



A RESEARCH PAPER REPORT

**IMPACT OF COFFEE MARKET PRICE ON
MERCHANDISE TRADE
(the case in Mettu town)**

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BASIC SUMMARY

Obviously, coffee trade has attached other trade sectors to it, i.e. what ever the trade sector may be it has apparent linkage. But this is true particularly in the context of the place where the study has taken place. As coffee is the second most valuable commodity after petroleum in the world, it touches many economic aspects. In context of Ethiopia, coffee trade is a very big business both for the local and nation economy. Coffee generates over 60% its total import earning. Furthermore directly or indirectly 25% of the Ethiopian population relies for their income on coffee production.

On the other hand expanded trade is now become more crucial to future development than any time in this century. Trades are woven in to need of basic assertion like never before. The fall of trade mean directly result in economic deficit. Therefore it is easy to predict that, coffee market can affect the merchandise sale activity. Our country is making money from coffee trade then with the emphasis of coffee and improvement of other trade sectors, we should be developing in to better economic standardization.

To have a bright export feature of coffee and stable trade inside the country, most important concern of economic study pertaining to export sales and local consumption of commodities has to be profounded. Because coffee and other trade sector are heavily tied together particularly in coffee growing areas. Such studies may help to cope up with local and international environmental threats successfully through detail investigation.

Methodologically, data has been collected through sampling technique, finalized into result. The obtained results are concluded with reliable evidence and the findings are discussed and recommended.

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PART ONE

I. INTRODUCTION

Astonishing but true, coffee is one of the typical major product in the world and is favored by almost all people in the world, besides it is one of the primarily product in the world trade. Coffee supports lives of people who cultivate it and those who are engaged in other trade sectors. Therefore, even though international coffee price is very volatile because of natural, demand and supply, other unknown variables, it has a powerful tool to bring and create better economic environment. This why for many developing countries like Ethiopia are viewed to have sustained economies in future.

Even though, coffee producing countries are in the position to establish organizations like Associations of Coffee Producing Countries (ACPC) and International Coffee Organizational (ICO) to maintain stable market, there are still many obstacles remain unsolved. For instance Brazill, the major supplier has left, ICO in 1997. As a result unstable coffee market price is aggravated. In addition coffee demand and supply is intangible to predict, recently one of the rarely known country in production of coffee has appeared from Asia, namely Vietnam. Surprisingly replacing Colombia, the second coffee produces in the world, Vietnam is supplying bulky amount of coffee to the word's market. Thus shows the study of this research gives assertion to deal with the effect of coffee price in relation to other trade, than focusing the coffee price itself.

Knowing that 98% of the coffee in Ethiopia is produced in peasants' farm, the outskirts of Mettu town population are assumed to have tight linkage with the trade activities of the merchants. Of course, in coffee growing areas like the study has been done, it is possible to anticipate the trade of all sectors can't escape from the influence of coffee trade. Reminding that out of every four Ethiopians from a house hold being related to coffee for their income, let alone the trade sector, as a whole, the nation's economy is depend on it.

When the trend of coffee market and other salable commodities in relation to one another is intended to be dealt, it is undeniable that other extraneous variables have their own impact. But being for the matter of conducting the study, we have to assume the other factors constant and going smooth. As with the trade issue, there are many problems that can halt merchandise trade besides the impact of coffee price. Broadly the economical issues such as infrastructure, credit availability, interest rate foreign exchange, and inflation etc. can be identified. It can also contain legal and political regard like tax policy, import export barriers and technological advancements etc.

From national standpoint, it may be impossible to isolate cash crops export items from other trade sectors. But attempts to over come the bootlenecks of coffee market and on the rest part at least reducing the effect of price change in coffee enhance stable and integrated economic condition.

II. OBJECTIVES OF THE STUDY

The concern of this research is a guild to pin point what the impact of coffee market trend on other merchandise trade. The research has also a lion share objective to penetrate and govern the pitfalls of mentioned sector after realistic assessment of the variables. It is focused on more specific matter and the relationship of the two entities, coffee and merchandise trade expected to be well investigated. Coffee market to other trade analysis is the most required objective, but patterns of trade strength and weakness of each sector can be tuned from the general objective of the research.

