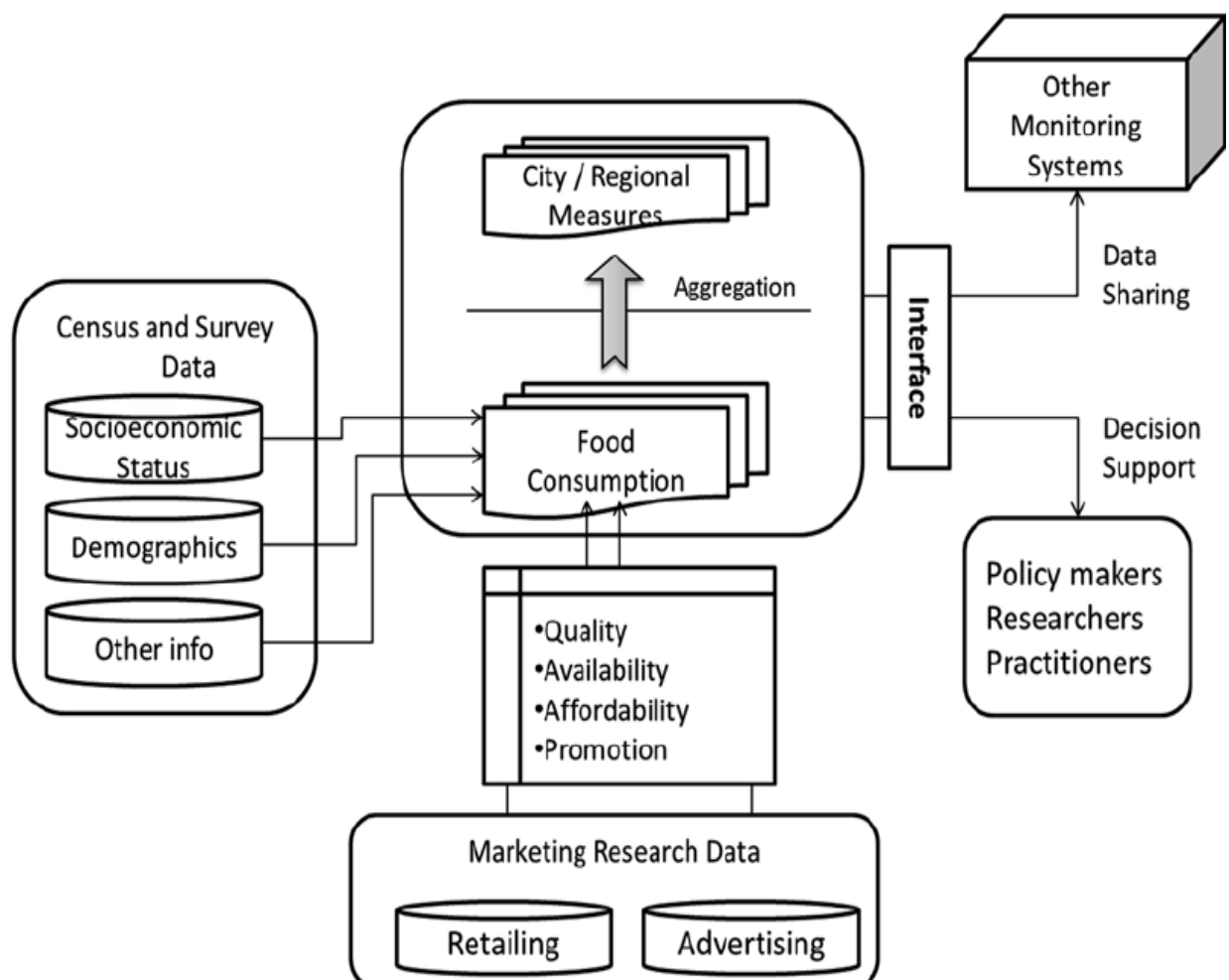
## Demographic Factors

### Demographic data

- **Population (million)**  
➔ 1,210
- **Population growth rate (%)**  
➔ 1.41%
- **Population 0-14 years (%)**  
➔ 31.1
- **Population 15-64 years (%)**  
➔ 63.6
- **Population 65+ years (%)**  
➔ 5.3
- **Literacy rate (%)**  
➔ 74.04
- **Main religions**  
➔ Hinduism, Islam, Sikhism, Christianity, Buddhism, Jainism, Parsi
- **Languages**  
➔ Hindi, English, Tamil, Telugu, Bangla, Kannada,  
Malayalam, Marathi, Odia, Gujrati, Konkani, Dogra, Urdu  
Assamese, North Eastern Languages

Food products, for instance, chicken, cheese, as well as lenient beverages have qualified considerable enlargement in utilization during latest a long time. On account of a number of food products, sum marketplace utilization has expanded, as well as, that enlargement can be fundamentally for the reason that alternatives of a class. For instance, at the same time as a lot of American citizens have concentrated their admissions of beef because of concerns in relation to overweight, in general, for each capita utilization of beef has expanded in the USA. That enlargement in all probability grades in huge scale on or after migration which from another continents like Asia,Australia anywhere beef is an obliging meal. Utilization of definite other commodities has diminished. A lot of clients have supplanted total milk amid leaner assortments, plus substitutes have turn out to be accessible to decrease sugar utilization. Meat plus egg utilization have been deteriorating, and that can be turning around like great protein diets increase expanding favor. A number of food commodities have seen expanding utilization in huge fraction for the reason that important special campaigns to invigorate requirement.

