

Cooperative Marketing

Level-I

**Based on March 2022, Version 2 Occupational
Standard**



**Module Title: - Recommend Cooperatives Products
and Services**

LG Code: AGR CM2 M05 LO (1-3) LG (14-16)

TTLM Code: AGR CM2 TTLM 0922v1

September, 2022
Addis Ababa, Ethiopia

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Introduction to the Module

Dear learner, the Ethiopian TVET system is now focused on the labor market demands and industry relevance. This translates that the main objectives of the TVET system is to qualify its graduates according to the occupational requirements of the industry. In this learning guide there are three learning outcome Identify products and services, Identify product ,characteristics and classification Provide recommendations on products and services which are broke down in to information sheets. In this learning guide, some learning activities and self-check exercises are included to make your study clear, attractive and precise. These are very important in deepening and enhancing your understanding of the learning out comes in the module. If you skip doing those activities and exercises, your level of understanding will be limited and insufficient. As a result, you are strongly dedicated and encouraged to do it on time accordingly. Upon the completion of the module you will be able to perform the objectives listed on instruction sheet.

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LG #14	LO #1 Products and Services
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Instruction sheet 1
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Introduction to the module • Products and Services • Product characteristics and classification • Product recommendation <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify products and services • Identify product characteristics and classification • Provide recommendations on products and services.
Learning Instructions:
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide. 2. Follow the instructions described below. 3. Read the information written in the information Sheets 4. Accomplish the Self-checks 5. Perform Operation Sheets 6. Do the “LAP test”

Information Sheet 1

1.1 Identify Industry products and services

Why Have Product And Service Knowledge?

With the wide range of products and services available to customers, you need to have good product knowledge to keep up with your customers' needs. Customers are likely to be aware of specialized product ranges, and they will make comparisons between the features of different products and services. Smart customers are also shopping around for the retailer that offers a competitive price and service. Selling specialized products and services is like a "higher level" skill - your customers will need expert advice and will rely on you to be able to recommend the most suitable product from your range. To be successful as a sales person, you will need to be aware of the features and benefits offered by the specialized products in your business.

Identify Product and Service Range

You will also need to be able to promote the products and services offered by your business and influence the customer to make a buying choice with you rather than your competitors.

You will need to ensure you have a full knowledge of the products and services your business offers, where they are located in the business and in particular the products that you will be selling in your department. If you have this knowledge you will be in the best place to ensure you can assist your customers with a minimum of fuss.



Figure 1.1 Understand Industry product and service range using authoritative sources

1.2 Develop Knowledge of Products Features and Benefits

Knowledge is power and for retailers, product knowledge can mean more sales. It is difficult to effectively sell to a consumer if we cannot show how a particular product will address a purchaser needs. Developing product knowledge is as simple as a research.

How to Gain Product Knowledge?

- Marketing Literature
- Sales Reps
- Training Sessions
- Testimonials
- Role Playing
- Practical Use

It is important to understand how the product is made, the value of the product, how the product should and can be used, and what products work well together.

Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff that is passionate about their products and eager to share the benefits with them.

Get To Know Your Industry Products or Services

- competitor products
- complementary products
- emerging products
- historical products
- organization's products
- specified range of products an organization's offerings

Customers are more likely to trust sales people who show confidence in themselves and what they are selling. You can build this confidence by increasing your knowledge of your products or service.

Service features

Service are intangible they can only be felt not seen. Service satisfaction is obtained but nothing is carried away. Essentially marketing of service is primarily concerned with creation of customer relationship.

A service is a work done by another person for another individual. For instance, a person will visit a restaurant to have a desired services performed by other people while they relax on their tables. Legal advice is another good example of service rendered to another person by professional lawyers. Service features or characteristics include the following:

- Intangibility
- Perishability
- Inconsistency
- Inseparability
- Variability

1.3 Product levels in cooperative market vices

According to William Stanton, Product is a set of tangible and intangible attributes, including packaging, color, price, manufacture's and retailer's service which the buyer may accept as offering want satisfaction.

