



**YEZIN AGRICULTURAL UNIVERSITY**  
**DEPARTMENT OF AGRICULTURAL ECONOMICS**



# **SWOT Analysis of Myanmar Indigenous Chicken Enterprises in Nay Pyi Taw, Myanmar**

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# Outline of the Presentation

- ❖ Introduction
- ❖ Rationale of the Study
- ❖ Objectives of the Study
- ❖ Research Methodology
- ❖ Results and Discussion
- ❖ Conclusion
- ❖ Suggestions for critical intervention areas

# Introduction: Overview of the Agricultural Sector

- ❖ Agriculture \_ an important role in the economy: crop, livestock, fisheries, and agro-forestry production
- ❖ Agricultural GDP share \_22.7%
- ❖ Employment share\_67.3%
- ❖ Export earning share\_35.1%

(CSO, 2022-2023)

# Chicken Population, Production and Consumption in Myanmar

- ❖ 39.7 millions Myanmar indigenous chicken (MIC) in 2021
- ❖ 59.5% of the total chicken population
- ❖ Contributed 55.6% of the total meat production, 258.9 tons in thousand
- ❖ Poultry meat consumption\_7.6 kg/capita/year and egg consumption\_153.0 egg/capita/year in 2021

(LBVD, 2021)

# Poultry Production System in Myanmar

❖ In Myanmar,

1. Traditional or backyard production

2. Semi-intensive or small-scale production (50 to 1000

indigenous chickens/batch)

(Burgos et al. 2009)

3. Intensive or large-scale production

❖ Less initial investment and variable costs

❖ Generates higher income

## Rationale of the Study

- ❖ Poultry production has multiple economic contributions to smallholder producers, mainly resource-poor and landless households in Myanmar.
- ❖ Enhancing the production and productivity of small scale poultry production would significantly contribute to household diet diversity, nutrition security and promote income generation. (Birhanu et al. 2021)

## Rationale of the Study Contd.

- ❖ Most of previous researches mainly focused on poultry medicine, nutrition and management aspects. (Henning and Pym, 2019)
- ❖ Comprehensive research studies on poultry supply and demand information, marketing aspects, SWOT analysis and business potential are needed.

## Objectives of SWOT Analysis

- To determine the strengths, weaknesses, opportunities and threats (SWOT) of MIC enterprises
- To expose all possible constraints and solutions to enhance the productivity of MIC enterprises
- To formulate the possible specific strategies for the development of MIC enterprises
- To identify critical intervention areas for future development of MIC enterprises