We have reconsidered that coffee market data tells us coffee slums once and rises in other period. The trend of merchandise trade on the other hand has respective balance of market summary during the periods. Therefore the study mainly needs to examine and identify the association between the two, having the same time period. Besides through specific objective we address the well being of the consumers and suppliers, patterns of consumption etc and general trade activity assessment in relation to coffee.

III. MATERIALS AND METHODOLOGY

In deed, as it has mentioned earlier coffee price doesn't only affect the merchandise sector, but for simplicity, reliability and accuracy the specific scope of the sector is considered. Regarding the material requirements to analyse and produce output from the raw data the access of personal computers are used. The specified population has taken through stratified sampling technique of the merchandise traders. Among the frame population target in the town, 10% of the sample population assumed to be sufficient to conduct the research. The frame of population has been included for only who are legalized by renewing their trade license, at least stayed for the past ten years in the sector. Totaling the merchants around 500 in the town the questionnaire had been distributed numbering the mentioned percentage. Those selected targeted groups are expected to be familiar with the forwarded questions because of their customers behavior, experience etc. The quota sampling is taken based on their capital amount. The method of data collection (primarily data) is open and closed ended questionnaires. For relevancy and consistency of the information about coffee price trend, ten years consecutive data of price has been considered as secondary data. This data is obtained specifically from Mettu Woreda, in Illubabour Agricultural bureau.

In case Mettu is one of the coffee supplier towns apart 630 K.M. from the capital city of Ethiopia. The Woreda is high land area, receives over 2000 mm rain fall annually, this implies it is conducive to coffee production. Moreover the surrounding Woredas are coffee suppliers. Mettu is most populous Woreda total of 106294 among this, 21350 are inhabited in urban and 84944 in rural areas (1995 central statistics authority). In the town merchants are not concentrated in one location due to the presence of hills, but questionnaires are distributed evenly almost all over the town.

On the way of data collection technique though the capital amounts are rated, merchants are randomly selected. The respondents are almost with sale of differentiated goods in order to maintain the accuracy of the study. During the data collection wherever there were misunderstanding and omission, dictating such defects, persistent follow-up to turn back the questioners has been done carefully. Then we code the open and closed ended questionnaires, tabulate and made mathematical computations like percentage etc. The secondary data is also transformed into more suitable format.

Finally, analyses and interpretation of the major findings has proceeded to the final research. Discussions are figured out, limitations of the study, conclusions and comments have been given to the final study of the research.

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PART TWO

IV. RESULTS

As long as the source of the data is from two dimensions the results are also categorized into two: the result obtained from primarily data and secondary data. According to the recorded information for the past 10 years (1992-2002) the maximum and minimum price of unwashed dried coffee had been recorded in 1995 and 2002 respectively. The range of the price is 3.03 birr/kg.

Table 1: The average coffee price of Mettu woreda in the central market
(unwashed dried coffee per kg in br.)

Year	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002*
Average price	2.78	3.20	4.38	3.32	3.95	4.21	2.54	3.12	2.40	1.60

* only the average prices of eight months are considered

Source: Illubabor Zone Agriculture Bureau.

For furthermore illustrations the following table shows how the price of coffee is turbulent, even within the difference of months, For instance the year 1997 is chosen. The blank space is to show price of unshielded dried coffee hadn't been recorded in the woreda because of the absence of dried coffee sales by these months.

Table 2: Price of unwashed dried coffee in kg/birr monthly for year 1997.

Month	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Price	6.12	6.00	6.25	-	-	-	3.42	6.25	5.75	4.50	4.38	4.75

Source: Illubabour Zone Agriculture Bureau.

The primarily data also gives more findings which can be linked with the secondary data. The primarily raw data is in tables and percentages after tallying the replies from the respondents questionnaires.

Table 3: The capital amount of merchants in birr.

