Original Article

Marketing System and Efficiency of Egg in Selected Areas of Mymensingh District in Bangladesh

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A B S T R A C T

The poultry sector continues to grow and industrialize in many parts of the world. The study was undertaken to analyze the marketing system of commercially produced eggs, estimate cost and margin of egg traders in some selected areas of Mymensingh district in Bangladesh in 2018. Sixty (60) respondents were selected as total sample size where 19 were layer farm owner and 48 were egg traders. Two Upazila of Mymensingh district (Mymensingh Sadar and Trishal) were selected based on the production concentration and marketing. Two villages from each Upazila were selected for survey and data were collected from the traders for the study. Five different channels were identified according to present egg marketing system. The average gross return of bepari, wholesaler and retailer for 100 eggs are found Tk. 26.67, Tk. 31.82 and Tk. 37.14, respectively. The average cost of bepari, wholesaler and retailer for 100 eggs were found Tk.11.41, Tk.13.54 and Tk.15.78, respectively. The net margin of 100 eggs were calculated and found Tk.15.26, Tk. 18.28 and Tk. 21.37 respectively for bepari, wholesaler and retailer. The producer share was higher i.e. 86.56% and price spread was lower (Tk. 85.84) in channel IV. In case of efficiency channel IV was more efficient than other channels. Results suggested that, development of this enterprise is helpful in employment generation and poverty alleviation. The outcomes of this study may contribute to accurate and reliable data and other necessary information from the field level and future egg marketing system of various regions in Bangladesh.

1. Introduction

About 85% of the people's livelihood depends on agriculture based profession in Bangladesh (Omar *et al*., 2013). Of the total agriculture, people depends on livestock and take a profession for earning activities as it gives quick return. Livestock is an important sub-sector of Bangladesh's agriculture, of which the contribution of poultry sector has an important avenue and reduces the malnutrition of the people of our country (Da Silva and Rankin, 2014). It is found that, poultry meat alone contributes 37% of the total meat production in Bangladesh (Hamid *et al*., 2017). Eggs are not only a delicious food item but also a source of protein and nutrients which are frequently served as the main dish in the meal

(DLS, 2009). In Bangladesh consumption of meats and eggs are 20 gm per human per day and 30 per human per day respectively (FAO, 2013; Mostafa and Rob, 2014). Poultry farming on commercial and scientific line was started at 1970 in Bangladesh. In total about 77880 as registered private poultry farms established in Bangladesh and operate their business (DLS, 2014).

Asia is the largest egg-producing region, with more than 60% of global output (Kabir, 2013).

Global production of eggs reaches 73 million tons and global production of poultry meat is close to 100 million tons (GLEAM 2, 2016). Backyard systems contribute to 8% of

global eggs production and 2% of global poultry meat production.

Poultry industry is the most vital for its contributions to national economy also in the spheres of generating employment more than six million people (Hamid *et al*., 2017), creating additional income and improving the nutritional level of this country and egg is one of the main products of poultry farming (Omar *et al*., 2013). About 23.5 million poultry eggs are produced per day in Bangladesh (Hamid *et al*., 2017). Layer farming in commercial level is not only a good source of employment, income, and food but also act as a strong socio-cultural linkage in a country like Bangladesh. The demand for the egg is increasing rapidly with the increasing of the population. To meet up the demand efficiently, egg marketing system is necessary. But it is difficult to run a fruitful business without the proper and organized marketing system. Thus marketing is an important factor for egg as a commercial product.

The current production of milk and meat are quite inadequate to meet the current requirement, and the deficits are estimated to be 57% and 33% respectively (SFYP, 2015).
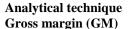
Bangladesh weather is very much friendly for poultry farming. The farms annually produce 570 million tons of meat and 7.34 billion eggs. Egg consider as an important source of animal protein, minerals and vitamins all over the world and Bangladesh also. Egg contributes a major share of animal proteins. Bangladesh is a densely populated country. The people are on acute shortage of animal protein. Remarkable growth in the poultry industry in Bangladesh in the recent years has already contributed significantly in reducing this acute shortage in protein supply.

