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The Concept and Importance of Agricultural Marketing

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Utility

Production

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Initial Utility ()

Form Utility ()

Place Utility ()

Time Utility ()

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(Khol & Uhl, 1985)

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(Bressler and King, 1970)

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هل يحتاج التسويق الزراعي نظرية خاصة به ؟

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(Shepherd & Futrell,1982)

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Approaches For Studying And Analysing Agricultural Marketing

The Commodity

The Institutional Approach ()

Approach

.The Systems

The Functional Approach ()

.Approach

The Commodity Approach

The Institutional ()

Approach

Merchant Middlemen ()

Local Merchants

Wholesalers

Jobbers

Retailers

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Exporters

Importers

Agent Middlemen

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Commission Men

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Brokers

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Sales Brokers

Buying Brokers

Speculators ()

Processors and Manufacturers ()

Facilitative Organizations Transformation ()

The Functional Approach ()

Marketing Function

Exchange

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Physical Functions

Functions

.Facilitating Functions

Exchange Functions

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.Buying and Selling

Physical Functions

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Storage

Transferring

.Processing

Transferring

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Storage

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Processing []

Facilitating Functions

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Risk-

Standardization

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.Finance

Market Intelligence

Bearing

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Standardization

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Risk-Bearing

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:Physical Risks

:Market Risks

Market Intelligence

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Financing

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The Systems Approach

Exogenous Variables

.Endogenous Variables

Economic Model

Structural Equations

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.Numerical Solution

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Predetermined

Mathematical Solution

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Recursive Model

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Interdependent

Analytical Models ()

Forecasting and Projection Model ()

Decisional Models ()

.Linear Programming

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