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Final Project

Market Opportunity for “Live Smart” in poultry -
egg industry of Pakistan.

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Abstract

The study analyses the information regarding the poultry industry which has been viewed from the Asian perspective. The subject has been fragmented in a sequential pattern, which begins from the worldwide perspective and is then narrowed down to the individual customer level. This study is conducted with the aim to identify a particular need which can be tested and addressed in the consumer market of Pakistan.

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