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ANALYSIS OF PRODUCT UPGRADING IN WEAVING VALUE CHAIN: ADDIS ABABA SHIROMEDA

M.A. Thesis

By:

Zerihun Alebachew

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Addis Ababa University

ANALYSIS OF PRODUCT UPGRADING IN WEAVING VALUE CHAIN: ADDIS ABABA (SHIRO MEDA)

A Thesis Submitted to the School of Graduate Studies of Addis Ababa University in Partial Fulfillment of the Requirements for the Degree of Masters of Art in Population, Resources and Development

By

Zerihun Alebachew

Advisor

Tebarek Lika(PhD)

July, 2017

Statement of the Researcher

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Advisor	Signature	Date
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Examiner	Signature	Date
Prof. Tegegn Gebre-Egizaber	_____	_____
Examiner	Signature	Date
Dr. Kassa Teshager	_____	_____

Chair of Department of Graduate Program

_____

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Acronyms and Abbreviations

AACCSA	Addis Ababa Chamber of Commerce & Sectoral Associations
C/HMI	Cottage/Handicraft Manufacturing Industry
CSA	Central Statistics Authority
ESD	Education for Sustainable Development
ETB	Ethiopian Birr
EDRI	Ethiopian Development Research Institute
FOP	Factor of Production
GNI	Gross National Income
HIE	Higher Income Economies
ILO	International Labor Organization
LIE	Lower Income Economies
LMIE	Lower Middle Income Economies
MSEs	Micro and Small Enterprises
PLC	Private Limited Company
PPP	Purchasing Power Parity
SSEA	Small Scale Enterprise Administration
TIDA	Trade and Industry Department Administration
TWI	Traditional Weaving Industry
UMIE	Upper Middle Income Economies
UNIDO	United Nation Industrial Development Organization
USAID	United States Agency for International Development
VCA	Value Chain Analysis
WB	World Bank

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Abstract

The study was conducted in Addis Ababa city, specifically in Gulele sub-city woreda 1 with a focus on Shiro Meda Shemma production and market areas where most of the actors of traditional weaving products are operating.

The study aimed at analyzing of product upgrading in weaving value chain. The study used both primary data sources and has used descriptive data analysis method with tabular representations, diagrams and graphs. Random sampling and purposive sampling techniques have been applied in order to fix the number of sample respondents.

The weaving products pass many phases such as production, processing, trading and consumption and all actors are involved in the process of changing the raw materials and making available for consumption. The traders are the ultimate supplier for consumers, they have role to channel weaving products at a given price and those of consumers show growing up demand. The income of the actors in different stage show significant increments, however not for all.

Credit arrangement system, advanced technology and technological tools, advertising and promotion as well as production with economies of scale improve the productivity of actors in short run. While in the long run including the issue in educational curriculum and create cultural industry linkage makes the sector efficient and effective in production, processing and trading of weaving products.

KEY WORDS: Weaving *(Shemma), Shiro Meda,* Value Chain, Product Upgrading

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Value chain is the series of activities engaged in changing raw materials into a commodity. It includes business activities of using raw materials, transforming in to intermediate products, and manufacturing the final product. It is business transactions between organizations, government and different institutions. A value chain is a straightforward process and extremely complex processes that require the involvement of different stakeholder like producer, processor, packaging houses, wholesaler, retailer etc. (Stamer et. al, 2007:7-8).

Value chain is a pillar in competitiveness of world market, requirement of optimum efficiency to break up international market and even after entering towards global market it requires sustained income growth (Kaplinsky et. al, 2000:9).

Upgrading can be defined as "innovation that increases value added" (Giuliani et. al, 2005:549). According to (Dunn et. al, 2005:17), upgrading can take many different forms, which generally fit within the following five categories:

- Process upgrading: an increase in production efficiency, resulting in either greater output for the same level of inputs or the same level of output for fewer inputs (optimum condition); process upgrading reduces the costs of production and it can be caused by improved organization of the production process or by an improved technology.
- Product upgrading: a qualitative improvement in the product that makes it more desirable to consumers; the higher quality product commands a higher unit price.

- Functional upgrading: the entry of a firm into a new, higher value-added level in the value chain and it moves the firm closer to the final consumer and positions to receive a higher unit price for the product.
- Inter-chain upgrading: the entry of a firm into a new and more profitable marketing channel in the value chain; typically, this would involve moving from the domestic to the export market for the same product.
- Inter-sectoral upgrading: the entry of a firm into a new value chain involving a completely different product or service.

Product upgrading takes place in a number of approaches. It often occurs in the form of changes in the colors, textures, and designs that are used in weaving. Product upgrading also occurs through the development of new ways to combine weaving with other materials in order to create products for which the weaving is only one component. In this case, traditional textile designs may be used and product upgrading is more closely associated with the assembly stage that occurs after the weaving has been completed (Dunn et al, 2005:32).

In Ethiopia, spinning and weaving traditional clothes have a long history. For the centuries Ethiopians have made traditional clothes from cotton fibers (Bosena et.al. 2011:42). The handloom weaving sector in Ethiopia is pertained from the cotton sector and it is a traditional-based and home grown activity. Handloom weaving is of crucial importance in the cotton sector as it coheres both the rural and urban households together and is grown from the home-based traditional handcraft industry. Handloom weaving was started to achieve household need and demand for clothing, and then gradually grew to be an additional source of income as an off-farm activity (AACCSA, 2015:1)

1.2. Statement of the Problem

Ethiopia is rich in both diverse cultural backgrounds and natural resources endowment which play a great role in expansion and development of crafts skills. Next to agriculture, handicraft, is the most vital and widely spread occupations in Ethiopia. As part of the handicrafts heritage, Ethiopia has diverse traditional handloom products. The sub sector delivers tremendous employment opportunities and an important source of livelihood for a large number of people in urban and rural areas (Femseda et. al, 2004:1)

In Ethiopia, weaving and spinning traditional clothes have been being practiced by smallholders and households in small scale levels. They have been utilizing traditional tools and light machinery. For decades it is the means of income and livelihood for many people. However, the benefit has been remaining insignificant (Bosena et.al. 2011:42).

Woven clothes from cotton are popular in urban areas of the country. However, the amount of cotton exported and the amount of revenue generated from the export is low. (Mulat et.al.2004). Income generated from export of cotton and weaving products in Ethiopia is low when compared to other commodities. The country is receiving insignificant benefits from its cotton final product export (Bosena et.al. 2011:42).

The implementation of value chain analysis in cotton and weaving production (through different steps in value chain processes) is not beneficial for concerned stakeholders who are part and parcel in these activities. The beneficial approaches of the weaving and cotton were measured and results reflecting unsatisfactory from the point of price advantage in short run as well as improving their standard of living in the long run (Bosena et.al. 2011:42).

Despite the different bottlenecks that encounters, it is well recognized that the Traditional Weaving Industry (TWI) is a part and a means for income and employment generation and a breeding ground for entrepreneurship development in Micro and Small Enterprises (MSEs). Limited market access, low level of knowledge and skill to compete in the available market are among the critical challenges faced in weaving sector. The low level of capacity, limited business relations and communication with the different actors that plays a significant role in traditional weaving value chains are critical factors that hinder the productivity and competitiveness (AACCSA, 2015:3)

Some writers and institutions have done important jobs to illustrate the weaving sector such as Hanna Hofverberg (2010) studied Dorze Weaving in Ethiopia target to analyze the learning process of the Dorze weaving and its implications on Education for Sustainable Development (ESD), Gezahegn et.al (2009) studied about infrastructure and cluster development in the case of handloom weavers in Ethiopia and assess rural non-farm development and its generation of employment opportunity in many developing countries, Addis Ababa Chamber of Commerce and Sectoral Associations (2015) prepared report on the study basis entitled of ‘‘Value Chain Analysis for Weaving Products’’ in area of Addis Ababa city, where most of the actors of traditional weaving products are operating.

It is important, therefore, to study product upgrading of value chain in weaving sector. The study may help to narrow the information gap on the subject and it may contribute towards improvement of strategies for reorienting value chain system.

1.3. Objectives

1.3.1. General Objective

The general objective of the study is to assess product upgrading of value chain in traditional clothes (*Shemma*) on *Shiro Meda*, Addis Ababa.

1.3.2 Specific Objectives

The specific objectives are

- To explore product quality improvement and its pricing;
- To examine the consumer preference regarding weaving product; and
- To derive policy implications based up on the research findings.

1.4. Research Questions

The study has answered the following research questions. These are:

- How weaving products pass different stage in value chain processes?
- How product upgrading of value chain on a weaving influence price of weaving products?
- To what extent the effect of product upgrading in value chain influence consumer demand?

1.5. Significance of the Study

The study uses as a source to the researchers who are interested in the research topic to stimulate further investigations in related areas. As the researcher believe this topic of research has not been raised by any scholar in distinct approach (by emphasize only in product upgrading), while product upgrading is an important concern for developing economy (Trienekens, 2011:69) this research contribute theoretical significance for other researchers.

In other side the research gives a clue to concerned government body to use as input for policy analysis and as a reference for policy formulation for micro and small scale economic activities in weaving sector in particular and off-farm sectors in general.

Finally, the research indicates some practical solution for weavers and traders in order to improve their productivity and efficiency by recommending possible remedies to fill their gap during production, processing and trading activities.

1.6. Scope and Limitation of the Study

The scope of the study is analysis of product upgrading in weaving value chain: Addis Ababa (*Shiro Meda*). This study was conducted in *Gulele* sub-city *woreda* 1 and important information were collected from sample households and actors engaged in weaving sector in the study areas.

Hence, the study was more representative rather than covering wider range of area due to time and finance constraint. The study also does not represent the whole value chain of weaving in the country as well as in the city. Rather only focus on specified area *(Shiro Meda)* and specified issue (product upgrading). The researcher motivated to study product upgrading due to its high integration with weaving production and processing activities because most of weaving activities focuses on product quality improvement in accordance with consumer preference.

1.7. Organization of the Paper

Chapter one presents the introduction part of the research. Chapter 2 presents literature review on value chain analysis from different sources. Subsequently, description of the study area and methodologies are presented in Chapter 3. In Chapter 4, results and discussion are presented in detail. Summary, conclusions, and recommendations are set out in the last chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1. Definition of Value Chain

The Porter's value chain is classified into primary and secondary activities. The primary activities are involved in the creation of a product or service. It is classified in to five key areas: (1) Inbound logistics, (2) Operations, (3) Outbound logistics, (4) Marketing and (5) Sales and services. Secondary activities are supportive activities that include procurement, technology development, human resources management, and infrastructure (Porter, 1985:38).

A value chain is a strategic network between independent enterprises, within a vertical chain of activities that compete on a specific market and to satisfy market demands (Porter, 1985:39). An organization's competitive advantage is based on its products of value chain. The goal of the organization is to provide maximum value to the ultimate consumers for the least possible total cost to the organization, thereby maximizing profit (Porter, 1985:39).

A value chain describes the full range of activities that are requiring to bring a product or service from conception, through the intermediary phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers and final disposal after use (Kaplinsky et al, 2000:4).

Value chain can also be defined as a sequence of target oriented combinations of production factors that create a marketable product or service from its conception to the final consumption. This includes activities as design, production marketing distribution and support services up to the final consumer. The activities that comprise a value chain can be contained within a single

firm or divided among different firms, as well as a single geographical location or spread over wider areas (ILO, 2010).

Generally, value chain is the system of linked steps necessary to transform raw materials into a finished product or service. In value chain system each step along the way adds to a product's value. It is much like a supply chain, except it focuses on how value is added rather than how raw materials get from one point to the other, because obviously value is adding (Elias, 2014:53).

2.2. Forms of Value Chain

2.2.1 The Simple Value Chain

A simple value chain describes the full range of activities which are required to bring a product or service from conception, through the different phases of production. These phases are (1) involving a combination of physical transformation and the input of various producer services, and (2) delivery to final consumers, and final disposal after use (Kaplinsky et al, 2000:4).

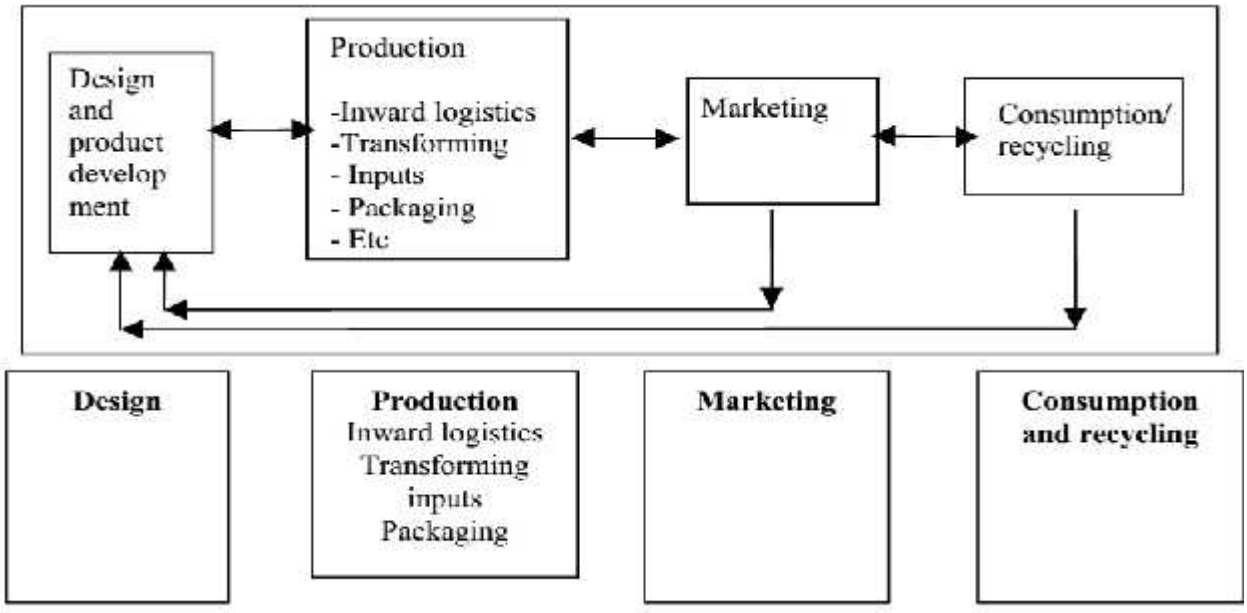

Figure 2.1: Four links in a simple value chain

Adopted from (Kaplinsky et.al, 2000:4)

2.2.2 The Extended Value Chain

In reality, value chains are much more sophisticate process than simple value chain due to needs of more links in the chain. Extended value chain is the process of converting different raw materials size, shape and textures in to new and useful forms of the commodity (Kaplinsky et al, 2000:4-5).