Poultry is an income bright enterprise and provides more or less a regular flow of income throughout the year. But despite of all these benefits from poultry farming, it is considered as risky enterprise. The reason, being rise in cost of production and inputs resulting in high cost of egg production, low price of eggs due to inefficient marketing system, high mortality of birds and lack of adequate knowledge and ability on the part of the farm owners to make egg production an economically viable business proposition. On the other hand availability of adequate resources and its proper utilization is necessary and needs an economic assessment of egg production and its marketing system, so that the poultry farm owners can realize optimum profit from this enterprise. Keeping in view the above facts, the present study of marketing system and marketing efficiency of egg aspects of poultry farming, assumes greater significance because substantial efforts are being put in to diversify its agriculture towards the allied agricultural enterprise.

2. Methodology
Study area and data collection
For the present study, Mechua Bazar, Shes more Bazar, Futangir Bazar, K.R. Market in Sadar Upazila Trishal Bazar, Namapara Bazar in Trishal Bazar of Mymensingh district were selected for collection of data as they are the leading areas of egg production. Total sample size of the study was 60 consisting of 19 layer farm owners and 41 traders. Purposive sampling technique was used for selecting the sample and interview was taken from bepari, wholesaler and retailer during the month of March, 2018 through structured questionnaire.

Analytical technique
Gross margin (GM)
Gross margin was calculated by the difference between gross return and total variable costs. That is,

GM = GR – TVC

Where, GR = Gross return; TVC = Total variable cost.

Net return (NR)
Net return was calculated by deducting all costs (variable and fixed) from the gross return. To estimate the relative profitability of crops produced, profit equation of the following algebraic form was used:

NR = GR − GC

Where, GR = Gross return; GC = Gross cost (i.e., TFC + TVC); TFC = Total fixed cost per unit area; and TVC = Total variable cost per unit area.

Marketing Margin
Marketing margin has been calculated by using the following formulas:

Gross marketing margin =Sale price -Purchase price
Net marketing margin =Gross marketing margin -Marketing cost
Return on investment (%) = (Net marketing margin/ Total investment) ×100
Where, Total investment=Purchase price +Marketing cost

Marketing efficiency
Conventional, Shepherd's and Acharaya's methods were used for analyzing marketing efficiency. Data were presented mostly in the tabular form, because it is simple in calculation, widely used and easy to understand

3. Marketing System of Egg
3.1. Marketing system
The marketing system is sometimes referred to as "the marketing machinery" or "the product distribution system". This system plays two important roles in the industry. The role of physical distribution, which is concerned with the physical handling and transfer of products as they move from layer farm owner to consumers and the role of adding value to the farm commodities and facilitating the exchange process between buyers and Sellers (Kohls and Uhl, 1980). Marketing system of egg is composed of mainly three components namely marketing channels, market participants and numerous business activities.

3.2. Marketing channels of eggs
Marketing channels are alternative routes of product flows from layer farm owner to consumers (Kohls and Uhl, 1980). According to Gandhi (1983), marketing channel may be defined as "a pathway composed of intermediaries also called middlemen, who perform such functions as needed to ensure smooth and sequential flow of goods and services from the manufacturing ends to the consuming ends in order to achieve marketing objectives of a company". The marketing channels of eggs are: Channel I: Farm owner Bepari wholesaler retailer Consumer, Channel II: Farm owner Bepari wholesaler (Greater Netrokona district), Channel III: Farm owner wholesaler retailer consumer, Channel IV: Farm owner wholesaler consumer.

Layer farm owner sold their eggs mainly to bepari (about 80%) and too few wholesalers (about 20%). After buying eggs from farm owner bepari sold eggs to wholesaler. But bepari sold eggs both to regional wholesaler and other distant

wholesaler. Some bepari sold their eggs to other regional market as bepari of Maymensingh sadar sometimes sold their eggs to Netrokona market and bepari of Trishal Upazila sometimes sold their eggs to Dhaka market. Wholesaler supplied their eggs to the retailer but some wholesalers sold their eggs directly to their ultimate consumers but as usual consumer purchased their eggs from retailer.

3.3. Market participants:
i) Layer farm owner, ii) Bepari (They purchased large volume of eggs directly from the farm owners at market place and sold them to wholesaler within their region and other regional market), iii) Wholesaler and iv) Retailer

3.4. Functions performed in egg marketing:
A marketing function is a fundamental or basic physical process or service required to give a product the form, time, place and possession utility to meet consumer's desire (Branson and Norwell, 1983). The marketing functions involved in the movement of goods from the producer to the ultimate consumer vary from commodity to commodity and market to market. Any single activity performed in carrying a product from the point of its production to the ultimate consumers may be termed as a marketing function (Acharya and Agarwal, 1999).