Capital amount (birr)	150-500	500-2000	Over 2000	Total
No of merchants	11	18	21	50
Percentages	22	36	42	100%

As the table shows capital amounts of the various businessmen have been investigated. In addition to this, the merchants are assessed in respective to their types of product to be sold. Normally, 41% of the traders are involved in selling durable goods and the rest are perishable goods.

Coming to the price of coffee, though other factors contribute to the adverse /positive/ effect of the sector, demand of their commodity is increased during the coffee season. Next, the table illustrates the respondents attitudes towards level of various factors influencing the merchandise trade.

Table 4: Level of factors that has mostly threaten the trend of merchandise trade in the town.

Influencing factors	No of respondents	Percentage
Tax burden	11	22
Price of merchandise (goods to be sold)	5	10
Income of consumers	29	58
Competitors force	3	6
Any other factor	2	4
Total	50	100

Therefore according to the finding implies purchasing power of the consumers heavily affect the sector. In the similar pattern, the increase in the coffee price will help merchants to increase their profitability. Here the conditions of the table 4 would be collaborated with the preceding table.

Table 5: Usual customers of the merchants in the town.

Category of customers	Response	Percentage
Farmers	20	40
Salaried people	13	26
Others	17	34
Total	50	100

Now, since purchasing power of consumer greatly influences demand of merchandise items, and the usually customers of this product are mainly farmers, and those farmers are engaged in coffee production, the integration of the two sectors is the clear result of the findings. In relation to these 84% of the respondents believe that the increase in coffee price would help them to expand their trade sector.

In summary, the findings approve that in the past ten years coffee price was fluctuating; trade is, too. That is, above all coffee price is the best close impeller of trade activities in Mettu town.

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V. ANALYSIS AND DISCUSSIONS

Generally speaking, as it is mentioned earlier, the information gathered during the survey is more interlinked and possible to forward consistent conclusions. However, as time goes, technology advances there may be more economic interactions all over the world, merchandise trade is expanded. Therefore there are numerous variables that arise from the external boundaries.

With the specific concern of the study, 86% the merchants assures that the demand of their goods increase during coffee seasons. This result concerns all merchants with different levels of capital amounts implying that coffee market has affected every merchant without discrimination of their capital levels. Also, more than half of the respondents have indicated that their trade activity was fluctuating, parallely coffee price in "table 1" shows the same occurrences. For the reason that merchandise trade becomes the victim of coffee price fall, most merchants are in bankruptcy, their collaterals had been sold, unable to pay the necessitated tax, incapable to renew their trade license, are not in position to supply appropriate volume of goods sold due to existence of financial constraints. Besides this, some of them are only operational occasionally i.e. when there is relative coffee market increment and during coffee sale seasons. To develop their safety stock it is observed that most of them face short in handed, and many locations and sites are observed closed and idle business centers are common here and then.

According to the study 40% of the merchants' customers are farmers. Farmers around such area make money from coffee. Because literatures note that in our nation, an average farmer of coffee producer purchases goods in near by market areas offer selling the cash crop product immediately. Additionally, more than half from each household depends on coffee directly or indirectly for their income. In another logic once a government set a policy, uniform tax rate is levied nothing would put the trade trend to and fro except the unstable coffee market price. This will help to develop that segregating the economic analysis of coffee to other goods sold is unthinkable. That is why numbers of businessman are functioning their trade by the virtue of coffee price and coffee producers are waiting for price improvement, too.

The answer of the merchants inclined to believe that profit mean coffee price to them. Among the assessed respondents merely 26% the traders are certain that without coffee market profitability can be attained and the rest are not. In the same aspects 62% of the repliers support that profitability is the direct reflection of coffee market. Therefore defining and coming to the final conclusion of the issues together with merchants suggestion, integrated strategic applications is essential. Around 86% the respondents assume that the adverse outcome of coffee price towards merchandise trade is aggravated due to the lack of awareness about the business concepts. The result indicates that there is no well-coordinated set of merchants in the attempt to tackle the prevailing challenges. Particularly the involvement of skilled business experts in assessing, forecasting and consulting is very vital with regard to such business environment. But ways are not properly paved with the commensurate of the