2.3. Importance of Value Chain Analysis (VCA)

In the given circumstance; the globalization and its influence overwhelming in the worldwide countries become working for being competitive in the world market. This competitiveness depends on the number of factors which contribute for product quality and customer attraction (Kaplinsky et al, 2000:9).

Within such aspect of view, the value chain has significant role in creating competitiveness by upgrading the product through division of labor, efficiency in production process and adopting sustainable growing income (Kaplinsky et al, 2000:9).

Value chain analysis (VCA) is important for new producers including poor producers and poor countries to enter in global markets for sustainable income growth. Value chain analysis also vital as an instrument in perceiving the policy environment which provides for the efficient allocation of resources within the domestic economy (AACCSA, 2015:15)

The value chain serves as a guideline for identifying key constraints, opportunities, and suggested points of intervention for industrial development. The VCA show the circulation of products, factor of production (FOP) and value addition into key market channels, or end markets for final consumption (Filip, 2006:9)

2.4. Value Chain Upgrading

Upgrading options are defined in the area of value addition, including the search for markets, the value chain- network structure and the governance form of the chain. Gereffi (1999) defined that *upgrading is a process of improving the ability of a firm or an economy to move to more profitable and/or technologically sophisticated capital and skill-intensive economic niches*.

There are four ways in which economic actors can upgrade, these are increasing the efficiency of internal operations, enhancing inter-firm linkages, introducing new products and changing the mix of activities conducted within the firm (Kaplinsky et al, 2000:37).

Trienekens, (2011) discussed the value chain upgrading frameworks. These are the followings:

- Upgrading of value added production: through innovative products and product differentiation, innovative processes and innovative marketing activities
- Value chain-network upgrading: reaching for the right market and being part of the right market channel
- Upgrading of governance form: choosing the right organizational form with horizontal and vertical value chain partners.

There are different types of upgrading were involving since from raw material to final product and also disposal as well as recycle of commodities. However, basically the upgrading activities operate under process, product, functional and chain sphere. So as to upgrading change the linkage and distribution of activities in the value chain (Kaplinsky et al, 2000:38)

Upgrading refers to the acquisition of technological capabilities and market linkages that enable firms to improve their competitiveness and move into higher-value activities (Kaplinsky et al, 2000:38). According to (Fromm, 2007:10), upgrading in firms can take place in the forms of:

- Process upgrading - increasing the efficiency of internal processes such that these are significantly better than those of rivals, both within individual links in the chain, and between the links in the chain.

- Product upgrading - introducing new products or improving old products faster than rivals. This involves changing new product development processes both within individual links in the value chain and in the relationship between different chain links.

- Functional upgrading - increasing value added by changing the mix of activities conducted within the firm or moving the locus of activities to different links in the value chain.

2.5. Product Upgrading

Product upgrading is a qualitative improvement in a product that makes it more desirable to the consumer and earns a higher unit price. For example; new colors and designs in textiles and handicrafts. It is motivated by changes in end markets; usually rises from changes in consumer preferences. Producers must upgrade their products to meet consumer preferences (Dunn et.al, 2006:7).

It introduces new products or improving old products faster than rivals. This involves changing new product development processes both within individual links in the value chain and in the relationship between different chain links (Kaplinsky et. al, 2002:5)

Product upgrading involves improving product quality (e.g. certification, safety standards, traceability) or moving to more sophisticated products (e.g. processing, packaging) and is often linked to process upgrading (Kilelu et. al, 2017:4)

Product upgrading also increasing value for consumers by changes in end markets, usually rising from changes in customer preferences, or the desire for higher value added, higher quality, and subsequently produce more profitable products and rapidly shift the markets in competitive manner (micro links, 2006)

A well-functioning value chain transmits information to producers about consumer preferences and the price signals associated with those preferences. In order to respond to changing demand in end markets, producers must have information about consumer preferences. One of the best ways to induced firm owners to invest in product upgrading is to offer them higher prices for higher quality products (Dunn et.al, 2006:7)

Some of the best information about consumer demand comes to producers through the vertical linkages that connect producers to end markets. These vertical relationships have the potential to provide the most accurate information about demand, since firms at the top of the value chain have the closest commercial contact with consumers (Dunn et.al, 2006:8)

When consumers demand new or different products, the pressure to respond is applied to firms all the way down the value chain. In addition to offering price premiums for improved products, buyers also may provide non price incentives, such as technical and design assistance, training and input advances. These services encourage product upgrading by reducing the costs and risks of producers (Dunn et.al, 2006:8)

Product upgrading is often motivated by the need to keep pace with current fashions and respond to buyers' changing tastes. Information about changing tastes comes from different sources in the three market channels (Dunn et. al, 2005:33). These are:

- Popular and tourist markets, many producers come in direct contact with final consumers and have a chance to observe what these customers like best.

- Exclusive shop market channel, it is the shop owner who monitors trends and often creates the new designs.
- Export market channel.

Governance structures have an important influence on the way that product upgrading information is received and transmitted through the value chain. Information about new products and designs is usually lay in the vertical relationships between firms. (Dunn et. al, 2005:33).

Another motivation for product upgrading is the need to maintain a market presence by offering unique products that will attract buyers' attention. This motivation to innovate is found in all three market channels. Even within traditional weaving, many artisans constantly experiment with small innovations (Dunn et. al, 2005:33).

Exporters feel a strong need to create new and innovative product lines. These are used to attract buyers attending international trade fairs. Unluckily, the development of new product lines can be costly, and there is a risk that they will not generate enough sales to pay their development costs (Dunn et. al, 2005:33).

In general product upgrading has become increasingly important as the richer economies have become more quality conscious and as standards have risen. Some standards are driven by lead buyers (i.e. supermarkets requiring traceability of food products), others by statutory hygiene standards in importing countries and others, in response to fair trade and organic demands by final consumers. The challenge of standards lies in achieving them (to allow market access) without excluding the poor from the value chain (Mitchell et. al, 2009:3)

Process and product upgrading are closely related because improving product quality often involves improvements to the production process (Mitchell et. al, 2009:3)

2.6. Weaving Value Chain Map

Mapping a value chain facilitates a clear understanding of the sequence of activities and the key actors and relationships involved in the value chain. This exercise is carried out in qualitative and quantitative terms through graphs presenting the various actors of the chain, their linkages and all operations of the chain from pre-production (supply of inputs) to industrial processing and marketing (UNIDO, 2009:16)

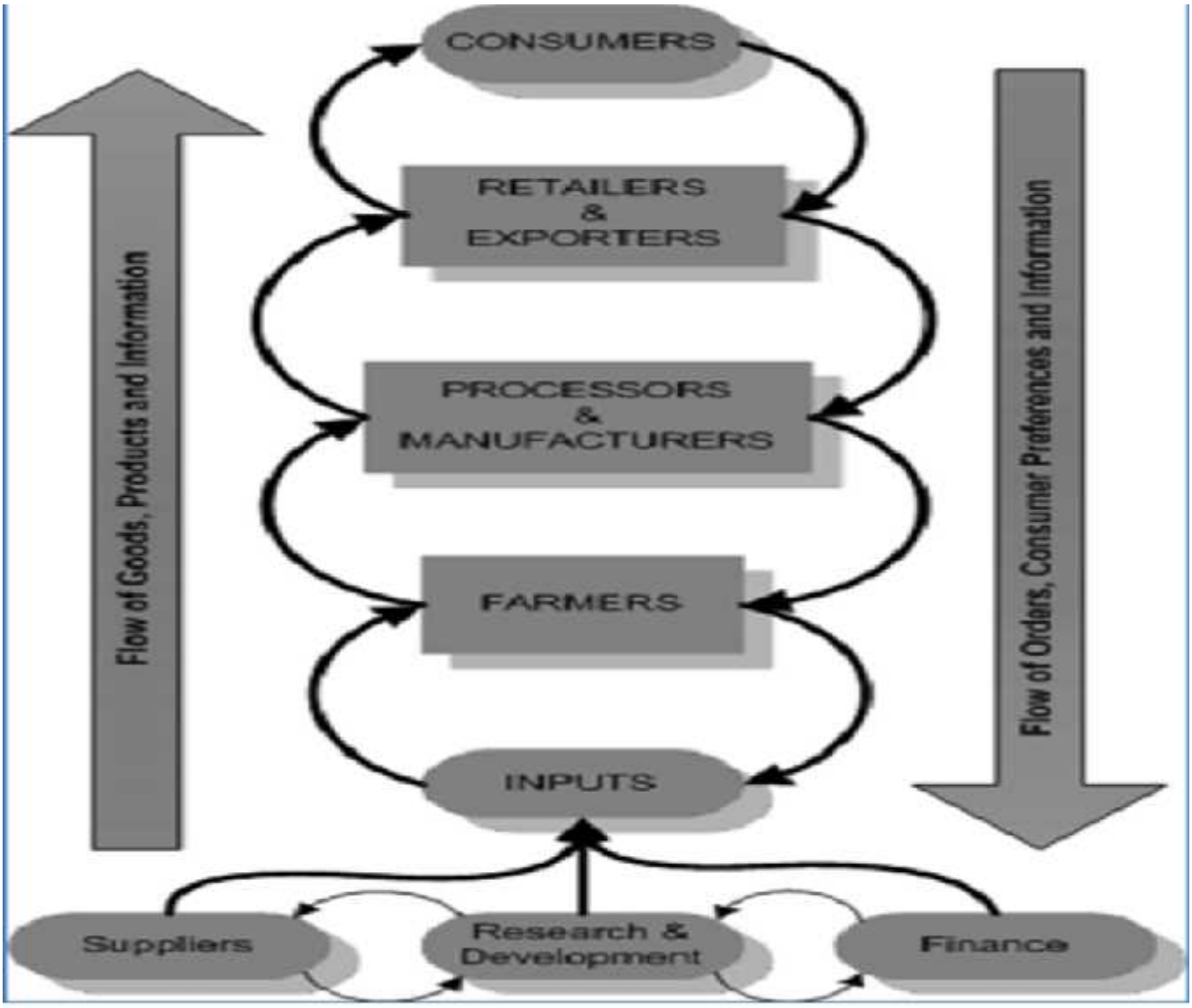

Figure 2.2: The value chain approach; Map of weaving value chain
Sources: Adapted from ACDI/VOCA World Report Fall, 2006)

Based on the theoretical concept, traditional weaving products value chain analysis and development in Addis Ababa is presented and traditional weaving products value chain map for weaving sector in Addis Ababa is shown below (AACCSA, 2015:15)

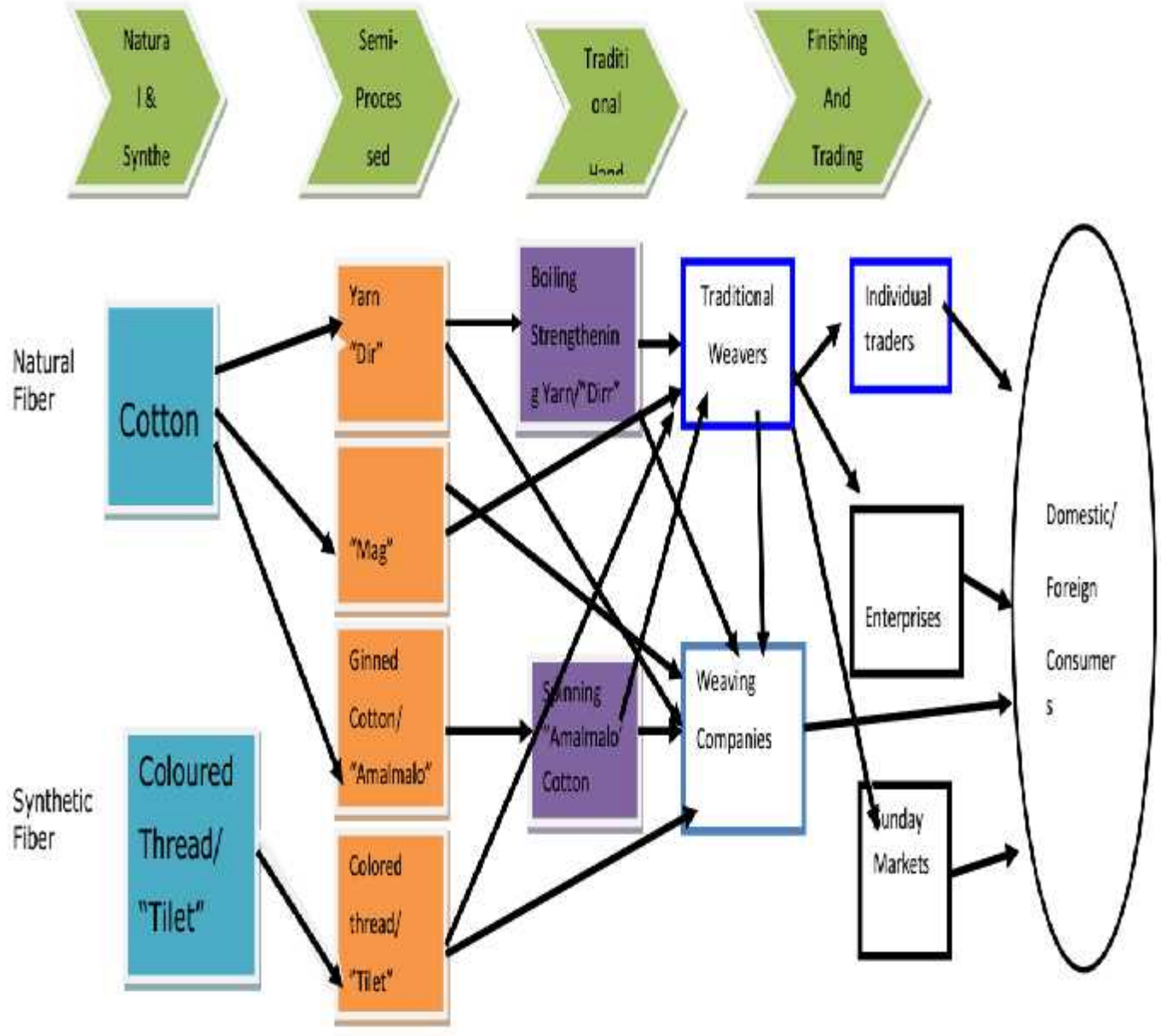

Figure 2.3:Traditional weaving products value chain map
Source: Adopted from AACCSA, 2015:16