Product levels: The customer value hierarchy. There are five product levels:-

- A. **Core benefits:** the fundamental or the basic level. It is the service or benefits why the customer is really buying.
- B. **Basic product:** The marketer has to turn the core benefit in to basic product.
- C. **Expected product:** A set of product attributes and conditions buyers normally expect when they purchase this product.
- D. **Augmented product:** that exceeds the customer's expectations'.
- E. **Potential product:** encompasses all the possible augmentations and transformations that product might undergo in the future. Here is where companies is searching for new ways to satisfy customers and distinguish there offer.12\29\2015

1.4 Information and documentation on products and services

Use conventional and creative sources of information to learn about your products or services, including:-

- Your own experiences using the products
- Product literature such as brochures and catalogues
- Feedback from customers
- Trade and industry publications

- Internal sales records
- Your team members
- Visits to manufacturers
- Sales training programs

Turn Product Features into Benefits

Successful salespeople know all of their products' features and skilfully turn these features into benefits for their customers.

To practice this skill, list your product's features, potential benefits, and all information up front for your customers. **Consider how you can communicate the potential benefits.**

For example:

- Product features - Possible benefits for your customer
- Its purpose - It will meet your needs and save you time and money
- How it works - It is easy to use so you won't be frustrated by complicated features
- Product features - Possible benefits for your customer
- Its purpose - It will meet your needs and save you time and money
- How it works - It is easy to use so you won't be frustrated by complicated features
- How it is maintained and serviced - You can be assured that if it needs maintenance, we will take care of it for you
- How long it is likely to last (including any warranties) - You can be confident that if it has any problems we will fix it or replace it while under warranty
- Its price - You can comfortably afford it
- How it compares to similar products the business offers - You can base your decision on the good reputation our business has earned for selling other well-regarded products
- How it compares to competitors' products - You are receiving quality and value for money
- Its strengths and limitations (the capability of the product to deliver benefits to clients) - You are buying a product that is well-matched to your particular needs
- Other products that might complement it - Buying this companion product will allow you to meet the needs of entire household.

What to Know About Your Products?

There are many things you will need to know about your products and services. Some of these include:

- Pricing structure
- Styles, colours or models available
- Servicing, warranty and repair information
- History of the product
- Any special manufacturing process
- How to use the product

It may take a while to easily develop your product knowledge, especially with new products, but over time you'll become comfortable and confident in providing the correct information to shoppers. Authoritative sources are any source of information that can be declared as authentic and genuine by determining whether it has been acknowledged by well-known and/or known experts in their field. **These sources may include:**

- Authorized suppliers
- Industry conferences
- Recognized industry media sources.

Product and service documents are comprehensive documents that provided information on all products and services that are provided by your company. This documentation is available for access by staff to allow them to compare products/services in your inventory for clients to help find the best deal for them.

By comparing your products and services with each other, you can provide information to the clients on what is available to them, what their options are and make a recommendation based on this comparison.

Some product and service documentation may include:

- Colleagues' knowledge
- Industry reports
- Marketing data
- Operational guidelines
- Sales figures
- User manuals

Self-check 1	Written test
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Name..... ID..... Date.....

Directions: Answer all the questions listed below.

Test I: Choose the best answer (4 point)

- Which of the following is\are not authoritative sources?
 - Authorized suppliers
 - Industry conference
 - Recognized industry media source
 - Friends and relatives
- What information can you provide by comparing your product or service? You may choose more than one.
 - What is available to them?
 - What their options are
 - Make recommendation based on their comparison
 - Determine the price
- Your product or service need to differentiate themselves in the market and Cary distinct characteristics that separate them from competitors
 - True
 - False
- Staff member's product knowledge makes little difference to customer
 - True
 - False
- Which of these sources of information on products and services needs to be kept?
 - Cost and production data
 - Sales distribution
 - Records processes
 - All of the above

Test II: Short Answer Questions

Fill the gaps with correct words from the list below

Understanding, knowledge, benefits, enthusiastic, products

1. Product _____ is an essential sales skill (2pts).
2. Customer responds to _____ sales Staff who are passionate about their product.
3. Organizational, responsible, procedures, storage
4. Your workplace is responsible for the safe and secure of its _____ documents and records
5. The organizational requirements of your workplace will support the _____ for documenting and storing the information.

Note: Satisfactory rating - 5 points

Unsatisfactory - below 5 points

LG #15

LO2 #: Identify marketing functions

Instruction sheet 2

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Product characteristics
- Product classification in cooperative business
- Cooperative product mix dimensions

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Describe product characteristics
- Classify Products in cooperative business
 - List down Cooperative product mix dimensions

Learning Instructions:

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4. Accomplish the Self-checks
5. Perform Operation Sheets
6. Do the “LAP test”

Information Sheet 2

2.1. Product characteristics

The characteristics of the product or service are the features and elements that differentiate it from others that are available on the market. These characteristics help determine the marketing mix, potential target market and the pricing of a product or service. Your products/services need to differentiate themselves in the market and carry distinct characteristics that separate them from their competitors. Otherwise, there would be no reason for clients to purchase one of your products or services over any others that are on the market.