problem. Anyhow, 42% the capital owners believe that there is a vision to weaken the impact of coffee even though it has high dependability on merchandise trade. This is possible through two dimensions: firstly reducing the dependability on the behalf of merchants involvement, and secondary, improving the contribution of coffee to the sector keeping aside the price of coffee. Both are described in the recommendation parts in detail. It is believed that however respondents are apathy and prior to suggest how to maximize coffee price than focusing to minimize the impact of it. Coffee price is greatly determined any international market than other merchandise trade. Unfortunately, the finding clues there are merchants waiting for only solutions from the regard of coffee price. But it shouldn't be hesitated that allowable access to lessen the impact is an open floor not only to the price of coffee but also towards the track of merchandise trade itself.

By principle in much of marketing environments it is undeniable a particular item may have dependency on the other. But if the interdependability is extremely tight as the study of these research hands over, market stability may be at risk. Regarding the result, Mettu merchants with varies goods of sold and with the variations of capital amounts there is approval of dependency for their transactions basically on the so called 'GREEN GOLD.' With the current existence of coffee price, the severity of the economic recessions to our country is apparent and frightening as long as trade is more becoming the victim of coffee price. Then the study shows the spectrum of involvement in growth of such areas is determined by the coffee price trend, that indicates the economy of coffee means the 'economy of a nation.'

After all why coffee growing areas and marketers are adhered to coffee rather than diversification? Indeed, we need to base the statistical values the specified result. Again from the obtained results we can formulate the same hypothesis wherever the areas are alike. Still how coffee market has been impacted up on the rest of trade sectors requires deep-rooted research conduct. In such away blind conclusions can be avoided, merchants will get realistic information regarding each business entity at sun rise stage so that they will have intended to hamper the pressure.

In global sense, 20 million house holds in the world has suffered economic deformation in relation to coffee price falls recently (Ethiopian Coffee and Tea Authority). The International Coffee Organization Indicative prices also forecasts it doesn't expect to improvement of the price. Therefore, turning back to the status of other merchandise trade analyses could be another alternative. As table '4' indicates merchandise trade is pressurized by the consumers income so, the co-existence of transactions in accordance with their income and type of the product demanded should be considered.

VI. CONCLUSIONS

Going often on the arrival of the result a number of concluding concepts can be forwarded. We can build that coffee has direct impact on the development of merchandise trade. Because merchants have explained that coffee and their business and inseparable. And more of the targeted population has a vision that escaping from the pressure of coffee price is inaccessible.

When the price of coffee fall the capacity of financing in coffee producers and other people related to the sector become jeopardized, large purchase of or increasing sales volume becomes illusion, losing money increasingly for the storage cost etc, became headache to marketers. As the result mentions of half of the respondents response coffee market also halted powerful comparative tools, as it is obvious that competitors usually exit from the market due to the lack of demand for their commodities when the price of coffee fall. In this study basically price of coffee and the activities of merchandise trade has direct relationships. But this doesn't mean that the increasing of coffee price has always-favorable impact in every part of the nation economy and vice versa. For instance when the price of coffee was sky-rocketing in the year 1995, which was around 6 birr/kg for unwashed dried coffee in the middle of the year, there was economic instability and decline in purchase power money.

When price of coffee increase in such manner only nominal income of the people goes up. Farmers are intentionally diverse to coffee production than securing for their good security. On the other hand when price of coffee becomes low the farmers strive to secure food self-sufficiency. But comparatively the adverse effect of coffee price failure is stronger than the positive impact and vice versa. That is why the study embodies this as objective.

Where the research is made thoroughly a business transaction is warm only occasionally to mean during the coffee seasons. This is why the pocket of customers is fetched relatively sufficient disposable income when there is better coffee sale. As coffee touches almost all population: farmers, government employees, non governmental employees, merchants and other people engaged in varies occupations, all business men keep their eyes on coffee for their profit.