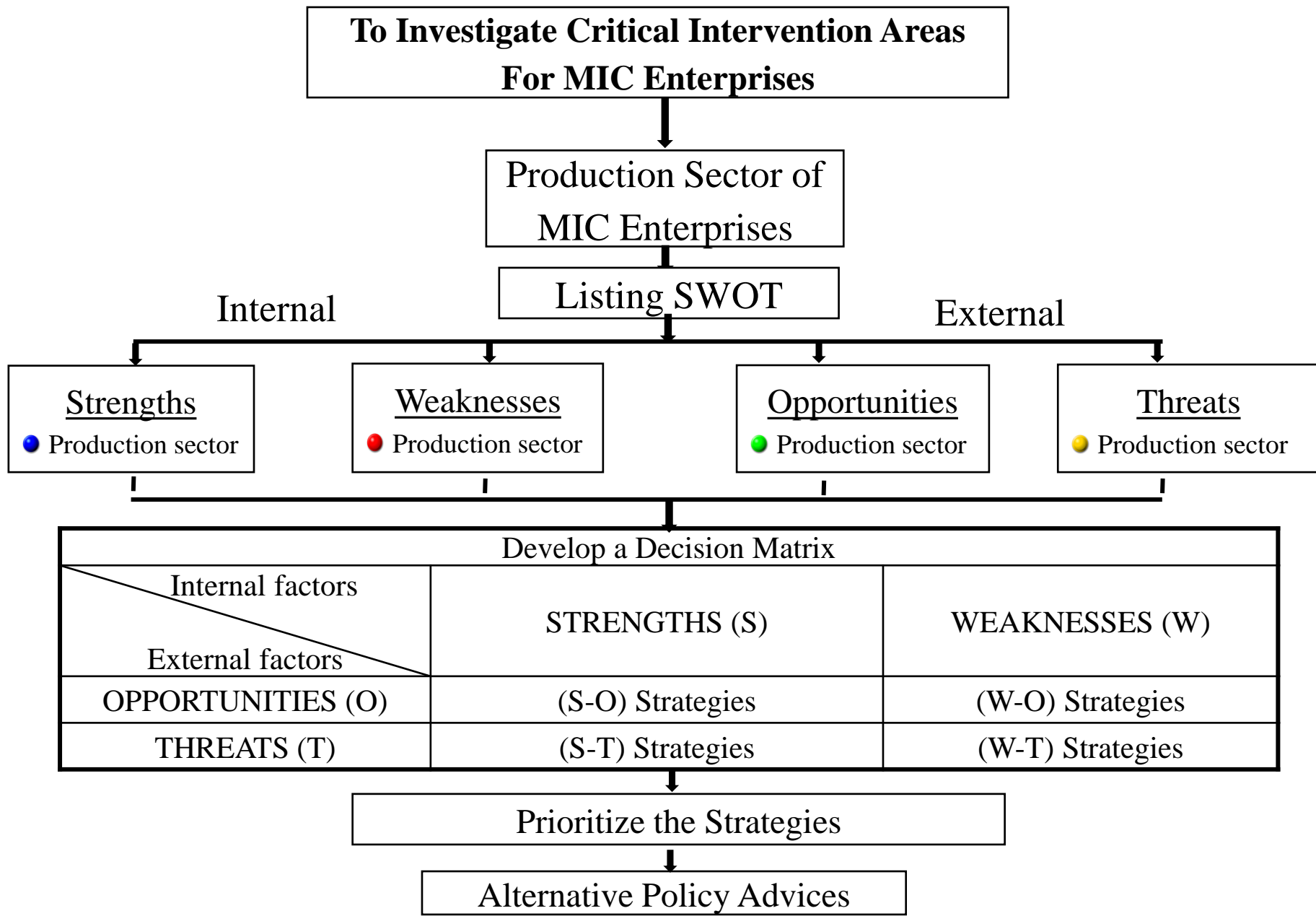


# Research Methodology

## To determine the Strengths, Weaknesses, Opportunities and Threats (SWOT) of MIC enterprises in the study areas

- ❖ Sampling method : Stratified random sampling for MIC enterprises
- ❖ Sample size : 105 MIC enterprises
- ❖ Required data : Internal factors (strengths and weaknesses) and External factors (opportunities and threats) from MIC enterprises
- ❖ Method of analysis : SWOT analysis

# Method of Analysis



**Figure 1. Steps of SWOT analysis for MIC enterprises in Nay Pyi Taw (Weirich, 2009)**

## General description of the study area

- ❖ Nay Pyi Taw is located between Bago Yoma and Shan Yoma mountain ranges.
- ❖ The city covers an area of **7,054 km<sup>2</sup> (2,724 sq miles)** and has a population of **757,823** according to official figures in 2024.
- ❖ Research was conducted in Lewe, Pyinmana, Tatkon and Pobbathiri townships where MIC farms were located the most in Nay Pyi Taw area and in collaboration with YAU, LBVD, DLAR and UVS.

**Table 1. The status of small-scale MIC enterprises in Nay Pyi Taw**

<b>No.</b>	<b>Township</b>	<b>No. of MIC Enterprises</b>	<b>Sample size</b>	<b>Percentage</b>
1.	Lewe	76	36	47.4%
2.	Pyinmana	64	24	37.5%
3.	Tatkon	54	25	46.3%
4.	Pobbathiri	46	20	43.5%
5.	Zayyarthiri	12	-	
6.	Zabuthiri	10	-	
7.	Dekinathiri	4	-	
8.	Uttarathiri	4	-	
<b>Total</b>		<b>270</b>	<b>105</b>	<b>43.8%</b>

