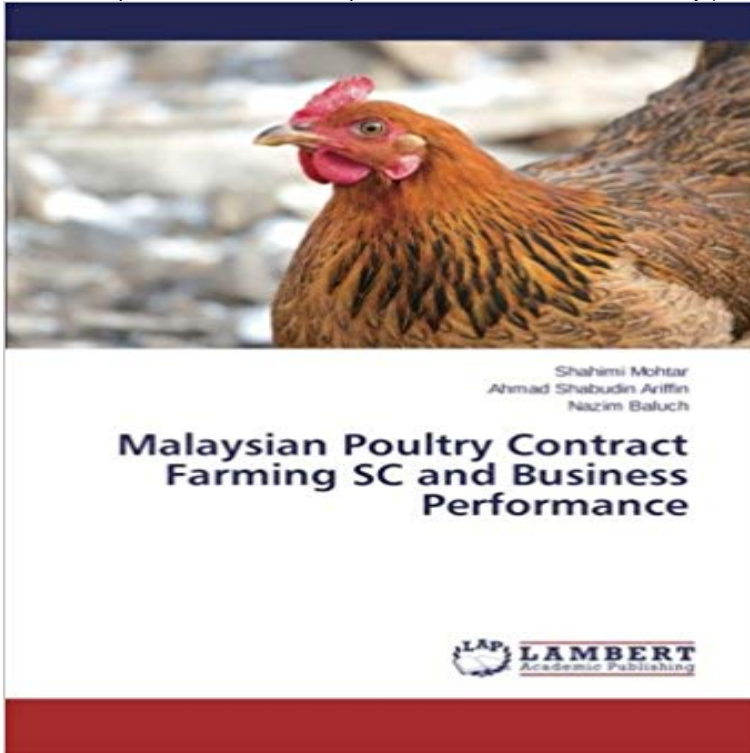


Malaysian Poultry Contract Farming SC and Business Performance



Malaysian poultry industry comprises of two categories of producers, namely commercial farms and conventional farms. Commercial farms carry out business with an integrator according to a contract, while conventional farms belong to independent businesspersons. The contract has developed into a form of socio-economic relationship because of certain historical aspects that can be viewed as being part of the larger industrialization process and the related vertical integration of agricultural development. This book discusses the concepts, theories and supply chain practices that influence business performance; while integrator involvement, grower involvement and their relationship to managerial skills and concepts are also defined. The final section is a review of the literature pertaining to; basic supply chain practices that enable organisations to develop a flexible value chain that is responsive to business performance challenges and for staying competitive under different levels of conservative influence, identifies potential research gaps pertaining to Malaysian poultry sector.

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