Value chain micro actors of weaving products are cotton producers and suppliers, Suppliers of yarn/*dir &mag,* boilers, strengtheners and whiteners of yarn/*dir and mag',* spinners and suppliers of ginned cotton, colored threads/*tilet* suppliers,traditional weavers, individual traders and domestic/foreign consumers (AACCSA, 2015:17)

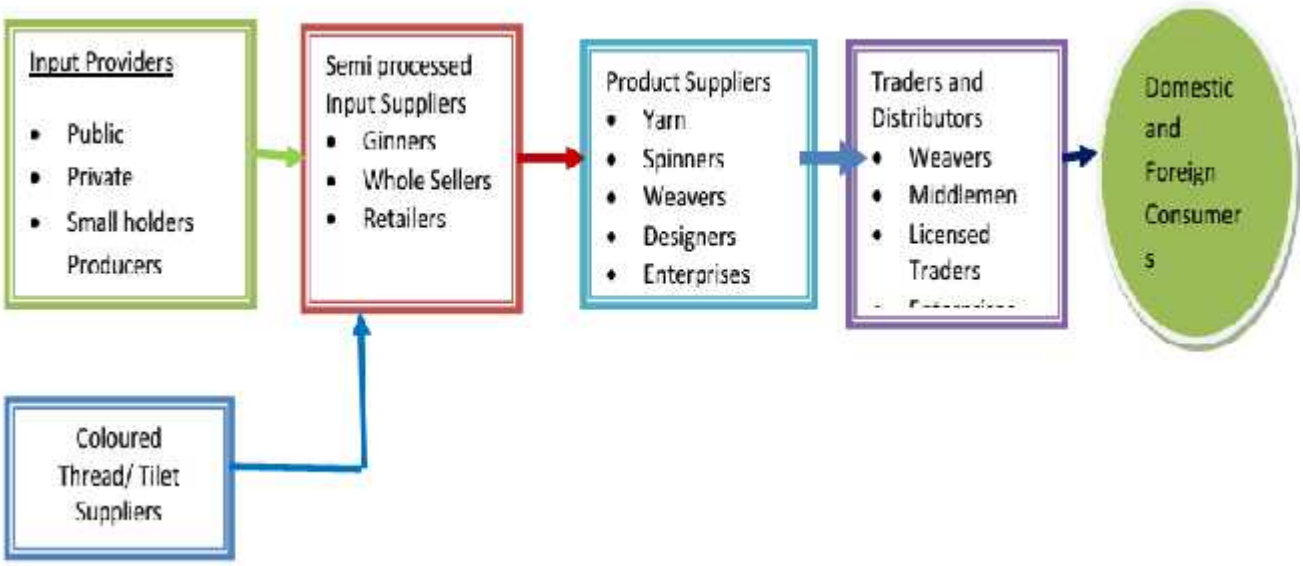

Figure 2.4:Micro level actors of traditional weaving products value chain map
Source: Adopted from AACCSA, 2015:17

2.7. Weaving Value Chain in Ethiopia

Developing countries use non-farm activities as socio-economic strategy to transfer from agricultural society to modern industrial economic society. Whereas from different types of non-farm activities weaving sector consider as prominent economic branch and plays an important role in generating local employment opportunity (Boruah et. al, 2015)

Weaving carried vast employments and is a significant source of livelihood income for a large number of people both in rural and urban areas of Ethiopia. The weaving sector is very important in terms of job opprtunity (employment) creation, growth and development as well as build

strong nexus with agriculture and industtrial (manufacturing) sector. Weaving also increasing global market for furnishings products and create conducive environment for export led production activities (AACCSA, 2015:10)

Handlooms are the major demanders of raw cotton, and are involved in weaving and preparation of traditional fibers, especially woven dresses that are popular both at the rural and urban centers and are also exported to Ethiopians living abroad (Gezahegn et. al, 2009:5)

The main providers of raw cotton to handlooms are smallholder peasant farmers. Although the handloom industry depends on simple technology and is characterized by low and fluctuating income with no access to markets, finance, and information, it is the most important handicraft group in terms of employment, providing the means of livelihood to the majority of weavers located in rural areas (Gezahegn et. al, 2009:5)

Modern handloom products are diversified and supported with infrastructure and technology innovation. Support for better markets, workspace, and electricity are among the growing public goods available for modern handlooms in urban settings. Innovation for handloom products is rewarding and has market incentives. Ethiopia is the home of hand weaving, resulting in widely spread employment creation next to agriculture (Merima et al,2008:54-55)

In addition to its huge employment creation, the handloom sub-sector also have strategic importance in the economic development of the country with respect to its strong linkage with the agricultural sector through raw material sourcing of lint cotton and the existence of growing demand both in the domestic and international market for handloom household and finished products. Its strategic importance and competence on the world market can also be seen from the organic based manual processing, which results in increased demand compared to manufactured clothes (Merima et al,2008:54-55)

The major products of the weaving sector can be categorized in to semifinished fabrics and finished products. While the semi-finished handlooms are usually channeled to the domestic garment factories for further processing, the finished products are categorized in to traditional clothes like *netela, gabi, kemis, kuta,* sold to domestic market and for Ethiopians living abroad, and home furnishing textiles, which are reached to the international market. If there is support to design and deliver skill training more chance to diversify handlooming products (Merima et. al,2008:54-55)

Tremendous innovation and discovery activities were takesplace in the weaving value chain. Traditionally, the production of hand-woven fabrics in Ethiopia is dominated by the use of cotton that is processed as input for yarn. Although in some cases wool, silk and synthetic fabrics are used, cotton is by far the most significant raw material in the industry value chain (Gezahegn et. al,2009:6)

The main source of cotton is the smallholder cotton farms that are found throughout the country. Since the handlooms themselves are disorganized most functioning in their home, the raw material sourcing by the sector is not that managed often resulting in fluctuation (Merima et al,2008:54-55)

The weavers organized into different forms of enterprises (cooperatives, joint venture and team based) and those individual weavers at their houses and engaged in weaving use three kinds of inputs for producing weaving products (AACCSA, 2015:11). These are:

- *Dɨr* factory produced warp, which is locally known as *komtare*,
- *Mag* weft which is spun by women mostly in the house and
- *Tɨlət (*embroider) factory produced colored threads used for shawls borders decoration.

The weavers produce three kinds of cloth: *k'emis* or skirt is the name for women's dresses which are usually worn together with a *nət'əla* or shawl. A shawl may be worn with other types of clothes. The third item is a large cloth so called *gabi*. The *bulluko* can be added to the list of cloth. Except for the decorative borders the material used in these clothes is cotton (Hudson et.al, 1995 and Hofverberg, 2010:7-8).

kemis made from yarn/*dir* and *mag* produced by factory is much preferred and it is named *menen (irs- bersi). Kemis* could also made from yarn/*dir* and hand spun cotton *mag* for weft. This type of *kemis* is heavier than the *menen* one. The former is preferred by women because it is lighter and whiter (AACCSA, 2015:11)

The other type of hand woven cloths produced is named *gabi*, a large cloth worn by both women and men in bed or in cold weather. *Gabi* is made from yarn/*dir* for warp and *mag* for weft that is spun by women from ginned cotton named *amalmalo*. The other type of cloth that is produced by weavers is named *bulluko.* It is made yarn/*dir* and *mag* for weft that is spun by women. The thread that is used is spun by hand and it is much thicker. *Bulluko* is bigger and longer than the other hand woven cloths. It is used by older people in highland areas and can also be used as a blanket in bed in urban areas. The production of *bulluko* in Addis Ababa is very much limited and the bulk of it is produced in *Gamo Gofa* (AACCSA, 2015:11)

Using similar cotton yarn/*dir* and *mag*, weavers produces scarves, curtains, shawls, cloths used for making hand woven bag, bed sheets etc, based on contractual agreement made between weavers and other weaving companies/PLCs (AACCSA, 2015:11)

All weavers, that organized into different forms of enterprises or on individual base, they buy the inputs required from retailers in *Kechen* and *Merkato* areas. There is weak market linkage among

the different suppliers and weavers. Inputs supply for weavers (*dir*,*mag*,coloured threads/ *tilet* etc.) has its own quality and quantity problems. The raw materials price usually rises and fluctuate through time. The weavers always complain about the standard and quality of inputs supplied (AACCSA,2015:11-12).

Most of the weavers are sold at the open market held on every sunday. If they were not able to get buyers on sunday, they tend to go away from their respective working premises (weaving areas) in search of buyers of their products on any working days. This is true for all of the weavers whether organized or not. Weavers are price takers rather than price makers because, for the products they produce- they tend to sell the weaving products at whatever prices come from the traders, middlemen or brokers. Weavers complained that that the lion share of their weaving products is taken by middlemen and traders owning big shops. Overall, local demand for traditional hand woven cloths are determined by occasions like holidays (x-mass, ester, Ethiopian new year etc) and ceremonies like weddings and celebrations (AACCSA, 2015:12)

2.8. Review of Empirical Studies

Weaving production in Ethiopia has traditionally been a key home industry activity. Shiro Meda, in Gulele sub-city and the northern part of Addis Ababa, at the foot of the Entoto hills is home to most weavers in Ethiopia. As some studies indicated, over the last 60 years, several weavers have migrated from the southern part of Ethiopia, Gamo-Gofa area to currently known as Shiro Meda in Gulele sub-city of woreda, 1, 2 and 3 (AACCSA, 2015:8)

The traditional weaving industry is categorized by Ethiopian Central Statistical Authorities (CSA) as Cottage/Handicraft Manufacturing Industry (C/HMI). Cottage/Handicraft Industries are defined as manufacturing establishments where goods are produced for sale and use non-

power driven machinary in the process of manufacturing where employment is limited to the owner and in some cases may extend to family members (AACCSA, 2015:8)

The weaving process can be described as follows: The first part is the warping and it is done outside. The factory-made warping threads are placed on a handheld warping reel and the weaver unrolls the threads around eight warping wooden posts that are placed into the ground in two parallel rows. When the weaver unrolls the threads a zigzag pattern is created between the posts. When the warping is finished it is ready to be put on the loom. After the loom is dressed the wefts threads are prepared on small hollow pieces of bamboo, using a wooden apparatus called bobbin winder (Silverman and Raymond, 1999)

Merima Abdullahi and Gezahegn Ayele entitled as "Agri Chain Analysis of Cotton Sub-Sector in Ethiopia" and focuses on an analysis of cotton value chain. The study has generated useful information on value addition for the cotton sub- sector and its products, notably from cotton to clothing. The report includes an account of important component of the cotton handloom sub-sector which can become significant sources of employment and off-farm income for rural population and conclude that Ethiopia has ample potential for the production of cotton, however limited proportion is being currently produced (Merima et. al, 2008)

Gezahegn Ayele, Jordan Chamberlin, Lisa Moorman,Kassu Wamisho and Xiaobo Zhang Studied about Infrastructure and Cluster Development in the case of Handloom Weavers in Ethiopia during 2009 and assess rural non-farm development and its generation of employment opportunity in many developing countries as well as the mechanism and performance of clustering of handloom production and organizational structure (Gezahegn et. al, 2009)

Hanna Hofverberg studied Dorze Weaving in Ethiopia target to analyse the learning process of the Dorze weaving and its implications on Education for Sustainable Development (ESD). She raises two questions in the study. These are: How do the Dorze understand their learning process in weaving? And What conclusions concerning education for sustainable development applied on textile handicraft can be drawn from the findings of the case study? The finding of the study concludes that spinning and twisting are "learning by doing", whereas young boys start practising weaving under the leadership of an older teacher step by step. From an ESD perspective the Dorze education is holistic, practical, individualized, and contains some problem solving even if the students are not participating in decisions on how they learn. A weakness in this traditional knowledge system is the low profit the weavers are making (Hofverberg, 2010)

