

## General introduction of the study

The present day picture of the University Co-operative Store Society Limited, or the Co-op as it is known in the Campus, is very unsatisfactory, both in its organisation and in its trading activities. It is a complete reversal of the successful year ended 31st December, 1961. To date, the Store is in a very complicated mess and the future of the Co-op is very bleak. If it is unable to extricate itself from the various entanglements choking it, it might even have to be liquidated.

## Importance of the study

The main problem faced by the Co-op is that monthly sales is very discouraging thereby resulting in insufficient profits to cover monthly expenses. Management is unsatisfactory, with room for improvement. This study is an attempt to reveal where the Co-op has gone wrong so that those who are and will be responsible for its future set-up and the proper running of it can use the revelations and suggestions as a basis to remedy the faults and help bring about an overall improvement of the Co-op.

However, this importance is based on the assumption that the Co-op will continue to operate because there are stages where long term purposes rather than immediate results are stressed.

## Objectives of study

The primary objective of this study is to make a case study of the Co-op. The study will attempt:

- 1) To study the Organisational set-up of the Co-op and its trading activities.
- 2) To study whether the Organisation is satisfactory or not and whether the trading activities are satisfactorily carried out.
- 3) To put forward suggestions whenever applicable, which will help to bring about an overall improvement in the conditions of the Co-op.

## Scope of study

Being a case study, the scope is the entire Co-op itself. The writer will attempt an analysis of the Co-op, the Consumers, the Products, Pricing policies, Promotional set-up and the Channels of

Distribution. Greater emphasis is laid on Management under Co-op analysis and the promotional set-up because it is felt that these two areas are responsible for the problems faced by the Co-op.

### Research Methodology

A major part of the materials obtained for this study is derived from interviews held with the Management Committee members. Secondary source of obtaining materials for the study is rather lacking. This is partly due to inadequate records concerning the Co-op. Past records contributed sparsely to this study. The rest is by way of investigations carried out, observations and interviewing fellow students of the various Collegeyard Facilities. During the informal interviews, questions concerning the Co-op were introduced without letting those interviewed know what was the purpose. This is to ensure that they will answer freely and without restraint. Whenever applicable, the views obtained were incorporated into this study.

### Limitations of study

A serious drawback to this study is the lack of proper records and statements concerning the Co-op. This is especially so with regards to Financial statements. The 1962 Financial statements are unobtainable and at time of writing, the 1963 Financial statements are not yet prepared. As a result, figures from 1961 Financial statements were used and close approximations for the present were applied. This drawback greatly affects the calculation of capital and stock turnover. Moreover, comparison of Financial statements for an overall picture of the Co-op is impossible.

### Chapter Organisation

Chapter II deals with the Principles of Co-operation, with particular reference to Consumers Co-operation.

Chapter III presents an analysis of the Co-op: - Its objectives, organisational set-up and trading activities.

Chapter IV contains an analysis of the Consumers; their location, potential and buying habits.

Chapter V is an analysis of the products sold by the Co-op, their prices and whether the products satisfy the student population in general.

Chapter VI focuses on the Channel of distribution of the Co-op with suggestions for a new method of distribution for the sole purpose of reaching all its consumers.

Chapter VII gives an account of the promotional set-up of the Co-op with suggestions for a better set-up and also how Management, pricing and product helps to promote sales.

Chapter VIII deals with the pricing policies of the Co-op and whether the prices of the Co-op are in line with general prices prevailing outside the campus.

Chapter IX is a conclusion giving a summary of the study in general.

Suggestions and recommendations are forwarded for the purpose of overcoming the problems and improving the conditions of the Co-op.

### Acknowledgements

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