

# **Economic and Operational Challenges and Opportunities for Local Sausage Producers in Erdenet, Mongolia**

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## **Summary**

This study examines the economic and operational strategies of local sausage producers in Erdenet, Mongolia, amidst a rapidly urbanizing economy. With Mongolia's meat sector being a part of its farming heritage and economic structure local enterprises in Erdenet are at a critical juncture grappling with competition from global brands and local rivals from Ulaanbaatar. By using SWOT and PESTEL frameworks to analyze the regional sausage industry this research evaluates the strengths, weaknesses, opportunities and threats within the sector along with external factors impacting it. Additionally through consumer surveys and interviews with industry insiders we gain insights into market needs consumer tastes and operational hurdles. The results show that despite facing challenges like outdated technology, infrastructure constraints and strict food safety rules local producers demonstrate resilience and flexibility. The study highlights a preference for made sausages which hints at chances for local branding efforts and targeted marketing campaigns. Moreover it suggests avenues in digital marketing strategies and calls for enhancements in supply chain management practices. This exploration not illuminates the unique position of Erdenet's sausage producers but also provides strategic suggestions to enhance their competitiveness and sustainability, in Mongolia's changing economic terrain.

The local sausage industry in Erdenet Mongolia is currently exploring the impacts of urbanization on its operations. Conducting SWOT and PESTEL analyses understanding consumer behavior ensuring food safety developing market strategies and implementing marketing are key focus areas, for the industry.