

Alternative Marketing Strategies for Primary Co-operative Societies
The Case of Kimuli Primary Co-operative Society in Mbinga District
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Abstract

This report presents the findings of a study on Kimuli Primary Co-operative Society, commissioned by the then Ministry of Co-operatives and Marketing. The study generally aimed at documenting innovations made by co-operatives in marketing their produce. The study had shown that, in matters relating to the marketing of members' produce, primary co-operative societies were capable of taking up the role of co-operative unions where the latter became ineffective.