Source: LBVD, 2023



## Results and Discussion



# **Demographic Characteristics of Respondents of MIC Enterprises in the Study Areas**

**Table 2. Demographic characteristics of sample farm households in the study areas (n=105)**

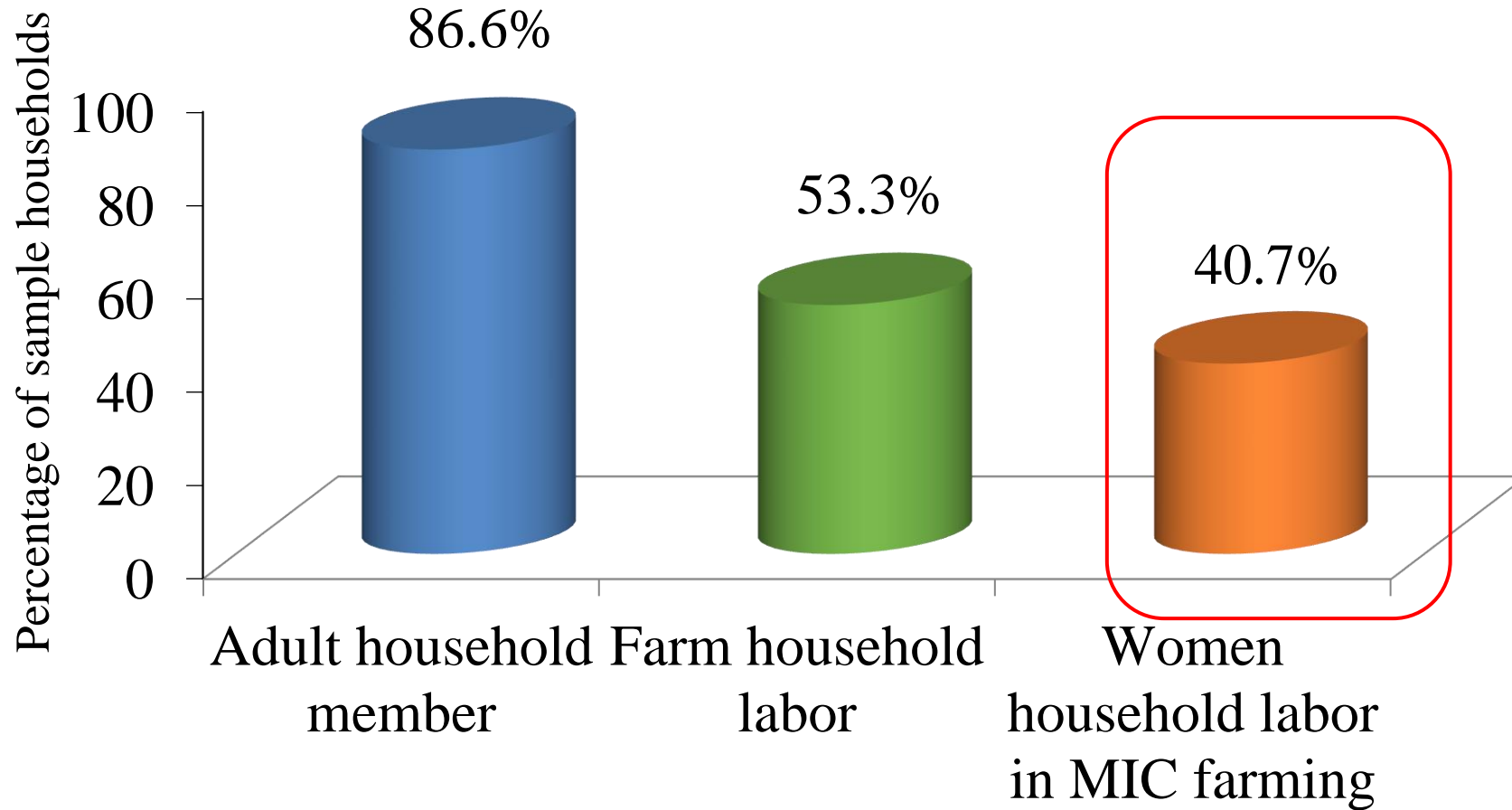
<b>Items</b>	<b>Unit</b>	<b>Average</b>	<b>Range</b>	<b>SD</b>
Household size	Number	4.5	1 - 8	1.23
Adult household member (18 year and above)	Number	3.9	1 - 8	1.35
Farm household labor in MIC farming	Number	2.1	1 - 5	0.69
Livestock farming experience	Year	21.67	2 - 60	12.32
MIC farming experience	Year	11.01	1 - 51	10.97
Women participation in MIC farming	Number	0.86	0 - 3	0.68
Land ownership	ha	1.17	0 - 5.7	4.01

Source: Own survey, 2023



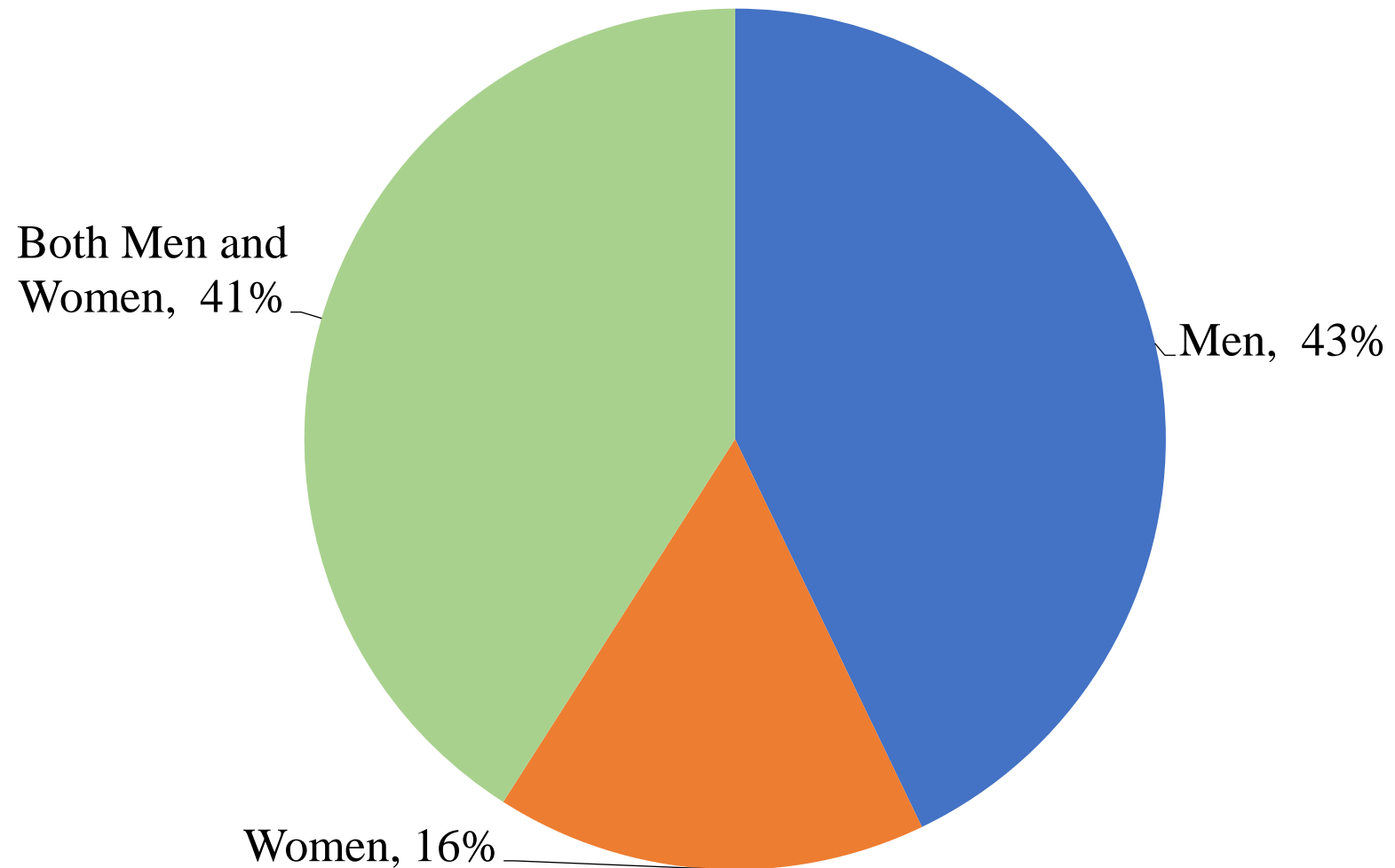
**Table 3. Age groups and education level of sample farm household heads in the study areas (n=105)**