Addis Ababa Chamber of Commerce and Sectoral Associations prepared report on the study basis entitled of ''Value Chain Analysis for Weaving Products''. The report covers wide range of area in Addis Ababa city including *Gulele, Addis Ketema, Bole, Yeka and Kolfe Keranyo* Sub-cities. Much of the focus was made in *Shiro Meda, Addisu Gebeya and Bole Medihanealem,* where most of the actors of traditional weaving products are operating and in conclusion that lack of coordination among the different actors in cotton production, inadequate extension services, lack of adequate research and development in cotton production, poor infrastructure particularly in cotton producing areas and marketing problems considers as the major problems in the sector (AACCSA, 2015)

2.9. Conceptual Framework

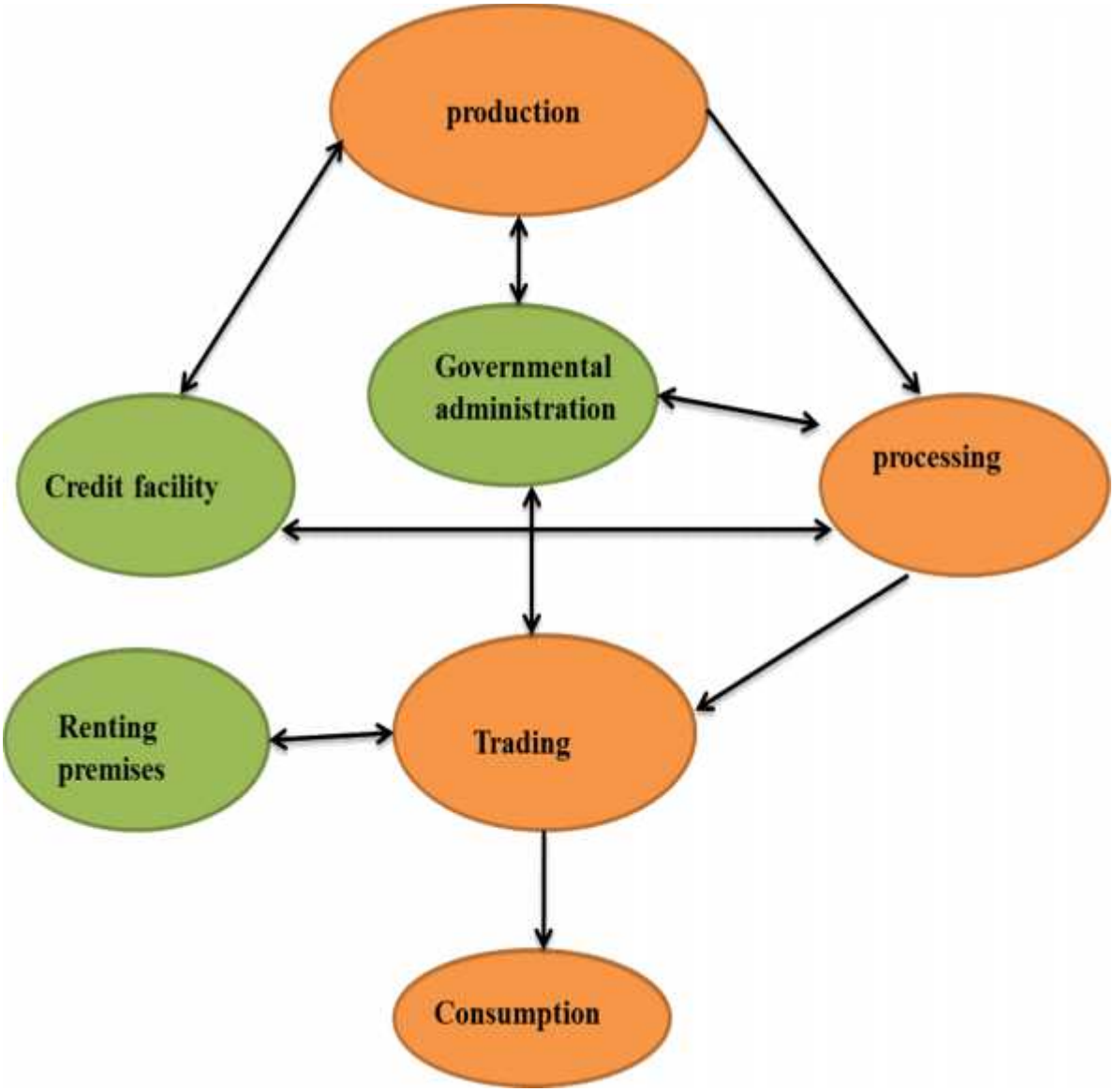

Figure 2.5: Conceptual Framework
Source: Author

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Description of the Study Area

Gulele sub city is one of the ten sub cities of Addis Ababa city administration. It is located in the North Eastern part of the city. This sub city is bordered on the north by *Entoto* highland, on the south by *Addis Ketema* and *Arada* sub cities, on the east by *Yeka*sub city and on the west by *Kolfe Keranyo* sub city. The area of the sub city is 30.18 square kilometer and the 6th largest sub city. The sub city administratively divided in to ten (10) *woredas*. The total number of population inhabited in the sub city is estimated to be 284,863 of which 137,690 and 147,175 are males and females respectively (Figure 3.1)

The specific study area is located in North Eastern Addis Ababa, *Gulele* sub-city *woreda* 1 *Shiro Meda* market center (and also production center). In this open air market center production, processing and trading activities of weaving products are taking place for several years.

This research was conducted to assess product upgrading of value chain in weaving sector in the specified study area and basically focuses on the patterns of production, processing, and trading and consumption activities.

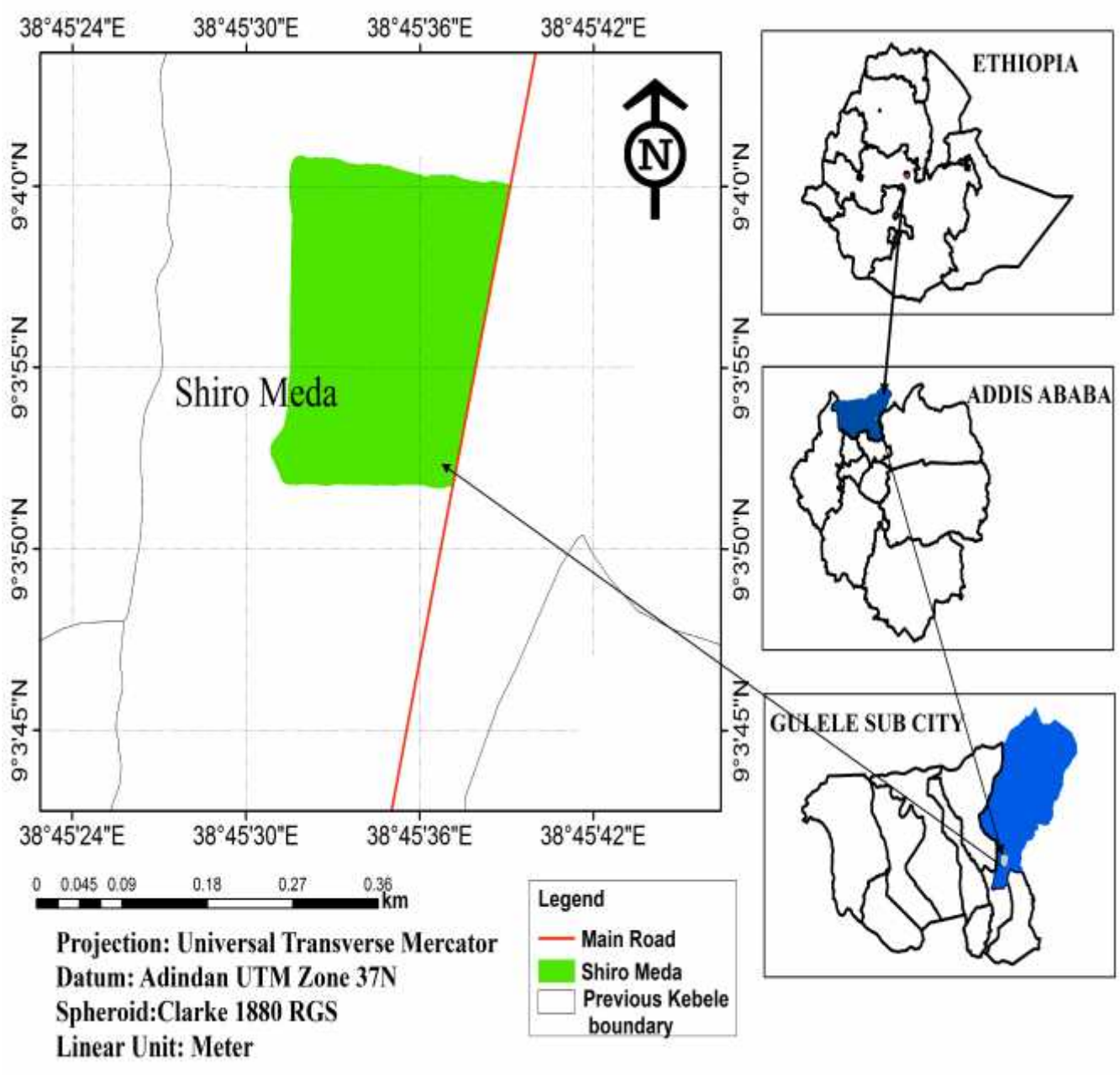

Figure 3.1: Geographical map of the study area
Source: Dinqu Shiferaw (GIS Department, AAU), 2017

3.2. Research Design

This research is qualitative research. This is because of the researcher use narrative approach based on schedules, figures and diagrams. The major data collection tool used in the study is questionnaire survey. Other sources like unpublished documents of governmental offices extensively used to recognize total population and estimate sample size.

3.3. Sources of Data and Method of Data Collection

This research has used both primary data source. The primary data had been gathered through close ended questionnaire. The close ended questionnaire was distributed to respondents; (1) individuals who directly engaged in weaving production activities, (2) groups who add a sort of value on the product, (3) people involved in supplying the final product to the consumers, and (4) consumers or purchasers of a final product for the sole purpose of consumption with no intention for further reselling.

3.4. Sample Size Determination and Sampling Technique

The total number of producers and processors had been collected from *Gulele* sub-city *woreda* 1 Small Scale Enterprise Administration (SSEA). The total numbers of traders had been collected from *Gulele* sub-city *woreda* 1 Trade and Industry Department Administration (TIDA). The data has been taken from their record of unpublished document. However, data about total numbers of consumers is not available and was quite difficult to estimate.

There are different ways of fixing the sample size in empirical analysis. These are using published tables, using a census for small populations, applying formulas or taking a sample size of similar studies that are already done. The study employed a formula to determine the appropriate sample size. According toYamane (1967), the formula that is used to determine the

sample size at 95% confidence level, 10% level of precision and 0.5 degree of variability is given by;

$$n = \frac{N}{1+Np^2},$$

Where **n** is sample size,

N is population size, and

p is level of precision

Thus in this study there are four separate population sizes and corresponding four separate sample sizes. These are;

- N1- Those involved in direct production activity and the corresponding sample size is n1
- N2- Those who add value on the product and the corresponding sample size is n2
- N3- Those who supply the product to consumers and the corresponding sample size is n3
- N4- Final consumers and the corresponding sample size is n4

Hence each sample size for this investigation is specified up on getting the exact number of the respective population size by taking the circumstance of non-response and inability to contact some respondents in to consideration.

The total numbers of Shema producers and processors in the specified study are equal in number and the same which is 313. Thus, their corresponding sample size is

$$n1 = n2 = \frac{313}{1+313(0.1)^2} = 76$$

Therefore, the total number of sampled producers and processors is 76.

On the other hand, the total population of traders is 422 and sampled traders are

$$n3 = \frac{422}{1+422(0.1)^2} = 81$$

Therefore, 81 traders are sampled for this investigation.

However, for sample size n4 it was difficult to get the exact number of total population size. So, the researcher has taken 60 consumers considering time and budget.

Random sampling technique has been employed to get the first three samples i.e. n1, n2, and n3. For the fourth sample i.e. n4 purposive sampling technique has been carried out.

The study employed the lottery system to get households list and the respondents were selected by a fixed interval until the desired sample size was being obtained (Table 3.1)

Table 3.1: Total Population and Sample Distribution

S.No.	Stakeholders	Total Population	Sample Size
1	Producers	313	76
2	Processors	313	76
3	Traders	422	81
4	Total	1048	233

Source: *Gulele* sub-city *woreda* 1 administration office (total population) and author (sample size), 2016

3.5. Method of Data Analysis

The researcher used descriptive data analysis method to describe the status of some aspects of a phenomenon. The tabulated and categorized data had been narrated in to the forms of words. The best ways to do these was constructing percent distributions of important variables. Then variables which are relevant to the topic had been presented in tabular and graphical form with respective detailed explanation.

CHAPTER FOUR

RESULTS AND DISCUSSION

This chapter discusses the results of the data obtained from sample respondents through close ended questionnaire. The weaving actors' demographic characteristics, their function and relationship, value chain cycles and income of the actors and its pricing discussed in detail.

4.1. Demographic Characteristics of Sample Respondents

4.1.1. Demographic Characteristics of Producer and Processer Respondents

As it has been depicted already in the research methodology, the total number of producer and processer sample respondents is equal in number. Out of 76 sample respondents, 92% and 8% are males and females respectively. Which indicate that majority of producers and processors are male and the rest are female.

