

# A green finance strategy plan to integrate livestock sectors sustainability in Tanzania

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## Abstract

The livestock sector plays a significant role in rural, urban, and developing countries. There is an increasing demand for livestock products in developing countries, due to the growing numbers of the population. The livestock sector offers employment opportunities, food nutrition, bioenergy, and mode of conveyance in different parts of the country. In this article, we evaluated the sustainability of the livestock sector using various business strategy plans. As a result, the livestock value chain is time-consuming and complicated, with no linkages. It recommends clear marketing strategies, strength, and support various sources of finance. The establishment of different cost centres and various participants and stakeholders set the direction of the livestock value chain to make it sustainable. The level of demand and supply, resource allocation help all agents to increase their profits, reduce the cost of circulating capital, improving logistics, supply, and efficient time utilization. All participants have to take precautions about the emergence of changing technological structures in all issues of copyright, patents, and differences of cultures. They need competent, skilled people who are willing and truthful in all operating functions. Most significantly, all efforts to sustain the livestock sector sustainability require a cooperative and efficient management team. This team will be responsible for taking into account all the responsibilities to the fullest. They will be responsible for the day to day operations of the livestock sector.

**Keywords:** Business strategy plans; livestock sector; marketing strategies; livestock participants; Stakeholders; management team.

## Introduction

Green finance usually provides financial resources for environment-friendly schemes ranging from agriculture sector, livestock sector and other developing sector of the economy. The aim is to include ecological security as the primary motivation. These intended applied principles are projected to deal with all financial issues that in one way or another have social and environmental influence (GEF,2016). To transform low-carbon and acceleration towards sustainable livestock chains requires climate finance which is important to take place in a wide scale. Also, to improve animal feed, increase efficient land management usage and replacement of depleted soils need proper finance. All these offers multiple benefits to the diversity of the livestock sector.

The livestock sector in developing countries like Tanzania, Kenya, and Uganda is among the significant sectors contributing to the lives of people and the economy at large (Gelan et al.,2012). Various revolution strategies made in the livestock sector include the incorporation of various participants and stakeholders from different countries, adjustment of various policies to integrate critical players and the market, adjustment of livestock products qualities to meet international standards (Kavya & Shijin, 2020). The growing numbers of the population in countries due to adverse conditions of poverty and unemployment in rural areas, people are migrating from rural to urban areas searching for jobs and other investment opportunities. The demand for livestock products like leather and food is significantly increasing among societies in Tanzania (Market & Data, 2011). The massive influx in the usage of livestock products in Tanzania contributes to livestock keepers to increase their income and sustain their lives for food like eggs, beef, mutton, and other stocks. To encounter such an increase, the livestock keepers have to raise their standards, qualities, and the number of their stocks (Wilson, 2018). While cooperating with other participants along the livestock value chain, the usage of the critical paths will sustain the growth of the livestock sector (Katjiuongua & Nelgen, 2014). The depiction of the production in livestock sector as shown in metric tones in y-axis show trends of productions in different years as appeared in figure 1 in relations to consumption.

