

PDF - ARCHITECTURAL DESIGN OF A FARMERS' MARKET - researchcub.info **ABSTRACT**

“Market” is an area or setting in which architectural design of a farmers’ market price making forces (demand and supply) operates. Marketing performs the role of bridging special geographical gap by making sure that goods and services are moved from the point of production to the point of consumption. Agricultural marketing is an essential tool for development yet, farmers suffer from a number of difficulties that reduces their bargaining power, as they are deprived of getting the right price for their products. Data was sourced from a total of six cases, including three local and three Foreign. Architectural Data collected was analysed and used in the production of the Architectural design of a Farmer’s Market in Onitsha, Anambra State. Findings revealed that marketing involves several intermediary stages within the process. This often results in the consumer paying an exorbitant price and the producer receiving a lower price for his production. The marketing activity is obstructed by lack of sufficient fund, high cost of transportation, lacking market infrastructures, with little or no aid from government. Efficiency of marketing the crops was determined and problems identified through the movement of produce from producers, through the chain of actors in the markets. With the availability of a Place just for Agricultural produce marketing, there would be a reasonable encouragement to the farmers to display their produce, though they wouldn’t sell as vendors but they will be massive distributors to the market. Therefore, increasing the availability of home-grown foodstuff in Onitsha and the Nation at large. This design answers to the issues experienced in our regular markets, it offers a solution to Congestion of people, vehicular traffic, fire outbreaks, and security. It offers a properly zoned market area.

## **ARCHITECTURAL DESIGN OF A FARMERS' MARKET**

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