<b>Items</b>	<b>Frequency</b>	<b>Percent</b>	<b>SD</b>
<b>Age group (year)</b>			
21 - 30	3	2.86	
31 - 40	15	14.29	
41 - 50	33	31.43	
51 - 60	36	34.28	
Over 60	18	17.14	
Average		50.2	10.6
Range		23 - 77	
<b>Education Level</b>			
Illiterate	1	0.95	
Primary	37	35.24	
Secondary	42	40.00	
High school	22	20.95	
Graduate	3	2.86	



**Figure 2. Percentage of adult, farm household labor and women participation in sample farms (n=105)**

Source: Own survey, 2023



**Figure 3. Role of gender in management of MIC farming in sample farm households (n=105)**

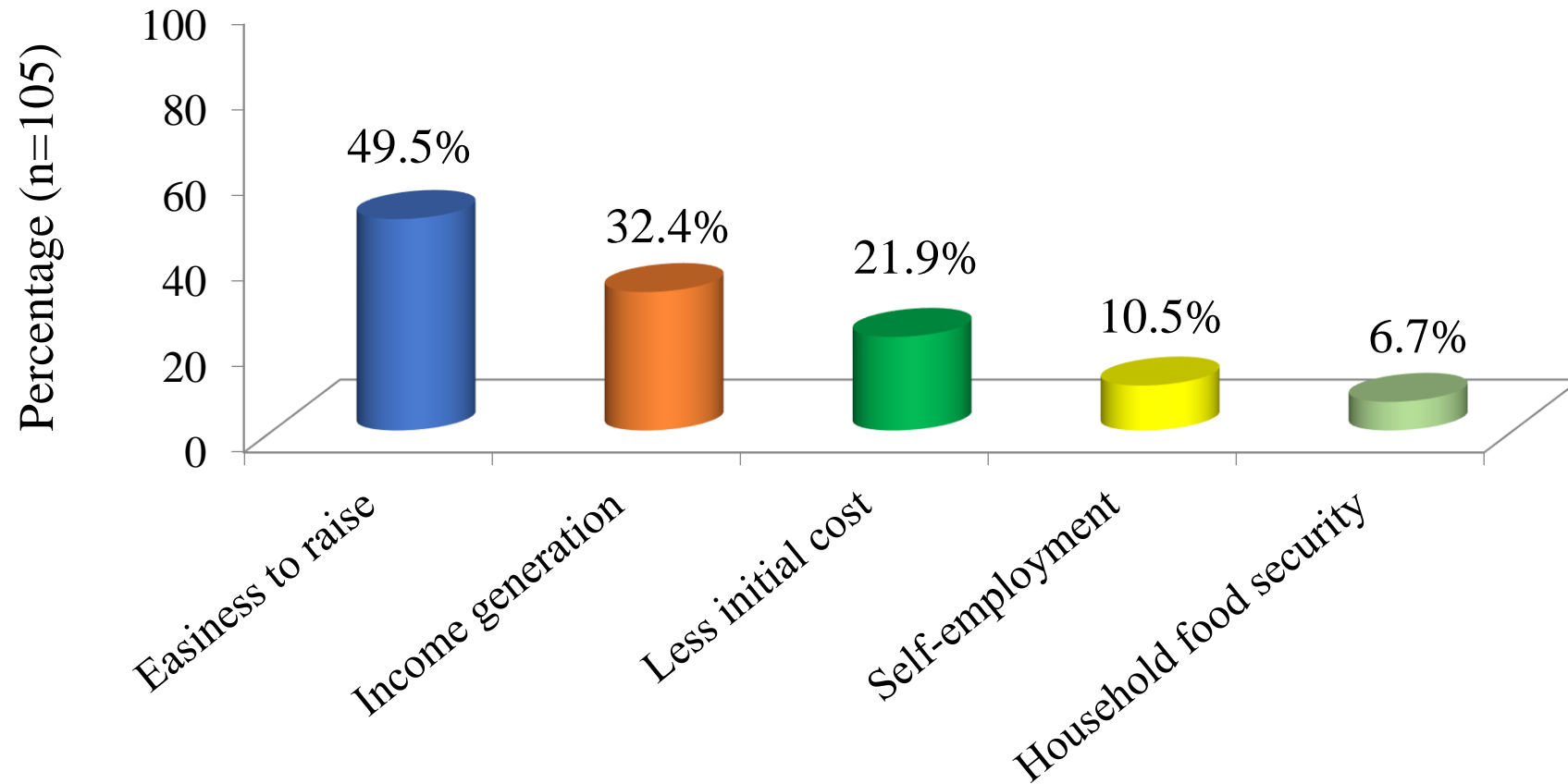
Source: Own survey, 2023

# **SWOT Analysis of MIC Enterprises**

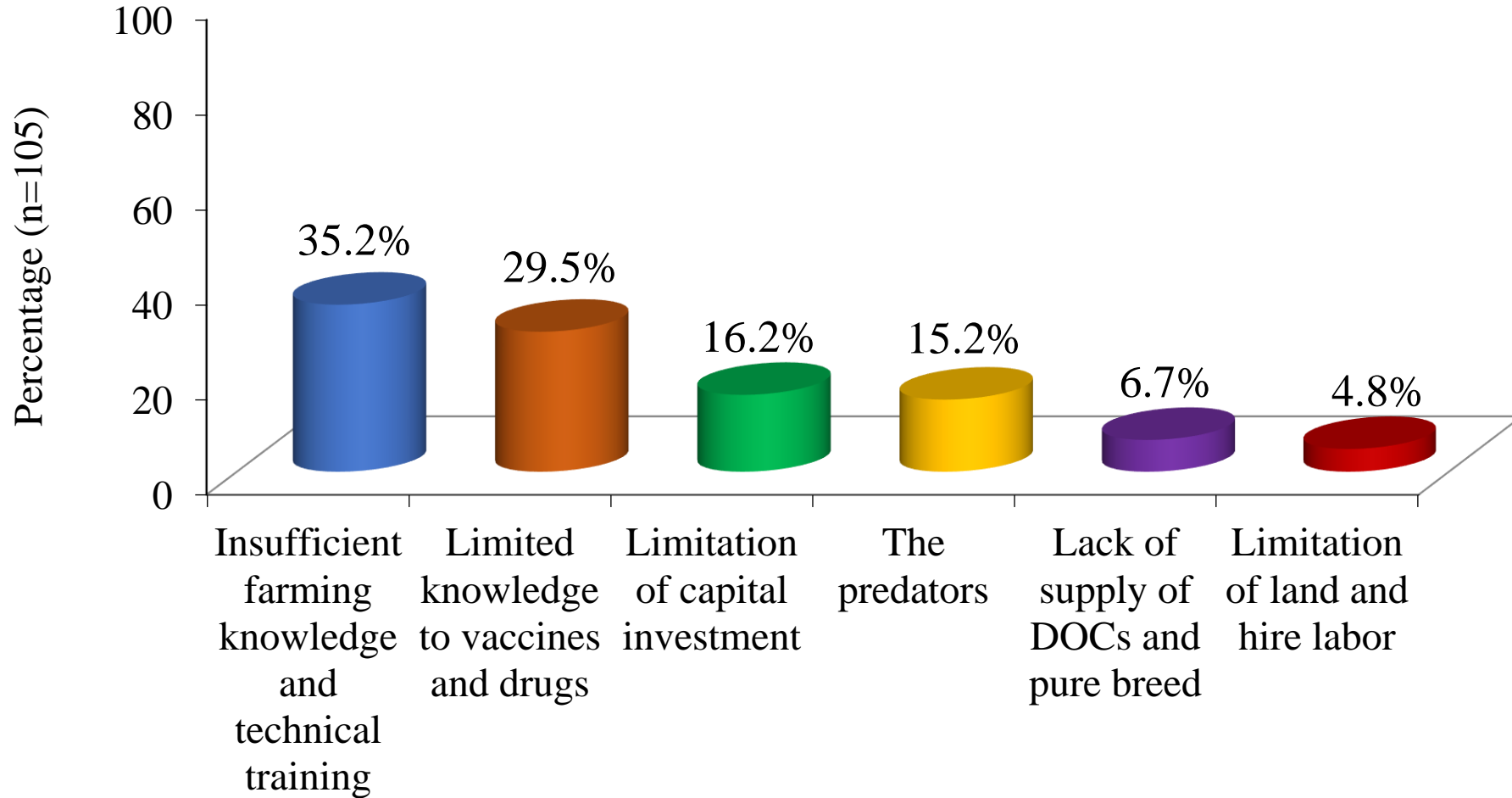
**Table 4. Internal and external contexts of the MIC enterprises in Nay Pyi Taw**