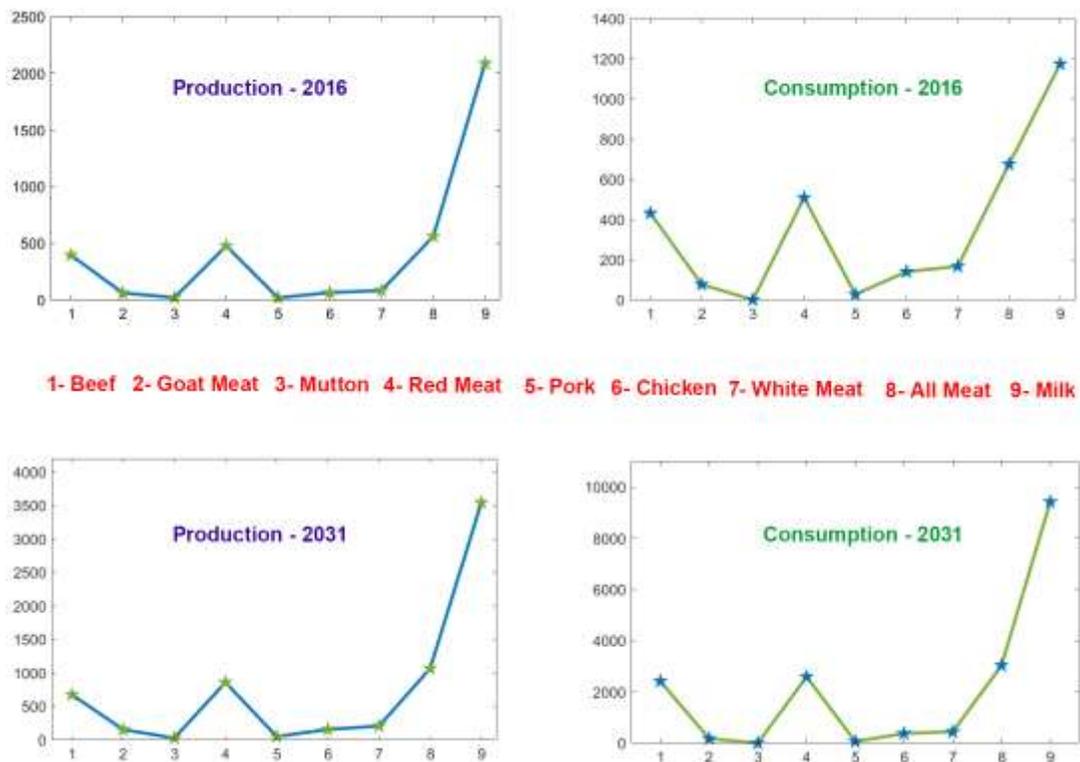


Fig. 1. Annual total production-consumption for livestock products in Tanzania 2016–2031 (FAO, 2008).

Many scholars and researchers have eloquent the importance of incorporating participants along with the livestock value chain from the production to the final consumption of livestock products (Herrero et al., 2013). This also involves using alternative energies to minimize cost of operations (Ibrd, 2020). However, there has been a rise in the emphasis on investing in the livestock sector. Many investors from different countries have been invited and

collaborating with local investors and producers to improve the livestock industry, like in Kazakhstan (Tazhibaev et al., 2014). There has been a considerable increase in a fierce struggle for the markets between countries. Both developed and developing countries are competing for markets of their products. Developing countries have an advantage of the availability of raw materials on a large scale but have diseconomies of scale in terms of the high cost of production (Upton, 2004).

The current studies on business strategy plans, however, are considered by including various elements and broad scopes. Some researchers have given attention to discrete magnitudes, precise business entities, business incorporation, partnership, while others devote their contributions to consider the compilation of elaborations (Vo, 2020). (Rozhdestvenskaya, 2018) observing a business plan as an approach to develop various business. In total, many ideas of the business plan are inadequate, separating other linkages needs incorporation. These separations of ideas and linkages left aside have steered unreliable outcomes about the participation of various key stakeholders along the livestock value chain (Okello, 2013). It is essential to analyze how distinct magnitudes in various business organizations and other stakeholders may harmonize their operations regarding the sustainability of the livestock sector in order to take full advantage of a business plan. It recommends enchanting both an eventuality and arrangement tactic for reviewing the business plan as enticed by (Song et al., 2014). The importance of studying and apply the business strategy plan to integrate the livestock sector sustainable meant to decide the appropriate elements to be used to make it grow and be competitive.

The adoption to use a business plan strategy has been selected and is used to conduct and decide which factors impinge on the growth and sustainability of the livestock sector (Fischer, 2019). The source of information has provided significant support from numerous works of literature. The slow growth of the livestock sector meant that the same strategies used in the past might not be relevant in the current market economy (FAO, 2012). Expertise accepted knowledge does not include the basis for livestock value chain participants like producers, processors, marketing agents to mention few are not preparing a business plan to cover their operation process. Many scholars maintain that the practices of various institutions and stakeholders are responsible for the development of the livestock sector.

Moreover, it has a strong influence on transforming the livestock sector by setting up the current policies by the responsible ministry from the lower level of production to the market level and ultimate final consumers (Hale et al., 2011). Meanwhile, the same policies, rules, and laws are unsatisfactory to deliver the real picture of the growth and sustainability of the livestock sector (Anonymous, 2017). Hence various functions of key players along the livestock value chain need to be evaluated (Pica-Ciamarra et al., 2014).

