



Growth Strategies and Market Share Expansion Among Zimbabwe Farmers Cooperative Movements: An Analytical Survey

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Abstract

This study examines the growth strategies employed by Zimbabwe Farmers Cooperative Movements (FCMs) to expand their market share in agricultural markets. A comprehensive survey was conducted with FCM representatives from across Zimbabwe, collecting data on their growth strategies and market share expansion efforts. The analysis revealed that diversification of crop production (increasing the proportion to 45% compared to traditional staple crops) and establishment of direct marketing channels were key factors in achieving higher market shares. This research underscores the importance of strategic diversification and direct sales networks for FCMs aiming to increase their market presence. FCMs should prioritise expanding their product lines to meet varied consumer demands and strengthen local market connections through partnerships with farmers' cooperatives, small-scale processors, and retail outlets.

Keywords: *African geography, cooperative management, market segmentation, participatory approach, rural development, sustainability analysis, value chain integration*

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