

Challenges Facing Women Vegetable Sellers in Dodoma City: A Case of Sabasaba Market

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Ikisiri

Utafiti ulilenga kutathmini changamoto za wanawake kwenye biashara ya kuuza mbogamboga sokoni hususani Sabasaba. Malengo mahususi ya utafiti huu yalikuwa ni kuchambua hali yao kibiashara, changamotoza uboreshajina kubaini mikakati iliyokuwa ikitumika kukabiliana na changamoto hizo. Matokeo ya utafiti yalitarajia kuisaidia serikali kupata ufumbuzi wa changamoto za biashara hiyo. Mbinu za kuwachagua walengwa 131 kati ya 200 zilikuwa sampuli rahisi ya nasibu (simple random sampling) na Sampuli isiyo ya uwezekano aina ya upendeleo (purposive sampling) iliyotumika kuwapata viongozi wa soko (key informants). Njia zilizotumika katika kukusanya takwimu ni kupitia kumbukumbu za biashara (documentary reviews), kuwafanyia usaili (interview) na kuchunguza (observations). Mbinu zilizotumika kuchambua taarifa ni takwimu maelezo (descriptive statistics) na uchambuzi wa kurudi nyuma katika hali ya ukosefu wa uhakika na habari kamilifu (Regression analysis). Matokeo ni kuwa asilimia 33.8 ya wanawake wanauza nyanya na mboga za majani kwa asilimia 32.1. Changamoto kuu ni ukosefu wa miundo mbinu (asilimia 19.8) na ukosefu wa soko (asilimia 17.2). Mbinu wanazotumia ni kuuza kwa bei ya ujumla kwa asilimia 37.4. na kutumia teknolojia nyepesi za kuhifadhi kwa asilimia 30.5. Kutokana na utafiti ilishauriwa Halmashauri ya Jiji la Dodoma ijenge miundo mbinu ya soko, iwajengee uelewa wa kibiashara na kuwakopesha mitaji kwenye vikundi.

Abstract

This study assessed challenges facing women vegetable sellers in the City Council of Dodoma at Sabasaba Market. The specific objectives of the study were to determine status of women vegetable selling business, analyze vegetable business improvement challenges and to explore strategies employed by women vegetable sellers to overcome the challenges. In addressing these objectives, the findings were expected to be a source of reference for policy reforms in improving among others women vegetable business. Probability and non probability sampling techniques were employed to select 133 women vegetable sellers of which 131 were interviewed. Documentary review, interviews and observations were employed in data collection. Descriptive and inferential analysis techniques were used to analyze the data. Descriptive statistics findings indicated that, majority of respondents (32.8%) were selling fruit vegetables and leafy vegetables (32.1%). Main challenges faced were market infrastructures (19.8%) and market availability (17.2%). Strategies used were wholeselling (37.4%) and use of local preserving technologies (30.5%). Through regression model the study identified that market availability had significant influence on probability of improvement in vegetable selling ($p < 0.05$). Therefore, City council of Dodoma should improve the market infrastructures, to enhance market availability, awareness creation and group lending.

Key words: Vegetables selling business, Challenges, strategies, women entrepreneurs,

1.0. INTRODUCTION**1.1. Background Information**

Vegetables production constitutes a substantial part of the world economy. The statistics show that World's leading three producers of fresh vegetables are China, India and United State of America. China is the leading producer with annual production volume of nearly 554 million metric tons, followed by India with approximately 127 million metric tons of fresh vegetables. Cabbage, chinese spinach, chinese cabbage, bok choy, cucumber, white radish and chinese eggplant are main vegetables produced in China. India is the largest

producer of vegetables such as ginger and okra and ranks second in production of onions, cauliflowers, brinjal and cabbages (Shahbandeh, 2017).

In Africa, vegetables have been part of an African meal in sub-Saharan Africa for generations. The main vegetables are peppers, eggplants, cucumbers, okras, carrots, chinese spinach, chinese cabbage, cassava leaves and amaranths. These are mainly produced in Nigeria, Egypt, Burundi, Rwanda, Tanzania and Ethiopia (Shahbandeh, 2017; Olszak, 2014).