**Table 1.** A summary of elements of Business plan integration using Green Finance Plan

Elements	Description	Projected outcomes
i. Cooperation	The Centre of integration is cooperation. All participants/agents improve their state of communication, meaning to know the customers' requirements, and help to solve problems as a team.	Provides opportunities for growth and expanding their markets. Provides opportunities for growth and expanding their markets.
ii. Coordinating function	The standard practices of sharing the operational units reduce waste and improving the value of products, ensuring a steady supply and meet market requirements, members sharing the cost of operations hence they get relief on the burden of operations hence the customer is assured of the excellent price.	Plan for the unforeseen future and stabilize the market to avoid overstock and under stock. Again it leads to the reduction of cost of operation.
iii. Customer relationship management (CRM)	It is a common terminology in today's business arena to maintain customers in an organization. Comprising various attractive packages, maintain both types of customers, and delivering the most customer services. The organization can introduce various collection feedbacks from the customers concerning the company's services and products.	This approach helps the organizations to increase their communication and collaboration with existing customers and the possible new customers. Various organizations introduce various systems to track all the records they have about their customers and finding possible ways to increase their investment and profits.

Source: (Lancichinetti et al., 2009), (Adapted from University of Boras).

The efforts under this study suggest the use of different elements of the business strategy plan to make it profitable and competitive in Tanzania at all levels of the livestock value chain. Through defining various roles of all participants in the livestock value chain, all factors that impede the growth of livestock sectors identified and

appropriate methods proposed to address the problem at hand. Therefore, the results of this study provide new understanding to all participants and stakeholders in order to use all available opportunities to improve the growth and sustainability of the competitive livestock sector like other sectors of the economy in Tanzania.

## Theoretical Background

### Definition of Business Plan integration

The Business Plan is comparatively a new phenomenon in the extent of exploration by various scholars (Githumbi & Ragui, 2017). It is significantly contributing to the commercial aspects, constructing and improving markets, increasing the number of participants, and improves their shares. It has the basis of integrating producers, suppliers, service agents, financial intermediaries, and other participants (Baker, 2017). Some definitions of business plan integration include the expansion of services and minimizing the cost of operations by keeping all financial transactions in custody and considering value for money (URT- MLF and ILRI, 2018). Their importance to integrate a business plan is to deliver the noticeable outcomes to enable performing while maintaining the business objectives as set by the organization while altering their operations by utilizing the necessary developed technology to increase the value chain (Winter, 2011).

The concept of using business plan integration is to extend the operations of planning and increase sales while improving the livestock value chain from the production process to final consumption (Fischer, 2019). The established literature provides a strong foundation for developing strategies, developing short-term, medium-term, and long-term plans across various participants along the livestock value chain by considering how producers should respond to final consumers.