Table 4.1: Producer and Processor sample respondents' distribution by sex

Sex	**Number of Respondents**	**Respondents in Percentage**
Female	70	92.1
Male	6	7.9

Source: Survey, 2017

The age structure of the respondents dominated by the age group between 25-29 i.e. 30.3%, followed by 20-25 age group i.e. 21.1%, the age group 30-34 and 35-39 took the third place with the same magnitude i.e. 15.8% for each two group, and the last three age groups are 40-44, above 44, and 15-19 with respective contribution of 10.5%, 3.9%, and 2.6%.

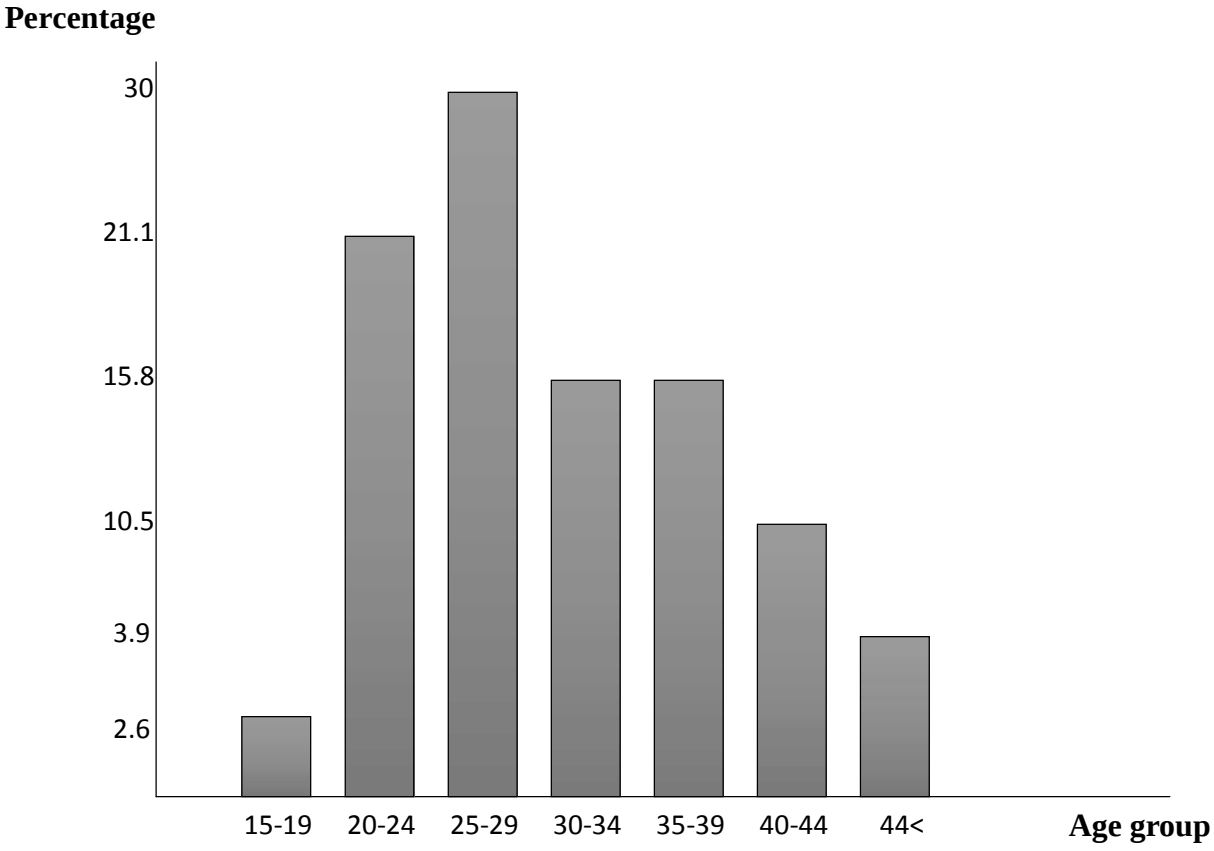

Figure 4.1: Producer and Processor sample respondent distribution by age group

Source: Survey, 2017

With regards to marital status, 38.2%, 35.5%, 17.1%, and 9.2% are single, married, divorced and widowed respectively.

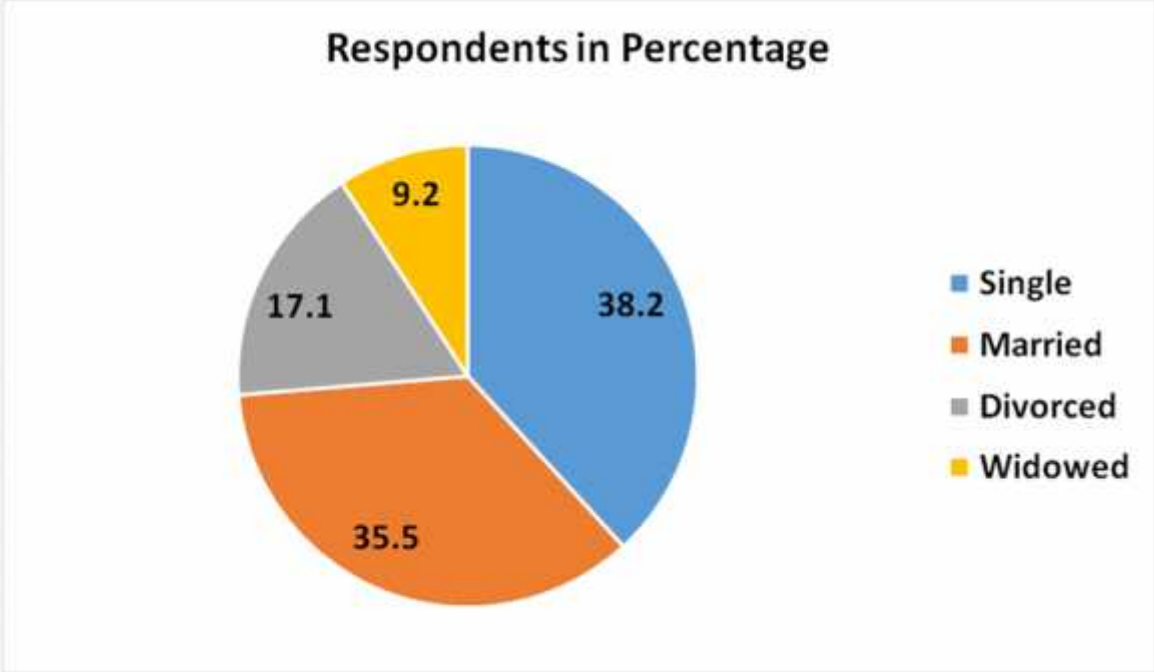

Figure 4.2: Producer and Processor respondent distribution by marital status

Source: Survey, 2017

In terms of educational background, among the total number of respondents, 28.9%, 25%,23.7%, 18.5% and3.9% are 1-8 complete, certificate, read and write, illiterate and 9-12 complete respectively. This indicates that higher number of respondents belongs to three different categories. These are primary education, certificate and read and write. The least contribution comes from high school (9-12) educational background.

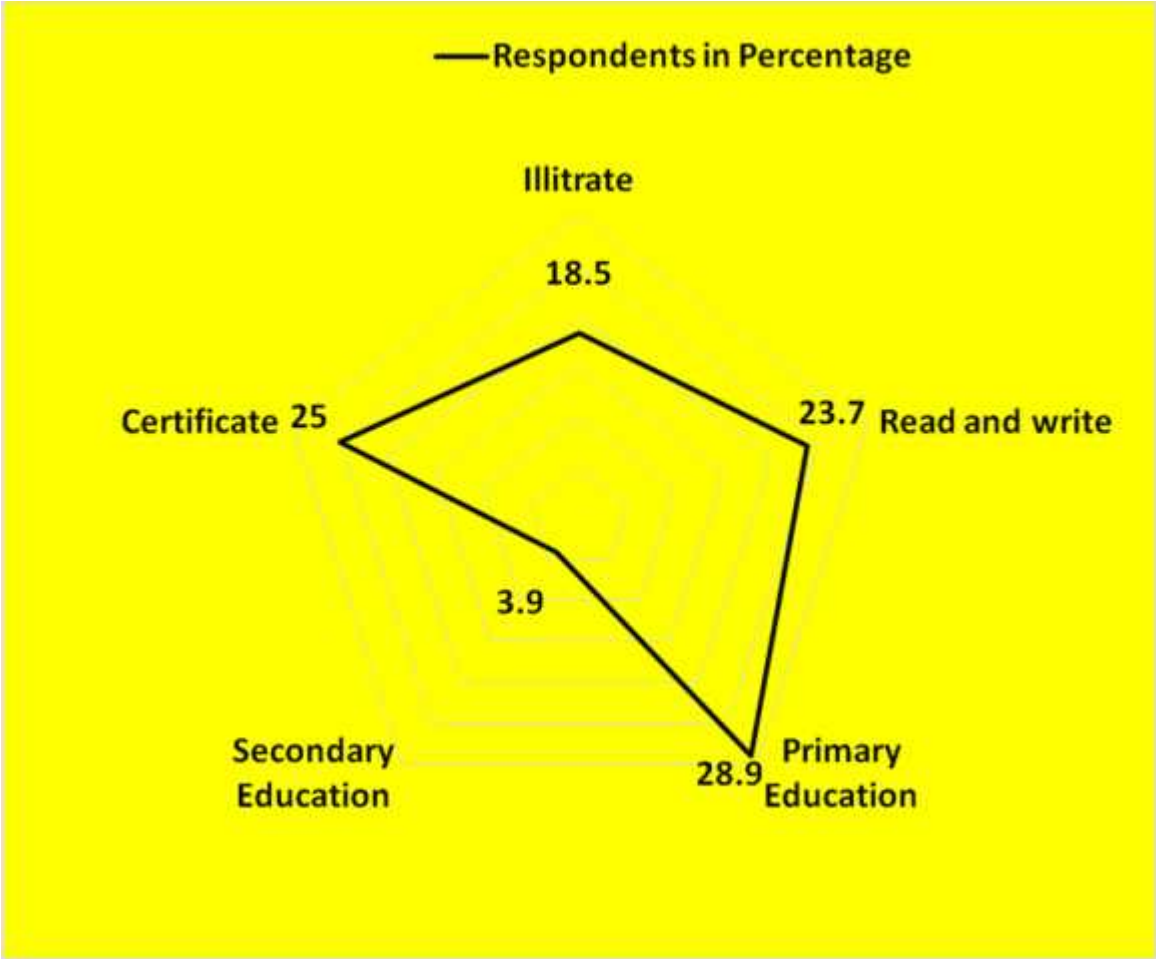

Figure 4.3: Producer and Processor sample respondent distribution by educational level
Source: Survey, 2017

4.1.2. Demographic Characteristics of Trader Respondents

The total number of trader sample respondent's is 81. The distribution of these respondents has been discussed in different categories as follows.

Accordingly, trader respondents with respect to sex, 43.2% and 56.8% are females and males respectively.

Table 4.2: Trader respondent distribution by sex

Sex	**Number of Respondents**	**Respondents in Percentage**
Female	35	43.2
Male	46	56.8

Source: Survey, 2017

With regard to age category, the first four dominant age categories are 30-34, 25-29, 35-39 and 20-24 with respective contributions of 29.6%, 19.8% 17.3% and 16.1%. The remaining small equal share comes from the age group 40 – 44 and beyond 45 with each value of 8.6%. However, there is no respondent belonging to the age group 15-19. Furthermore, almost all group of respondents are youth.

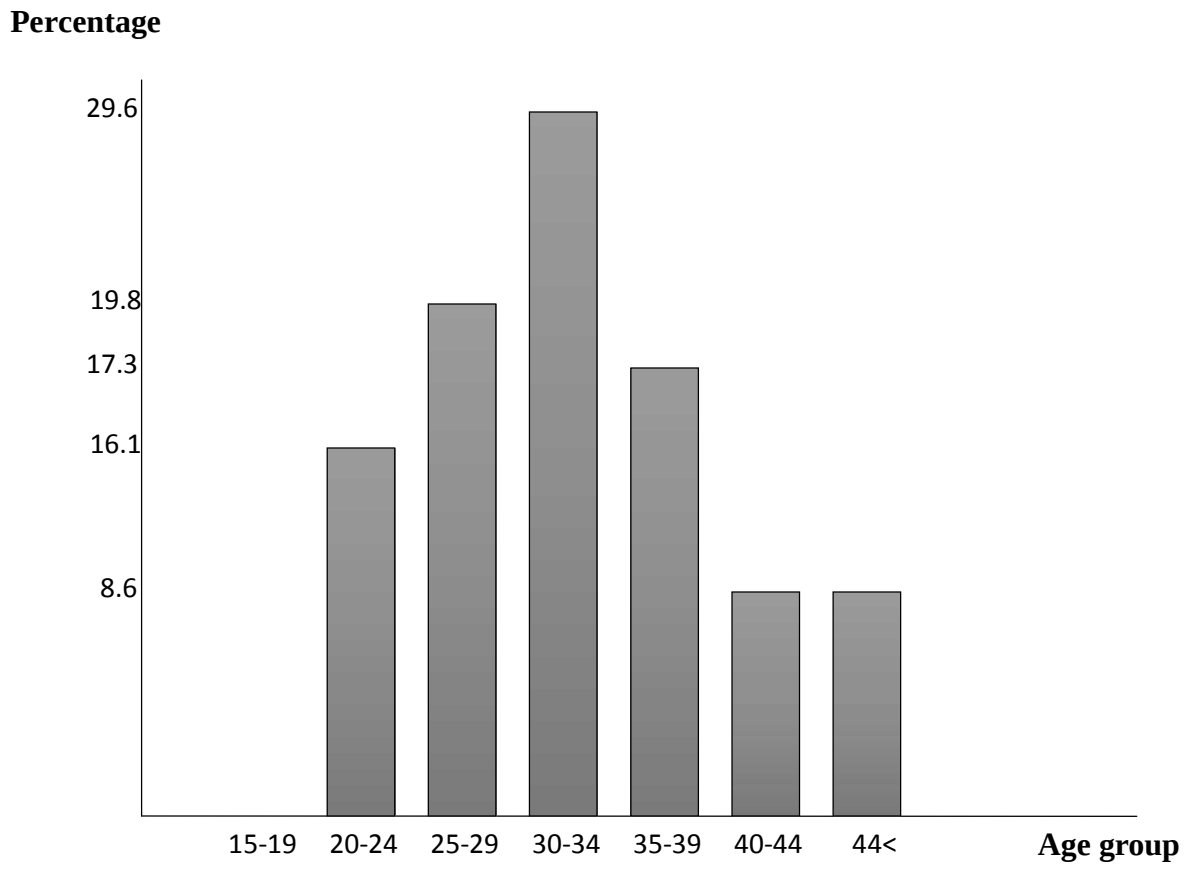

Figure 4.4: Trader respondent distribution by age category
Source: Survey, 2017

Marital status of the respondents shows that 48.1% of respondents are married. Next to married the second contribution comes from single respondents (30.9%). The remaining divorced and windowed respondents are 14.8% and 6.2% respectively.