The common vegetable basket in Tanzania includes nightshade (in Swahili *Mnafu*), pumpkin leaves (*Majani ya maboga*), radish (*figiri*), jute mallow (*Mlenda*), african eggplant (*Ngogwe*), sweet potato leaves (*Matembele*), amaranths (*Mchicha*), cowpeas (*kunde*), tomatoes (*nyanya*), cabbage (*kabeji*), carrot (*karoti*), cauliflower, green peas, iceberg lettuce, sweet pepper and lettuce (Muhanji *et al.*, 2011; Nicodemas, 2013). Vegetable selling business has been practiced by women almost all over Tanzania either at home, along the roads and streets, or at the markets both in rural and urban areas. The business is practiced as a livelihood strategy to meet daily socio-economic needs to most of the households. However, there is a slow growth of the business and low income is earned (Andersson *et al.*, 2016).

Dodoma City Council is a capital city of Tanzania where there is flow of population from different regions to seek for formal and informal employment including vegetable selling business. In most cases vegetables are sold in both whole sale and retail at Sabasaba market grounds (Makwavila, 2017). Various studies have reported on women vegetable vending business (Chinomona and Maziriri, 2015; Daudi, 2015; Heilbrunn, 2014; Jagero and Kushoka, 2011; Domja'n and Fekete, 2011). However, there is little attention on women vegetable seller's challenges. Therefore, this study was designed to answer the following research questions: 1. What is the status of women vegetable sellers in the study area? 2. What are the challenges faced by women vegetable sellers? 3. What strategies have been employed to overcome vegetable selling challenges? In addressing these research questions, the findings were expected to be a source of reference for policy reforms in improving women vegetable business.

Conceptual framework assumed that source of capital, income, preservative facilities, market infrastructure, credit accessibility and business skills were independent variables of the study. These were assumed to influence dependent variable that is improved vegetable selling business. However, government interventions through training, credit provision and building of market infrastructures are important in vegetable business improvement.

2.0. METHODOLOGY

Dodoma City Council is located in the centre of the Country. It is bordered by Bahi District in Eastern part and Chamwino District in the western area. It lies between Latitudes 6.000 and 6.300 South, and Longitude 35.300 and 36.020 East. It is 456 kms to Dar es Salaam and 426 kms to Arusha (Figure 1).



Figure 1: Location of the study area in Dodoma City Council (Dodoma Urban)

Viwandani Ward where the Sabasaba Market is located is one among 41 wards in the City Council of Dodoma with an area of 3890 square meters. This ward has a population size of

5,307. It is bordered with Madukani, Makole and Kiwanja cha Ndege wards (NBS, 2016). The market is located at the centre of the Dodoma city where it supplies vegetables and other crop products to both high and low income earners. The study was conducted in Dodoma because it is the capital city of Tanzania where there is rapid increase of women seeking for formal and informal employment including vegetable selling business. At Sabasaba Market the number of women vegetable sellers is higher compared to other markets in the city. The market infrastructures is poor in comparison with the other markets in the city.

The study used both primary and secondary data. Primary data were collected from the targeted respondents and key informants from the study area. Secondary data were derived from the findings of published materials including textbooks and journals and unpublished documents including Sabasaba Market office quarterly reports. The study employed cross section design was used as it allows data to be collected at a single point in time. This study involved a total number of 200 vegetable sellers from Sabasaba Market in Viwandani Ward as sample frame. The study unit was an individual woman vegetable seller as a targeted respondent. A Sample size of 133 vegetable sellers was obtained through Yamane (1967) formula cited in Savatsombo (2018) as the following;

$$n = N/[1 + N(e)^2]$$

Whereby;

n = sample size estimate

N = population size/sampling frame

e = error of prediction (95% confidence level)

Therefore

$$= 200/[1+200(e)^2]$$

$$= 200/[1+0.5]$$

$$= 200/1.5$$

$$= 133$$

A total of 131 respondents were interviewed. Simple random sampling was used to select the respondents while in non-probability sampling purposive sampling technique was used to select the study area and the key informants. Simple random sampling technique was also employed to ensure that all individuals in the target population have an equal and independent chance of being selected. Purposive sampling technique was applied to select key informants with assumption that they have vital information relevant to the study. By using checklists and notes taking, semi-structured interview method solicited information from the market leaders as they had experience and knowledge of managing vegetable selling business. In addition, structured interview through questionnaires was used to obtain data from selected respondents. More field observations by using digital camera were snapped to verify and supplement the information collected during the interviews. Furthermore, documentary review method involved the review of various Sabasaba Market reports, publications, journals and text books.