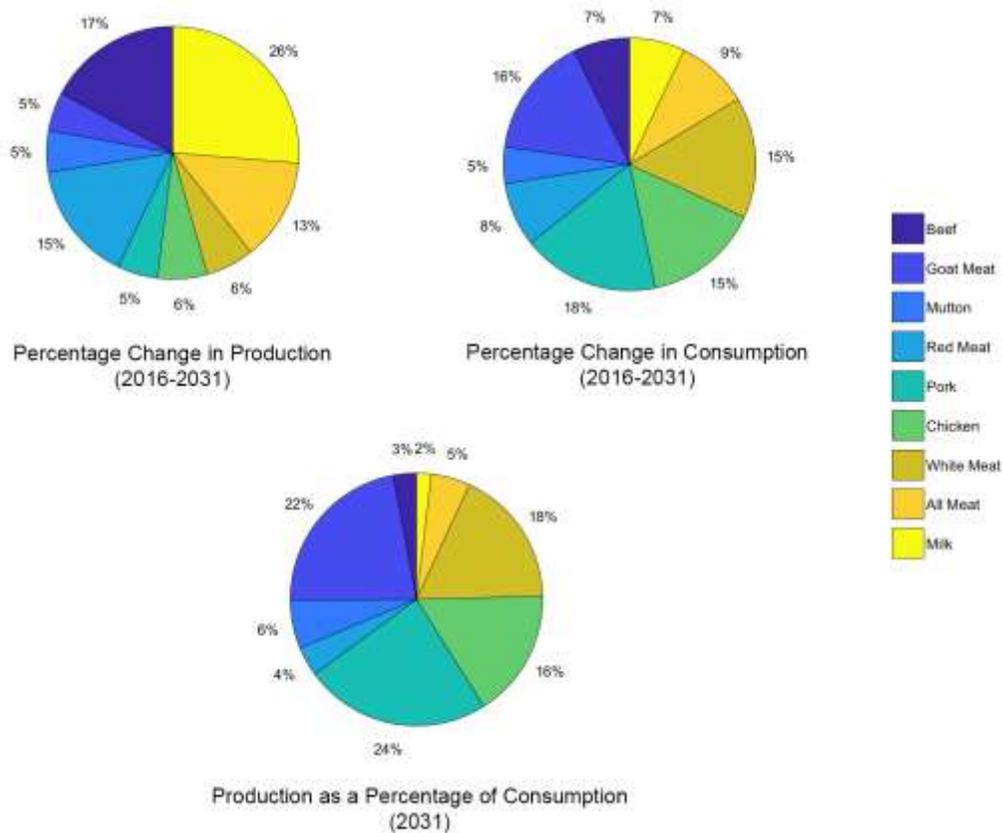


Fig. 2. Percentage change in production-consumption 2016-2031 in Tanzania (FAO, 2012)

The business plan integration term well defined as an integrated method that helps transform the anticipated business outcomes into commercial ones to reduce the unanticipated threats and improve the sources of earnings to increase the business profit. The business can be evaluated based on the loss or profit achieved over the period, using the business strategy plan (Makkonen & Lepp, 2016). The application of a business plan in the livestock sector growth and sustainability is intended by aligning all aspects of the sources of finances, different operating procedures and processes and make the best assessments and choices to meet the organization's expected results (Wachenheim, 2016).

The use of the Business plan here is to differentiate clusters of people in the livestock value chain on one side and their practices on the other side to reach different endowed consumers. The reason behind this is the varieties of livestock products that must be produced and arranged through the logistic system to reach consumers. The livestock value chain comprises additional practices from the production stages, streaming of information, and all other motivations for all agents of the livestock value chain. However, a business plan's implementations help to take action when risks happen and take solutions immediately. Among the risks that may happen includes the eruption of animal diseases and other natural calamities. All participants are aware of how to take precautions to maintain (FAO, 2012).

Various essential elements have included in the description of Business plan integration. Firstly, it involves the significance of planned cooperation, which is a relationship to attain jointly planned objectives. It involves a shared joint trust among members, mutual agreement, inspires resourceful harmonization when conflicts arise among members, and distribution of all necessary information when required (Amadi-Echendu et al., 2014). Meanwhile, cooperation strength and bring efficient functioning of various units. Secondly, the other elements include the importance of coordinating functional units of the organization and also link them with other organizations along with the value (Segetlija & Dujak, 2008). Meanwhile, business plan integration encompasses various tasks from the production, processing, packaging, transportation, services delivery, and all financial aspects. At last, the management of customer relationships means that organizations have the task of delivering goods with monetary worth values with the ultimate goal of achieving customer satisfaction (Anderson, Carverhill, Anderson, and Carverhill, 2015).

### ***Magnitude of Business Plan integration (BPI)***

The magnitude of the integration of business strategies can be discussed in details by the single operation of the organization, institution or individual to a unitary operation form. The description of BPI, as appears in Table 1, comprises a set of instantaneously different issues as studied by many scholars. Moreover, some scholars have examined BPI as a different magnitude (Coffey, 2014), while some include both aspects, which involve single operation integration of the organization (Davies, 1982). At the same time, some scholars took a broader perception by involving multiple magnitudes. Both aspects of magnitudes signify the most vital feature of BPI, indicating that there is an infinite utilization limit from one organization or individual to another, and how they relate with each other.