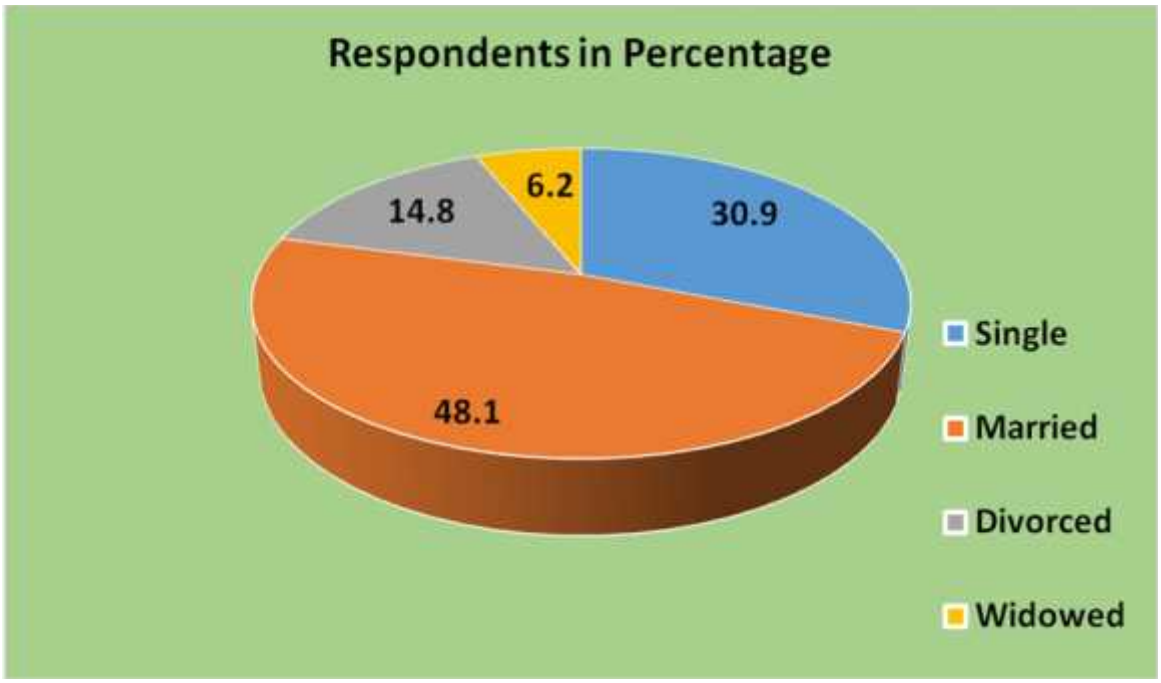

Figure 4.5: Trader respondent distribution by marital status
Source: Survey, 2017

In terms of educational background, 44.4% of the respondents are grade 9-12 complete, 21% of respondents hold certificate, 12.3% complete primary education (1-8). Next to these two educational categories, read and write and others take the fourth rank with equal percent 9.9% and 2.5% of the respondents are illiterate.

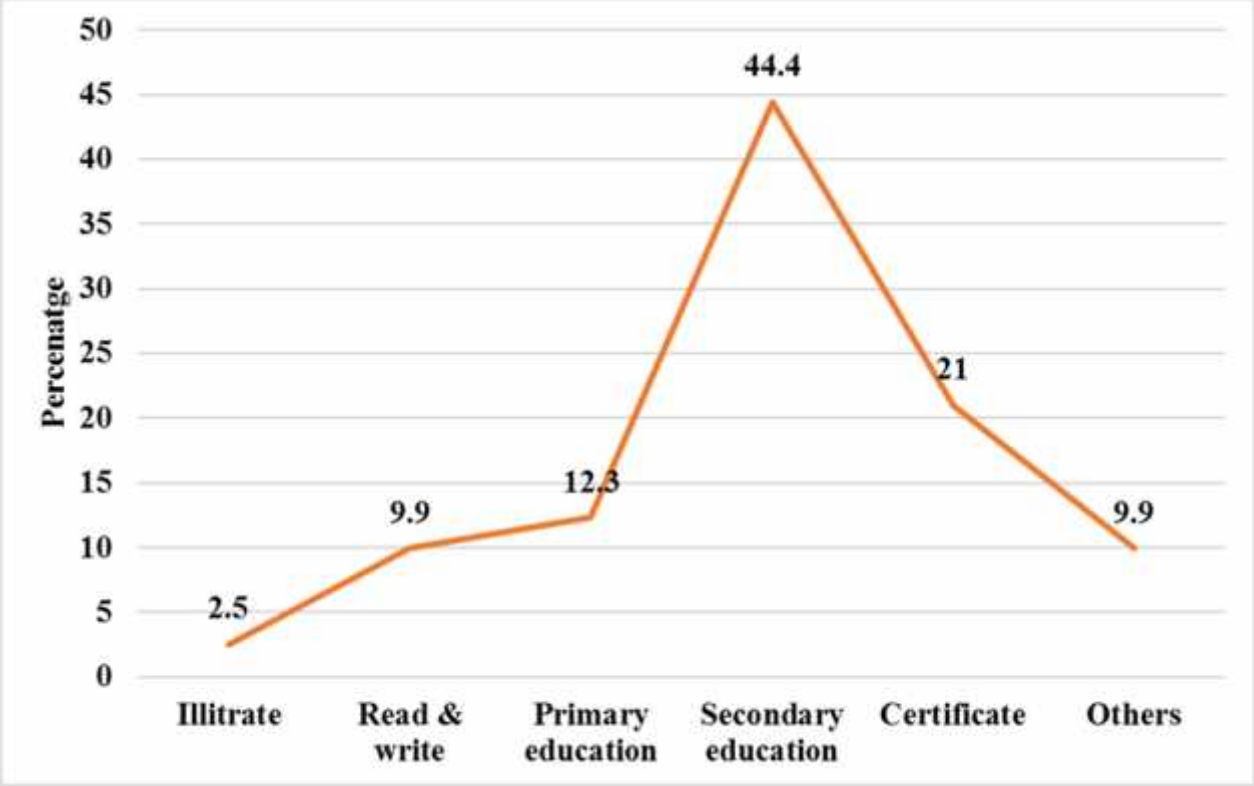

Figure 4.6: Trader respondent distribution by educational level
Source: Survey, 2017

4.1.3. Demographic Characteristics of Consumers

As it has been stated in chapter three the total population of consumers is undefined. So, taking time and budget in to account, the researcher had selected only 60 sample respondents based on purposive sampling technique. In terms of sex, age, marital status, and educational level of these respondents will be discussed as follows.

The sex structure of respondents indicates that 25% are male and the remaining 75% are female that shows most of customers of weaving products are from female category (Table 4.3)

Table 4.3: Distribution of Consumer respondent by sex

Sex	Number of Respondents	Respondents in Percentage
Male	15	25
Female	45	75

Source: Survey, 2017

Regarding age groups, all categories of ages are approximately having equal share. Above the age 44 year respondents and 40-44 are 20% and 18.3% contribution respectively. While both 30-34 and 35-39 age groups have equal percent of 16.7%. The remaining 25-29 and 20-24 age groups have 15% & 13.3% coverage respectively. Between the ages of15-19 respondents have not been founded.

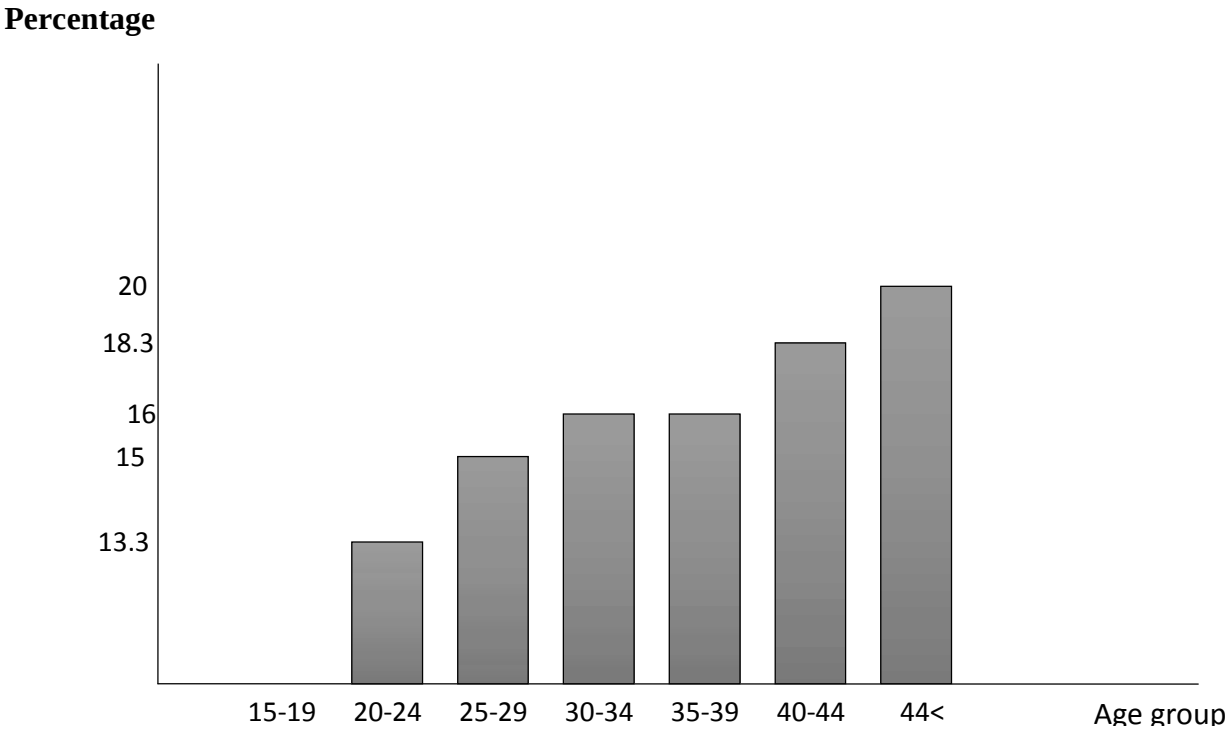

Figure 4.7: Distribution of Consumer respondent by age group
Source: Survey, 2017

Finally, the study has taken data concerning with the marital status of consumer sample respondents. The majorities are married i.e. 58.5%, 21.7% are single and the rest divorced and widowed have 13.3% & 6.7% contribution from total respondents respectively (Figure 4.8)

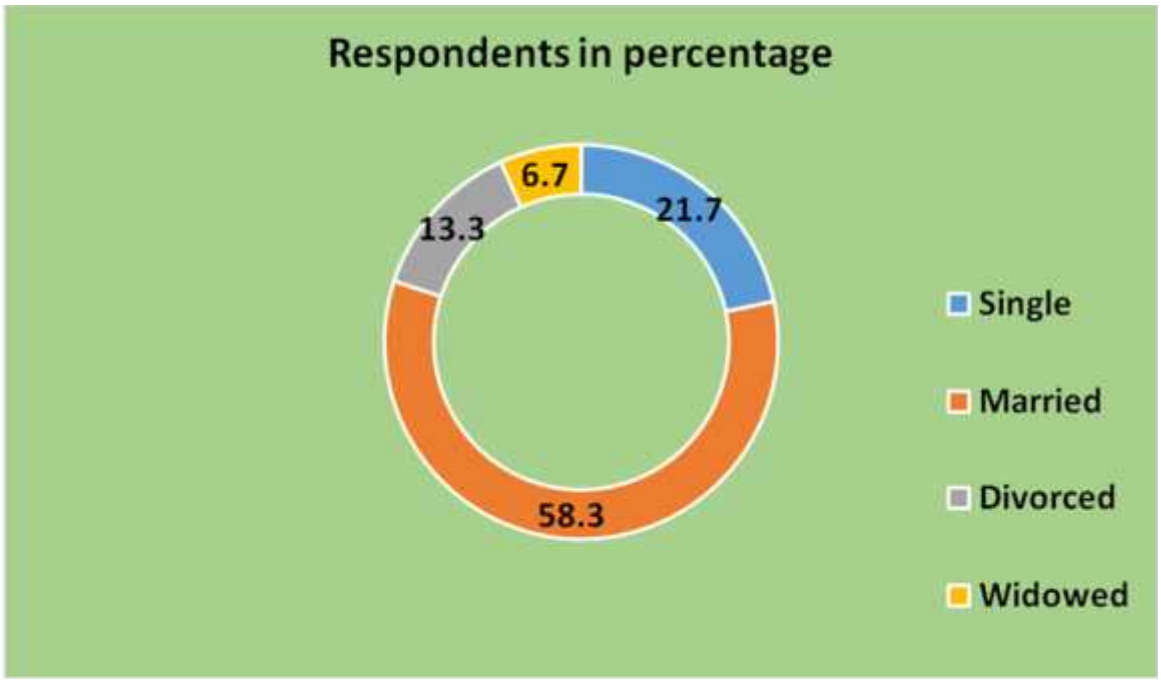

Figure 4.8: Distribution of Consumer respondent by marital status
Source: Survey, 2017

4.2. Weaving Production

In value chain, producers are operating as individual producers and as cooperative or group. The main role of these producers in the channel is making intermediate and semi-finished weaving products and supplying it to processors who are themselves further value add up.