3.4.1. Exchange functions
At every stage of exchange functions; buyers and sellers come together, goods are transferred from seller to buyer and the possession utility is added to the commodity. Both the buying and selling functions have as their primary objective the negotiation of favorable terms of exchange.
a. Buying: It involves the problems of what to buy, when to buy, from where to buy, how to buy and how to settle the price and the terms of purchase.
b. Selling: The selling function is more than merely passively accepting the price offered.

3.4.2. Physical functions
They are involved in solving the problems of when, what and where in marketing. The eggs were transacted to the hands of market participants in several times. In each hand, a new price was determined for transaction of egg by the market participants.
a. Storage: The storage function is primarily concerned with making goods available at the desired time.
b. Transportation: Transportation creates place utility and facilitates availability of goods at the proper place by the movement of products between places. Transportation is important not only because it is essential to the operation of the marketing systems, but also because it accounts for a substantial part of total marketing cost.

3.4.3. Facilitating function
The facilitating functions are those that make possible the smooth performance of the exchange and physical functions. These activities are not directly involved in the exchange of title or the physical handling of products.
a. Grading: Grading is the sorting of product into different lots each of which has essentially the same quality characteristics. Size and color were mainly used as basis for grading eggs.
b. Financing: The financing function is the advancing of money to carry on the various aspects of marketing. In the study area most of the farm owners and egg traders were self-financed; other sources of financing were banks, Mahajons, friends and relatives.
c. Market information: Accurate and timely market information facilitates farm owners in deciding about the price, time and place of sale of their produce (Kohls and Uhl 1980).
d. Risk bearing: Physical risk occurs from destruction or deterioration of the product itself by road accident, breakage and spoilage of eggs.

3.5 Marketing function performed by the egg traders
As well as farm owners some marketing functions were performed by egg traders. In this study bepari, wholesaler and retailer were performed as traders.

3.5.1. Buying of eggs
Buying function is related with the seeking out the sources of supply, assembling the products and the activities associated with the purchase of eggs. It was the farm owners who supply eggs to bepari and wholesalers. Mode of payment and quality determination of eggs are discussed below.
A. Mode of payment and purchase
The egg traders in Mymensingh District use three forms of payment of buying eggs i.e. 100% in cash and 100% on credit and partly in cash and partly on credit. It appeared from the available data that about 3.33%, 18.18% and 23.81% of bepari, wholesalers and retailers respectively used to partly cash and partly credit mode of purchase. But the majority of bepari (55.56%), wholesalers (about 63.64%) and retailers (about 76.19%) used to purchase eggs in cash (Table 1).

Table 1. Mode of payment by egg traders

Mode of payment	Bepari		Wholesaler		Retailer	
	No.	%	No.	%	No.	%
Cash	5	55.56	7	63.64	16	76.19
Credit	1	11.11	2	18.18	0	0
Cash + Credit	3	3.33	2	18.18	5	23.81
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

B. Quality determination at the time of purchase
The quality of eggs was determined by the traders on the basis of yolk condition, movement of internal components and cleanness of shell of the eggs. Table 2 revealed that eye estimation against the light was used to determine the condition of yolks of eggs by about 33.33%, 36.36% and 19.05% of bepari, wholesalers and retailers respectively. About 9.09% of wholesalers and 14.28% of retailers applied the method of shaking to determine the quality of eggs. If any sound of movement felt from inside the eggs by shaking then the quality of egg was considered lower. Perhaps this method was unscientific because it affects good eggs to become rotten. About 66.67% of brpari, 54.55% of wholesalers and 66.67% of retailers determined the quality of eggs on the basis of cleanness of the shell of eggs.

Table 2. Method of quality determination by the egg traders.

Method	Bepari		Wholesaler		Retailer	
	No.	%	No.	%	No.	%
Eye estimation	3	33.33	4	36.36	4	19.05
By shaking	0	0	1	9.09	3	14.28
Observing cleanness of shell	6	66.67	6	54.55	14	66.67
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

C. Method of price fixation at the time of purchase

It was revealed from the field survey that the traders in Mymensingh sadar and Trishal Upazila fix up the price of eggs while they purchase mainly on the basis of three forms via bargaining, accepting prevailing market price and both bargaining and the prevailing market price. Table 3 revealed that about 18.18% of wholesalers and 14.29% of retailers adopted the method of bargaining of fix up the price of eggs whenever they purchased. About 77.78% of bepari, 63.63% of wholesalers and 61.90% fixed up the price of eggs on the basis of prevailing market price while about 22.22% of bepari, 18.18% of wholesalers and 23.81% of retailers settled the purchase price of eggs by using the combination of bargaining and prevailing market price.

