

Local Business towards the International (A Case Study of Mr. Nandoo Mal)

Sapna Bai and Mansoor. A. Junejo

Abstract—This case study provides insight into the importance of date market and its growing strategies for international business. It covers the story of Mr. Nandoo Mal, being a very hard working and young entrepreneur who started his business with seed money of PKRs. 20, when he was in the fourth class. Now a day's Nandoo Mal business is growing, furthermore, he is looking for expansion of his business, aims to identify the key areas for the future, his plan to establish a brand products of dates at the international level. Mr. Nandoo Mal is lacking applied reasonable standard system and standard research in date business, therefore, his business is still in infancy. It is a huge demand here and abroad for export of date, but he is unable to process a reasonable production of specially dried date. In addition to the value of the potential, if Nandoo Mal introduces new management practices and new technology, marketing and packaging, storage, advertising have a much better. What is the next step for Nandoo Mal take for his business? What other strategies he will take in future? Either he goes to industrial side and open a new factory with the new technology of improved date making process. He managed to build a successful business over the last twenty years and is currently facing the challenges of a growing business at international level.

Index Terms—Strategy implementation, internationalization of business, opportunity identification.

I. INTRODUCTION

At day back on January 26, 2015, Owner of Jeshiah traders Suresh Kumar took off from China airport. After a distressing work seeing firsthand the opportunities of the date business. He committed himself to dedicate time and energy to gain more information about the different markets of date and the techniques they apply to capture the other markets and he also sees the opportunities to make of the different product of date and to sell those products on triple price as compared to selling the date at regular price.

As Mr. Suresh came back to Pakistan and talk to his uncle Nandoo Mal to tell all the business opportunities which he was noticed in China and now he want to expand his business. He was wondering how he should be proposed by the international business model. Looking at the problems of date market business in Pakistan how they will make multiple products of date?? How and from where they start to supply

the different products to date with all our the world? How will they create business linkage with other countries? Like that many more questions in the mind of Suresh. So that now what he with his uncle can do for the future of business.

II. BACKGROUND OF MR. NANDOO MAL

Mr. Nandoo Mal was born to a poor family in a small village Kindhra (Pakistan) and went through a difficult childhood; his father was not educated and did not do any job. Mr. Nandoo Mal got the basic education from Government school. In 1967, when he was in the fourth class, he started to work to buy some items and then sold those in the market or his mother made some items of Food then he sells those in the street of the village.

He worked early in the morning before the school timing and then he is going to school for getting an education after coming school, he again started his work, his family were not rich and he had not more money to get an education for the well-reputed school. He completed the education to enter class after that he started his business to support his family because his family was very poor and they even didn't have money to eat three-time food. Initially Nandoo Mal started to sell homemade foods in street of the village. He started his work with RS: 20 he bought some sweets late night from the bakery and in early in morning sell it on the street of the village. He used to work early in the morning before the school timing and then he went to school for getting an education after coming school, he again started his work. Mr. Nandoo Mal said

"In the vacation time of the school, I buy some toys and to go other village festivals to sell the product, sell those toy on more profit".

A. Difficult Phase of Life

One of the most difficult time of his life that which he doesn't ever forget. The time when he took the loan instead of his mother bangle. He was going to other villages in the month of Muslim Religion for four to five days and keep installs and sell children's toys, but at that time, he didn't have money to buy toys and sell. He took money as the loan from one person, but that person says I give you money, but instead of money you have to keep something, but he has nothing to keep and take money than his mother supports him, She gives him one gold Bangle for taking money. He took the loan of RS: 200 then he bought toys and sell on double prices, within six days he earned more than Rs: 600, he paid back the loan of Rs: 200 and get his mother bangle.

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Sapna Bai is with the Sukkur Institute of Science and Technology (SISTECH), Near Dig Office Eid Gah Road, Sukkur, Pakistan (e-mail: sapnarohra1@gmail.com).

Mansoor Junejo. is with the Sukkur Institute of Business Administration, Airport Road, Sukkur, Pakistan (e-mail: mansoor.junejo@iba-suk.edu.pk).