**Table 20. Classification of food consumption:**

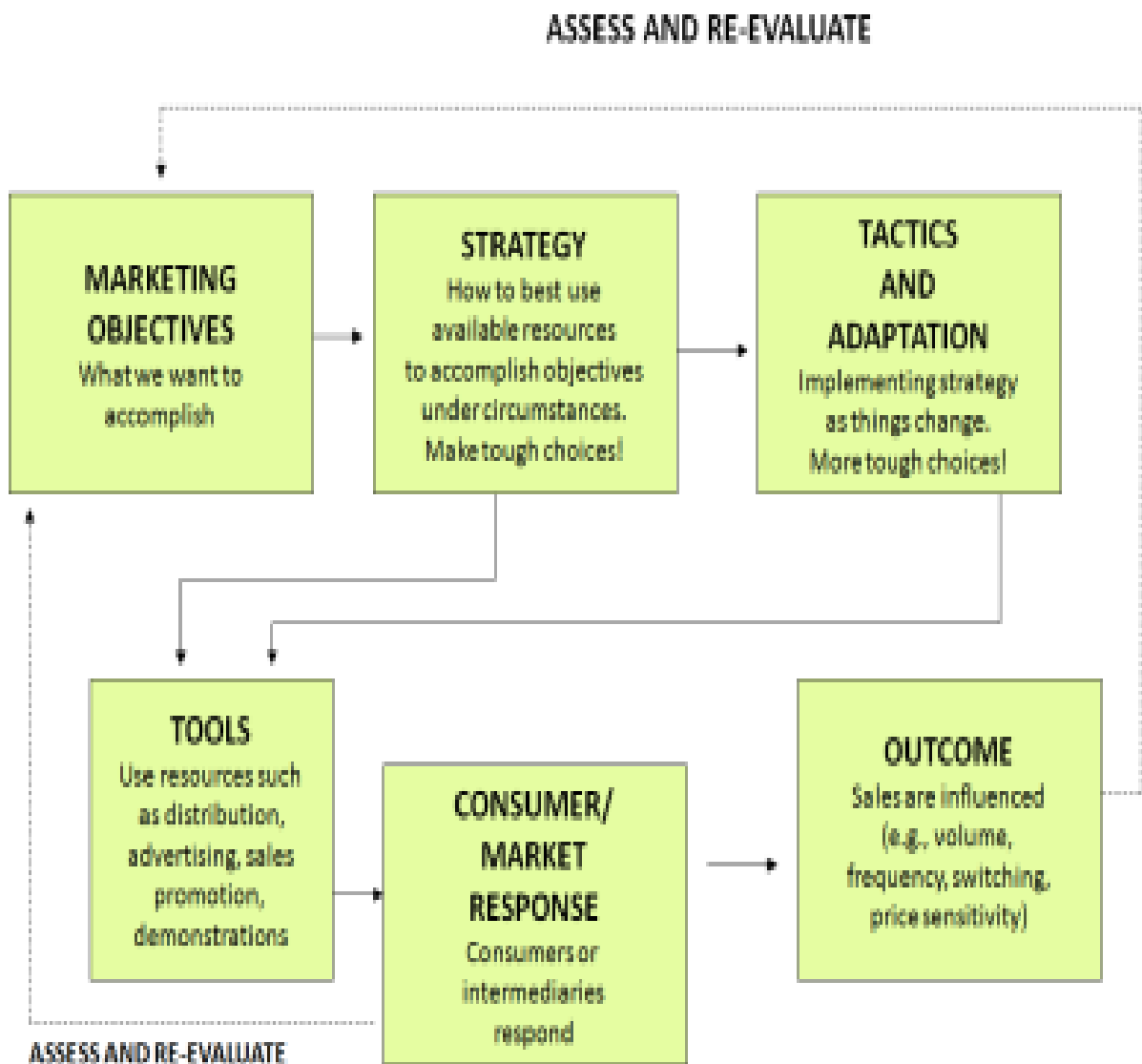


Generally, a lot of citizens in western countries pay out a considerably less significant fraction of their returns on nourishment than act citizens in the majority other countries. Fraction of this is as it should be western nations affluence, in India as well as the Philippines, citizens are assessed to pay out fifty percentage plus fifty five percentage of their earnings on nourishment, correspondingly, in huge capacity for the reason that at a low level standard salaries. Groceries costs as well be liable to be lesser in the western countries than they are in mainly industrialized nations, clearing out extra money on account of other goals. Western inhabitants, in the standard, are assessed to waste five or ten percentage of their returns on nourishment, this feature is at roughly fifteen percentage in Japan, foodstuff tends to be extremely high-priced. It is cause of nourishment goods prices are generally near to the ground, compared to other commodities, in the same areas. In the USA, food products is sold inside a differing qualities of outlets. Grocery stores carry a broad combination of commodities as well as for the most part proposal lessen costs. Definite expediency products are given in more outlets anywhere clients can be ready to pay upper prices on account of expediency to timepressed clients. Universally, there are great varieties. In improving countries, nourishment is frequently sold in not closed marketplaces, otherwise, in little provisions, characteristically in additional locally fashioned plus smaller quantity branded commodities obtainable. Still in a lot of industrialized nations, grocery stores are fewer common than they are in the western countries. For instance, a lot of natives illustrate in regional neighborhood provisions due to that is unreasonable to make to a great hypermarket in Japan. In several European countries, a lot of citizens do not possess vehicles, in addition to like this littler regional marketplaces can be gone by frequently. Foodstuff is progressively existence devoted absent from the home or in canteens, cafes, otherwise, at cuisine stands. At this point, a huge component of the price is pro planning plus services like vibes. Clients are repeatedly very prepared to pay those expenses, on the other hand, in homecoming on account of expediency as well as satisfaction.

In totalling to serving small profits families, perform enlargement requirement on accaunt of nourishment to a little amount. In piece of information, expanding requirement pro cultivate merchandise was a more prominent incentive than serving deprived citizens on account of the configuration of the European countries nourishment hallmark strategy. The definite influence on nourishment brands on definite customer requirement is restricted, on the other hand, because of the interchangeability of fiscal resources. That is evaluated which a single dollar in foodstuff stomps rises the requirement pro nourishment by 0.25 dollar, and also, at what time, groceries brands are accessible to wrap a number of nourishment expenses, beneficiaries are probable to entertain to a great extent of the fiscal resources they would something else have used up to several necessities. The nourishment manufacturing faces many promoting choices. Fiscal resources could

be contributed in stamp creating to expand each amounts requested, on the other hand, the cost shoppers are keen to pay on account of a manufactured goods. For instance, Pepsi spends a huge deal of fiscal resources going on idealizing its prescription as well as on advancing the stamp. It permits "Coke" on the way to charge extra pro its manufactured goods than can producers of territorial plus littler stamps. Producers can be capable to influence their stamp names by creating newborn manufactured goods positions. For instance, Heinis begun shown as a stamp pro pickles and branched publicized addicted to ketchup. A number of stamp expansions can include a danger of injury to the innovative stamp on the off chance that the value is not first-rate sufficient. For instance, "Coca-Cola" denied to concern the Coke title to a regime beverage reverse at what time insincere sweeteners possessed a considerably a smaller amount gorgeous flavour. Coke made Flap Cola, and also at what time aspartame was affirmed pro utilize in lenient beverage did "Coca-Cola" come away amid a Regime "Cokes".

**Table 21. Market improvement of “Coca-Cola”:**



**Table 22. SWOT contemplation of “Coca-Cola” marketpower:**

SWOT Analysis of Coca-Cola	
<p style="text-align: center;"><b>Strength</b></p> <ul style="list-style-type: none"> <li>•Popularity</li> <li>•Strong Marketing</li> <li>•A lot of Finance</li> <li>•Customer Loyalty</li> <li>•CSR</li> <li>•World’s largest share in beverages</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>•Health Issues</li> <li>•Significant focus on carbonated drinks</li> <li>•Negative publicity</li> <li>•Many brand failures with insignificant amount of revenues</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>•Increasing demand for healthy food and beverages</li> <li>•Bottled water consumption growth</li> <li>•More brand recognition</li> <li>•Advertise its less popular products</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>•Changing health consciousness attitude</li> <li>•Legal issues</li> <li>•Changing customer preferences</li> <li>•Competition (pepsico)</li> <li>•Saturated carbonated drinks markets</li> </ul>

Producers who contain contributed a huge amount of fiscal resources on stamps can contain improved a definite stage of purchaser stamp constancy, it is an inclination pro clients to carry on to purchase a favoured stamp constant at what time a gorgeous proposal is completed by competitors. Pro constancy to be located in attendance, that is not sufficient to simply view which the purchaser purchase the similar stamp again and again. The purchaser, to be stamp reliable, have to be capable to effectively oppose special labours by competitors. A stamp devoted customer want carry on to purchase the favoured stamp stable, on the off chance that, a competing manufactured goods is moved forward, offers a cost encouragement, on the other hand, quality, otherwise gets favoured exhibit

interval. A number of customers how multibrand constancy. At this point, a buyer switches amid a a small number of favoured stamps. The customer can also exchange pro diversity, otherwise possibly will, on a law of thumb, purchase any single of the favoured stamps are going on auction. Theese customers, in any case, would not replace to anther brand going on auction. Stamp constancy is, exactly, a substance of grade. A number of clients do not want control pro a reasonable reduction, and also want control pro a huge single otherwise want sometimes purchase the other stamps on account of expediency otherwise diversity.

