ANALYTICAL STUDY ON THE IMPACT OF MARKETING ON THE PROFITABILITY OF POULTRY PROJECTS IN THE PROVINCE OF MUTHANNA FOR THE YEAR 2017

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Abstract---The research aims to determine the impact of marketing on the profitability of poultry production projects in Al-Muthanna Governorate and the study of the cost of production of meat broilers. The research sample represents (35%) of the research community which represents the projects related to the research subject.The results of the research showed that there is an effect of the marketing process on the profit achieved through the sale of one meal production, and the results were obtained by using the statistical program (SPSS.V.22) by analyzing the simple regression function (SRA)to the research variables and analyzed the factors affecting marketing for the purpose of achieving the maximum profitability of those important projects which are an important part in the self-sufficiency of poultry meat in the province and cover part of the food security of the province ,the research has been reached a set of recommendations, including the need to address the cases of losses that occur during the raising of the meal, which caused Losses and the development of a mechanism refers to the marketing process for the product as well as the consumer, in addition to the need to provide specialized poultry marketing centers for those projects.

*Keywords---*Marketing, Profitability, Poultr, Projects In The Province, Losses and the development

I. Introduction

The agricultural production sector in Iraq enjoys both its vegetative and animal potential. Poultry production has taken a prominent place in the Iraqi economy. The poultry sector is one of the most important productive sectors in the country because it has an important impact on the preparation of food for citizens. One of the main sources of food essential for building the human body to provide and increase the amount of animal protein in meat, as one kilogram of chicken meat contains (195) grams of protein and (1490) calories (Ali, 2002) An important source of amino acids with high levels of protein compared to other animal protein sources, as well as lower prices of poultry meat compared to the prices of red meat, and the need to raise poultry to water resources and agricultural land to the degree required by the process of raising cattle rather than the short cycle of poultry production,

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The mission in the poultry sector to reduce the volume of losses when exposure to diseases or reduced demand for marketing quantities by consumers, and the total production of Iraq meat (live) (86360) tons for the year 2015, an increase of (16157) The total number of poultry farms in Muthanna Governorate (111) for the year 2015 (Poultry Production Report for 2015) was 35,310 tons, The study is divided into several fields, The second field included the methodology of the study, it is also included the economic criteria and the marketing efficiency. The third was specialized to the analytical aspect of the study. The fourth field included the conclusions and recommendations.

II. The scientific methodology of the study

First: The problem of the study:

The poultry sector suffers from the ineffectiveness of the marketing process which affects the work of the poultry sector projects in terms of lack of profits and marketing inefficiency.

Second: The importance of the study:

The process of knowing the cost of the two types of meat-grilling projects, both fixed and variable costs and the profits realized, is a fundamental problem. Therefore, knowing the extent to which these projects can be expanded by the owners and increasing the local production of the governorate will be reflected in these costs.

Third: The objective of the study:

The research aims at analyzing the effect of total production and the total cost of profits as well as the variable cost factors on revenues and costs as well as solving the problem of compromise.

Fourth: The hypothesis of the study:

The measurement of profit function and variable factors in poultry breeding projects and these factors do not affect the profits achieved and projects in the poultry sector in the province.

Fifth: Study Sample:

The research was based on the data obtained from a random sample of the poultry owners. 35 samples were collected based on the personal interview. This study included several statistical methods: descriptive analysis, which is deals with thedescription of data and changes in poultry meat production projects. The statistical program (SPSS. V 19) was used to analyze the data quantitatively.

The second topic: statistical methods of study

First: Statistical Criteria

After passing the estimated parameters of economic standards, the role of statistical standards comes to determine the strength and robustness of the model from the statistical point of view, using a number of statistical choices, most notably (Kotsoyiannis 1977): -

- The t-test of the estimated parameters used to test the significance of each independent variable of the variables adopted in the estimated function. When the calculated t value is greater than the value of its titular value and below a certain level of freedom and the degrees of freedom (nk), the independent variable has a significant effect In influencing the dependent variable.

- (F) test is used to test the significance of the variables used together or in other words the significant test of the function as a whole.

- The R2 determination coefficient, which is defined as the percentage of deviations shown to the total deviations, and measures the significance or quality of the regression equation, and ranges between (0,1)

III. Econometrics Criteria

After passing the estimated function of the first class statistical standards, the role of statistical standards of the second class is coming, it is also called econometrics standards. The objective is to verify the validity of the lower squares method of the linear regression model that is required in the estimated the regression model (Guajarati 2004):

1- (Ui) is a real random variable.

2. The average value of (Ui) in any time period equal to zero E (Ui) = 0

3. The variance of (Ui) values around their mean is constant for each time period for all values of the independent variable (xi).

4. (Ui) is normally distributed.

5. The different values of the random variable (Ui) are independent of each other, ie, the common variation of any (Ui) with any (Uj) is equal to zero.

Cov (Ui Uj¬¬) = E ((Ui Uj¬¬) = 0

6. The values of (Ui) are not correlated with any independent variables, this assumption is achieved by changes in the values of the independent variable (xi) from one sample to another.

E (Ui Xi) = 0

7 - the independent variables are not related to each other Non-Multicolinearity.

Second: Functional and marketing approach

1. Functional Approach

The functional approach is based on dividing the marketing path of the commodity into phases, functions and marketing services. It is very similar to the division of plant scientists into organ functions (Salem1987).

This approach requires researchers to study a marketing function, or an integrated number, such as a sales, advertising, selling and advertising job together, a purchase or storage function, two jobs together, a transfer function, marketing finance, or research. In these cases, the researcher examines the job in all its aspects, as it learns how to perform it through the various marketing establishments. It also examines the elements of the job and the scientific assets to be followed and identifies the shortcomings of the job. In the way of performance (Hadith1976).

