

A Framework for Value Chain Assessment in Floristry Industry in Bangladesh

Mimnun Sultana

Assistant Professor,

School of Business and Economics,

United International University, Dhaka, Bangladesh.

CITATION: Sultana, Mimnun (2014), "A Framework for Value Chain Assessment in Floristry Industry in Bangladesh", *MERC Global's International Journal of Social Science & Management*, Vol. 1, Issue 4, pp. 163-170.

ARTICLE HISTORY: Submitted: September 15, 2014, Revision received: September 25, 2014, Accepted: September 28, 2014

ARTICLE TYPE: Review paper

ABSTRACT

This paper presents a research framework for value chain analysis in the floristry industry of Bangladesh for researchers, who have the ambition to contribute in further development of the floristry sector. This paper analysed the theoretical knowledge of the value chain with 3 approaches i.e. Filiere approach, Porters model and Gireffi model. After theoretical description, the paper identified the particular segments of research and sectors of data collection for value chain assessment, and finally SWOT analysis on the floristry industry of Bangladesh, was done to unveil the importance of research in the floristry sector of Bangladesh. This analysis will work as a benchmark of further research on value chain assessment.

KEYWORDS: Floristry, Value chain, Framework, Bangladesh.

REFERENCES

1. Chowdhury, S. Z. (2010), "Produce more fruits and vegetables instead of rice", *The Daily Independent*, February 11, Dhaka.
2. Dadlani, N. K. (2003), "Global Positioning of Bangladesh Floriculture", A paper presented in International Floriculture Conference on 6th November 2003, BARC, Farmgate, Dhaka.
3. Gautam (2007), "Sector Study on floriculture," Advisory Support on Export Development of Priority Sectors of Nepal, World Trade Centre, June – September, Nepal.
4. Hasan M. R. (2005), "An economic analysis of contract farming for the production and export of high value vegetables in Bangladesh", Unpublished M.S. Thesis, Department of Agricultural Economics, Bangladesh Agricultural University, Mymensingh.

5. Hassan, M. (1996), "A Study on Production and Marketing of Tuberose in Some Selected Areas of Bangladesh", An M.S. Thesis, Department of Cooperation and Marketing, Bangladesh Agricultural University, Mymensingh. Bangladesh.
6. Hossain, M. B. and Rahman, M.M. (1994), "The Potential of Flower Marketing in Dhaka City", *Bureau of Business Research*, University of Dhaka, Bangladesh.
7. Kaplinsky (2004), "Competitions Policy and the Global Coffee and Cocoa Value Chains", Paper prepared for the United Nations Conference for Trade and Development (UNCTAD), Mandal, M.A.S., Contract Farming for High Value Enterprises, An article excerpted from the intern.
8. Kaplinsky, R. and M. Morris (2001), *A Handbook for Value Chain Research*, Brighton, United Kingdom, Institute of Development Studies, University of Sussex.
9. Mitul, A. (2011), "A Flower Prospects", *The Daily Prothom Alo*, February 29, pp. 9.
10. Momin, M. A. (2006), "Floriculture Survey in Bangladesh", A Consultancy Report, FAO. UNDP. (IHNDP/BGD/97/06).
11. Nusrat, Hasan Mou (2012), "Profitability of Flower Production and Marketing System of Bangladesh", *Bangladesh J. Agril. Research*, Vol. 37, Issue 1, pp. 77-95.
12. Rahman *et al.* (2004), "Some Aspect of Flower Marketing: Bangladesh Perspective," *Journal of Business Studies*, Vol. 25, No. 2, Dhaka University, Dhaka.
13. Reza (2013), National Seminar on Floriculture Development in Bangladesh, Ministry of Agriculture, Bangladesh Rob Henning, 2011. Bangladesh Value Chain Selection And Rapid Analysis: A Roadmap For Inclusive Growth For Nonfood Value Chains; USAID.
14. Sultana, N. (1995), "A Study on Flower Marketing in Dhaka City", An M.S. Thesis, Department of Co-operation and Marketing, Bangladesh Agricultural University, Mymensingh. Bangladesh.
15. Sultana, N. (2003), "Floriculture exports from Bangladesh", A paper presented in International Floriculture Conference, November 6, 2003, BARC, Farmgate, Dhaka
16. Seraj, Shykh (2007), *Bangladesh Trade Economic Update*.
17. Scoggins (1998), "Field Production of Cut Flower," Dept. of Horticulture Science, University of NC Sate, North Carolina Flower Growers' Association, August, NCCFGA.
18. Trienekens, Jacques H. (2011), "Agricultural Value Chains in Developing Countries: A Framework for Analysis", *International Food and Agribusiness Management Review*, Vol. 14, Issue 2, pp. 01-32.

ABOUT THE AUTHOR (S)

Mimnun Sultana is an Assistant Professor at School of Business and Economics, United International University, Dhaka, Bangladesh and can be reached at mimnun.sultana@gmail.com.