Based on our findings, we maintain that the magnitudes of BPI can be divided into three main groups. Firstly, customers in one group, secondly, the middle agents, including all participants in the livestock sector, and lastly, the internal arrangements and operations of the participants. The middle agents in customer relationships are called external operations integration where all participants, including manufacturers, packaging agents, financial agents and all other participants, harmonize their internal operations and relationships to work as a single entity for reaching customers. The relationship between customers to be integrated and can be formed as it relates to potential, loyal, new and concessional customers, while the middle agents interact with other value chain agents and participants. All internal operations and processes of a single agent or organization referred to as internal integration. Under this aspect, the organization or agents shall, at the same time, competently integrate its internal operations process to meet the needs of the customers (Ma et al., 2011).

Both aspects of the internal and external operational integration process perform diverse functions under the BPI perspective. Therefore, all internal processes, sections and divisions within the organization merged into a single operation. When working for the overall purpose of meeting consumer needs and requirements, the collaboration of all agents in the value chain may be considered external integration. Their importance of integration is to help to improve the livestock value chain and make the livestock more competitive with the improvement of livestock products.

## Methods and material collection

### *Depiction of the study area*

This study involves the livestock sector in Tanzania, which is an essential sector due to a large number of livestock resources available (Bernard & Barasa, 2018). Most rural people are engaged in agricultural farming, while three out of five households are engaged in livestock production (Katjiuongua & Nelgen, 2014). In rural areas, livestock practices include mixed farming systems in which both agriculture and livestock farming are carried out. They get manure from livestock and use it as a source of energy, food nutrition, mode of transport, source of income for alternatives, substitute when needs arise. However, the livestock sector is a significant source of income for the majority of livestock keepers in Tanzania. This sector faces several challenges, including production, processing, packaging, distribution and logistics systems, financial services and market infrastructures (Michael et al., 2017), due to the low level of technology used, the existence of local breeds produces the low quality of livestock products; hence most of the production is for direct consumption despite the large number of stocks they own. The market requires improved breeds producing quality livestock products (Pica-Ciamara et al., 2010). They need an efficient system that will also help them to have access to different inputs for the quality of livestock production. Therefore, the elements of the business strategy plan will be useful through the livestock value chain.

However, the government of Tanzania managed to introduce various livestock development policies. The first National Agriculture and Livestock Policy was introduced in the year 1997, mainly for the growth and expansion of the livestock sector in Tanzania. The policy was made to include the livestock keepers and farmers in rural areas to encourage the maintenance and usage of the natural resources available in the country. The aim was to improve the provision of various services to enhance the livestock and agriculture operations through the reconstruction of various units of operations. While improving the traditional form of livestock keeping and increase their efficiency and find markets for their products.

### *Materials and information collection*

All the materials and information for this study including statistical records were obtained from annual publication reports, ministry of agriculture, and ministry of livestock and fisheries development, international organizations reports, and the findings from existing journal works of literature. Previous resourcefulness was also evaluated to see the elements that led to the achievements and the failure of various goals. Other initiatives were looked upon to see the available opportunities that can be used to harness the sustainability of the livestock sector. This study involves the underlying policies, new programs introduced and various projects that are conducted in various parts of the country. Finally, the functions of various participants/agents along the livestock value chain were also analyzed to see their weakness and their strength and finding possible ways to integrate their functions.

## Results and Discussion

The structure of the elements outlined in the development of the Business Strategy Plan in the previous section discussed in this section. This part is addressing the issues about the livestock sector in Tanzania. The arrangements for the elements will be described here, including cooperation, coordination, and customer relationship management (CRM).

### *Cooperation*

One of the elements of Business strategy plan integration is cooperation, where all participants in the livestock value chain expected to improve and solve their problems. Many challenges that impinge the development of the livestock sector can overcome by the cooperation of all participants. More emphasis is on the cooperation between the public and private institutions in all areas of the business to increase intellectual performance, quick response, managing all uncertainties that might happen (ICTSD, 2016).

The livestock value chain faces some problems under the aspect which include the weakness of cooperative union operations and, in some places, the lack of ability of cooperative societies to help integrate livestock keepers and to cooperate in their functions. The existing societies are addressing the challenges with poor leadership management, corruption, lack of innovations to expand their business operations. Most of the sites, for example, in lake areas with regions such as Mwanza, Shinyanga, Geita, lack livestock cooperative societies such as those that operate among farmers to cooperate with members. There is a scarcity of private-sector dairy investment in areas where there are large numbers of livestock keepers available in a few cities that do not stimulate milk production in

one way or another. The other problem is poor communication as a result of poor cooperation. The lack of the participants is full of information requiring them to adhere to the values of the supply chain, little cooperation with institutes of education and training to produce quality goods for adherence to the bureau of standards, food and drug authorities. Since they are unable and lack of a business plan to integrate their functions, various projects have failed and experience unsustainable livestock infrastructure (Estrin & Pelletier, 2018).