This approach is concerned with the division of economic activities related to the transfer of goods from the first product to the end consumer, to many other activities usually called marketing functions.

First: Buying and Selling

Purchasing a marketing function intended to obtain goods, materials and production requirements for resale to the end consumer (consumer goods) or to the industrial buyer (production goods). Most of the units purchased by the producers are used in the production process. His last form (Abdel Fattah1984,). This function is a very important place in the field of production and marketing and efficiency in procurement is a cornerstone of the success of

production processes and facilitation of sales (Zuhair1985). Neglect in the performance of the procurement function usually leads to many problems for the product and traders such as inflated materials and goods Which increases the capital of the investor in the stores and the chances of damage and aging and stop production processes and irregularity and non-response to the wishes of customers and consumers.

The sale function is intended to linguistically exchange blessings and services in exchange for a certain amount of money or the equivalent thereof (Fikri1973). This function includes personal and non-personal efforts made to induce the prospective customer to purchase the item or service and to assist him in this purchase noting that the sale and purchase complement each other in any sale meaninga purchase from the second side because these two activities, in the end, lead to the transfer of ownership of the goods from one side to another (Dayuji1984)

Second: Transportation

The function of transport is one of the most important marketing functions. It adds the spatial benefit of goods and makes them available to the consumer in the right place (El-Fil 1970). We mean moving goods and services physically from a particular place where its relative scarcity is less and less necessary. (Abda 1977). This transfer may sometimes add a temporal benefit when the transport functions of goods and services are related to storage purposes (Hadith1989,). Transport is an important process In finding new markets Some of which use land roads, the other uses river roads, the third uses airways, and so on according to the nature of the commodity, its value and the availability of means of transportation. (1977, عبدو).

Third: Storage Function

The storage of goods at a certain time for their consumption at another time is an important economic process and adds the so-called temporal benefit, as it regulates the relative scarcity of the commodity and reconciles between the quantities offered and the demand from time to time (Abda 1977)

The third aspect: Analytical aspect of the study

First: Analysis of meat production in Muthanna Governorate:

Iraq's total production of meat (86360) tons for the year 2015, it was estimated at 16157 tons of the total production of Iraq for the year 2014, which was (70203) tons with a rise of (0.23)% for the governorates. The following table shows the status of meat breeds in the governorate For the year 2015.

Table 1:shows the status of meat breeder in Muthanna Governorate in 2015

Details	Numbers
Number of chicken meat projects	111
Average number of meals per year	4
Number of sold chickens	4888
Average weight of one hen when selling	1881
Quantity of sold chicken	9194
Value of sold chicken	27301150

Source: Central Bureau of Statistics / Poultry Report 2015

Second : Analysis of the profit function for the production of meat breeds using the statistical program spss:

Table (2) shows that the total production in tons and the total cost in dinars and the profits of the sample of 35 farms for meat production in the governorate after the analysis in the spss program to show the effect of the independent variables (total production x1, total cost x2) y where the results of the analysis were based on the method of the smallest squares OLS as follows:

Y = 12.42 + 3.38 X1- 2.64 X2

   t (6.43) (11.15) (-7.50)

   F = 62.606 D.W = 1.781 R2 = 0.79

The value of the R2 function factor was 0.79, indicating that this value was due to the changes in the profits caused by the changes in the factors (210) of the changes were due to other factors that were not measurable in the function, the test signal F was significant for the function as a whole, and the variable X1 is the total output at the mean level (0.05). The value of t (11.15) The total will increase by (3.38) tons, as for the X2 variable represented by The total cost was 0.64 million dinars. This is due to the fact that the total cost includes fixed and variable costs, and variable costs are the main reason for the changes in costs. The fact that poultry projects need medicines, treatments, and fodder, as well as the cost of marketing, selling method, time period and others.

Table 2:showing total production, total cost and profits for poultry projects

Profits	Total cost	Total product
41013571.43	46736428.57	35100
9695000	35455000	21000
45675000	54113000	38380
17283214.29	35841785.71	21250
34488000	34542000	26550
18330000	42870000	25500
20985000	47415000	28500
33173571.43	53561428.57	39425
10730000	65670000	30560
4650785.714	46193214.29	21185
41361428.57	55438571.43	44000
33460000	49700000	37800
33510000	51190000	38500
47610714.29	52489285.71	40040
68582500	57257500	57200
3030000	41970000	18000
24549285.71	43450714.29	34000
2190000	51270000	24300
9852500	56787500	23800
29977000	38660500	27455
19523000	34741000	22610

17850000	34590000	22800
30346000	36838000	25840
5314000	31646000	16800
17270000	25570000	17136
31597800	40107000	31176
37043600	48226000	32796
34078000	44297000	31350
16442000	29734000	17760
41260000	46868000	32640
38185000	31175000	28900
37303000	25697000	25200
19610000	27910000	19800
19064000	23686000	17100
21640000	29840000	19800

Source /the researcher based on the questionnaire

IV. CONCLUSION

- The total cost constitutes a large percentage, although that the poultry projects are medium-profit.

- Lack of a clear mechanism to marketing production because of the high total cost.

- There should be support from the concerned authorities to promote the marketing period of the product.

V. Recommendations

Through the findings of the study we recommend the following:

- The need to provide integrated massacres of poultry projects to maintain the product in case of non-marketing.

- Direct poultry owners to the importance of the time period when marketing.

- The need to be marketing the product in batches or meals.

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