But with awful news, according to International Coffee Organization report recently coffee price slumps by 40%. Thus, we are suffering from economic instability and stagnation in every part of walks of life. Then interms of compromising the impact short term and long term preparations has to be sensed. To shape the businessmen perceptions and determining to avoid merchandise trade deficiency, one of the best key way is to identify the diagnoses from the grass root level. To take such drastic measure on the existing problem the role of government and involvement of the whole stakeholders is very important. The mechanism to resolve impact in better position has its own drawbacks. In terms of selling our coffee in desired price, the global dynamic environment is out of our control. The way how to reduce the dependability of other goods to be sold on coffee price needs in detail study. Unlikely, even though it is believed that coffee is discovered before 2000 years ago in the historically pride acient African country-'Ethiopia', researchers hadn't give more assertion to the sector. Coffee trade is started before 1500 years ago in our nation, today 15 millions Ethiopians engaged in coffee production (Jimma Expo and bazaar bulletin '94, page 13). Therefore it's astonishing when we think about the coffee and the literature works available. For the future every individual will not neglect the role of coffee in every part of economic activity.

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Eventually, trade and coffee productions are crucial entities to development. Expansion of coffee export in quality and quantity enables to carry out health facilities, educational institutions, pure water supplies and infrastructures. Also foreign in exchange increases, trade deficit improved. Farmers able to fee school charges for their children, better technology, agro-industries like coffee mill and processing becomes opportunity to reduce an unemployment. To restructure and ammend the macro economic policy and achieve over all political, social and economical strategy plans the two sectors are equally important and has to dominantly go hand in hand.

VI. RECOMMENDATIONS

A major problem has flown out which Provide deam bright out look for the trade as well to other economic growth. The issues of this problem have been discussed with their diagnoses. At most a little problem left obscured. Then in order to mold the pattern of business in feasible manner adjustment and corrective measures has to be recommended. So far trade is affected in the mentioned trend, society well being is enhanced only when the solutions recommended to the problems are headed to the practical implementations. Truly, it can be more complex to view each domestic trade independently. But starting from the top level of restructuring the economic policy in the long range the fruit of study can be attained. Rain or shadows, summary of the basic recommendations are described as follows.

Weakening the dependability of other merchandise trade on coffee

In this sector the recommendations are focused by far on the merchants who has involved in trade and other stakeholders that can contribute the desired success.

- The culture of close intraction, integration and coordination among the merchandise traders should be well developed. Those merchants stay in the market for many years has to share their business experience through discussions to the newly emergent.
- Further more it would be better if the merchandise sellers form associations by analysing the nature of their business sectors. Merchants having a union are advantageous to get grantee of credit, to accumulate sustainable financial position and to share experience etc.

- Merchants have to communicate with the suppliers or the manufacturers. This helps to make or sale products with the affordable unit price by adapting or modifying it with the regard to income of the consumers. E.g. reduce size of product.
- In order to forecast the demand of goods sold ahead and to receive the goods from the supplies based on that information, they have to develop their business know-how and awareness. So to oriented a better understanding of current business world merchants should get training. This can be implemented by the involvement of government, NGOs' and by the merchants themselves. Specifically, to create awareness laying out discussions forums may be one alternative.
- Identifying the preference, income of consumers, and demands associating with coffee price change before having the merchandise goods is expected from the traders. Some commodities have unitary demand other may have infinite demand pertaining to the income of the consumer. Also the demand for the normal, luxuries and inferior goods at different levels of income of consumers is not the same so that merchants has to attempt to match with reality rather than receiving blindly all goods. But this can be done after the merchants get better understanding of business.
- Whenever merchants set strategies to boost their trade scope and plan to achieve their target, they shouldn't forget to consider the burden of coffee market price. For instance when merchants draw long range objectives, they should take in to account coffee price probably violate their achievement.
- Besides the integration of the business people, the role of government involvement particularly in the tax policy and paving conducive conditions like licensing new entrants, rendering current business informations through mass-medias, swiftng the procedures to renew trade licensees, inviting experts through the channel of zonal and woredas trade and industry bureau, giving advises to them that enables better economic growth.

