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An Economic Study of Marketing Some of the Egyptian Agricultural Crops

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Abstract : The study aims at identifying the main reasons behind the low efficiency of the storage process of the goods under study. It is found that the problems encountered by the crops under study by different storage means (refrigerators, loam packages, cooling), the high cost of the storage processes, the increase of the losses ratio of those crops and environmental problems caused by the damaged ratios of those crops are among the main reasons behind the decline of the storage efficiency operations of goods under study. Through calculating the rate of return to costs after performing the storage process, it becomes obviously clear that the rate of return / costs for each of (potatoes, vegetables, and fruit) reaches about 1.2, 1.4 and 1.1 for each of them, respectively. Thus, this means that the increase of the price through performing the marketing service may become equivalent to the cost of this performance. With another meaning, the performance of the marketing role was highly active and achieved profits. Therefore, this study recommends that it is significantly important to concern storage through proper ways, provide appropriate storage means and preserve the appropriate storage periods because all of these factors help to raise the efficiency of the storage process and overcome the obstacles they face.

Keywords : Marketing Efficiency - Storage Operations - The Rate of Return / Cost - Marketing Problems.

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