### **Chapter3. Trade of food industry.**

#### **3.1.1. The 4Ps of marketing.**

Producers frequently demote to the “4Ps,” otherwise the promoting collection, like a method to explain possessions accessible to marketplace of merchandise:

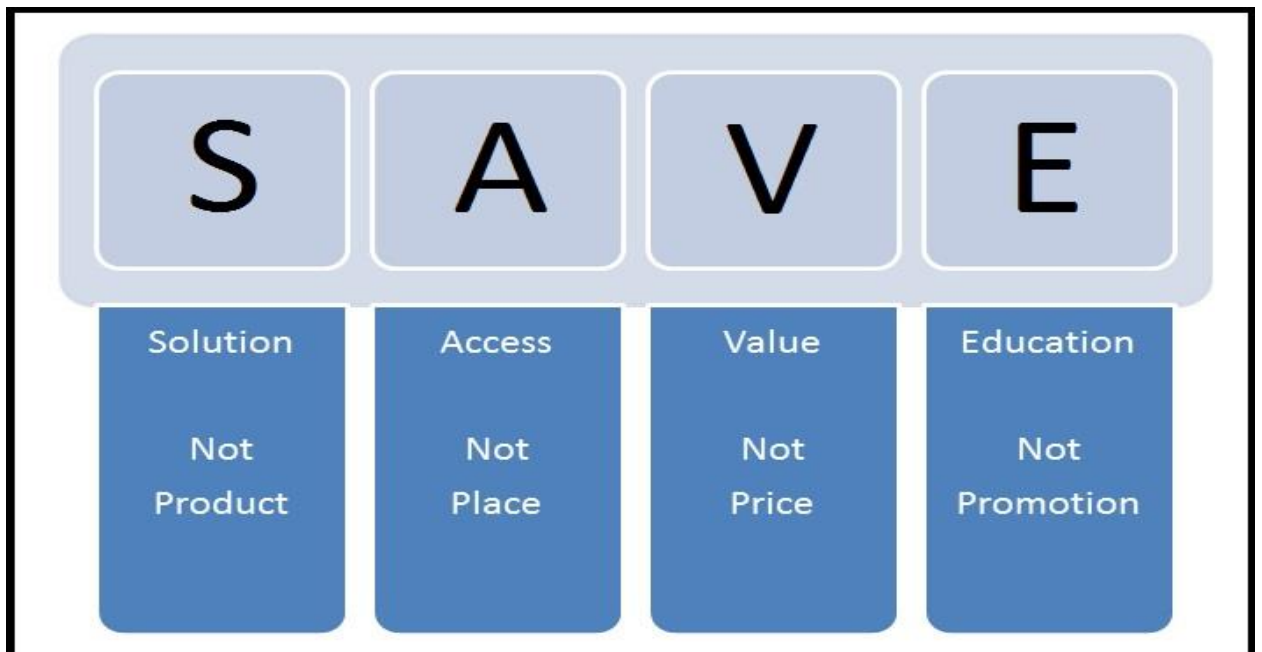
The first of 4Ps is “Product”- companies can contribute in the merchandise via utilizing elevated superiority fixings otherwise undertaking widespread investigation plus promotion to get better it. For instance, McDonald’s plus Burger King factually expend millions of dollars on target their French-fried potatoes! During today, Western marketplaces amid changing tastes plus inclinations, that possess usually originating which commodities proffer a specific benefit or tend to charge more improved than the other merchandise which only reproduce a competitor’s goods. And some goods have been accepted in relation to Eastern as well as embryonic nations.

The second one is “Price”- Dissimilar methodologies can be engaged via high opinion to value. Generally, there are 2 strategies to create a profit, one of them is selling a lot, furthermore, the other one is making a little scope in every per-unit otherwise create a huge scope in every per-unit plus resolve pro smaller volumes. Companies, on the whole marketplaces, are improved, on the off chance that the marketplace is balanced which a number of companies compete lying on cost plus others lying on several highlights

The last one of “4Ps” is “Promoting”. Encouragement includes the various devices which companies contain to find customers to purchase extra of their commodities, conceivably on superior costs. Promoting is that we imagine of by defaulting, at the same time, promotion as well incorporates coupons, instore cost advancements, instore exhibits, otherwise prizes.

The main topic in the field of nourishment promoting is the price chain, the procedure that dissimilar parties in amid the rancher plus the customer insert price to the merchandise. In a tremendous condition, the agriculturist just gets approximately 0.05 dollars pro each dollar eventually charged on account of bread in the shop. Division of the extra price comes about on or after other fixings, and also a great deal of the price is included on or after handling, fabricating, spreading plus stamp creating.

**Table 23. The “SAVE” plus “4Ps” of promoting or marketing:**



The Four P's		OVER	
<b>Product</b>	Tangible item, often mass produced; emphasis on features and functionality	<b>Offering</b>	Intangible combination of products, services, and processes, often customized
<b>Price</b>	Often fixed and cost-based; usually quoted within narrow range; varies based on volume and features	<b>Value</b>	Highly variable, based on buyer needs, use, and results
<b>Place</b>	Location where product can be purchased; physical location or online; distribution usually includes warehousing and transportation systems	<b>Experience</b>	Solutions are typically delivered over time in a collaborative engagement where service and experience are essential to the value
<b>Promotion</b>	Advertising, PR, and other communications pushed to and at buyers; approach is usually inside-out	<b>Relationships</b>	Buyers resist most promotion but look to trusted relationships and peer communities to discover, evaluate, and co-develop solutions; approach is outside-in

The price chain gives a chance pro a lot of companies in the direction of combinate price to a merchandise. It, possibility, pushes up and doing the fundamental trade costs of nourishments. On the other hand, those included



expenses typically consequence on or after customer requirement anywhere customers are prepared to pay pro extra expediency. In current duration, for instance, there has been a pointed enlargement in the requirement pro ready foodstuff that from general stores, otherwise on or after dinein, on the other hand, takeout from eateries.

It is valuable to record that the price chain comes approximately in huge branch for the reason that a arrangement of supporters permits every to specialize in which it does greatest, otherwise, is generally comfortable as well as greatest qualified or else to be undertaking. Agriculturists, for instance, be apt to be mainly concerned in undertaking definite cultivation assignments plus can be difficult creation bargains with processors plus producers. Specialists can specialize in this mission. The expenses of knowledge can be extend transversely a lot of dissimilar agriculturists. The agriculturist can, in that case, be improved rotten paying the specialist plus pay out his, otherwise, her occasion on cultivating instep. According to the specialist, possession a huge number of agriculturists like clients is beneficial. The majority ranches could not contain a enough quantity to legitimize setting up processing operations, and also bulky processors can get improvement of economies of range in adjusting a lot of agriculturists. Huge producers can contribute in stamp creating plus merchants can combine merchandise on or after a lot of dissimilar providers to spread out plus trade efficiently.