B. Behind the Hurdles Success will Come

In the complete life, Mr. Nandoo Mal did a job only for two and half month in 1983 because he was helpless and didn't have another option as he got another way to do work, then he left that job. Of the job experience, he said "In the job I got less salary as I earn more from shop and he did the job because he didn't have another option to help his family with the problem. In 1986, After a few years, As he saved some money that he started a soft drink retail shop with the support of his elder brother. He knows the basic need of the cool drink in the local area such as during the marriage season and in the summer people need of cool drink is very high, so, he covers the demand of local people and sold cool drinks in huge amount and generate high profit. Day by day his business got success, then he expanded his business to harvesting dates. Harvest generally starts in July in upper Sindh, for the duration of the monsoon season.

He knows the local ground of doing the business and his analysis that the date harvesting is a very profitable business. Initially, he took the place to rent to harvest date and pay rent for everyone tree of date. He started with 1000 tree dates. In the first year of date business, he earned good profit and then the second year he increases his business of harvest date.

C. Dark Side of Business

He got success in harvest date business than he started a new shop of date export on the Sukkur date market with two other partners. They all have an equal partnership. The first stage of business they just export the date in Pakistan cities, Such as Karachi, Hyderabad, Islamabad, Lahore and other cities. During the month of June to August he worked on date harvesting, where dates are initially made after that, he sold that date in the market. He earned more profit from the dates and sometimes he also got the loss when to have an unconditional climate in place of dates. The competition was very high and other shops were also exported the date in other cities of Pakistan.

He is the person who understood well the need for local area because in Pakistan has some cities where date was not harvested and in the month of Ramzan (Muslim religion month) the date need in the market is very high so he well understood that how I sell date with high profit as compared to other competitors. In 1990, he went India to expanding of business he noted that in India has the highest demand of date. There he talked with some wholesale shops of date and give them sample of date and told them why their date is important. He was successful to convince that person, then he also started export of date in India. As he got success in date market business and first they export date within the Pakistan but after that, he started to export the date international level.

Again the bedtime come when he didn't have to do anything. The other two business partners were imposters. As business grew up, but the other two partners cheat him and lay off him from business with his share in the business. He didn't lose his hope and in 1994, he again started his business with another one partner and the name of the Shop is Jillani Trader where he has 80% share of business and other partner has only 20% of the share.

D. Mr. Suresh Kumar

Suresh Kumar was borne in 1988 in village of Kandhra, Sindh Pakistan. He got his basic education from Public school of Sukkur City and he did M.A in Economics from Shah Abdul University of Khairpur, He join's his father's business in 2002. He is very hard working person and thoroughly understand the market. He has the experience Of Shangapur, Malaysia market because he already visit to these countries for business opportunities

III. BACKGROUND OF BUSINESS

Jillani Trader and Company was started in 1990 by Nandoo Mal with one other partner, He is doing the manufacturing business, They harvest dates and also export them and it operates his business in two different ways one is consignment and the other one is a joint venture.

After five years of getting success of doing national business. Nandoo Mal felt confident that within two years would be able to bring business skills and professionalism of local Pakistan employees up to the world-class standard. With this goal in mind, he announced that, from the beginning of August 2000, In 1995 Jillani Traders was started exporting dry dates to India. They provide them qualitative palm dates at reasonable prices after that they process the raw dates into dry dates and packed them into bags and exporting them to three main targeting cities of India the first one was Delhi, second one was Amritsar and third one was Ahmadabad.

An 2002, He starts his new shop in Delhi with other partner who lived in Delhi, he is 50% of the partnership. As he has a good understanding of business in Pakistan and also in India, he develops a network of business in all over Pakistan and also in many cities of India, in 2005 he starts joint venture in Nepal. He has exported quality dates in Nepal and earn good profit.