Basic recommendations to improve the role of coffee

- Previously for many coffee producing countries when the international price falls what assumed as a key resolution is keeping the coffee bean in stock to create shortage (increase demand). But now days, this not advisable, for the reason that countries which were the members of many organizations like ICO has withdrawn. For instance Brazil the major coffee producer had left ICO in 1998.
- To day in our country there around 133 coffee processing enterprises but they are not operating fully for the financial constraints. Government has to facilitate and strengthen their position by allowing credit service from the governmental finance institutions.
- Farmers are now removing the coffee trees from their farmlands and substituting by the " chat plant" due to the fall of coffee price, particularly in east plant of Ethiopia. Really this couldn't be as solution rather it intensifies the severity of economic problem. Because by no means the contribution of coffee to national economy compared to 'chat' productions.
- Organic coffee in the world has better quality of demand. Ethiopia is main producer of such coffee, so it has to granted a certificate to be designated by consumers.
- Governments should reduce or exempte taxations for determined duration when price of coffee fall so as to encourages exports.
- In order to improve the coffee quality farmers must be embarrassed by the nation wide extension package program. The ability to produce more enables to export large volume of product and the trade deficit because of price compromised by the quantity exported.

- To increase exports and standardizing coffee on the world market workshops, has to be undertaken, promotion on the organic coffee all over the world is required. Even though Ethiopia joined Inter Africa coffee organizations and ICO and 2.5% supplier of the world market its products are not well promoted in the globe.
- Ethiopia the tenth world and 3rd African coffee producer still only 2% the total land is covered by coffee farms. Therefore coffee plantation should be expanded.
- With the cooperations of starting from the producers up to the exporters contributions must be developed through training and awareness creations.
- The role of government to control black-market, subsidization of factors of production and etc will hinder the mentioned impact to grow in alarming rate.

In addition to the above, regarding expansion of coffee trade the following points are given in detail

- According to ICO doesn't be expected to rise in the next years, therefore farmers should be wise to diversify their productions to emasculate the risk than nearly being dependable on homogeneous product.
- We have to identify suitable land resources and human resources to utilize new areas to increase the coffee volume productions.
- In order to get the recognition in various species, testing by coffee specialists has to involve in the activity.
- In processing model (produce-harvest-supply-export) announcing the responsibilities and role of each employee in mass media and orientation is needed.
- The coffee processing activities should be assisted by modern technologies to save guard the quality
- Coffee exporting procedures and transactions procedures should be revised.

- Strategies should be developed and implemented to protect the wild coffee trees deforestation.
- Government has to allow coffee genetic researchers affluent information and foreign exchanges for expatriates.
- A wild coffee can also be used as a source of tourism.

Regarding to the coffee produces:

- Health nurseries has to be planted by farmers
- During harvesting season ripe beans should be picked up.
- The picked up bean can be spotted if the temperature is high or exposed to strong sun light for long time or stored in very cold place. Therefore appropriate should be prepared to dry it and then after accommodating in safe place
- If farmers aim to sell fresh coffee bean, they have to dispatch to coffee will immediately.

Exporters has to aware about the following points:

- They don't and to mix different qualities of coffee.
- The containers used to export coffee should be free from fear of moisture.
- Every exporter has to cheek the absence of 8-20 ppb OTA.
- Exports have to aware the preference of each countries customer and bring the product based on their requirements.
- Assessing the quality and other customer attraction factors of the competitors by business coordinations to other country exporters.

VIII. LIMITATIONS OF THE STUDY

No work is perfect, it may have little pitfalls. Most of the weakness arises from the cause of the targeted population. Few merchants are in doubt to respond neutrally. They hesitate by relating the objective of the study with the purpose of evaluation of government tax polices. Anyhow most of them are convinced that the study is't to increase or assess taxation by the government body.

It is assumed that other variables in the study are existing constantly, but making the other variables totally out of the domain is inrelistic. There is a tendency to violate the obtained theory.

In terms of applying the theory into practice, as it is true in many studies, it is doubt full. Due to many hindering factors in under developed nations there is a broad vacant space between papers outlines and implementation stand point.

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