

## Market assessment of femminello siracosano

### Introduction:

The market assessment is one essential information for the awareness from market, so as to we better understand; how can we give decision to developed the orchard establishment and identifying the production for domestic market, besides we must have price information that we can satisfy the citrus growers to estimate their production and income to prolong their citrus orchard enactment.

### Objective:

- 1-Evaluate the market trend in JAL and Kabul market.
- 2-To find the competitor weak and strength.
- 3- Specified the market strategies.
  - ✓ Who will be the target customers
  - ✓ How would-be the products reach those?
  - ✓ At what price should the products be offered?
- 4-Understand the marketing role regulation.
- 5- Product publicizing.

### Finding:

#### I. Jalalabad market figures

The start of this task we have done the sorting, grading, washing and labeling in addition we provide the citrus carton as standard packing system besides, we offered this product in nangarhar lime wholesalers; according to the nangarhar wholesaler opinions this product is marketable but here we can't compete with Chinese lime, so the Chinese lime is reasonable for the people of eastern region.

However we give price from Nangarhar grower /trader they wishes procured till 300AF/7kg (farm gate price) that this is good price for the orchard owner, this product may transfer to Kabul market

**During Jalalabad market assessment we meet below purchasers.**

NO	Name	Position	Cell#	Date	Location	Purchasing price in AF/7Kg
1	Ateequllah	Wholesaler	0783033170	14-Dec-2015	JAL-Wholesaler market	150
2	Dawood	Grower/ trader	0775595114	14-Dec-2015	Nangarhar	500
3	Abdul Rahman	Grower/ trader	0700636041	14-Dec-2015	Nangarhar	400
4	Imamjan	Vegetable seller	0780733510	14-Dec-2015	JAL	250
5	Bahadur khan	Vegetable seller	0796229351	14-Dec-2015	JAL	250
6	Sarajuddin	Vegetable seller	078753273	14-Dec-2015	JAL	250

**II. Kabul market figures**

base on the population and economic status we would like to segment the market then we preferred the Kabul market, so the product have specific value and like this product or inferior quality, all year round imported from Iran, Tajikistan, in this regard we joined Kabul market for lemon assessment in wholesaler market, we give information from wholesaler agents, traders, other vegetable retailers and wholesalers, they told us” this product is valuable if we respect the cleaning, sorting, grading, packing points regarding target customers we can achieve the satisfactory price in the market” besides we search and find other specific selling points such as finest, super market and vegetable seller. Based on market role regulation we have to provide this product in specific packing to give value for this product, so as to we give good price for valuable product.

**During the Kabul market assessment we met wholesaler, wholesaler agents, super market attendees, finest and retailer.**

No:	Name	Position	Cell#	Date	Location	Purchasing price in AF/7Kg
1	Haji Muhamad humayoon	Wholesaler agent	0700294338	22-Dec-2015	Kabul wholesaler market	630
2	Haji Muhamad Ibraheem	Wholesaler agent	0786323802	22-Dec-2015	Kabul wholesaler market	630
3	Shahre now	Finest	0796312509	22-Dec-2015	Shahre now	700
4	SPINNEYS Super market	Super market	0799842063	22-Dec-2015	Wazeer Akbar khan	700
5	Shareef	Retailor	0795973728	22-Dec-2015	Makroryan4	500
6	Mya Sadaqat	Vegetable seller	0799198457	22-Dec-2015	Next-to wholesaler market	550



By the time the every one of them had their own opinions and concept but the most efficient procedure and concept was that that we have act upon to identify the **harvesting time** and provide packing system and also recognize of suitable costumers (wholesaler, or wholesaler agent.....), so we should don't loss the product value by the offered for everyone in the market.

## Conclusion:

Femminello siracosano (7010) lemon is a marketable lemon if we segment the market according to consumption, and demographic (population, education, economic. Etc...), point of view, we can find better price and better income.

In addition, we preformed the product marketing (to be familiar with people) also we have to well-known; the market value of a product is the price point, so that is generally accepted by seller and buyer, so each customer may have a different perception of product worth, a primary goal of market research is to assess the ideal price point to balance volume and consumption.

Realized how customers perceive our product, it is significant to achieving the goal, and we have performed the product publicizing in some different sell points such as wholesaler market, vegetable sellers, finest and super market.

We achieved the success points like, wholesaler agent, finest owner, retailer wants are recalled back by buying power, they become demander with a consumer's wants they demand product with benefits that enhance value and satisfaction their consumers.

Specified the product price in AF 550-400-630-700/7kg in deferent sell point of Kabul market.

## Recommendation:

- a) **The product packing system** is precise important, so respectable packing add value to product.
- b) **We can sense as a player in the market** when we compare our product value with competitor product quality, and **reasonable price**.
- c) **The product offer time** is more important, so the arrival in winter the consumption of lime and lemon is deeply slow, besides other citrus supply such as sour orang lime influences on demand, but we cane harvest the lemon in end of October that was good time of consumption and price, in the other hand if be possible the product should be store in acceptable temperature (cool storage) since April, May... it will be better price and income.
- d) **Target customers** in the market should be branded, so the market dealing is more efficient if we have an agreement with one person, we can protect the product value or price.
- e) **Grower/Trader are need to understand** of the marketing important points, so as to they are fallow marketing tactics.



- f) **Before the harvesting and packing** should don agreement with contractors by need and demand point of view.