In 2015, I try to further expand his business in Malaysia but he was unsuccessful to do business in Malaysia. The reason behind the failure in Malaysia is that he just export the harvest date, but their dates are exported in the shape of other products such as, chocolate, etc. He was unsuccessful to accurate analysis the need of their people. Now a day's Nandoo Mal is looking for expansion of his business, aims to identify the key areas for the future, he wants to grow his business further and to establish a brand of dates. At the start of a brand or doing business at international level, he faced a lot of problems because here queried constant efforts to get better and quality production to enhance exports. Mr. Nandoo Mal is lacking applied reasonable standard system and standard research in date business, therefore, his business is still in infancy. It is a huge demand here and abroad for export of date, but he is unable to process a reasonable production of specially dried date.

A large number of countries prepare at the local level and at the exportable quality for dates. Date for halting the export of Nandoo Mal business must follow the same steps is strictly prohibited. In addition to the value of the potential, if Nandoo Mal introduces new management practices and new technology, marketing and packaging, storage, advertising have a much better. What is the next step for Nandoo Mal take

for his business? What other strategies he will take in future? Either he goes to industrial side and open a new factory with the new technology of improved date making process and If the date in the sweet dates, such as using focus, jam, chocolate and other products in addition to the preparation of the transfer value.

IV. CURRENT SITUATION OF BUSINESS

As the company export 85% of dry dates to India in different cities like Delhi, which contribute 20% in the whole of the company, Mumbai 15%, Ahmadabad 5%, Ghaziabad 15%, Gorakhpur (up) 15%, Patna (Bihar) 10%, Indore (PM) 5%, 5% Nepal and remaining 10% are sold in Pakistan.

Each year the whole market exports 140000 tons of dry dates and company exporting 2400 tons each year. The dried date market exports their dried dates on single deciding price which is 64000 rupees per ton in now days, this price is decided by the government of importing countries. So, the whole market has to sell their products on deciding price.

A. Transportation Way

The company uses two ways to exporting their product one is sea port way which take 12 days to export product, this way is used to export product to Mumbai city which is on the bank of the Arabian sea and another way is Wagha border it takes 4 days, 3 days from Sukkur to the Lahore and 1 day from Wagha to Delhi because Delhi is very near to Lahore. Both transportation ways incurred same cost. These ways are used according their respective locations.

Transportation cost almost equal to 15% of revenue if the company exporting to other countries the transportation may go up to 15% to 20% of revenue.

B. Sales of Company

The main stream of revenue of the company is sales of dried year in different cities of India as well as of Pakistan. Each year the sales revenue of the company is more than 10 million rupees, this company has the potential of selling 3000 tones of dried dates a year, but according to demand in India its sales 2400 tones each year but profit of this company not more than 5% to 7%. The profit of this company continuously decline because the cost and related expenses, increases day by day, but India demand for dried dates at same prices which make exporters unable to export on that price.

Sales revenue is mostly depending upon the demand from the consumer side and in some recent year the demand of dried dates is fluctuate with high rate like in 2013 the demand for dried dates is very high and exporter couldn't meet with the demand, but in 2014 the demand of dry is limited and in starting months of 2015 the demand of dried dates is very low as compare to previous years.

C. Packaging

The company packed dried dates into cloth bags. One begs almost equals to 70 kg. Most of the time shah and company get complaints that the 3% to 5% dates are spoiled because of their loose packaging and company bear the whole spoilage loss of each bag.

India packed same dates in packets of 1 to 5 kg, polish them and launching them as a brand with their own names and

charge double prices as compared to Pakistan. France, UK, USA, and other countries buy those packed dates with great interest.

Every year 17 different countries of the world demanding 270000 tons of dried dates and this demand fulfill by other countries. Pakistan fails to fulfill just 1% demanded dried dates of 17 countries, including China, France, UK, USA and so on, which are almost equal to 2700 tons who are demanding because of their deficiencies in packaging.

V. HISTORY AND PRODUCTION OF DATE PALM

Palm date (*Phoenix dactylifera* L) is an important fruit crop in almost 40 countries like Saudi Arabia, Sudan, Egypt, Iraq, Iran, Oman and Libya and so on. Palm dates considered as a tree of life and sometime as a "bread of desert". This plant has great importance in ancient civilization more than 5000 years ago, Muslim people used palm dates in the month of Ramadan and Hindu people use it in their temples and on marriage occasions. The Arab countries retain 70% of world date palms and also 67% responsible for the world date production [1]. Pakistan is ranked 5th in the world production of dates with 90.1 thousand hectare area and 735 thousand tons an annual production, its contributing share is 10% of world production [2].

