

ABSTRACT

A competitive study of pumpkin exports to the New York market

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The four main objectives of this study were to describe (a) To describe the structure and operation of the New York market.(b)To describe the local structure and operation for domestic production.(c)To identify the competitive factors of the market (d)To evaluate the competitiveness of pumpkin export from Trinidad.

A total of two exporters and 3 farmer were interviewed. A total of ten exporters were randomly interviewed through the use of random sampling, only 1 replied. Mail were then sent to those who did not reply but only one returned the questionnaire partially completed. documentary research was used to collect secondary information on the study.

The study identified several factors that influenced a countries competitiveness these were Factors conditions which was the nation's position in relation to the factors of production, such as skilled labour or infrastructure, necessary to compete in a given industry. Secondly, Demand conditions. The nature of home demand for the industry's product service. Thirdly ,Related and supporting industries which is the presence or absence in the nation of supplier industries and related industries that are internationally competitive. Lastly, Firm strategy, structure and rivalry which are the

conditions in the nation governing how companies are created, organized, and managed, and the nature of domestic rivalry.

The study shows that natural endowments of a nation are but basic factors, the more advance factors such as technological advancement, educated personnel, an market innovation are more significant than to competitive advantage and it must be these factors that the country must focus on in the pumpkin market to be more competitive. Also, in order for Trinidad pumpkins to be competitive, it is important that all its related activities from growing to marketing must be seen in an industry context, i.e., there must be coordination at all stages in the supply chain.