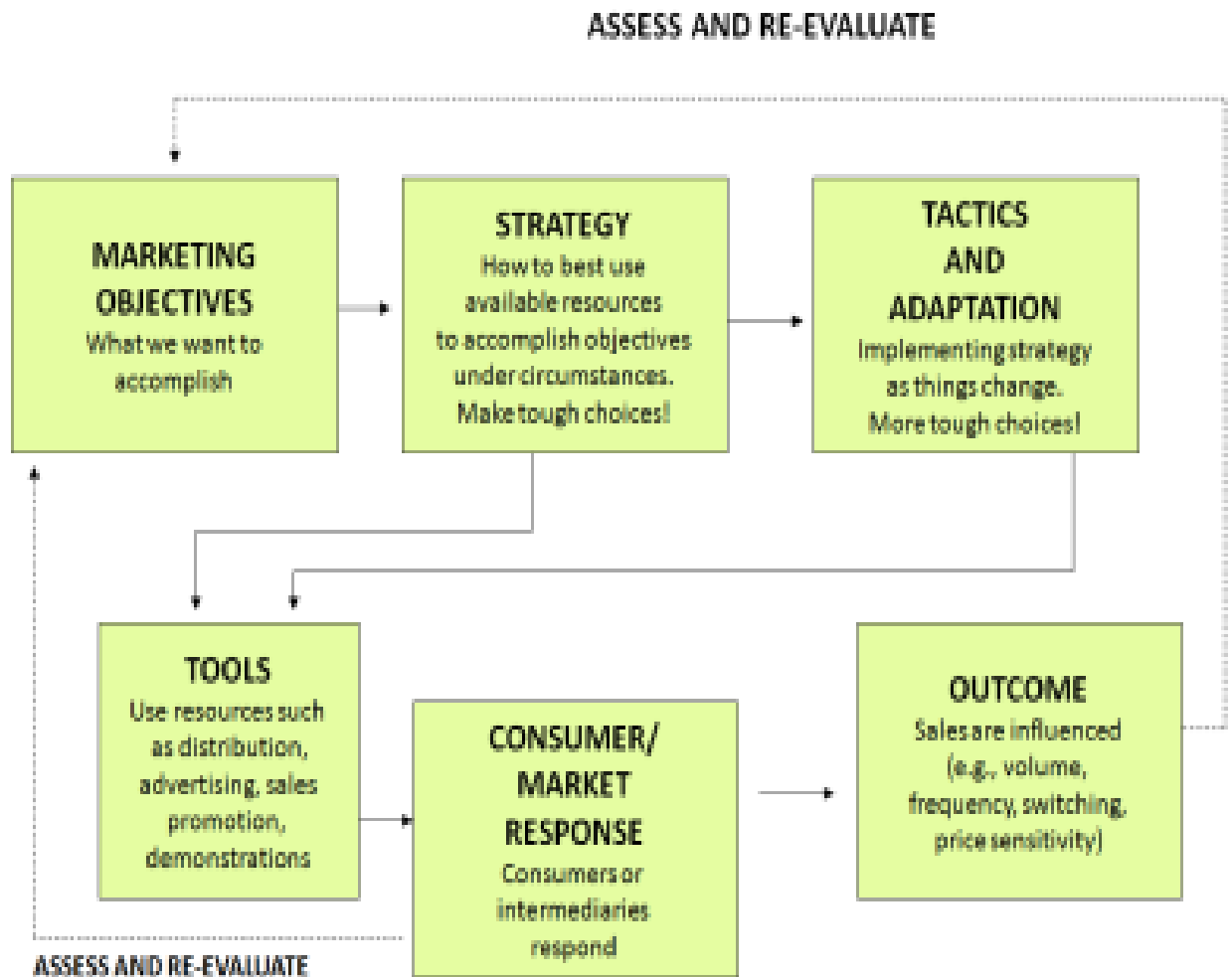
The nourishment marketplace is influenced in a lot of diverse field-forces, for instance, administration controls, universal business conditions, discipline plus innovation, climate plus several conditions influencing yield conditions, financial sphere, plus competitive atmosphere.

## **Chapter3. Trade of food industry.**

### **3.2. Structure, construction and improvement of food products market.**

A lot of dissimilar characteristics of a marketplace control its construction. Typically, refusal single company otherwise characteristic managements the whole price chain, and also a number of companies can make a decision to incorporate vertically via purchasing positive competitive companies otherwise expanding capacity, otherwise perpendicularly via purchasing services which be apt to move former, otherwise afterward in the field of the price chain. A number of businesses offer pro huge economics field of range, possibly consequential in the sphere of an inadequate number of companies domineering a great scrap of the sum showcase. In some condition, economics field of range is less important, otherwise, it is a fact, impediments like administration system control the measure of characteristic companies, in addition to , marketplace possibly will be extra divided. Marketplace progress includes making otherwise expanding a showcase pro innovative otherwise active commodities, in addition to, greater than ever the consequence of those commodities. A small number of clients, in our day, are responsive touchy pear. Methodologies, goals, as well as the ladder of personal property . The special performance is required pro a specified manufactured goods will depend on components, for instance, its present period during the merchandise existence rotation. On account of touchy pear cultivators, just reaching supplementary individuals to be acquainted with it and this manufactured goods existence will be a challenge. On one occasion, inhabitants be acquainted with an important challenge is departing to find supplementary inhabitants essentially to attempt the manufactured goods. It can be tricky to achieve, due to the elevated rate of the product costs, as well as, the great number of alternatives of several merchandise which customers can utilize. That is basically not sufficient period, otherwise, fiscal resources to attempt each and every one. On the off chance that a merchandise category catches by the side of accentuation and that can, in that case, require to control to stamp discrimination plus the company can require to perform on top of reaching customers to confine favourable philosophy in relation to their stamp. In afterward periods of the manufactured goods existence round, anywhere mainly costumers' suppositions have fundamentally been locate, momentary deals increments, more often than not, from side to side cost advancements, could be just practical target. The tactical setting up procedure builds a respectable speculation choices through admiration to a large amount to use up on promoting plus to designate it expenses amid openings obtainable, that is convenient to set off from side to side a tactical development procedure. That procedure includes a number of rounds, and also those rounds are not

inflexibly isolated plus that can be essential to go back to preceding grounds like innovative contemplations come up and doing. Table.