In the Pakistan 130 and more than varieties are grown. Province wise different viable varieties are in Sindh Fasli, Aseel, Karbalian, Bhedir, Mithri and Kupro. Khyber Pakhtunkhwa Mazavati, Dhakki, Gookna and Kango. Balochistan Kaharba, Mozawati and Bagma Jangi. Punjab Khudrwai, Hillavi, Shmrn and Zahidi. Sindh province is the largest producing date followed by Punjab, Balochistan and Khyber Pakhtunkhwa [3].

The date harvesting season starts in July and end till to September, Date palm can grow in very dry and hot summer and little rain and low humidity for the period of pollination to harvest and its abundant with underground water close to irrigation or the surface [4]. The production area of date palm in Pakistan (see in appendix 1).

VI. USES OF DATE PALM

The date palms are producing many products that has useful to human life. The primary product is the date fruit, which can be eaten fresh, dried, or in various processed forms. Date fruit is accessible in different forms, it includes the whole pitted and unpitted, diced, dehydrated piece, macerated fruit and extruded date pieces. Dates could be used in pudding, cereal, bread, cookies, pressed cakes, ice cream, candy bars and shakes date (a specialty California). We can also make vinegar, juice, honey, sugar, pickle, syrup, paste, dip, chutney and food flavoring form date fruit [4].

The date fruit also has uses medication and they can use to treat of intestinal problem as an astringent; treatment for score colds and throat; cystitis, relief of fever, to counteract hangovers; abdominal problems and liver; and many other uses. In India, the exudates and gum of dates are used to treat diarrhea and roots are used in treating toothache. Oil from the date seeds could be manufactured into soap [4].

Dates are completely rich in minerals, vitamins and carbohydrates. There is no fat and no cholesterol in dates. Dates have served as sweets, chocolates, confectionery, baking products, salads, preservatives, breakfast cereals and sauces. It has also great importance as a dessert fruit as well as a staple food. Dates have industrial uses with more advancement in the food technology [3].

The wood and trunk of date palms could be used as fuel and timber. Fiber from the trunk and the leaves could be used in baskets, bags, cords, camel saddles, food covers, ropes, trays, fans, cords, crates, mats, furniture, twine and paper. Ribs of leaves could be used to make boats (the fishing small boats) or fishing traps. Dried bundles of the leaves can be used into roofs, shades, enclosures and walls. The fruit stalks and base of leaves used for fuel. The terminal buds (heart of palm) cooked as a vegetable or eaten as salad. Date seeds use as strung beads for decoration or feed for livestock [4].

VII. EXPORT DATE OF PAKISTAN

Pakistan has entered in the international date trade in the early 1980s by sheer chance when Iraq and Iran went to war and become number one exporting nation of palm date in the world by selling over 78000 tones in 2004 of palm date. In 2011-12 the value of date exports were at Rs 5.98 billion rise to Rs 7.33 billion in the 2012-13 and then in 2013-14 its Rs 9.00 billion of total production. Pakistan just exports 116450 tones or 22% during the fiscal year 2013-14, The local consumption is just % of output. Pakistan has received low prices as compared to the other exporting countries to date, such as Egypt, Unisia and UAE because of its deficiency of value addition and very low standards. Pakistan export of date is given in (Table II).

India is the first largest importer and about 90% of market share after UK with 3.3% of market share and second largest importer and USA 2.6% market share while third largest importer. The other major markets are Canada, Germany, Bangladesh and south Africa. Tired dates and fresh date country wise export are given in (Table III and Table IV) [3].

The major importers of the dates such as, UK, USA, India, Denmark, Canada and Germany are re-exporting the dates of Pakistan after value addition and quality enhancement, preparation of different products of dates, and then sell at a price which is higher than their import price of four to six times [3].