The collected data were edited, coded, cleaned and or verified after the completion of the data entry. Thereafter the information was summarized and analysed by using Statistical Package for Social Science (SPSS version 20) computer software.

Descriptive analysis and inferential analysis were used to analyse data. Descriptively, frequencies and percentages were computed. Binary logistic Regression Model as inferential analysis technique was used to analyse the most challenging factors for vegetable business selling. The binary logistics regression model used is narrated hereunder:

$$Y_0 = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_6X_6 + e$$

Whereby:

Y_0 = challenges for women vegetable selling improvement (1= yes, 0= no)

β_0 = the model constant

β_1 - β_5 = Regression coefficients

X_1 = Preservative facilities (1= yes, 0= otherwise)

X_2 = Market infrastructure (1= yes, 0= otherwise)

X_3 = Business skills (1= yes, 0= otherwise)

X_4 = Market availability (1= yes, 0= otherwise)

X_5 = Family size (1= yes, 0= otherwise)

X_6 = Specific business area (1= yes, 0= otherwise)

X_7 = Business cost (1= yes, 0= otherwise)

X_8 = Price change (1= yes, 0= otherwise)

X_9 = Security (1= yes, 0= otherwise)

X_{10} = Credit accessibility (1= yes, 0= otherwise)

e = Error term

Findings were presented in the form of tables and figures depending on the nature and extent of the subject under discussion.

3.0. RESULTS AND DISCUSSIONS

3.1. Status of Women Vegetable Selling Business

3.1.1. Types of Vegetables Sold By Vegetable Sellers

Due to health problems of two respondents, data were collected from 131 (98.5%) respondents and used in analysis.

Vegetables sold by women in the study area were categorized into four types as follows: leafy, fruit, root and seed vegetables. The findings from Figure 2 show that 32.8% of vegetable sellers sold fruit vegetables such as tomatoes, African egg plant, green pepper and okra. This was followed by leafy vegetables mainly sweet potato leaves, amaranths, pumpkin leaves, jute mallow, spinach, chinese spinach, mustard, cowpeas leave, cassava leaves and black nightshade by 32.1% and root vegetables such as ginger, onions and carrots by 23.6%. Few respondents (11.5%) sold seed vegetables such as green peas, cowpeas and fresh beans.