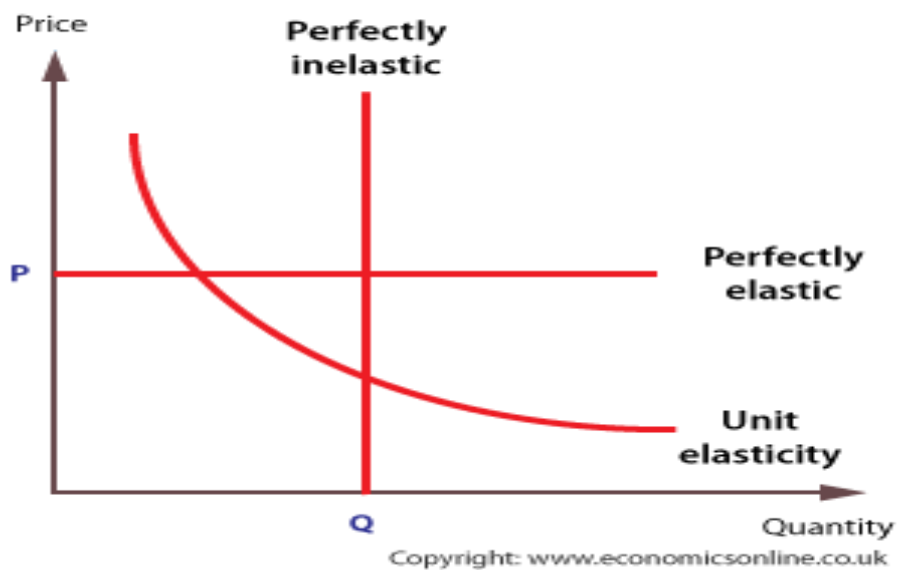
Nourishment Promoting Productivity alludes on condition that customers amid required stages of facility by the side of the smallest price potential. It does not unavoidably denote to reduce expenses later than resources depart from the farmhouse. Administrations included afterward during the procedure can be vastly profitable to the purchaser. The detached, in that case, is to insert the essential consequence stepladder like powerfully and achievable. For instance, "WalMart" is enormously effective in the field of given that the trade (and effectively wholesale) fraction of the price chain still. in spite of the fact that. this examination is in due course of fiscal resources. A small number of clients wish for to make an extensive aloofness to a pastry shop, plus, on the off chance that, the pastry specialist want after that have to offer the trade services. The pastry specialist is willing, in all probability, to use up additional cash on contracting individuals plus keeping up the shop than "WalMart" includes to the price by the stage of those services. Competitive marketplace is progressively international issue amid all providers plus purchasers existence extend progressively from corner to corner the world. For the reason that, the progressively complex bazaar, supervisors progressively require additional business plus individual or personal abilities as

well as mechanical experience. The nourishment manufacturing faces weights not only during conditions of food price plus security, but also on or after ecological concerns. Price elasticity alludes to the amount to that measure requested is influenced by tendency in the field of the price.

Table 24.

$E = \frac{Q\%}{P\%}$	Price Increase		Price Cut	
	Quantity Change	-5.0 %	-33.3%	+5.0 %
Price Change	+20.0 %	+20.0 %	-10.0 %	-10.0 %
Elasticity	-0.25	-1.67	-0.5	-3.33

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## Chapter3. Trade of food industry.

### 3.3. Food industry and its sale in Azerbaijan.

In the firms plus companies of nourishment manufacturing, a variety of farming commodities are prepared plus utilized like food commodities. The another feature of nourishment manufacturing firms plus companies is their location. This kind of manufacturiing items manage in the sphere of the cities as well as provincial spaces.

Meat, milk, butter and cheese industries are based on animal husbandry products. Bread-baking, macaroni, confectionary, and food –concentrate fields deal with the manufacturing final products. The processing of salt and fish products is included to the food industry as well.

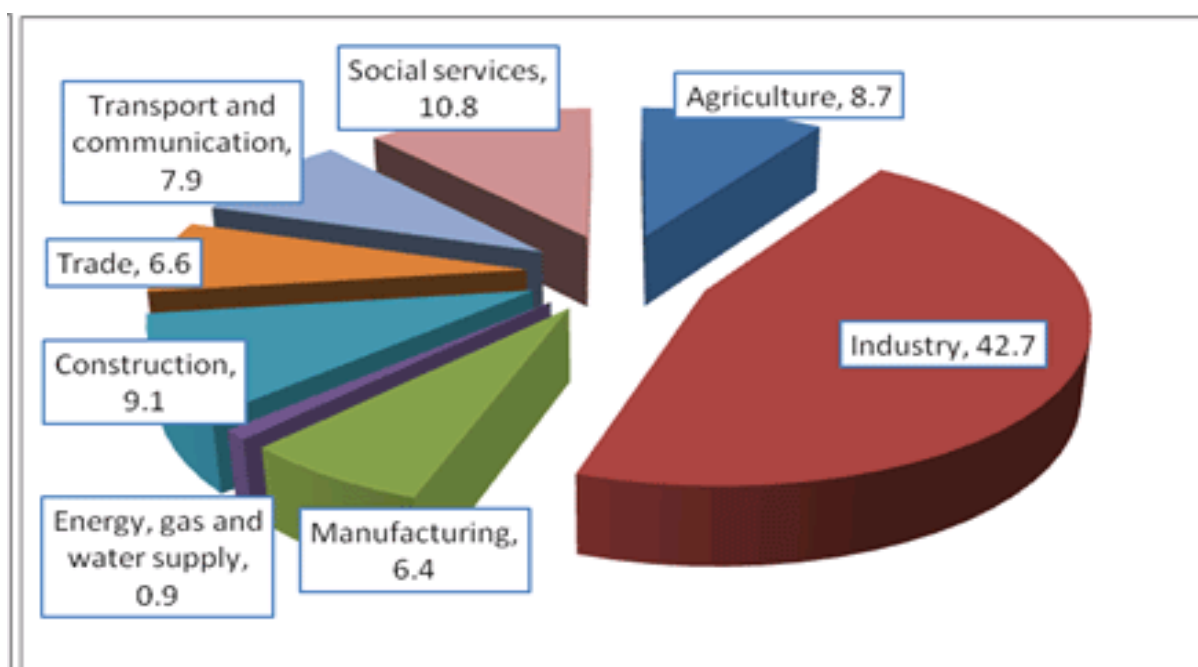
As the transportation of raw materials required for processing sugar, vegetable oil, canned fruit and vegetables, butter and cheese, the mentioned fields are developed mainly in the raw material regions.

Bread-baking, macaroni and dairy industry enterprises are located in the large cities and densely populated consumption regions.

. This is one of the specialized fields of the economy, Wine, canning, tobacco, and Republic's mineral waters are the main products of food industry.

Wine-making is one of the widespread fields in the country. The initial processing plants are situated in the regions, where grapes are grown. The final product – wine or cognac plants operate in Baku (№1 and 2), Gandja, Goychay, Shemkir, Khanlar, Shamakhi and Nakhchivan.

**Table 25. Overview of industry of the Republic of Azerbaijan:**



There are fish-breeding plants in the water reservoirs of the Republic, fresh-water lakes, as well as in other water bases. The majority of these plants are located in the Neftchala region in the mouth of the Kura River.

A number of flour-grinding plants of the Republic importance are operating in Baku, Gandja, Nakhchivan, Kurdemir, Agdash, Yevlakh, Shabran, and Gileri.

These fields of the industry and bread-baking serve to meet the domestic demand of the country. Currently, besides the large cities, there are small enterprises in the village and settlements (small mills and bread-baking workshops) and their network is enhanced.

