

Challenges Facing Traditional Co-operative Marketing Practices
The Case of Biharamulo Co-operative Union (1986) Ltd. in Biharamulo District
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Abstract

This report presents, in summary, the findings of a study on Biharamulo Co-operative Union (BCU) in Biharamulo district. The overall objective of this study was to identify and document experiences of innovations in the reform process that were being carried out by co-operators in the era of liberalization of the economy. Specifically, the study aimed at exposing such experiences to policy makers and providing an opportunity for emulation and up-scaling by other co-operative stakeholders. This report provides such experiences from the study. The study, however, has revealed a "missed opportunity for members' innovativeness" for a giant co-operative union like BCU.