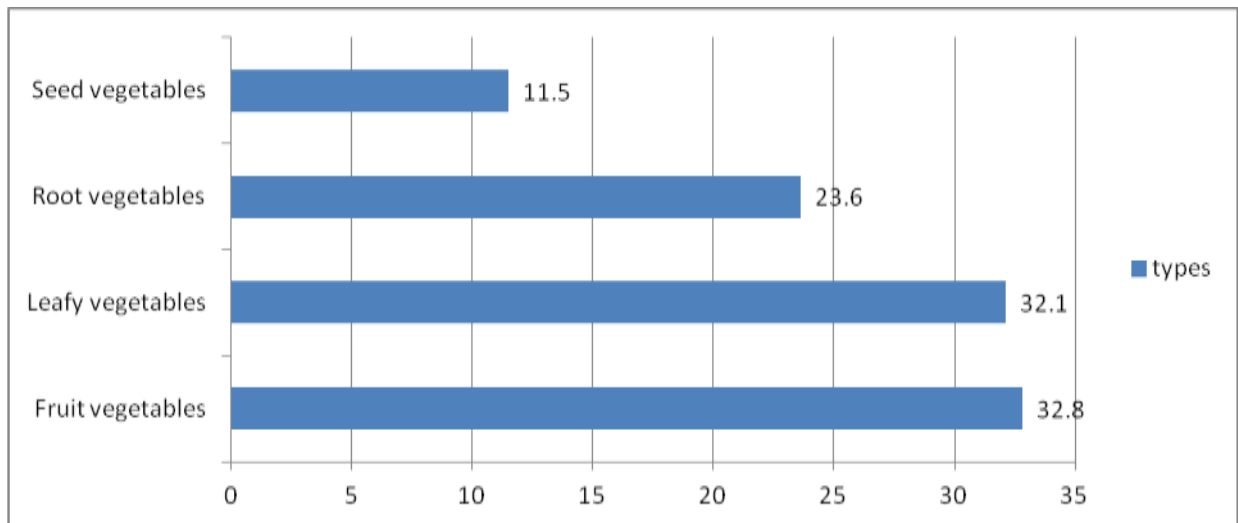


Figure 2: Types of vegetables sold by women sellers in the study area

The result reveals that fruits vegetables and leafy vegetables were more sold compared to other types. URT (2003) showed that the most consumed horticultural produce were tomatoes, followed by onions and amaranths. These results are comparable to the results of Sowunmi (2015) which reported onions, tomatoes, okra or ladies finger “*bamia*”, and the African egg plant “*nyanya chungu*”, to be fast moving horticultural products in the vegetable market.

3.1.2. Source of capital

Results in Figure 3 show that the capital source of most respondents (58.0%) was their personal savings, 23% from their husbands, 15.0 % from credit facilities and 4% was from their friends. This implies that most respondents obtained their initial capital from sources that attract little or no interest rates.

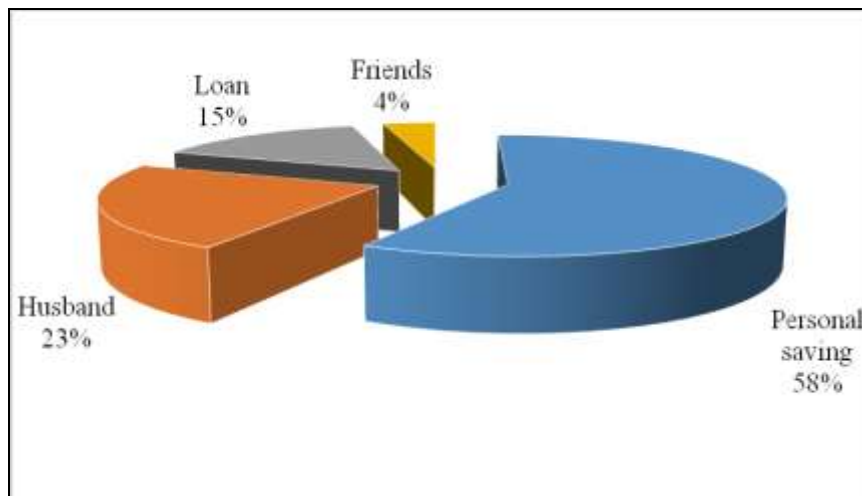


Figure 1: Sources of capital for vegetable sellers

These results are the same as the study results of Kamunge *et al.* (2014) and Mumaraki (2016) which reported that majority of the businesses people obtained their initial capital from personal savings due to stringent loan conditions of commercial banks including the demand for collateral.

3.1.3. Income earned from vegetable selling business

Table 1 indicates that 15.3% of respondents earned daily income of less than 1,000 Tsh. This was followed by 35.1% of respondents who earned income of between 1,100 and 5,000Tsh, 22.9% of income between 5,100 and 10,000Tsh and 15.2% of income between 10,100 and 15,000Tsh. Few respondents (11.5%) earned income of between 15,100 and 20,000Tsh (Table 1).

Table1: Daily income earned from vegetable selling business

Income (Tsh)	Frequency	Percentage (%)
>1,000	20	15.3
1100-5,000	46	35.1
5100-10,000	30	22.9
10100-15,000	20	15.2
15100-20,000	15	11.5
20,000 and Above	0	0
Total	131	100

The study also indicated an average daily Income of 8,395 Tshs (3.6 USD). These results revealed that women vegetable selling business generates income which helps them to improve their livelihood. The study results concurred with those of Claudine (2016) who reported that vegetable sellers earned an average daily income of Rwf 5,092 (7USD) which helps them to improve their livelihood.

3.1.4. Registration status

The whole sample of women vegetable sellers in the market has neither been registered in the market nor in national entrepreneurship registration. It was found out that the reasons for not being registered includes lack of information for registration and the registration system, lack of understanding of registration and income earned. The results are presented in Table 2.

