

ABSTRACT

The establishment of an Agro Processing Plant at the Wallerfield Business Park

Clarence B. Gibbons

The setting up of an agro processing plant was selected as a viable project (for ME660) not by chance, but after careful evaluation of a few alternatives. My two main aims were to select a project that would solicit the application of many areas covered in the MSc program, and at the same time something that was very realistic and if it does materialize, will in some way benefit many, especially the rural poor.

The first seven chapters give complete details of the core analysis and development of the project while the final chapter looks at the potential impacts it could have on the surrounding communities, and indeed the country as a whole.

Keywords : Clarence B. Gibbons, Marketing Research, Plant Layout, Project Planning and Implementation.