VIII. PROBLEMS

There are many researchers who talk about different problem of date palm production. In Pakistan farmers face many problems with regard of date production that are, unawareness about the technology of production, unavailability to improve the different varieties, large market distance, there is no proper place for marketing, lack of finance and receive the lowest price of the date from the market [5]. Due to lack of improvement, preservation, processing and value addition, local farmers are not able to stock more date for long periods and they even lose half of production every year. Pakistan has not improved the

production from a decade and the respite of the world has been improved more than double in the production of dates [6]. Since 1999, Pakistan per acre yield the date has been not improved as much, whereas the worldwide production of date has improved by 166%. Thus, because of the problems country has imported the dates in the month of the Ramadan [3].

The season of harvest in Khairpur and Sukkur district starts from the 20th June and till to 15th of August. There is a need to find naturally resistant different varieties to the rains of the monsoon and good quality too for addition in cultivation, also to change the susceptible varieties that are damaged and if there has the severity during the harvest season of rain drop. The risk of the heavy rain has encounter the late varieties [7]. The dates ripening time every year clash with monsoon and just a few minutes of rain can be destroyed the 80% and more of date fruit crop [8].

The date production has faced serious issues such as marketing constraints as well as low yields. Productivity of date trees has decreased in traditional areas of growing from last decade. The result of disease and pests 30% of production can be lost. Socioeconomic and technical factors added for date degradation also date marketing and processing have affected the revenue of the economic form of date palm quality and its production [1]. As research shows that awareness level of the farmers was low regarding to date production and technology some of them such as knowledge related to promising varieties, irrigation recommended and application of fertilizer and diseases [5].

The investment for the farmers in date production is not so easy decision, because it takes a couple of years just spending without revenue. As a one researcher shows the problem of date production, according to the farmer view point. Rank-1 problems faced by farmer is high transportation cost and market infrastructure that 100% of growers, rank-2 is market facility, rank-3 is irrigation water and quality seed, rank-4 lack of cold storage and date processing and rank-5 problem is high fertilizer and quality processing, then training for date palm production to growers, non existence of the soil testing facilities and post harvesting handling were the lowest ranking problems [9].

IX. FUTURE PROSPECTS

Date sector has offered extensive opportunities for the income, export and the economic growth with the addition of employment generation of the country. Pakistani dates were increasing scope of exports, If the country determines for dates processing with modern technology and pays attention to dates packaging and product manufacturing, this highly nutritious and versatile fruit. Pakistan receives the lowest price of dates as related to other countries and because of the low standard of dates and dried dates are dominated item of the export Pakistan instead the fact is soft dates have high demand and price in international market. Moreover, the perspective of farmers is ignored by government, especially in provision of training with regard to protection and production and the marketing of dates [3].

The researchers recommended that to stop degradation in the date sector and strengthening the industry, particularly for the harvesting, cultivation, marketing and date processing [1].

As new trends are increasing in date consumptions in the shape of new food products and the demand of table dates palm is decreasing [6]. Farmers need urgent training about the irrigation scientific methods and application of fertilizer, pest management and disease, processing of dates and suckers transplanting [5]. The farmers demanded there should be improved varieties of provision, processing facilities, credit facilities and extensive services [5].

Pakistan has the favorable climate of organic date for production that have a high demand in the international market. Still, there is no any intervention in the marketing and production of standard organic dates. Pakistani Dates different varieties could be competing with top varieties such as Medjoul, Nour, Deglet, Barhee etc. If the government pays attention to processing, post harvesting technology and value addition of the date palm [3].

X. NEXT STEP OF BUSINESS

Mr. Nandoo Mal talks to Suresh to discuss about the next step of business. They look at all the problems they faced in Pakistan and they want to expand their business at international level. So, now they set the strategies that how they can expend their business in the international market.