Table 2: Reasons of being unregistered as vegetable seller

Reasons	Frequencies	Percentages
Lack of information	48	36.6
No registration procedures	45	34.4
Lack of understanding about registration benefits	36	27.9
Low income earned	32	24.4

*multiple response

The results presented in Table 2 show that lack of information concerning the registration of the business (36.6%) is one of the reasons for the respondents not being registered. This followed by 34.4% who reported lack of registering procedures. Lack of understanding of registration benefits was reported by 27.9% respondents. Few respondents acknowledged low income earned by 24.4%. The results suggest that little has been done to improve the informal sector and especially the vegetable selling sector among women in terms of education. This is a threat to success of business because there is a possibility of loss of capital in case the respective authorities make regular follow ups. This finding is in line with Nkonoki (2010) who pointed out that running unregistered businesses is the factor

limiting small business growth due to lack of finances from financial institutions, benefit packages catered to develop the sector and customer loyalty.

3.2. Challenges for Vegetable selling Business Improvement

Both descriptive and inferential analysis was done to determine the most challenging factors for vegetables selling business growth in the study area.

3.2.1. Descriptive analysis for vegetables selling business challenges

Results in Table 3 indicated that, the biggest challenges were market infrastructure by 19.8%, followed by 17.2% market availability, 16.5% specific business area and preservation facilities (16.3%). However, few respondents reported other challenges including security, lack of business skills, credit access, business costs, price changes and family size by 8.4%, 7.9%, and 7.0%, 4.2% 1.9% and 0.9% respectively.

Table 3: Challenges for vegetable selling business improvement

Variable	N	Percent (%)
Market infrastructures	85	19.8
Market availability	74	17.2
Specific business area	71	16.5
Preservative facilities	70	16.3
Security	36	8.4
Business skills	34	7.9
Credit accessibility	30	7.0
Business cost	18	4.2
Price changes	10	1.9
Family size	8	0.9

*Multiple responses case

The study results are in line with those reported by Anderson (2017) and Kumburu *et al.* (2013) who explained that poor infrastructure facilities, lack of entrepreneurship skills, technical support and training, unreliable business premises, lack of reliable markets, lack

of capital and competition were the major obstacles of income generating activities to flourish.

3.2.2. Binary logistic regression

The data obtained from the respondents were subjected to binary logistic regression model to determine the most challenging factors for vegetable selling business. The results obtained are presented in Table 4.

Table 4: Binary logistic regression results for vegetable selling business improvement

Variable	B	Wald	Exp (B)	Sig
Preservation facilities	-0.705	0.989	0.494	0.32 ^{NS}
Business skills	-1.444	2.651	0.236	0.104 ^{NS}
Market infrastructure	-17.913	0.000	0.000	0.999 ^{NS}
Family size	19.588	0.000	321365354.777	0.999 ^{NS}
Business cost	-17.718	0.000	0.000	0.999 ^{NS}
Price change	-0.192	0.066	0.825	0.797 ^{NS}
Specific business area	-0.013	0.000	0.987	0.990 ^{NS}
Market availability	-2.427	6.559	0.088	0.010*
Security	-0.547	0.336	0.579	0.562 ^{NS}
Credit accessibility	-0.668	0.776	0.513	0.378 ^{NS}
Constant	41.763	0.000	13724905396271	0.998