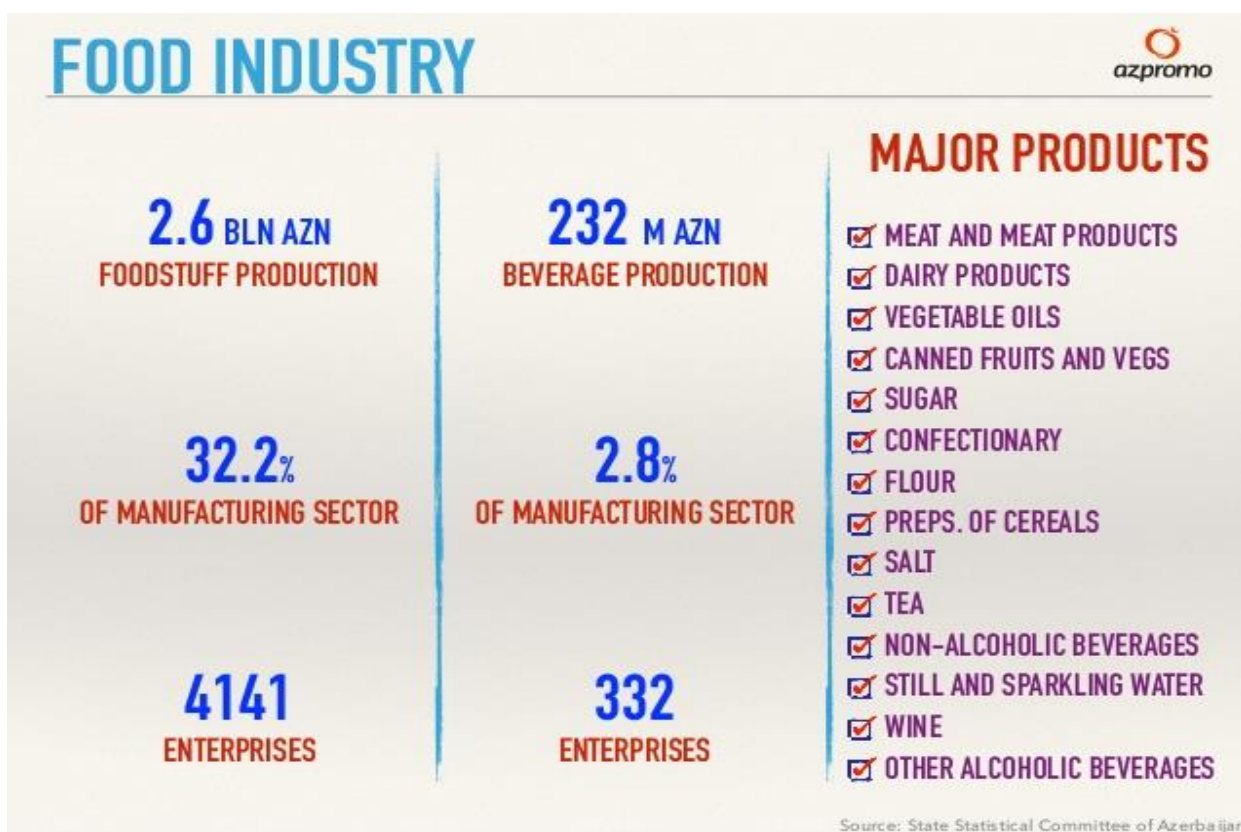
The package of mineral waters, which are useful for health, is also very important. The useful mineral waters include Istisu, Sirab, Badamli, Vaykhir, Daridag and so on. There are already several enterprises engaged in this field. There is “Badamli” water-filling enterprise in Shahbuz and Nakhchivan, “Sirab” enterprise in Nakhchivan. “Badamli” plant in Nakhchivan was built in 1949, “Sirab” plant in 1976.

Lenkeran tea is considered to be the best quality tea in Azerbaijan. In the competition held in Leipzig in 1981, it was awarded “Azerbaijan bouquet” prize and the golden medal. In the international contest held in Madrid in 2002, Azerbaijan tea was awarded the “XXI century European golden prize”, and in the Madrid competition “For quality and technology” in 2005, the “Natural tea” of Lenkeran was awarded another “Golden medal” of Europe. In 2010, 544.9 tons of green tea leaves were produced in the Republic.

In the field of initial tobacco procession, there are tobacco fermentation plants in Sheki, Zakatala, Qebele, Balaken, Yevlakh, Sherur, and Masalli, and a tobacco plant in Baku. In addition, there is a nut-treatment plant and a henna packaging enterprise in Zakatala, olive treatment plant in Mashtaga settlement and saffron treatment plant in Bilgeh settlement of Absheron.

Cotton-seed is processed in the oil-extraction plant in Shirvan and is sent to the butter-fat plant in Gandja to get glycerin soap from its products. There are confectionery factories in Baku, Sumgait, and Gandja.

**Table 26. Food industry commodities in Azerbaijan:**



First of all, Azerbaijan is the land of fire in the midst of a captivating, increasing nourishment manufacturing plus a vigorous import marketplace. Without a doubt, imports of nourishment plus agrarian merchandise create 16.8 percentage of full amount products of Azerbaijan imports plus roughly 1.5 billion dolar per annum. According to statistics by Azstat, imports of natural products plus vegetables are progressively growing. 2014-15, in addition to, maxim significance standards of those commodities boost, suggesting there is a strapping sell abroad marketplace holding up to exist tapped by intercontinental producers. During the primary part of 2014 and 2015, imports of natural product plus vegetables come to 20 million dolar a 11 million dolar boost compared among trade in levels at some stage in previous years. On the other hand imports of consumable natural products plus the others come to 34 million dolar athwart the full of 2014-15 at the same time as vegetables imports.

2016 might be a influential time in support of Azerbaijan's nourishment commodities in the vein of natural product plus vegetable imports. Concurring to the description of the SCC publicized it, at some stage in January plus March, trade in volumes boast risen to an implausible 42 million dolar. Arrangements of natural products plus vegetables reached to a sum of 21 million dolar during 2015. Be that as it may, natural product plus vegetables are no more than single branch of

Azerbaijan's largely agriproduct imports. Red meat is too full-size business. Azstat detailed it, during 2015, red meat plus safe to eat beef imports reached to 18.9 million dolar. The SCC exposed during the primary part of 2016 red meat imports developed by 14 percentage. Those were exceeded by the amount of dairy commodities, consolidating nectar plus animals seed, that reached to a impressive sum of 56.8 million dolar during 2015.

The largely representation of Azerbaijan's foodstuff imports marketplace an elevated demand pro natural product plus vegetables, by means of flanking a increasing requirement in lieu of red meat, butter plus drinkings. Momentous openings are displaying themselves on behalf of strange companies the whole time the Central Asian country, plus occupation appears in the same way as WorldFood Azerbaijan.