Table 3. Method of price fixation at the time of purchase.

Method	Bepari		Wholesaler		Retailer	
	No.	%	No.	%	No.	%
Bargaining	0	0	2	18.18	3	14.29
Prevailing market price		77.78	7	63.64	13	61.90
Both bargaining & Prevailing market price	2	22.22	2	18.18	5	23.81
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

3.5.2 Selling of eggs

The bepari in Mymensingh Sadar and Trishal Upazila sold a major portion of their eggs (77%) to the wholesalers and 23% to the other distant wholesalers. Wholesaler sold their major portion (82%) of to the retailers and 18% to the consumers. The retailers sold all of their eggs (100%) directly to the consumers (Table 4).

Table 4. Volume of transaction by eggs traders.

To whom traders selling their eggs	Bepari		Wholesalers		Retailers	
	No.	%	No.	%	No.	%
Bepari (other region)	2	22.22	-	-	-	-
Wholesaler	7	77.78	-	-	-	-
Retailer	-	-	9	81.82	-	-
Consumer	-	-	2	18.18	21	100
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

A. Mode of sale

Mainly three forms viz. 100% of cash, 100% on credit and partly in cash and partly on credit are used in Mymensingh sadar and Trishal Upazila by the traders of eggs as the mode of sale. The Table 5 revealed that 66.67% of bepari, 72.73% of wholesalers and 100% of retailers sold eggs in cash. Eggs were sold on credit by 11.11% and 9.09% of bepari and wholesalers respectively. About 33.33% of bepari and 18.18% of wholesalers sold eggs partly in cash and partly on credit (Table 5).

Table 5. Mode of sale used by trader.

Mode of payment	Bepari		Wholesaler		Retailer	
	No.	%	No.	%	No.	%
Cash	6	66.67	8	72.73	21	100
Credit	1	11.11	1	9.09	-	-
Cash + Credit	3	3.33	2	18.18	-	-
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

B. Method of price fixation at the time of sell

From the available data of field survey it was known that the traders of Mymensingh Sadar and Trishal Upazila fix up their selling price mainly in five ways viz. i) Bargaining, ii) Accepting prevailing market price, iii) both bargaining and prevailing market price, iv) a mark upon purchase price and v) on the basis of tender (Table 6). It was revealed from above Table that about 9.09% of wholesalers and 4.76% of retailers used bargaining to set the selling price. About 9.52% of retailers and 18.18% of wholesalers considered prevailing market price as the basis of setting the selling price while the combination of bargaining and a prevailing market price was used by 54.55% percent of wholesalers and 23.81% of retailers in deciding their selling price. A markup method was used by the large portion of bepari 77.78%, 61.90% of retailers and 18.18% of wholesalers. Tender method only used by few bepari (22.22%) in that study area.

Table 6. Method of price fixation at the time of sell.

Method	Bepari		Wholesaler		Retailer	
	No.	%	No.	%	No.	%
Bargaining	-	-	1	9.09	1	4.76
Prevailing market price	-	-	2	18.18	2	9.52
Both bargaining & Prevailing market price	-	-	6	54.55	5	23.81
A " Mark-up" on purchase price	7	77.78	2	18.18	13	61.90
On the basis of trader	2	22.22	-	-	-	-
Total	9	100	11	100	21	100

(Field survey, 2018). Number: No., Percentage: %.

4. Marketing Cost and Margin
4.1 Marketing cost

Marketing cost of any product represents the cost of performing the various kinds of marketing functions from the point of production to the point of consumption. In the study area, the layer farm owners and traders had to bear various costs for the marketing of egg.

4.2. Total marketing cost of egg intermediaries

Nature and extent of marketing cost varied from trader to trader. The total cost of marketing of egg included all costs incurred by different types of intermediaries operated between the layer farm owner and consumers. Table 7 shows the total marketing cost of egg for all intermediaries. For one hundred eggs, average total cost for bepari, wholesaler and retailer were Tk. 11.41 (28.01%), Tk. 13.54 (33.25%) and Tk. 15.78 (38.74), respectively. The total marketing costs incurred by intermediaries were calculated at Tk. 40.73 per hundred eggs. Transportation cost was the highest cost which was 45.98% of the total marketing cost. The second largest cost item was wastage cost which was 18.98% of total marketing cost.

