

A B S T R A C T

The environment in which a business operates is continually changing. It should be an objective of management to anticipate the changes, within the industry, within the immediate environment, and within the market - the ultimate environment. Once anticipated, decisions should be made so that management may benefit from the change.

The report looked at the environment of the citrus industry of Trinidad from a local, regional and world basis. It also looked at the system of production that had developed from past and present influences upon the industry. Many factors were found to encourage citrus farmers to extend production in Trinidad. However the world supply and demand position of citrus is delicately balanced and competition in the world market may reduce future profits.

A number of simple tools were proposed which, should be comprehensible to most farmers. The tools were proposed to assist in the decision-making of the farm. To see if such tools were already used or whether alternative methods had been adopted by the citrus industry, a selection of farm records were examined. The need for records within the industry became apparent on examination of the selection of farm records studied. To show that the simple tools proposed, could be used on citrus farms a model was developed. Such a model requires accurate ^{INFORMATION} ~~data~~ but none was available. A simple recording system to collect the accurate data on each farm was proposed.