Nagelkerke R Square= 0.28, NS= Not significant, *= significant, p= 0.05

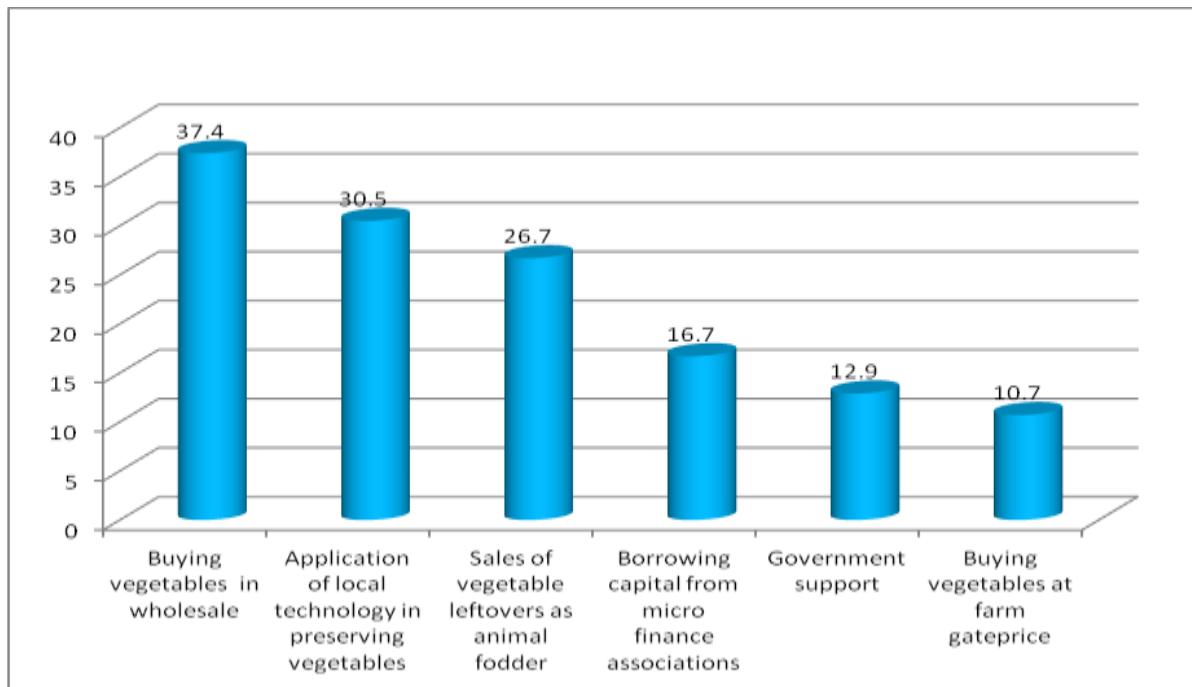
Before regression analysis a multi-collinearity test was done by running correlation matrix whereby those variables with high correlation (>0.6) were combined together and some were dropped out. Based on Table 4 as for model summary and variables in the equation, it can be explained that variables included in the model were good predictors for challenges in women vegetable business improvement (Nagelkerke $R^2= 0.28$). The findings therefore show that the model was fit to explain the change in the dependent variable as a result of the change in the independent variable.

The results in Table 4 show that only one independent variable which is market availability had significant influence on probability of improvement in vegetable selling ($p < 0.05$). The results also indicate that preservation facilities, business skills, market infrastructure, family size, business costs, price changes, specific business area, security and credit accessibility were not significant. Thus family size was more likely to report vegetable selling improvement compared to other variables. Preservation facilities, business skills, market infrastructure, business costs, price changes, specific business area, market availability, security and credit accessibility were associated with reducing likelihood of improvement in women vegetable selling. The study results are contrary to those of Hozen (2014) who reported that low income had significant influence on probability of improvement of vegetable selling business in Bangladesh. These results explained economic background differences of the two mentioned study areas.

3.3. Strategies Employed by Women Vegetable sellers to Overcome the Existing Challenges

The respondents were required to display information on how they manage to overcome vegetable selling business challenges. The results were summarized in Figure 4 and discussed hereunder:

The findings from figure 4 show that 37.4% of the respondents reported for buying the vegetables from wholesale, 30.5% for applying local preservation technologies such as moistening, covering and soaking vegetables in water as preservation method; selling of vegetables residues as animal fodder (26.7%), borrowing capital from micro finance associations by 16.7%, government support (12.9%) and buying vegetables at farm gate price (10.7%).



