



Women's Entrepreneurial Networks in Organic Agriculture Product Sales within Benin City: Market Entry and Demand Dynamics

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Published: 17 November 2008 | **Received:** 17 June 2008 | **Accepted:** 04 October 2008

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DOI: [10.5281/zenodo.18875279](https://doi.org/10.5281/zenodo.18875279)

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Abstract

Benin City in Nigeria is a significant market for organic agriculture products, driven by growing consumer demand and government policies promoting sustainable practices. The analysis draws upon existing literature and case studies from African migration studies to develop a theoretical model that explains market entry strategies and demand trends in organic agriculture products. The theoretical model elucidates how women's networks contribute to market entry and consumer demand dynamics in the context of organic agriculture in Benin City. Further research should investigate specific barriers and facilitators within these networks, as well as potential policy interventions to support women entrepreneurs in the sector.

Keywords: *African geography, Women's networks, Entrepreneurship studies, Agricultural markets, Sustainable development, Market entry strategies, Demographic analysis*

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