



ChemTech

International Journal of ChemTech Research

CODEN (USA): IJCRGG, ISSN: 0974-4290, ISSN(Online):2455-9555
Vol.9, No.05 pp 857-869, 2016

Assessing Some Economic Indicators For Pomegranates Deseeding Project in Egypt (Value Added)

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Abstract : Studying pomegranate marketing is highly important to ensure that farmers continue planting the crop. It is also important to devote more attention to improving the productivity and quality of the produced crop in order to fulfill the required standards in both domestic and international markets. Therefore, this study has been conducted to investigate the problem of deteriorating revenues from pomegranate and failing to compete and reach high-value markets such as agro-processing markets. Based on that, the study aimed to assess the economic feasibility of establishing a mini-processing unit for deseeding and packing pomegranates in different size packs that serve the needs of consumers and agro-processors. The study applied descriptive and quantitative statistical analysis methods in order to estimate some of the economic feasibility and project evaluation indicators like Return on Investment, Return on Shareholders' Equity, Gross Profit Margin, Net Present Value, and Profitability Index. Findings revealed that Gross Profit Margin reached 8% during the first year of the project life, and around 13% in the year five, indicating that production costs have been declining relative to revenues as project life goes on. Profitability index amounted to LE 1.99, indicating that the project is profitable.

Keyword : Pomegranate, Agroprocessing Projects, Economic Feasibility.

Afaf Zaki Othman et al /International Journal of ChemTech Research, 2016,9(5),pp 857-869.