There is an increase of findings in Sub-Saharan countries, mainly on the interactions between farmers and livestock keepers, especially herders. Their relationships are encountered by many unstable struggles, unsettled as livestock keepers, who migrate from one place to another in search of pastures and settlements. Long-term relationships show how they interact and how conflicts fluctuate between them. They fought for the scarcity of resources like land, water, and village boundaries. They managed to resolve disputes in parts of North Africa in specific ways such as intermarriage in one way or another, making it easy to settle disputes. The other strategy they use is the sharing of resources and the intensification of management. The changing of weather conditions is another event that has led farmers and livestock keepers to cooperate in events such as drought and floods. In Tanzania, the leading regions to have conflict include Manyara in the north part of Tanzania, Kilosa, and Mvomero-Morogoro, (Bernard & Barasa, 2018).

Most livestock farmers in Tanzania are keeping sheep, cows or goats, or keeping all species at the same time. These stocks contribute much to the performance of the livestock value chain because, in some parts of the country, there are hundreds and thousands of stocks owned by one person. Their cooperation with other sectors of the economy has a significant impact on the growth of their wellbeing. The Ministry of Livestock and Fisheries Development has implemented several policies, such as the National Livestock Sector Policy, the Information Technology Policy (Tanzanian Policy Document, 2010), which shows the extent to which they have contributed and facilitated the growth and improvement in the livestock sector.

#### *Coordinating function*

There are some studies from different researchers and writers which included the progress of the livestock sector from time to time. A massive increase in demand for livestock products, which needed to be adjusted in all areas of production, livestock product processing, packaging, and all other logistical functions. Some developments made in developed countries such as China, Italy, Russia and the United States of America have increased the value of livestock products (Haley, 2005). Many other developing countries also show significant growth and development in the livestock sector. The difference between this study and previous studies is on the issues of the arrangement of the livestock value chain structure. Given the state of this study is to optimize the business plan integration approach to include all participants in the livestock value chain to cooperate and integrate their functions and operations to increase the value of livestock products by using the current state of livestock resources available.

The significant aspect under this perspective is to help livestock keepers to organize themselves into livestock cooperative societies and educating them on the preparation of the business plan and its importance to collaborate with other participants in the livestock value chain to increase the value of their livestock products. Their integration with processors, financial sectors like banks, logistics companies, and other service providers will help to integrate their operation functions (Officer & One, 2017). It will help them to enter into agreements on all production and sales issues to make the livestock sector competitive. Such agreements can be between livestock keepers through their companies and processors on volume issues, packaging, labelling, and logistics companies in transport arrangements. The sustainability of the livestock sector will be observed as a result of growth, an increase in the level of competitive, improved standardized products. These results will also reduce poverty levels, increase food availability, improve nutrition, creating employment opportunities, and increase Gross Domestic Products. (GDP).

The livestock sector in Tanzania contributes to the growth of various agricultural activities, about 40%. It includes the practices of many systems in livestock production. There are many different systems available in Tanzania, such as commercial ranching, pastoralists, and agro-pastoralists. The government governs these systems, and some are jointly owned by the government and the private sectors. These systems vary in geographical distribution; for example, pastoralists are mainly practised in northern and western areas, while commercial ranching is found in central and eastern coastal areas (Wilson, 2013).

The current situation of the operation of the livestock sector is as appearing in table 2, which needs immediate collaborations initiatives.

