A Framework for Value Chain Assessment in Floristry Industry in Bangladesh

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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
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