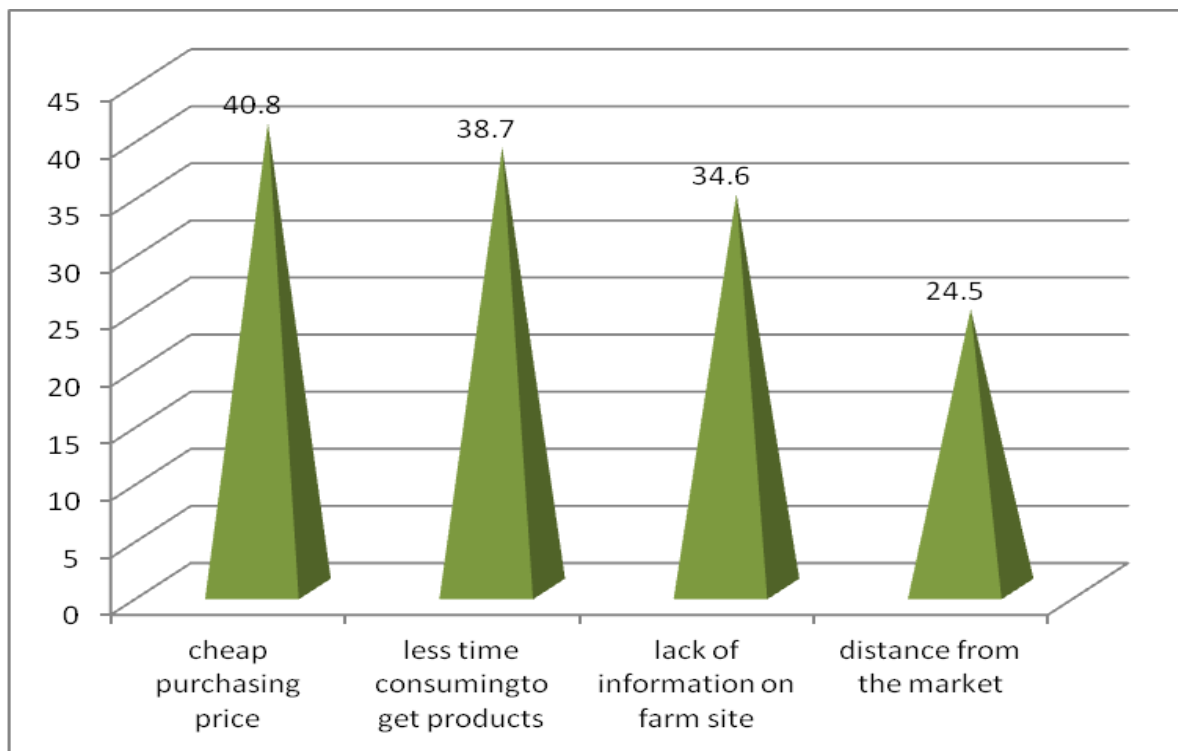
*multiple response

Figure 4. Strategies used to overcome challenges

Further analysis was done to solicit information for the highest scored results as provided by respondents. The information solicited was about: the buying in wholesale, the use of local preservation technology and the selling of vegetable residues.

3.3.1 Buying in wholesale

The findings provided the reasons for the majority of the respondents to prefer to buy vegetables in wholesale (37.4%). The results presented in Figure 5 explained the reasons for buying in wholesale. 40.8 % reported to be due to cheap purchasing costs which generates profit, 38.7% less time spent to get the vegetables, lack of information on farm sites by 34.6% and distance covered from farm to the market by 24.5%



*multiple response

Figure 5. Reasons for buying vegetables in wholesale

The results are supported by Mthombeni (2013) that sellers prefer to buy their vegetable stocks from farmers at farm gate prices because the purchasing value of the stocks is low and the vegetables are fresh.

3.3.2 Use of local preservation technologies

Through observation the respondents were observed watering their vegetables. Some were spreading tomatoes, carrots, green pepper and African eggplant in open spaces, and packing in perforated boxes. There was sorting of damaged vegetables such as tomatoes, carrots and green pepper. These were sold in lump sum and in a cheap price to vegetable sellers and lower income buyers. Dipping leafy vegetables roots and stem in water was applied to avoid wilting. This was applied in preserving vegetables like cassava leaves, amaranths, nightshade, pumpkin leaves, radish and sweet potato leaves.

3.3.3 Selling of vegetable residues to livestock keepers

The vegetable sellers tend to sell the vegetable residues as reported by 15.3% respondents. Types of vegetables sold as residues were leafy vegetables like cabbages, amaranths,

chinese spinach as reported by 51.8%. This was followed by fruit vegetables such as tomatoes and okra (30.2%) and root vegetables (18.0%) mostly carrots (Figure 6).