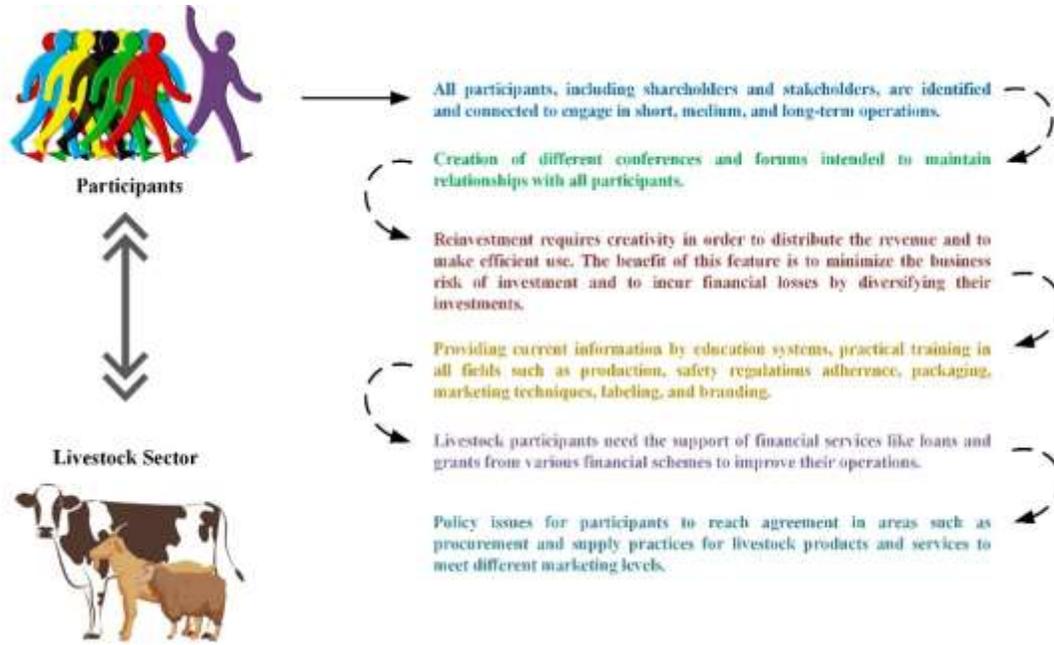


Fig.3. Efficient ways for participants in the livestock value chain to coordinate their functions activities using alternative energies (Own composition, 2020).



Fig. 4. Shows how to incorporate a Business Plan Integration into Customer Relation Management (Own Composition, 2020).

*Customer relationship management (CRM)*

In terms of maintaining customer relationships and continuing communications, many companies have managed to create systems for their customers. This system helps to retain their historical background and continue updating them with new design products and services that will continue stimulating their sales for both existing and prospective customers (Vo, 2020). Under this aspect, the livestock agents have the responsibility of initiating various approaches, tactics, and new inventions to maintain the local customers and international customers to increase livestock product sales. Customer's information from different sources and company networks are integrated and combined in the form of data that will help to track evolving consumer needs, surveys, purchasing habits and other personal information that will allow the organization to serve its customers better from other competitors (Fund, 2006). They use the organization's emails, different available social media platforms, blogs, and direct telephone calls, as well as live customer charts, to gather a variety of information.

The actual operation of the livestock sector in Tanzania is carried out in the form of business as usual (BAS), which means customer's purchase and preferences will depend on the availability of those products on that day. In all areas, the availability of meat is made at local butchers where customers can make their purchases. Once the meat of the slaughterhouse is finished, then they have to wait until the next day.

The use of the CRM helps to collect various marketing information, sales, and the company can use all the information to view customer's suggestions, which in one way or another, will help the organization improve the quality and services of the products. The importance of the business plan in the area of CRM helps to organize the human resources to be used, allocation of time to spend, and the coordination of the different sources of funding through the livestock value chain (Pedron et al., 2018).

The benefits of BPI into CRM are that it helps to allocate internal resources alike internal staff in various functioning units. Meanwhile, customers through various platforms in the system can give recommendations that will be used for future company's performance. The company can observe their likes and dislikes. The review of CRM's application shows that it has organizational and administrative challenges. The management and administration of various CRM functions require a proper arrangement of professional and efficient human resources (Song et al., 2014).