Table 7. Total marketing cost of eggs for various intermediaries (Tk. per 100 eggs).

Cost items	Bepari	Wholesaler	Retailer	Total cost	Percentage
Transportation	6.70	5.16	6.87	18.73	45.98
Rent of shop	1.03	1.53	-	2.56	6.29
Wages and salary	1.67	3.66	2.40	7.73	18.98
Electricity charge	0.07	0.21	-	0.28	0.69
Tools and equipment/cage	0.51	0.06	0.91	1.48	3.63
Wastage (Breakage and spoilage)	0.71	1.44	1.68	3.83	9.40
Market security	0.03	0.14	-	0.17	0.42
Mobile bill	0.13	0.16	-	0.29	0.71
Miscellaneous	0.56	1.21	3.88	5.74	14.08
Total cost	11.41	13.54	15.78	40.73	100.00
Percentage	28.01	33.25	38.74	100.00	

Source: Field survey, 2018

4.3 Marketing Margin

The total marketing margin usually consists of margins at different stages of marketing and in each case the margin is the difference between the buying and selling prices of each intermediaries (Patniak, 1989).

In this section both gross and net marketing margin of eggs were calculated separately for different intermediaries. Gross margin was calculated by subtracting the value of purchase of eggs from their value of sales proceeds and net margin (profit) was calculated by subtracting the total marketing cost of eggs from the gross margin. Marketing margins of different intermediaries of egg are shown in the Table 8.

Table 8. Marketing margins of egg intermediaries (Tk. /100 eggs).

Intermediaries	Purchase price	Sale price	Gross margin	Marketing Cost	Net Margin
Bepari	513.33	540	26.67	11.41	15.26
Wholesaler	552.73	584.55	31.82	13.54	18.27
Retailer	601.43	638.57	37.14	15.78	21.37

Source: Field survey, 2018.

Table 8 indicates that the gross marketing margins of bepari, wholesaler and retailer were Tk. 26.67, Tk. 31.82 and Tk. 37.14, respectively and net margins were Tk. 15.26, Tk. 18.27 and Tk. 21.37, respectively for 100 eggs. The net mar-

gin of retailer was higher than that of wholesaler and bepari because the selling price of retailer was much higher as compared to that of wholesaler and bepari.

5. Marketing Efficiency
5.1. Price spread for egg marketing
The price spreads for different marketing channels of egg were worked out as follows. In five channels retail price was same as retailer was the last intermediaries in egg marketing system who served the ultimate consumer. They followed the market price and that price was noted during field survey in Mymensingh Sadar and Trishal Upazila.

It could be seen from Table 9 that the producer's share of consumer's taka was found out to 79.42% in case of channel I, channel II and channel V and 85.59% in case of channel III and channel IV. It was observed that the producer's share of consumer's taka was higher and price spread was lower in channel III and channel IV than channel I, channel II and channel V. But it should be noted that a negligible portion of the total production of eggs was sold through channel I because according to field survey most of farm owners and traders were performed their marketing of eggs through channel I.

Table 9. Price spreads in different marketing channels of egg.

Channel	Retailer price Tk./100 eggs	Farm owner's price Tk./100 eggs	Farm owner's net price Tk./100 eggs	Price spread Tk./eggs	Farm owner's gross share (% of retail price)	Farm owner's net share (% of retail price)
Channel I	638.57	513.33	507.13	125.24	80.39	79.42
Channel II	638.57	513.33	507.13	125.24	80.39	79.42
Channel III	638.57	552.73	546.53	85.84	86.56	85.59
Channel IV	638.57	552.73	546.53	85.84	86.56	85.59
Channel V	638.57	513.33	507.13	125.24	80.39	79.42

Source: Field survey, 2018.

Layer farm owner's net price = layer farm owner's price- farm owner's marketing cost, Price spread=Retail price- farm owner's price, Layer farm owner's gross share = Farmer's price Retail price×100, Layer farm owner's net share= farm owner's price-Marketing cost Retail price×100.

5.2. Marketing efficiency
According to Kohls and Uhl (1980) marketing efficiency is the ratio of market output (satisfaction) to marketing input (cost of resources).) As increase in this ratio represents improved efficiency and decrease denotes reduced efficiency. A reduction in the cost for the same level of satisfaction or an increase in the satisfaction at a given cost results in the improvement in efficiency. According to Jasdanwalla (1966), the term marketing efficiency may be broadly defined as the effectiveness with which a market structure performs its designated function. According to Clark (1954), marketing efficiency has been defined as having the following three components. i) The effectiveness with which a marketing service is performed. ii) The cost of which the service is

performed and iii) The effect of this cost and the method of performing the service on production and consumption.

