

Bahria University Islamabad

(Management sciences)



Feasibility report for technological advancement in poultry sector (Islamabad Farms)

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Abstract

This report presents a detailed analysis of Islamabad farms one of the leading poultry breeding company of Pakistan, to see whether the advancement bringing for the poultry sector are feasible or not. We did interviews of local and international industry experts, qualitative information was obtained. The problems we identified were; disease epidemic, overproduction, fluctuating prices, lack of ERP system, lack of Budget planning, inactive R&D. After the detailed analysis, viable recommendations were proposed against the identified problems. Some other recommendations were put forth which were not problem specific, they were suggested generally for overall operational improvement. At the end an implementation plan was presented.

The data collected for the study was from both local and global sources. Literature for both local and global poultry industries was studied. Online subscription of world poultry magazine was an insightful source of literature. Face to face Interviews from company managers, email interview from European experts, constant correspondence with company's managing partner were primary data sources. Financial statements for 4 years were used in analysis.

The purpose of this report is not just to point out the problems and prove the company inefficient. We are well aware that the company is a leading player in the industry and performing well. The purpose however is to improve the processes to their full potential and to present possible measures to minimize the effect of industry threats.

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