

Diversification as a Strategy for Survival and Growth
The Case of Mpowora Agricultural Marketing Co-operative Society in Masasi District
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Abstract

The various reforms that were being initiated by co-operative members in the early 2000s, in Tanzania, were of varied nature and scope. In the case of members of Mpowora Agricultural Marketing Co-operative Society, the unique features of the reforms included the determination to diversify their business lines, instead of relying on only one cash crop cashewnuts. Another feature was the AMCOS' engagement in strategic planning for their co-operative operations. In this report, these features are described in detail and inspiring lessons are clearly put forth for other co-operative members to emulate.