Broadly one may look at efficiency of a market structure through the following: i) Whether it fulfills the objectives assigned to it or expectations from the system of minimum possible cost or maximizes the fulfillment of objectives with given level of resources (or cost) and ii) Whether it is responsive to impulses generated through environmental change and weather impulses are transmitted at all levels in the system (Acharya and Agarwal, 1999).

5.2. Methods of empirical assessment of marketing efficiency

To evaluate the marketing efficiency of different channels of different components following three methods were used (Acharya and Agarwal, 1999) such as a) Conventional method, b) Shepherd's method and c) Acharya's method. Total marketing cost of bepari, wholesaler and retailer was Tk. 11.41, Tk. 13.54 and Tk. 15.78 respectively. Table 8 showed total marketing cost of all marketing intermediaries in egg marketing system.

On the basis of three methods for measuring marketing efficiency, channel IV is more efficient (Table 10).

Table 10. Measurement of marketing efficiency of egg in Mymensingh district.

Particulars	Unit	Channel I	Channel II	Channel III	Channel IV	Channel V
1. Price paid by consumers	Tk./100 eggs	638.57	638.57	638.57	638.57	638.57
2. Total marketing cost	TV 100 eggs	40.73	24.95	29.32	13.54	24.95
3. Total net margins	Tk./100 eggs	84.51	100.29	56.52	72.3	100.29
4. Net price received by farm owners	Tk./l 00 eggs	507.13	507.13	546.53	546.53	507.13
5. Value added	Tk./l 00 eggs	125.24	125.24	85.84	85.84	125.24
6. Index of marketing efficiency						
A. Conventional method (E) (5/2)	Ratio	3.074883	5.019639	2.927694	6.339734	5.019639
B. Shepherd's method (ME) (1/2)	Ratio	15.67812	25.59399	21.77933	47.16174	25.59399
C. Acharya's method (MME) [4/(2+3)]	Ratio	4.049265	4.049265	6.366845	6.366845	4.049265

In channel IV the farm owners received higher price per 100 eggs compared to other channels. Although in practice channel I is mainly used for selling eggs in the study area. But scope exists for improving the level of efficiency of egg marketing. Some measures should be taken to adopt the channel IV instead of other channels.

6. Conclusion

The result emerged from the study clearly indicated that egg marketing system is a profitable business. From the above study, the finding result identified five different channels in present egg marketing system. So, the development of this enterprise is helpful in employment generation and poverty alleviation which are now the major concern of the planners of the country. Bangladesh, the progress of layer business development has been remarkable in the last two decades although the sector is facing multifarious problems and the future outlook is positive because the demand for layer products is expected to increase given its current low level of per capita consumption and anticipated growth in population and household incomes. The progress is almost totally in the private sector. The expansion of the commercial layer sector has resulted in a decline in real prices of layer products and consumption has consequently increased. In addition to family layer production carried out at a small scale, mostly with indigenous layer, the layer sector is producing commercial broiler and eggs to meet up the demand of the consumers. Presently, the layer sector has employed huge manpower of both technical and non-technical background workers and expected to make more room for employment in the future. In Bangladesh, the commercial sector comprised of hatchery, breeder farm (both GP and PS), feed mill, medicines and vaccines manufacturing and/or marketing and laboratory services etc., each of the components being a specialized venture. In Bangladesh, the availability of meat and egg is much lower than the demand and there is a deficit condition to be met up. The contribution of egg production is 63.65% of the national need.

It was observed in present study of egg farming and marketing was a profitable business. The findings, therefore, suggest that there is wide scope for the development of layer farming and egg trading in this country. Development of this enterprise is helpful in employment generation and poverty alleviation which are now the major concern of the planners of the country.

Although the business environment of egg is quite hazy and full risk and uncertainty it is playing a key contribution to the national economy in the forms of generating local income, employment creation for the unemployed youths and improving the nutrition level of this third world country. A large number of people are coming forward in production and marketing of egg. If a proper and adequate step could be taken to develop this enterprise commercially then the business would be more profitable to the entrepreneurs and there is a great possibility to expand the egg marketing all over the country.

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