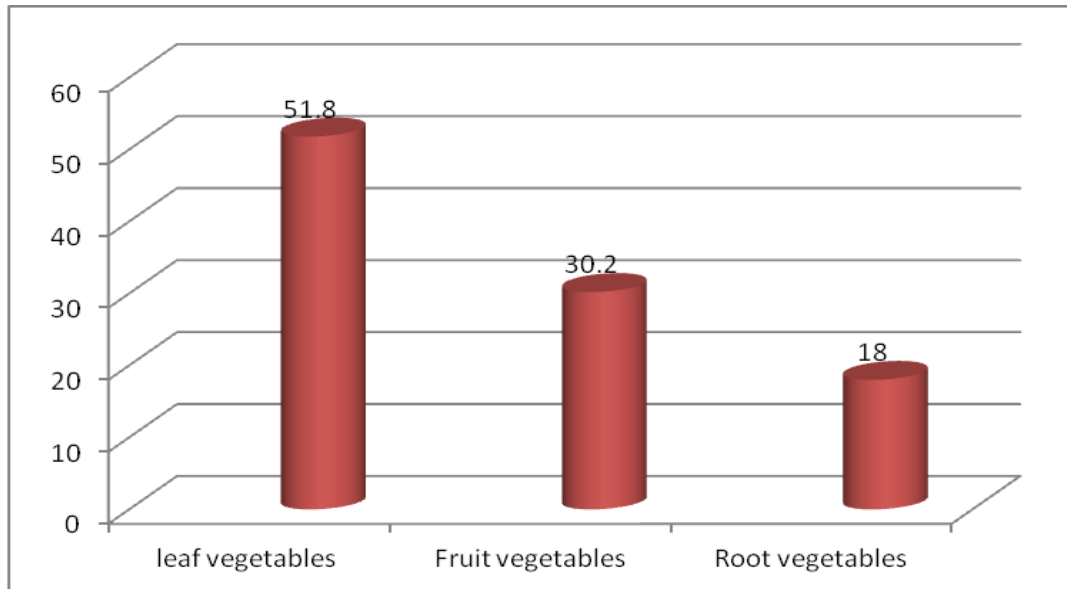


Figure 6: The selling of vegetable residues to livestock keepers

Customers prefer to purchase vegetable residues as animal fodder such as cattle, pigs and chicken. Usually the sellers earn a half price of the fresh vegetables which reduce the loss of income from the selling of vegetables. The study results concurred with those of Bakshi *et. al.* (2016) that a number of vegetable residues and by-products such as baby corn, cabbage, carrot, cauliflower, cucumber, jackfruit, peas, potato, sweet corn, tomato, and radish leaves were used as fodder for buffalo sheep and goats in India

4. CONCLUSION AND RECOMMENDATIONS

4.1. Conclusion

This study found out that most of vegetable sellers sold leafy vegetables, Fruit vegetables, root vegetables and seed vegetables. Majority of respondents had capital source through personal savings, some acquired capital from their husbands, loan from credit facilities and their friends.

Majority of respondents had income low income. The whole sample of women vegetable sellers in the Sabasaba market has not been registered for different reasons such as lack of awareness of the importance of registering their businesses.

Vegetable sellers had many challenges as far as their businesses are concerned. However, the leading challenges were market infrastructures, market availability, credit accessibility, preservation facilities, business skills and family size. Through inferential statistics the significant factor was market availability ($P < 0.05$) only.

The strategies used to solve the emerging challenges included: buying the vegetables in wholesale and farmgate prices in order to get more profit, application of local preservation technologies in preserving the vegetables, sales of vegetable residues and wastes as animal fodder to reduce capital loss, borrowing money from micro finance associations and seeking government support.

4.2. Recommendations

Based on the conclusion made above the study recommended the following: The Dodoma city council should improve market infrastructures including storage facilities, racks, shelter, water supply, and electricity power and drainage systems to enhance women vegetable selling business.

Through donors, NGOs and government support there is a need for capacity building through registered women groups lending in order to enhance accessibility of more financial resources to women vegetable sellers such as soft loans to increase their capital to expand their businesses. Government should make sure that funds are allocated to women micro businesses as it was planned.

Since income earned from vegetable selling business is low training and seminars of vegetables preservation should be provided to sellers and customers. This will increase vegetables value and therefore market availability. Preservation facilities like cool chambers and refrigerators should be available at the market place so as to increase the vegetables life time and reduce wastes.

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