2.2. Product classification in cooperative business

Product Classification Schemes

- A. Durability
- B. Tangibility
- C. Use



Product classifications

- Consumer products
- Industrial product
- Organizations, persons, places, and ideas

Consumer-Goods Classification

Convenience Products <ul style="list-style-type: none"> • Buy frequently & immediately • Low priced • Many purchase locations • Includes: • Staple goods • Impulse goods • Emergency goods 	Shopping Products <ul style="list-style-type: none"> • Buy less frequently • Gather product information • Fewer purchase locations • Compare for: • Suitability & Quality • Price & Style
Specialty Products <ul style="list-style-type: none"> • Special purchase efforts • Unique characteristics • Brand identification • Few purchase locations 	Unsought Products <ul style="list-style-type: none"> • New innovations • Products consumers don't want to think about. • Require much advertising & • personal selling

Industrial Goods Classification

- Materials and parts
- Installations
- Supplies/ business services

2.3. Cooperative product mix dimensions

Aspect of product mix helps to define the number of product categories and the number of items that company offers. And has four dominations'

A. Width:

The number of product lines that a firm has suggested is called the width of a product mix. For example, if coca cola sells only juices and soft drinks it means it has two product lines, and also if it also sells mineral water, it would mean it has three product line.

B. Length:

Length refers to the products in a product mix. For instance, if a company has a **4** product lines, and under each product line, it has 4 products then the length of the company's product is **16**.

C. Depth:

It is the total number of variations of product in a product line. The difference can be in the form of size, flavor or any other product characteristics. For example, Colgate, in its toothpaste product line, sells different flowers of toothpaste, such as Colgate advanced, Colgate active salt, and more. More over if it sells in varies size that will also count as depth. Suppose Colgate sells toothpaste in three sizes and two flowers; it would be mean a depth of **six** (6).

D. Consistency:

It means the relationships between the products in a product mix. The relation is mainly about product action and distribution channels more consistency is advantageous for a company as it would mean lower cost and butter distribution.

Self-check 2	Written test
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Name..... ID..... Date.....

Directions: Answer all the questions listed below.

Test I: Multiple choice

- Which of the following is the BEST definition of knowing your products and services?
 - When an employee knows which product is better than the others
 - When an employee can explain the basic aspects of the services the company offers
 - When an employee can explain specific details of their products and express the value it has over others
 - When an employee is able to discuss what type of product or services they sell and to whom
- When an employee doesn't know the products or services that he is selling, he provides _____ and the products and services _____.
 - Poor customer service; lose their value
 - Wrong information; are worthless
 - Good service; meet the customers interest
 - Value; are sold
- Which of the following is the BEST explanation for why knowing your products and services creates value?
 - It helps the customer to see why the product or service stands out and how it is beneficial to them.
 - It helps manipulate the customer into thinking the product or service is of good value.
 - It identifies all the characteristics about the product or service so customers can fully evaluate it.
 - It shows passion, which means that it must be a good product or service

Test II: Short Answer Questions

1. How do you gain knowledge about your company's products?

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2. Discuss the foundation of good customer service

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3. What are the benefits of knowing your products?

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Note: Satisfactory rating - 5 points

Unsatisfactory - below 5 points

LG #16	LO #3 Product characteristics and classification
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Instruction sheet 3
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Features of product and service • Cooperative product and brand relationship • Product differentiations mechanisms <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify features of product and service • Cooperative product and brand relationship • Describe product differentiations mechanisms
Learning Instructions:
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide. 2. Follow the instructions described below. 3. Read the information written in the information Sheets 4. Accomplish the Self-checks 5. Perform Operation Sheets 6. Do the “LAP test”

Information Sheet 3

3.1. Features of product and service

Every product you sell has its own set of features. Features of a product can be defined as:

The characteristics of a product - things you can see, smell, hear, touch or taste.

Typically, features include things like the warranty, the price or what the product actually does.

Usually, features are easy to identify because they are written on the packaging, or the product itself.



If you were selling a car, naturally you would want your customers to know about all the great features it has... but they will be more interested in knowing what these features will actually do for them - that is, what are the benefits?