Internal Contexts		External Contexts	
Strengths	Weaknesses	Opportunities	Threats
1. Easiness to raise	1. Insufficient farming knowledge and technical training	1. Good opportunity of market demand	1. Seasonal diseases
2. Income generation	2. Limited knowledge to vaccines and drugs	2. Good opportunity of market price	2. Access and knowledge of vaccine and drugs
3. Less initial cost	3. Limitation of capital investment	3. Good potential of the business	3. Livestock loans and veterinary services
4. Self-employment	4. Predators		4. Poor growth rate and mortality
5. Household food security	5. Lack of supply of DOC and pure breed		
	6. Limitation of land and hire labor		

Source: Own survey, 2023

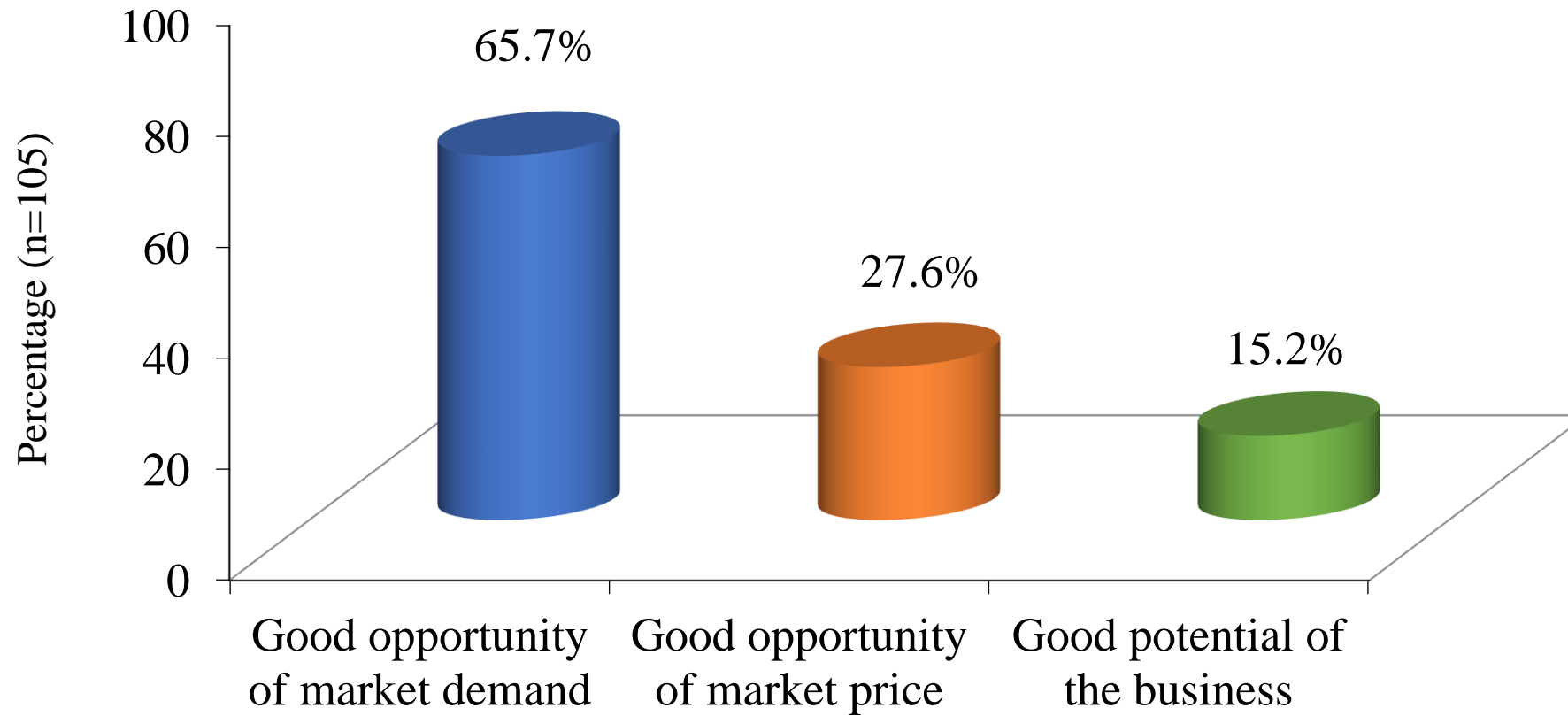


**Figure 4. Strengths of MIC enterprises in Nay Pyi Taw (n=105)**  
Source: Own survey, 2023



**Figure 5. Weaknesses of MIC enterprises in Nay Pyi Taw (n=105)**

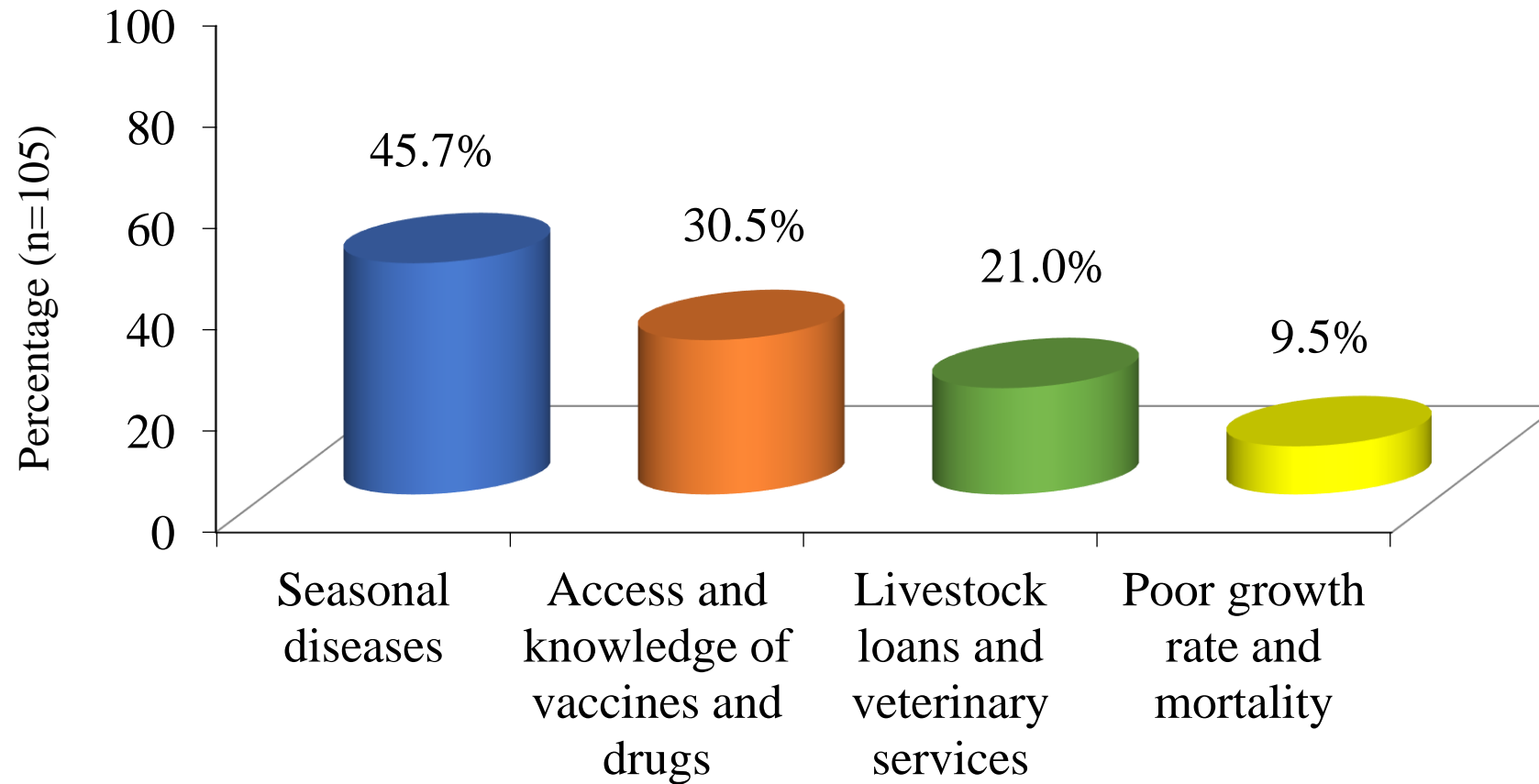
Source: Own survey, 2023



**Figure 6. Opportunities of MIC enterprises in Nay Pyi Taw (n=105)**

Source: Own survey, 2023





**Figure 7. Threats of MIC enterprises in Nay Pyi Taw (n=105)**

Source: Own survey, 2023

		STRENGTH (S)		WEAKNESSES (W)	
		Internal factors		External factors	
		S1. Easiness to raise		W1. Insufficient farming knowledge and technical training	
		S2. Income generation		W2. Limited knowledge to vaccine and drugs	
		S3. Less initial cost		W3. Limitation of capital investment	
		S4. Self-employment		W4. Predators	
		S5. Household food security		W5. Lack of supply of DOCs and pure breed	
				W6. Limitation of land and hired labor	
		↓		↓	
OPPORTUNITIES (O)		S-O Strategies (Using internal strength to take advantages of opportunities)		W-O Strategies (Taking advantages of opportunities to offset internal weaknesses)	
O1. Good opportunity of market demand		S1 O3 – Promote the livelihood of the rural households by raising MIC		W1O3 – Support technical training on MIC training	
O2. Good opportunity of market price		S3O3 - Encourage farmer to start the business by creating job opportunity within household level		W2O3 - Support vaccine and veterinary services on MIC farming	
O3. Good potential of the business		S4O3 - Promote awareness and management practice to get maximum profit		W3O3 - Facilitate loans and financial programs on MIC farming	