A. Value-Addition to the Business

The change of new products that derived from the dates to make more new product marketing and diversity outlets has constantly existed and principally created from the small scale of private initiatives. The creativities will undoubtedly inspire and to help by the strong emerging food industry of Pakistan, that which date products preferred to be part. As the gradual change of the ownership of date concentration and plantation of date products will be used as large multi food products company. To open new factory in the Sukkur City is quite difficult because its have high risk, high Investment, but as in Sukkur other factories all work well, Such as LU Biscet factory, Engroo and Olper, that are national companies of Pakistan. As they open the new factory, they need high cost to invest because they do not have the people who operate and they need new technology machinery and they will take high risk. On the other side they also have to many advances such as first mover advantage and they also earn more profit.

The Company is counted in the top ten companies in the Sukkur date market. If the company decides to export the just raw material of date as they are exporting now to other countries rather than India it faces more competition who are already fulfill the demand of those countries like Tunisia, Saudi Arabia is the main exporter in those countries. They have a great chance for the value addition in the date processing. If they opt for processing the date with modern technology and pays attention to the marketing, packaging and dates product manufacturing, this highly nutritious and versatile fruit has latent to become the top source of the foreign exchange earnings for the nation.

B. Factors Impact on Business

Each and every have some factors which directly or indirectly impact on a business, some are internal like suppliers or farmers, your customers, workers or labor force

and some factors are arise from the external environment like the economy of a country recession and boom in economy affect sales of a business, political factor, competitor government regulations. Beside of all these things the day by day rising cost of a business becomes the major weakness of any business.

1) Farmers

In the month of January, farmers collect the advances from market for growing purposes and call the labor force from different areas of Pakistan like Multan, Hyderabad, and Dadoo and mostly from Punjab at a cheaper wage rate. Companies pay more than 50% amount for pledging the order for dates. Mr. Nandoo Mal pledges the order for 15000 bags of dried dates and remain dates are purchased directly from market by estimating the demand for fresh, dried dates and pay the half of the amount to different farmers.

2) Labor force

In the month of Ramadan labor force showing less interest to work and most of the time farmers were out of the labor force during cultivation period, which make farmers unable to cultivate their field on time and fulfill the pledging orders with qualitative dried dates.

3) Cost

The cost of goods sold and expenses (transportation, taxes, custom, packaging and so on) of the company almost equal to 85% of sales revenue. In Sukkur city farmers use traditional way to process dried dates which requires a huge labor force and time. But in Saudi Arabia they are doing the same process with the help of machinery with some few hours and less labor force and less wastage as compare to traditional processes.

The date processing cost and raw date, the amount which farmers charge is almost equal to 50% of sales revenue and remaining 35% are other expenses. Sometime the expenses are fluctuate like transportation expense (fluctuate with the fluctuation in petroleum prices) packing cost, labor cost, taxes (1% on export stock), custom and so on. Sometime high expenses make supplier unable to export products at fixed prices.

4) International economy

In exporting business to have knowledge about international economy is most important, especially of those countries in which you are exporting your products. In dried date business the prices of exporting are decided by importing countries which is depending upon the condition of the economy, they are deciding on which prices they allow you to trade in that country. But day by day rising cost in Pakistan and fixed price from several years make him unable to export to India. On the other hand the France, UK and other countries offer 100 rupees for 1 kg, which is double than India but they are demanding better packaging.

5) Competitive advantage

The company is very famous, people know it, but only in Pakistan and India. The main competitive advantage for the company is their quality because the Pakistan has qualitative dates as compared to other countries and those qualitative are less exporting to India because of their high prices which are not affordable for Indian.

6) Social factor

To start exporting in other countries Mr. Nandoo Mal should have knowledge about the consumption of dried dates and the prices on which they are ready to buy. His search about the consumption of dried dates in 17 countries and the average price is 100 rupees on which they ready to buy.

XI. DISCUSSION QUESTION

- 1) What is the scope of date market structure in the world?
- 2) Criticality analysis the factor of leadership and entrepreneurship.
- 3) What Mr Nandoo Mal will do in future business, critical analysis the current business situation given in the paper?
- 4) It Safe or risky to go for international market penetration?
- 5) Discuss the national and international market in relation with the scenario of the case?
- 6) Imagine yourself at Mr. Nandoo Mal, what are the strategies you may follow for international business?