**Table 2** Livestock sector operations in Tanzania.

Scenario	Current Situation	Actions needed through Business Plan Integration
a Management to preserve and protect Tanzania Rangelands	There are shrubs which result in degradation and destroys the ecosystems resulted from an increase of human and livestock population.	Introduce village reserve act and improving livestock feeding through forages and Capacity building through practical knowledge.
b Continue improving livestock breeds	There is a low level of quality breeds.	Improving breeds program for by initiating a sustainable plan, maintain the long term improved breeds and their related infrastructures.
c Improving livestock products (beef)	There are insufficient of processing industries, necessary technology and their infrastructures resulting wastage of resources (Skins and hides).	Encourage investment in the livestock infrastructures through the available ranches and Improving Zebu Beef brand and its related programs and strategies.
d Dairy Sector	There are 3% of dairy breeds available in the country; Processing of milk is low (2.4%) and Few processing plants in the country to process milk.	Improving the operations of Dairy Industry, dairy breeds, restructuring the institutional framework and Market techniques in Dairy Value Chain by integrating dairy producers and all sales agents.
e Promoting local and international Livestock Markets	Delay in responding to changing of the international standards and disease-free zone eruptions.	Increasing the provision of education to all participants and strengthens the regional integration markets.
f Veterinary Services	There is a deficiency of provision of veterinary services and Insufficiencies in the quality and quantity of services provided.	Encouraging the application of quality practices by integrating the private sector, across sectors and various departments to deliver veterinary services, cost-effective services.
g Modernizing Management Information Systems (MIS)	There are only 20% of livestock keepers who can get extension services in Tanzania.	Initiate a Response Management Information System (MIS) to help to collect all responsible information, correct them and make them available when needs arise.
h Resistant from the emergence of moving Pastoral Communities	Striving for extensive, expansive available rangelands in both arid and semi-arid regions.	To initiate village rangeland reserved areas around pastoral communities and also ensuring the availability of social services in all pastoral communities.
i The conflict between Livestock & environment Conservation	There is an occurrence of disease management responsible and resource reallocation competition	To strengthen the prioritization initiatives
j Private sector participation	There is an existing of bureaucratic in authoritative operations and lack of transparency in all significant areas of investment.	Strengthen the operations of the investment desk in the ministry of livestock and fisheries development and facilitating continuous discussions and meetings.

Adopted from Tanzania Modernization Initiatives (China & Ndaru, 2016).

## Conclusion and the way forward

Integrating the business strategy to the livestock sector across the livestock value chain in Tanzania would create constructive sustainability of the livestock sector in order to make it competitive among other sectors of the economy. The view of various elements included in the business plan align with planning, organizing and involve collaboration among all agents to increase their innovation, and transform their operations process and decisions to impact future prospects. Taking into account effective utilization of time, resource allocation, relating customer's preferences, perceptions towards the company operations. The depiction of all the functions as appeared in Figure 1 mainly intended to integrate all the functions activities and improve the agent's operations with livestock keepers, producers, and other stakeholders. The improvement in logistics and supply arrangement, research and developments, interdepartmental operational linkages help to improve to transform the livestock from operating business as usual to adapt a new competitive edge.

The examination demonstrates the importance where producers, livestock keepers, herders, and all other agents will collaborate and integrate their operation functions through the preparation of the business plan. The livestock keepers will be organized through the formation of livestock cooperative societies, and all other agents will be organized through their associations. The responsible government officials and other stakeholders will help them to prepare the business plan and integrate all their plans and functions to increase the performance of the livestock sector. All aspects are made to imitate the new market operations to increase the quantity and quality of livestock products.

Hence the livestock sector's sustainability is to meet the local market's demand and international demand. The current situation of the performance of the livestock sector will be overawed by implementing the new initiatives to utilize the livestock resources available without wastage effectively. Based on the findings, the level of demand and supply, resource allocation will help all agents to increase their profits, reduce the cost of circulating capital, improving in logistics and supply and efficient time utilization. All participants have to take precautions the emergence of changing technological structures in all issues of copyright and patents, differences of cultures, the need for competent, skilled people who are willing and truthful in all operating functions. The most important thing to take into account is that all efforts to sustain the livestock sector sustainability require a cooperative and efficient management team. This team will be responsible for taking into account all the responsibilities to the fullest. They will be responsible for the day to day operations of the livestock sector.

Furthermore, because of the changing technology, the future studies necessitate integrating the new system of business to business (B2B) to help integrate the local market sellers and buyers with international buyers to increase the sales progression. Additional analysis of the Amazon.com in United States of America and Taobao in China will be used as case studies.

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## Conflict of Interest

The authors declare no conflict towards the publication of this paper.

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