You are considering buying this new car. Think about the first feature - the leather seats. Ok... the car has leather seats. So what? As a customer, when you ask the question "so what?" you really mean "what will that do for me?" In other words, what you mean is "what benefit does that give me?" What would be the benefit or benefits of leather seats in your new car? They could include:

- Comfortable to sit in
- Hard-wearing
- Great looking
- Long lasting
- Prestigious

Rational and Emotional Benefits

There is quite a difference between rational benefits and emotional benefits.

- Rational benefits come from the head
- Emotional benefits come from the heart

For example, with the leather seats in your new sports car:

- The rational Sensible benefit would be that they are hard wearing and long lasting
- The emotional benefit would be that they are soft and comfortable - very nice

Generally, people buy for emotional rather than rational reasons.

One way of determining your customer's emotional and rational needs is to simply ask!

For example, "What are you looking for in your new car?" Customers will usually be happy to tell you.

Selling product isn't buying product

Selling a product or service is about listening to your customers, finding out what they want, and persuading them that your business offers them just that.

People who are good at selling are communication specialists. They tend to understand:

- Who is the key person they are really selling to (it might not be the person you
- How people use facial expressions and body language to communicate
- How important it is to listen and develop a relationship with the customer
- How important trust is for customers and etc.

The "**benefits**" are the things that the product can do for, or bring to, the customer. In the selling process, you should aim to "**Sell the benefits**, not the features".

- Don't give the features, give the benefits!
- Sell the benefits, not the features.
- Tell the benefits, not the features.
- "Features are fantastic" but "benefits are best".

3.2. Cooperative product and brand relationship

A brand/product relationship is the relationship a customer/student/member has with your brand or product. I've put relationship in inverted commas because it's not a true human-to-human relationship. That said, it can mean just as much to your customer, student or member.

The relationship is every touch point that the customer has with the brand, whether that involves a human or not. For example, I recently bought a Mac Air from the online Apple store. The entire interaction was sleek, smooth, seamless, just as I've come to expect from them.

When I received the product a week or so later, again, the experience was again sleek, smooth and seamless. The packaging was beautiful, minimal and elegant. Setting up the device was effortless. It's clear that every step of my 'relationship' with Apple has been thought through and is aligned to produce the same feelings, even though I didn't actually interact with a person at all through my journey.

This isn't easy to do, but when you're setting up or managing your own business it's really worth the effort. Think of your brand or product like a person, imagine what they look like, where they shop, what kind of place they live in, if they drive what kind of car is it, etc. These projective techniques help to give your brand a true personality which makes it easier to align all the customer interactions with the brand. Ensure you reflect these across your entire organization, not just before the customer buys, but at the point of purchase, your customer care and any and all post sales advice or service.

What is the difference between a brand and a product?

A product is a thing you are selling, what you are offering. It is offered to a market to satisfy a need and/or a want. A physical good, a service, an organization, a location, an idea, a sport, a piece of art, music, etc.

A Brand is the name of the company itself. It contains the rational and emotional aspect of the company and represents what makes the company stand out from others. A brand can contain a name, a term, a sign, a symbol, a design, or a combination of them. Is created and intended to identify goods and services from one group of sellers, differentiating from others (usually competition). Brands can have dimensions that differentiate their products from other products. A rational difference would be related to the performance of a specific product, while an emotional difference would be related to what the brand represents. A Brand can have many products, with different names.

Packaging and labeling of products

Packaging

A package is the physical container or wrapping for a product. Developing a product's package is an integral part of product planning and promotion because the package is a selling tool.

Functions of Packaging

Packaging fulfills several functions, including:

- ✓ Promoting and selling the product
- ✓ Defining product identity
- ✓ Providing information
- ✓ Expressing benefits and features
- ✓ Ensuring safe use

Attractive, colorful, and visually appealing packages have promotional value and can carry important messages about the product's performance, features, and benefits.

Packaging needs to protect a product during shipping, storage, and display. The package design should also prevent or discourage tampering, prevent shoplifting, and protect against breakage and spoilage.

Labeling

A label is an information tag, wrapper, seal, or imprinted message that is attached to a product or its package. Its main function is to inform customers about the product's contents and give directions for its use. **There are three kinds of labels:**

A. Brand

The brand label gives the brand name, trademark, or logo. It does not supply sufficient product information

B. Descriptive

A descriptive label gives information about the product's use, construction, care, performance, and other features.

C. Grade

A descriptive label includes date and storage information for food items. Instructions for proper Use and product care are provided on nonfood items. It States the quality of the product.