TABLE I: PRODUCTION AREA OF DATE PALM IN PAKISTAN

Year	Area (000 hectares)	Production (ooo tones)	Yield per Hectare (in kegs)
2000-01	78.6	612.5	7,793
2001-02	78.5	630.3	8,029
2002-03	77.9	625.0	8,023
2003-04	74.8	427.0	6,705
2004-05	81.7	622.1	7,614
2005-06	82.0	496.6	6,056
2006-07	84.7	426.3	5,033
2007-08	90.1	557.5	6,188
2008-09	90.7	556.4	6,245
2009-10	90.6	531.2	5,863
2010-11	90.1	522.2	5,796
2011-12	92.2	532.5	5,775
2012-13	92.3	535.0	5,783

Source: Pakistan Bureau Of Statistics, Government Of Pakistan.

TABLE II: EXPORT OF DATE FROM PAKISTAN

Quantity: Tones, Value: Rs. In Million						
Year	Fresh		Dried		Total	
	Quantity	Value	Quantity	Value	Quantity	Value
2005-06	4,023	161	85,321	1,780	12,555	1,941
2006-07	6,767	291	9,733	2,034	16,500	2,325
2007-08	4,687	195	88,451	2,068	93,136	2,263
2008-09	4,471	258	107,244	3,232	111,715	3,490
2009-10	6,394	364	115,286	3,783	121,679	4,147
2010-11	7,844	624	104,879	4,000	112,73	4,624
2011-12	10,641	951	116,368	5,029	127,009	5,980
2012-13	9,781	703	146,343	6,657	156,124	7,360
2013-14	14,742	1,495	151,708	7,507	166,450	9,002

Source: Pakistan Bureau of Statistics, Government of Pakistan

TABLE III: EXPORT OF DRIED DATES (MAJOR COUNTRIES)

Quantity: Tones, Value: Rs. 000				
Country	2013-14		2012-13	
	Quantity	Value	Quantity	Value
India	150,022	7,359,322	143,091	6,470,500
Bangladesh	508	27,502	931	46,843
Japan	256	18,377	369	24,644
Germany	288	27,820	326	28,394
Canada	194	22,473	78	991

U.K	109	14,585	140	11,839
U.A.E	76	10,530	211	12,198
U.S.A	69	9,378	89	5,782
China	55	1,642	79	1,759
Lithuania	54	5,484	--	--
Saudi Arabia	38	3,427	49	3,944
All Other	39	6,730	983	50,281
Total	151,708	7,507,270	146,343	6,657,175

Source: Pakistan Bureau of Statistics of Pakistan

TABLE IV: EXPORT OF FRESH DATES (MAJOR COUNTRIES)

Quantity: Tones, Value: Rs. 000				
Country	2013-14		2012-13	
	Quantity	Value	Quantity	Value
U.K	5,414	551,543	2,275	202,021
U.S.A	4,285	471,848	2,180	191,766
Germany	1,229	114,144	722	59,248
Denmark	951	85,484	380	31,940
Canada	593	79,917	73	9,812
Australia	494	42,301	551	45,417
South Africa	388	43,091	289	29,653
India	395	23,875	1,496	52,902
Afghanistan	323	13,908	3,009	12,719
Turkey	111	12,012	166	15,701
Latvia	217	21,722	108	8,952
Lithuania	143	15,691	--	--
All Other	199	19,398	1,468	43,342
Total	14,742	1,494,754	9,781	703,473

Source: Pakistan Bureau of Statistics of Pakistan

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Sapna Bai was born in Sukkur, Pakistan, in 1990. She received the B.B.A degree in management from the Shah Abdul Latif University, Khairpur, Pakistan, in 2011, and the M.B.A. degree in human resources management from the Sukkur Institute of Business Administration, Sukkur, Pakistan, in 2016. Currently she is the project manager of Youth Skills Training Development Program of Government of Sindh, Visiting Faculty at Sistech Institute, Social Media Activities in Community World Services Asia (NGO).

The current research interests include power human resources, employee retention and enterprinureship, expansion model, strategies.