According to the response of 82% of sample producer respondents, producers obtain raw materials for their production from cooperatives that are organized to spin the cotton, while 18% of respondent producers get their raw materials from retail suppliers.

Table 4.4: Producer raw material sources

Raw material Sources	Respondents in Percentage
Cooperatives	82
Retail Suppliers	18

Source: Survey, 2017

The producer respondents said that to produce single commodity, for example *kemis* (traditional skirt), they have been taking two to three days and incur an average cost of three hundred to four hundred birr.

Out of the total sample respondents, 54% of them said that the price of the commodity determined by negotiation with traders. While 32% of respondents believe that the price is determined by those of traders and in this condition the producers are price taker. 14% of them are supposed that in some circumstance price is set through the law of market, i.e. depending on the availabilities of supply and the demand for the commodity.

Table 4.5: Price determination of weaving product

Price Determination	Respondents in Percentage
Negotiation	54
Traders	32
Market Force	14

Source: Survey, 2017

The producers are directly the processors of the commodity of *Shemma*. These producers involve in processing activities by adding some value in the product and create utility by changing form of quality of the product. All of producers adding value to the product and directly sell to the traders by setting price through negotiation with traders of weaving product.

About 53% of respondents (both producers and processors) have 10-14 years' experience. 34% of respondents have involved for the period between 5-9 years. The remaining 13% respondents had 15 and above year experiences in producing and processing weaving products.

Table 4.6: Year of experiences of sample Producer and Processor

Year of Experiences	**Respondents in Percentage**
Below 5 year	-
5-9	53
10-14	34
15 and above	13

Source: Survey, 2017

Among the total respondents 75% of producers have learned from their families and 24% sample respondents have acquired the skill with own initiative. As it has been stated in the demographic characteristics, most of them are in young age group and have working experience; they learn and engage in weaving since from childhood and adopt the profession through imitating their families. The remaining 1% acquires the skill of making weaving product from training facilitated by government.

Table 4.7: Learning weaving production

Learning Weaving Production	**Respondents in Percentage**
From Families	75
From direct Involvement	24
From Governmental Training	1

Source: Survey, 2017

63% of sample respondents' producers earn on average in between four to six hundred birr from single *kemis* (skirt). Whereas 30% respondents, earn six to eight hundred birr. 7% of the sample respondent producers earn below four hundred Birr. This different level of income earning for similar product across different producers is connected with the quality of the product, i.e. raw material used, design and date (timing) of production etc.

Table 4.8: Average income of producers from per unit product. eg: *kemis*

Income from per unit product.eg: *kemis*	**Respondents in Percentage**
Below 400 ETB	7
400-600 ETB	63
600-800 ETB	30

Source: Survey, 2017

55% of the respondents have moderate purchasing power, 37% of sample respondents indicated that they have satisfactory level regarding to purchasing power parity. The rest of 7% producer sample respondents said that they have weak purchasing power of the commodity (Table 4.9)

Table 4.9: Purchasing power parity (PPP) of sample Producer and Processor

PPP of Producer and Processor	Respondents in Percentage
Moderate	55
Satisfactory	37
Weak	7

Source: Survey, 2017

The major constraints of the sector during the production of weaving products are insufficiency of credit availability and technological limitation to improve and expand the productivity of weaving in terms of both quality and quantity.

Figure 4.9: Production of weaving product
Source: Photograph by author

Figure 4.10: Production of weaving product
Source: Photograph by author

4.3. Upgrading Weaving Product by Processing

The main task of processors in this channel is to add a sort of value to the unfinished and semi-finished weaving product. All of these processors are the producers themselves. The processors once they add what it has to be added on the product, they will make it available for purchasers. According to processors, they have used one to two days to accomplish the process (adding value to the product and make available for market). For processing *kemis* (traditional skirt) like making *'workezebo'* on it, for instance, processors take more than a day which implies that the scheme requires full time working manpower with dedication.

The price of finished product is determined by negotiation between these processors with the trade partners and in some circumstance the trader also set the price (*see page 41*) and all of the processors supply their product to *Shiro Meda* commercial center.

As to the response of 96% of respondents imply that processors sell their product with similar and approximately close price, because they have shared information regarding product price. The rest 4% sell their product in different price. In addition to that most of the time they use contract business agreement with the traders based on the demand of the weaving product. As an evidence for this 92% of the respondents have been working to process based on the order of traders and the consumers' demand (Figure 4.11)

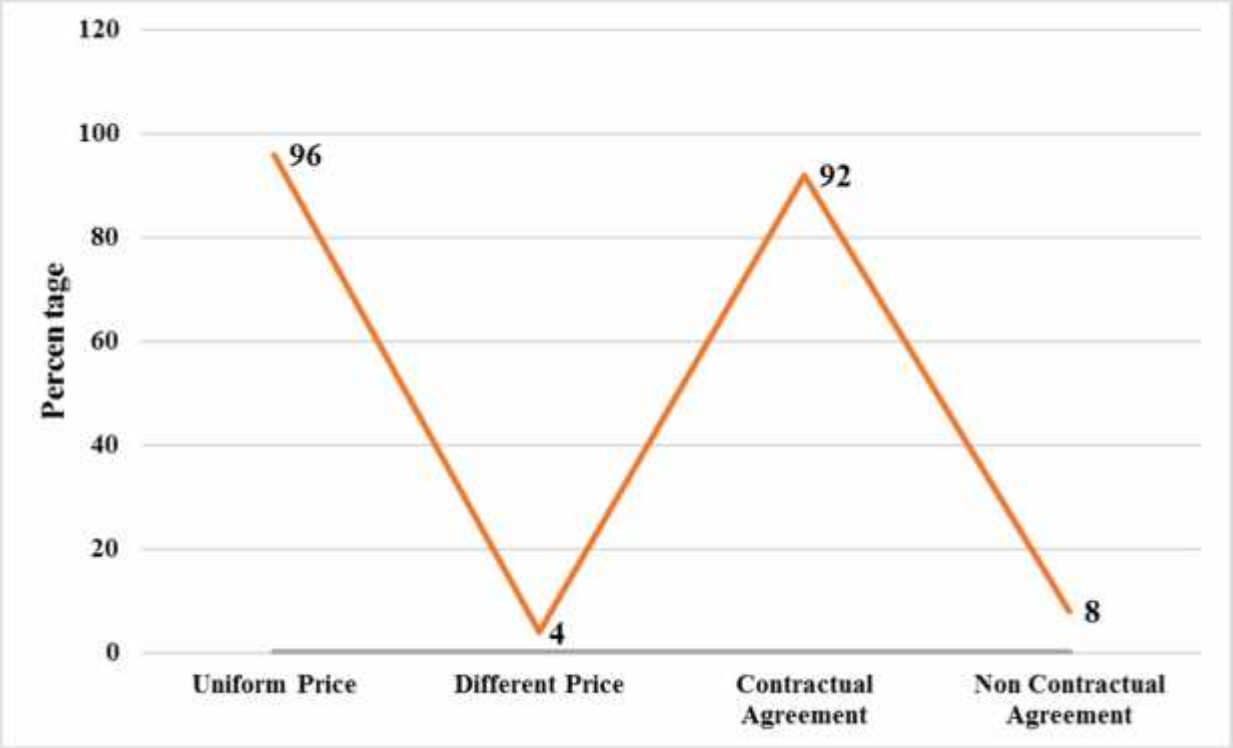

Figure 4.11: Price and contract agreement

Source: Survey, 2017

According to 73% of sample respondents one of the major barriers in process of weaving product is lack of credit availability. Credit is not available as much as needed the processors would operate at a larger scale than they do currently. In addition to that technological barrier is the second factor the sector which has a negative effect in terms of price advantage (25%). The remaining 2% faced market linkage constraints. If these problems were alleviated processors would be able to process at a higher rate per unit cost.

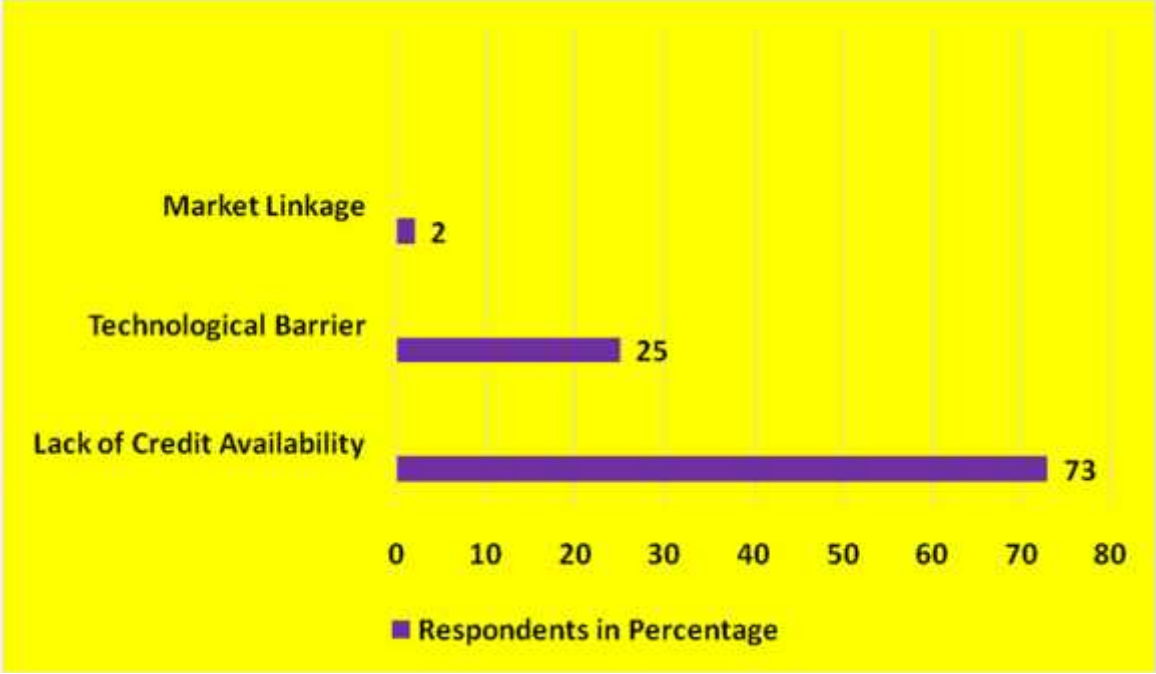

Figure 4.12: Constraints in the process of weaving product

Source: Survey, 2017

Figure 4.13: Processing of weaving product
Source: Photograph by author

Figure 4.14: Processing of weaving product
Source: Photograph by author

4.4. Traders Commercial Activities

Traders purchase a finished weaving product of any type directly from producers/processors and make it available for final consumers.

According to 68% of these respondents, the price of weaving product is determined by the negotiation between them and consumers. The rest 32% of sample respondents' price can be fixed by the traders themselves. The implication is traders mostly prefer the negotiation from the view point of profit margin.

Table 4.10: Price determination of weaving final product

Price Determination	Respondents in Percentage
Negotiation	68
Traders (Price maker)	32

Source: Survey, 2017

On the other hand, according to 74% of sample respondents, the current price of weaving product is found at medium level. While, as to response of the remaining 26% of sample respondents, traders believe that the price for such commodities is expensive.

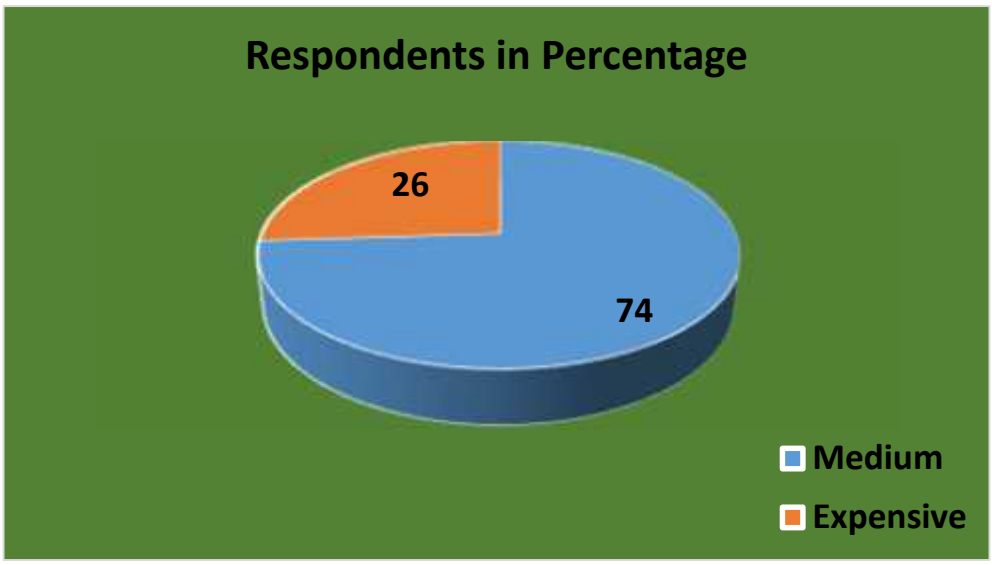

Figure 4.15: Trader judgment in the current weaving price
Source: Survey, 2017

From profit perspective, as per the trader sample respondents the return is rising from time to time. High demand for weaving product and a continuous rise in the general price level from year to year could be mentioned as factors of this increment in the earning of *Shemma* traders.