		S5O1 - Increase household food security due to due to higher market demand		W5O3 - Support local hatcheries to fill the gaps of DOCs and pure breed	
				W6O3 - Facilitate to the better tenure system and management practices for lower labor cost	
THREATS(T)		S-T Strategies (Using internal strength to minimize of external threats)		W-T Strategies (Strategies that minimize both internal weakness and external threats)	
T1. Seasonal diseases		S1 T1 - Improve farmer’s awareness and knowledge on seasonal disease		W1T1 – Provide technical training on seasonal disease	
T2. Access and knowledge of vaccine and drugs		S1234 - Encourage to form farmer association on MIC		W2T2 – Provide training to enhance farmer’s knowledge on vaccine and drugs	
T3. Livestock loans and veterinary services		T1234 production to share knowledge and market information		W3T3 – Facilitate loans and veterinary services programs for MIC farmers	
T4. Poor growth rate and mortality				W4T4 – Find ways to prevent the predators for solving the poor growth rate and mortality problems	
				W5T3 – Establish local hatcheries to support DOCs gap and pure indigenous breed	

**Figure 8. Possible specific strategies for MIC enterprises**

Source: Author’s compilation based on own survey

<b>S-O Strategies</b> <b>(Using internal strength to take advantage of external opportunities)</b>	<b>W-O Strategies</b> <b>(Taking advantages of opportunities to offset internal weaknesses )</b>
<p>S1O3 - Promote the livelihood of the rural households by raising MIC</p> <p>S3O3 -Encourage farmer to start the business by creating job opportunity within household level</p> <p>S4O3 - Promote awareness and management practice to get maximum profit</p> <p>S5O1 - Increase household food security due to higher market demand</p>	<p>W1O3 - Support technical training on MIC training</p> <p>W2O3 - Support vaccine and veterinary services on MIC farming</p> <p>W3O3 - Facilitate loans and financial programs on MIC farming</p> <p>W5O3 - Support local hatcheries to fill the gaps of DOCs and pure breed</p> <p>W6O3 -Facilitate to the better tenure system and management practices for lower labor cost</p>
<b>S-T Strategies</b> <b>(Using internal strength to mitigate or minimize external threats)</b>	<b>W-T Strategies</b> <b>(Strategies that minimize both internal weakness and external threats)</b>
