

**“ANALYSIS OF BRANDING AND EXPORT  
CHALLENGES FACED BY PAKISTANI CITRUS  
EXPORTERS”**



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## ABSTRACT

The topic of my research is “Analysis of Branding and Export Challenges Faced by Pakistani Citrus Exporters”. This thesis basically covers all exporting barriers and branding challenges that are faced by our orange exporters while conducting exporting activities. Comprehensive study on barriers to exports is done in the literature review section. This thesis also defines the most important factors that are not letting our orange exporter to brand their exports in well-developed foreign markets. Pakistan is a developing country, its economy can grow with the help of exporting its products. Agriculture is considered as a major driver for the economic growth. This thesis provides a qualitative research conducted in Sargodha region. Focus group discussion was conducted with orange exporters in Bhalwal. The discussion with exporter has contributed to highlight major barriers faced by them. Findings are Country of origin barrier, lack of awareness, lack of finance and some internal and external barriers. Further study can be done on this thesis by taking other export products, by taking more sample, changing in research methodology. Due to less time of time available for this research small number of sample is taken and a specific export product like orange is taken into consideration.

**Key words:** Exports barriers, branding, exports, country of origin, developing countries, citrus fruit (oranges)

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## **Dedication**

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