3.3. Product differentiations mechanisms

Product differentiation is a marketing strategy designed to distinguish a company's products or services from the competition. Successful product differentiation involves identifying and communicating the unique qualities of a product or company while highlighting the distinct differences between that product or company and its competitors. Product differentiation goes hand in hand with developing a strong value proposition so that a product or service is attractive to a target market or audience.

If successful, product differentiation can create a competitive advantage for the product's seller and ultimately build brand awareness. Examples of differentiated products might include the fastest high-speed Internet service or the most gas-efficient electric vehicle on the market.

Key Takeaways

Product differentiation depends on consumers' attention to one or more key benefits of a product or brand that make it a better choice than similar products or brands.

The elements of differentiation include product design, marketing, packaging, and pricing.

A product differentiation strategy should demonstrate that a product has all the features of competing choices but with additional exclusive benefits no one else offers.

Companies gain a competitive advantage and market share through product differentiation.

Product differentiation increases market competition and controls prices for consumers.

Product differentiation is fundamentally a marketing strategy to encourage the consumer to choose one brand or product over another in a crowded field of competitors. It identifies the qualities that set one product apart from other similar products and uses those differences to drive consumer choice. Differentiation marketing can also involve focusing on a niche market. For example, a small company might find it challenging to compete with a much larger competitor in the same industry. As a result, the smaller company might highlight exceptional service or a money-back guarantee.

Self-check 3	Written test
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Name..... ID..... Date.....

Directions: Answer all the questions listed below.

Test I: Choose the best answer

- Which of the following is the set of benefits a company promises to deliver the customer to satisfy their needs?
 - A money-back guarantee
 - Low pricing
 - Good customer service
 - A value proposition
- Which customer question is answered by a company's value proposition?
 - "Why should I buy your brand rather than a competitor's?"
 - "How does your brand benefit me and society?"
 - "What are the costs and benefits of your brand?"
 - "What kind of experience will I have with products and services associated with this brand?"
- The third level of a product that product planners must consider is a (n) _____ around the core benefit and actual product that offers additional consumer services and benefits.
 - Brand equity
 - Augmented product
 - Brand extension
 - Industrial product
- Products and services fall into two broad classifications based on the types of consumers that use them. Which is one of these broad classes?
 - Industrial products
 - Specialty products
 - Supplies and services
 - All are correct except A
- _____ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style. Consumers spend much time and effort in gathering information and making comparisons about these products.
 - Shopping products
 - Convenience products
 - Unsought products
 - Industrial products, materials and part

Test II: Short Answers Questions

1. In a short essay, discuss the challenges and advantages that new communication technologies have created for marketers?

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2. Ask five business people from different industries (for example, food service, retailing, consumer-product manufacturing, industrial-product manufacturing, education, and so on) what they think marketing is. Evaluate their definitions and discuss whether or not they are consistent with the goal of creating customer value and managing profitable customer relationships. Communication; Reflective Thinking)

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Retail practical Skills

The next activity gives you the chance to share your own experiences of good and bad customer service. Use the table below to record your experiences and then give feedback to the group.

Type of Service	Positive Experience	Negative Experience
Over the Telephone		
In a Supermarket		
Clothes Shop		
Buying a mobile phone		

All businesses have customers; it's up to you whether or not your customers are loyal by the way you treat them!

Reference Materials

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BSBPRO301 Recommend Product and Service released 1

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AKNOWLEDGEMENT

Ministry of Labor and Skills, federal ATVET Coordination directorate director and Ardaita ATVET College wish to extend thanks and appreciation to the many representatives of TVET instructors and respective industry experts who donated their time and expertise to the development of this Teaching, Training and Learning Materials (TTLMs).

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The experts who developed the learning guide

No	Name	Qualification	Educational background	Region	Phone No.	E-mail
1	Samuel Kibebew	MBA	Marketing Management	Oromia	0910177704	saminrd2010@gmail.com
2	Nega Endale	MA	Cooperative Marketing	Oromia	0911023981	negaendale@yahoo.com
3	Bereket Habtamu	MBA	Marketing Management	Oromia	0917859853	<u>berekethabtamu2020@gmail.com</u>
4	Mihiretu Sahilu	MBA	Marketing Management	Oromia	0922598278	mihiretusbb@gmail.com
5	Alemu Desalegn	MBA	Marketing Management	Oromia	0928601976	
6	Awol Kedir	BA	Marketing Management	Oromia	0919224027	Yeroosanawal@gmail.com
7	Tilaye Birhanu	Bsc	Agribusiness and value chain management	Oromia	0946301222	<u>tilayebire2009@gmail.com</u>