**Table 27. Summirze of food industry market in Azerbaijan:**

	2015	2016	2017**
Population (000)	9,417	9,492#	9,568
GDP (US\$ bn)	50.818	37.556	38.583
Real growth (%)	1.1	-3.8	-1.0
GDP per capita (US\$)	5,396	3,956#	4,032
Inflation – CPI index	4.0%	12.4%#	10.0%
Unemployment rate	6.0%	6.0%#	6.0%
Exports (US\$ bn)	15.586	10.900#	N.A.
YoY growth (%)	-44.8	-30.1#	N.A.
Imports (US\$ bn)	9.774	9.200#	N.A.
YoY growth (%)	4.7	-5.9#	N.A.
Average exchange rate (Manat per US\$)	1.029	1.597	1.736##

Note: # estimate, ## Jan- Jul 2017, \*\* forecast

Source: IMF, WTO, Central Bank of the Republic of Azerbaijan



## Chapter4. Main problems of food industry.

### 4.1. SWOT analysis of foodstuff markets.

The business outlook at natural and organic foods grocer Whole Foods Market, Inc. (WFM) appears cloudy. While the company continues to grow sales, posting a 6% year-over-year jump in the September quarter, much of the growth is coming from newly opened stores. In fact, same-store sales declined slightly in the period, while share net was a nickel below the prior-year tally.

The question investors should ask is whether management will be able to improve business prospects given the mounting competition in the industry. Another question is whether the stock is a good long-term play.

**Table28.**

Strength	Weakness
<ul style="list-style-type: none"> <li>- high quality and food safety reputation</li> <li>- strong in niches that follow current trends</li> <li>- small and flexible production</li> <li>- long durable products</li> <li>- easy transportation</li> </ul>	<ul style="list-style-type: none"> <li>- inadequate production volumes for the Chinese market</li> <li>- not enough money for certification process (import restriction)</li> <li>- lack of knowledge about the Chinese market and import requirements</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>- growing number of Chinese households owning pets and feeding commercial food</li> <li>- more affluent pet owners</li> <li>- Chinese pet food scandals</li> <li>- developed regions in China open for foreign premium products</li> <li>- loyalty to premium brands</li> </ul>	<ul style="list-style-type: none"> <li>- fragmented market</li> <li>- current import restriction</li> <li>- price sensible regions in China</li> <li>- loyalty to (popular) premium brands</li> <li>- market domination (Mars Petcare)</li> <li>- upcoming Chinese players</li> </ul>

# Internal Analysis - SWOT

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none"><li>• Leader in natural and organic food retailing</li><li>• Staff is passionate in promoting organic food</li><li>• Scale store size depending on location</li></ul>	<ul style="list-style-type: none"><li>• Premium price</li><li>• Targets small niche of shoppers</li><li>• Low international diversification high concentration in U.S. market</li></ul>
External	<ul style="list-style-type: none"><li>• Natural/Organic food retailing is a growing segment</li><li>• Many international markets where can expand to</li><li>• Provide classes that promote healthy eating</li><li>• Accepts locally farmed foods</li></ul>	<ul style="list-style-type: none"><li>• Increased competition from other grocers</li><li>• Growing gas price</li><li>• Increased food cost</li><li>• Economic downturn</li></ul>

## **Chapter4. Main problems of food industry.**

### **4.2. Sale and marketing impediments of global and Azerbaijan food industry.**

Showcasing plus promoting nourishment merchandise possibly will appear pointless. Why would a business need to market something that everyone needs to survive? Similar to among several previous manufactured goods otherwise provisions, nourishments are promoted to pull towards you certain clients plus to boost the consciousness of the firms plus their brands. There are a number of inconveniences in the midst of showcasing nourishment, be that as it may, it require to be occupied addicted to deliberation.

At the same time as all plus sundry desires nourishment plus irrigate to stay alive, there are frequently a lot of general stores, expediency provisions plus lavishness foodstuff shops in favour of customers to choose commencing. Trade lowcost otherwise budget brand icecovered vegetables can create feeling in a lowerincome otherwise costconscious neighbor hood. Resting on the flick face, trade highepriced icecovered vegetables would create extra feeling taking part in a wealthy society. The actual difficulty is to create confident the promoting matches customer requirement. On the off chance that the preponderance of customers are looking for moderatepriced commodities, that will not build feeling to promote the most costly nourishments. Uniformly, on the off chance that customers are extra observing plus obtain extra cash to use up, promoting these specials by the side of canned merchandise could not be the most excellent thought also.

A lot of businesses offering nourishment merchandise cover started to integrate stipulations, for instance, natural plus light exchange on wrapping plus promoting. Natural funds the nourishment is developed exclusive of pesticides plus fertilizers. Light exchange demonstrates with the intention of the manufactured goods was twisted plus exchanged on behalf of a reasonable value. Firm's showcasing plus branding strategies plus the creators of twenty six individual care merchandise were used during 2011 designed for dishonestly demonstrating the merchandise the same as natural. The greatest hazard in the field of nourishment showcasing is most likely in promoting passable occupation, on the other hand, natural what time lone a share of the nourishment manufactured goods faces individual categories. The fare itself could be fair-haired occupation, for example, on the off chance that the bundling is not second-hand, on the other hand, on or after a reusable resource, the worth of the "light exchange" description diminishes.

The FDA plus former customer regulator bunches, for example, the Organization of Medication, counsel nourishment firms in contradiction of creation experimentally unsupported claims roughly plus fixings plus wellbeing reimbursement. At the same time as commodities, for example, drugs plus

therapeutic gadgets are frequently experienced pro vigour plus protection, the identical is not forever accurate of foodstuff. Businesses utilizing that method can perceive the profit of promoting to exclusive socioeconomics involved in wellbeing nourishments, and also undertaking so exclusive of good methodical proof can denote possible claims, on the off chance that a customer challenges goods. The worth of the brand of nourishment items essence promoted not exist exaggerated. Citizens purchase brands, not commodities. it is accurate constant by means of consumable plus essential commodities, for example nourishment. A number of firms utilize the notoriety of own brands plus logos on the way to upsell their things. such as stipulations, for example KoolAid obtain presently reached to denote every sorts of flavored beverage combination, unchanging however that is essentially the brand nickname of a actual manufactured goods.

Azerbaijan has worked to make better its administrative classification in excess of the earlier period numerous durations, and also obscure methods in the field of several zones plus sustained affirmations of debasement stay put issues. In times gone by, customs dishonesty has been a vital difficulty in favour of generally economic and Azerbaijan's economy statistics considering actual enhancements in the field of customs, as well as the presentation of ecustoms, extra straightforwardness, plus enhanced plus systematized customs cost collection methods. Bureaucracy is over and over again hard to explore plus able to obtain considerable instance, at the same time as decisionmaking is unhurried plus concentrated on the most elevated levels of organizations. Be that as it may, at this point also, Azerbaijan's administration has engaged concrete ladders newly to enhance that condition by setting up onestop community examination centers pro a lot of essential business requirements, for instance enrolling companies, on the other hand, possessions titles. The substances, called ASAN service is fast, proficient, boost simplicity, plus hold grasped excitedly by the

## **Chapter 5. Solutions, conclusion and suggestions.**

### **5.1. Solution of sale difficulties of food industry.**

Nowadays, we are privileged sufficient to contain adequate nourishment. In spite of the fact that it brings difficulties. Stoutness, heart disease plus diabetes are altogether increasing problems. In that case there is unused fraction of the greater depiction of how we stare following our globe sustainably. Difficulty 1: Lack of sources, old battles amid the increasing situations have been domineering outside components: water, sunshine. The aim is a covered farmstead. In addition to innovative progresses are creation it a reality. Difficulty 2:

The ecological collision of manures roughly fifty percentage of existing worldwide nourishment invention depends on the utilize of alkali based manures. Plus Alkali furthermore Urea will be a solution element of growing agrarian fields. A spread which possesses to materialize to provide for the increasing comprehensive population. Invention of those manures is a forcefully industrialized procedure. For example five or six percentage of all international natural gas utilization comes addicted to creating Alkali. Difficulty 3: Spreading during the promoting world, that is thought with the intention of we do not possess a nourishment deficiency difficulty, and at the same time a allocation difficulty. Which the globe in reality produces 3 period the demanded calories to provide for all and sundry! The difficulty is reaching the nourishment to the directly individuals plus at reasonably priced prices.

