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(In the Field of Animal Nutrition)

**Investigation of effective factors on nutrition and management
of poultry industry in Zabol City using SWOT method**

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Abstract

Poultry industry has a special place in the production and employment of the country, which has been forced to follow new management methods and in accordance with economic and managerial principles. Today, one of the major challenges of the poultry industry, especially in poultry farms with dense breeding system, is the incidence of disease and, in other words, moving away from the normal state of health and production. Currently, one of the challenges of agriculture is poor management of production factors and economic inefficiency of production units. Misuse is more than anything related to low awareness, information and technical skills of poultry farmers. Therefore, the present study was conducted to investigate the factors affecting nutrition and industry management of poultry in the city of Zabol using the SWOT method. The present study is a descriptive-analytical study, the statistical population of which is all industrial units of poultry breeding in Zabol city, of which 24 active units will be selected as a sample. The research questionnaire was extracted according to the variables and components presented in related articles and the data were analyzed using SWOT technique and the data were analyzed by EXLE and SPSS software version 24. The results of the SWOT matrix showed that the weaknesses had the highest weight among internal factors, including components such as lack of access to a safe market for products, lack of access to poultry slaughterhouses and low technical literacy of most poultry farmers. Devoted themselves. The final conclusion from the external matrix showed that opportunities had a higher average score than threats and in general the score of external factors was lower than the total score of internal factors, which indicates the greater importance of internal factors. Regarding the threats facing poultry farms, it was observed that the three most important factors affecting poultry farms were the elimination of disease outbreaks, the elimination of brokers who control a major part of the supply chain, and the inefficiency of policies and enforcement mechanisms in product pricing. Satisfaction was part of the sale of heavy chicken. The study of the four strategies resulting from the SWOT technique showed that the review strategies (WO) can be the most attractive jet development strategy of this industry in the region.

Keywords: Poultry breeding, Nutrition, Management, SWOT method