<p>S1T1 - Improve farmer’s awareness and knowledge on seasonal disease</p> <p>S1234 - Encourage to form farmer association on MIC</p> <p>T1234 production to share farming knowledge and market information</p>	<p>W1T1 – Provide technical training on seasonal diseases</p> <p>W2T2 – Provide training to enhance farmer’s knowledge on vaccine and drugs</p> <p>W3T3 – Facilitate loans and veterinary services programs for MIC farmers</p> <p>W4T4 – Find ways to prevent the predators for solving the poor growth rate and mortality problems</p> <p>W5T3 – Establish local hatcheries to support DOCs gap and pure indigenous breed</p>

**Figure 9. Possible specific strategies for MIC enterprises**

Source: Author’s compilation based on own survey

## Conclusion and suggestions for critical intervention areas

- Results reveal a contributing points and major constraints
- Strategies matrix offer potential solutions for MIC business
- Evidence based policy formulation for livestock sector and MIC enterprises
- The study provide policy options and suggestions in terms of critical intervention areas for the development of MIC enterprises in the study area.

# Critical intervention areas of MIC enterprises in Nay Pyi Taw

No.	Critical intervention areas
1	<b>Technical training</b>
	<ul style="list-style-type: none"><li>➤ Capacity building for farmers by (LBVD , DLAR and Public &amp; Private sector )</li><li>➤ For better performance, economic and social returns</li></ul>
2	<b>Livestock loans, vaccines and veterinary services</b>
	<ul style="list-style-type: none"><li>➤ Needing livestock loans and financial support</li><li>➤ Vaccines and supportive veterinary services to enhance productivity and profitability</li></ul>
3	<b>Local hatcheries and pure breed</b>
	<ul style="list-style-type: none"><li>➤ Producing own replacement stock</li><li>➤ Pure indigenous breed as they are disease resistance, better growth rate</li></ul>
4	<b>Promoting entrepreneurial transition in MIC farming</b>
	<ul style="list-style-type: none"><li>➤ Additional business opportunity and major source of subsidiary income for rural poor</li><li>➤ Encourage entrepreneurs and support resources to start own business</li></ul>

THANK YOU