In the Swedish Organization of Nourishment view, nations drop 520 million tons of nourishment each year, which are developing. Reducing that nourishment failure is available to exist a full-size piece of the resolution to international nourishment safety. That is such a huge district to adopt surrounding, for example, covering, capacity plus shipping. The occupation of the Vehicle Investigate Documentation is supported by the craving to transport evidencebased transfer investigate arrangements with the intention of those are wellorganized, easy to get to, plus safe.

Difficulty 4: Plummeting energy using, the most upsetting plus inventive innovations have effect on the international subdivision pro a production. Their licensed, speed melt classification has been created inside answer to the detail that thirty two percentage of the United Kingdom's chilling power utilization reaches on or after trade exhibit cabins surrounded by general stores. Extensive appropriation of the Frigessco scheme in the field of general stores crosswise the United Kingdom would effect to (CO)<sub>2</sub> reserves of more than 0.25 million tons per annum. The inventive melt scheme is almost power liberated, using a little warm accumulation to save misuse warmth, that is after that utilized like melt the orderliness using a warm siphon. Laboratory controls possess illustrated with the

aim of thirty eight percentage reserves in the field of power utilization is realizable. USbased Pro-methan Capability Frameworks joined up amid a firm in India named chilling to attempt nourishment spreading difficulties in the sphere of creating nations head on by way of innovation. These have been expand

They have been creating solarpanel plus warm batteries motorized chilling to assistance the vehicle of new milk out of ranch to marketplace. Difficulty 5: nourishment unused in the urbanized world. Once time again, In the view of Swedish Organizationof Nourishment , urbanized nations misuse 520 million tons of nourishment each year. Comparable within amount to the quantity confused by the promoting humankind. The main expression is misused. For the reason that at the same time as in the sphere of the creating humankind nourishment ruins earlier than it comes to the customer, in the sphere of the urbanized humankind for the most part of the misuse takes place each unsold store on the other hand surplus sale. United Kingdom administration possesses objective of a zerowaste economy. It is not Refusal misuse, and at the same time, full dissipate is showed the same as a reserve which is esteemed: moreover monatery otherwise ecologically. Possessions are simply really terrified absent the same as a final sanctuary.

- Primary, scrutinize on the other hand practice the occasion.
- Instant, plus the most significant stage, find you brain operational. Utilize your knowledge plus describe the difficulty based on top of how that unswervingly influences you otherwise activity.
- Subsequently, expand a rapid duration methodology plus actualize it. That performance could be immediate otherwise it could take along time, difficulty was characterized accurately plus the shortterm methodology was operative, after that you have to expand plus actualize a longterm methodology to stop an expanding of problem.

On the off chance that that movement is shaken up will effect to a subject which saves rehashing itself amid attempting methodology often. Longterm methodology might comprise origin reasoninvestigation instruments, and at the same time most likely will not pro the majority of the ordinary difficulties you experience in the field of the nourishment fabric. That is a monotonous matter on the other hand a significant difficulty, utilize your knlodge suitable problemsolving-too that ordain the longterm clarification. At the same time as you expand the resolution, remove yourself from the difficulty plus revise it from a detachment. Obtain in the field of the large image.

## **Chapter5. Solutions.conclusion and suggestions.**

### **5.2. Conclusion and proposals**

- The segment of production of nourishment commodities plus refreshments is dissimilar as of the erstwhile segments of fabricating for the reason that the gigantic straight influence of customers ahead its generation. Newborn goods keep on into the showcase pro a quick stage of period plus in this manner their worth included is little as compared to the former merchandise of fabricating.

- In the expectations, the division of production of nourishment merchandise plus refreshments will be topic to the taking after domestic components: recharging plus savings; skill in the sphere of penetrating pro newborn marketplaces, specialties plus accomplices; expanding competition amid exporters plus lessening addiction by single showcase; employment power basic plus subjective changes; elderly innovations plus unfortunate labour system of government; deficiently speed of formation plus performance of advancements; inadequately effectual performance of little plus mediumsized businesses; plus change in the sphere of domestic expenditure designs.

The subdivision growth will depend on the subsequent outside components: attendance of a positive showcase; advertise globalization; overseas straight savings advancing information plus creating trade channels; relocate of generation to the nations in the midst of lesser work expenses; troublesome showcase patterns in the sphere of power sources.

- For statistics of 2006-7, the Lithuanian subdivision of production of nourishment commodities plus refreshments had 1,103 ventures. Absent of that numeral, 37 per cent of undertakings dedicated in the sphere of the manufacture of nourishment commodities, 33 per cent determined on manufacture, dispensation plus maintenance of red meat plus beef merchandise, but 10,6 per cent were concerned in the sphere of the manufacture of refreshments. The outstanding ventures. The division was prevailed by extremely little plus diminutive ventures, production optimistic 78 per cent of the sum amount of the firmd.

- During 4 years 2003-7, the number of ventures in the sphere of the production of nourishment merchandise plus refreshments diminished by approximately single 3rd

- In the view of the preliminary of 2006-7, the division utilized 49,800 individuals. They explanation pro extra than four per cent of the sum numeral of workers in the general market. Workers in the sphere of the subsectors of erstwhile nourishment merchandise, essence plus chronicle merchandise completed

up 65 per cent of the whole quantity of the subdivision workers. At some stage in the interval of five years, 2003-07, the quantity of employees in the sphere of extremely little plus little ventures was dipping.

- During 2003-6, the source of work was lessening in the sphere of every the subsectors of the subdivision of production of nourishment merchandise plus beverages.
- In the view of the statistics of 2006, labour licenses issued to nonnatives pro business in the sphere of the (FB) segment was 298, two times further than during the year 2004. Absent of with the aim of quantity, licensed laborers accounted pro as a great deal as 85 per cent.
- In the view of information of 2007, the greatest earnings was in the sphere of the subsector of dairy merchandise plus former nourishment merchandise, taken after by the essence plus refreshments subsector.
- In 4 years of 2003-07, the stage of efficiency developed in the sphere of all the FB subsectors. The greatest enlargement was watched in the sphere of the subsectors of natural product plus essence, oils plus fats, plus beverages.
- In 5 years years profit have been departing up in the sphere of every the subsectors, up till now they stagnant remained lessen than the countrywide standard..
- The valueadded shaped by the subdivision came up and doing my faintly additional 1.75 times in 6 years.
- According to information of the global trade, the subdivision is single the pioneers amid the branches of fabricating. According to a lot of statistics, (FB) the subdivision is satisfactorily competitive by the side of the worldwide range.



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