As it is stated already these traders completely buy their product from cooperative weavers that are found nearby *Shiro Meda*. The traders can attract their suppliers by giving better and competitive price according to market situation and attract their buyers by using personal advertisement as well as delivering qualified product towards their customers.

The customers are from different group of society, according to the data the prominent customers are local communities and diasporas with 43.2% and 37% respectively. Next to these the foreigners take the third share by 19.8% to purchase weaving products.

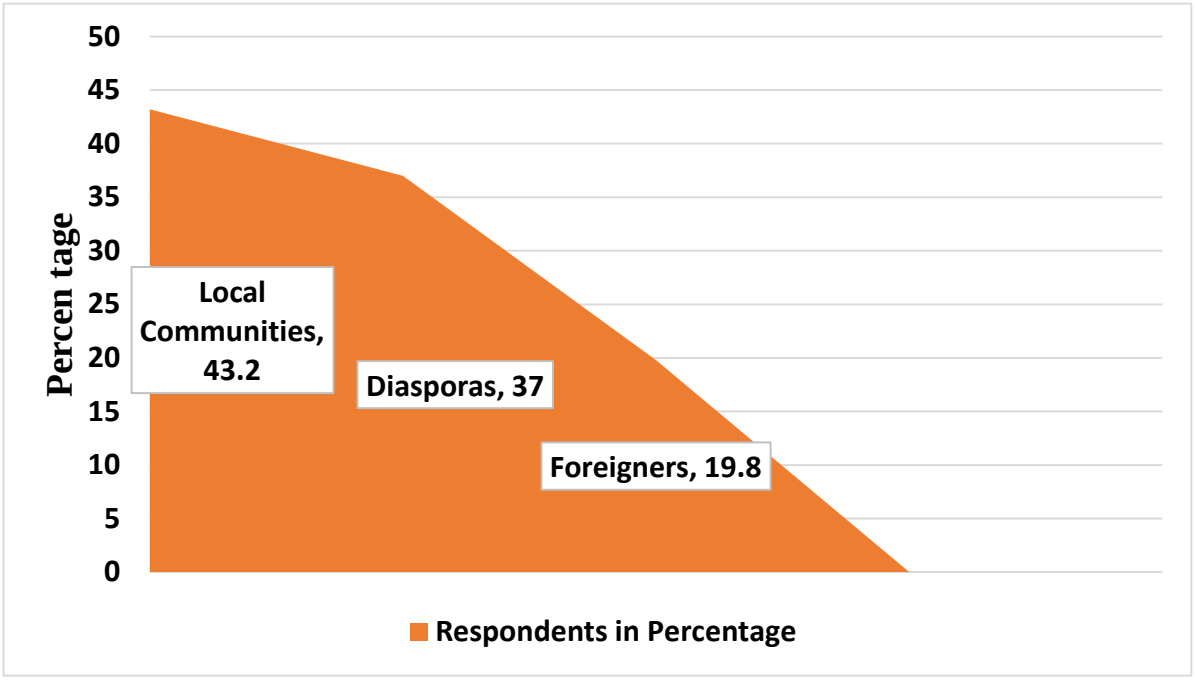

Figure 4.16: Customers of Traders

Source: Survey, 2017

The major constraints of the traders are supply problems. The traders believe that because of market chain limitation the supply of weaving product from producers and processers is limited compared with the demand of products. In addition, the government systems like tax burden, maladministration and lack of credit availability are also barriers for their commercial activities.

The sample respondents also suggest some possible remedies in order to improve their trading activities. From the indicated solutions the prominent one is alleviating supply problems by producing and processing qualified, competitive and attractive *Shemma* product even which can be used for another day beside holiday and occasional ceremony. In the second approach, if the government supports and facilitates different stakeholders of the sector by any means there is no way that the system could not be improved.

Figure 4.17: Trading of weaving product
Source: Photograph by author

Figure 4.18: Trading of weaving product
Source: Photograph by author

4.5. Weaving Product in the Eyes of Consumers

Consumers purchase weaving products from traders unless they order producers/processors if they want to buy in dozens. Consumers issue orders for producers/processors if they have especial ceremonies which need to wear uniform cultural clothes like for bride mates and groom mates.

The consumers use weaving product because of its cultural value in which they dress only for occasional ceremonies and holidays. Most of sample consumer respondents are highly interested for weaving product due to cultural value, environmental norm for holidays and occasional ceremonies.

On the other hand, most of them said that the price of weaving products shows significant increment from time to time which is making it difficult to afford.

Figure 4.19: Consumer of weaving product
Source: Photograph by author

Finally, the consumer criticizes the production of weaving product target only specific group of society in religious attribute by inserting the sign of cross during processing activities. This condition makes the market bounded and narrow to the Christian group only. The rest Muslim population not buying weaving products due to religious factor even they need to wear it.

Figure 4.20: Consumer of weaving product
Source: photograph by author

Broadly, the consumer belongs from different class based on the income level and this session has been analyzed in reference to World Bank (WB) Gross National Income(GNI) per capita measurement (World Bank,2016). According to the response of sample consumers, 50% of the them rate in lower middle income economies (LMIE) category. 23.3% rate in lower income economies (LIE) category and 18.3% rate upper middle income economies (UMIE) category. The higher income economies (HIE) group of consumers only cover 8.4% from the total share.

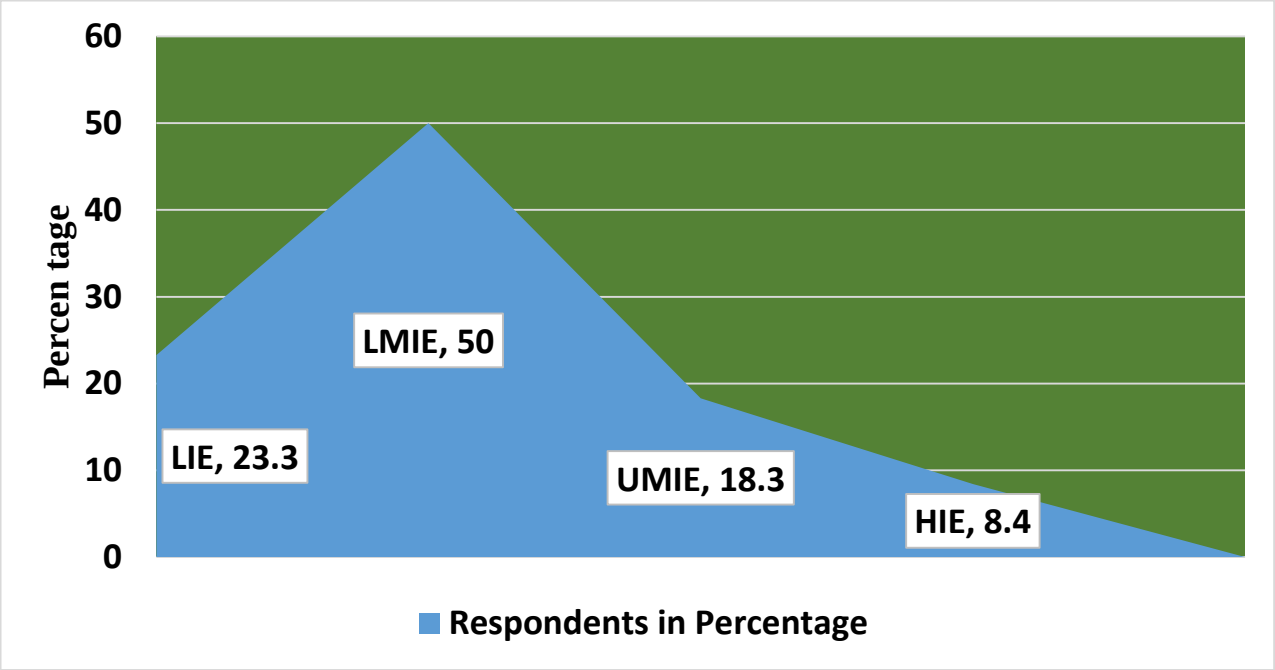

Figure 4.21: Income category of consumers
Source: Survey, 2017

4.6. Value Chain Mapping of Weaving Product

In weaving sector, the major actors that involve in the activities are clearly stated in the previous sub section. Though the producers buy raw materials from suppliers and also process through adding and inserting different designs and models based on consumer preference and demand and supply to traders. The producers (processors) have interaction with government and credit association. Those producers and/or processors are direct suppliers of finished products to traders. The traders connect with both government and house renter as well as sell final products to ultimate consumers.

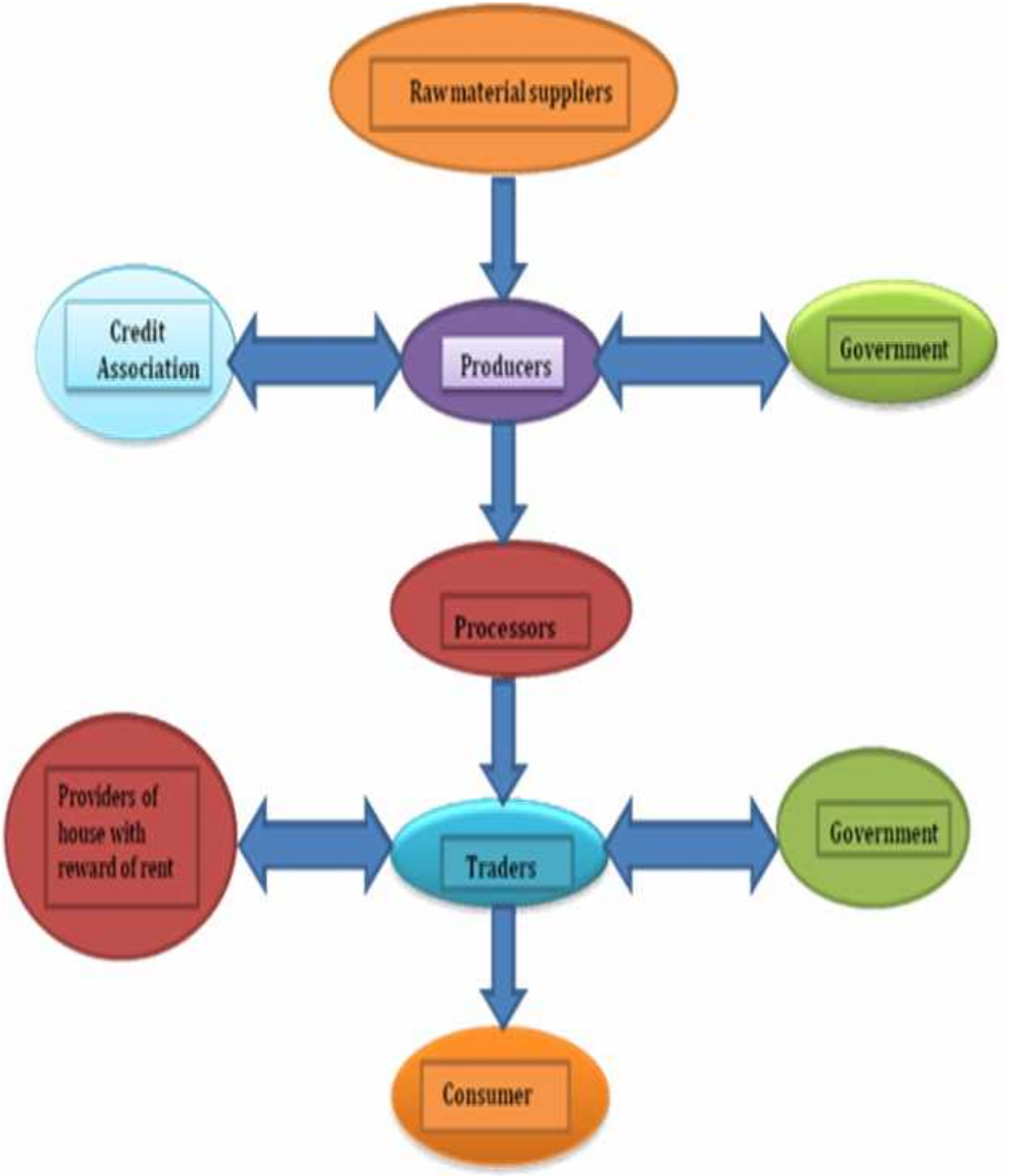

Figure 4.22: Product upgrading of value chain map in weaving sector

Source: Author

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The objective of this study was to investigate the effect of product upgrading of value chain processes on *Shiro Meda* weaving. *Shəmma* producers at the specified study area are mainly cooperatives. The price of *shəmma* is mostly determined by negotiation between producers, traders and then consumers. However, in some circumstance, traders have the potential to make or set the price of weaving product. Weaving producers inherited how to make *shəmma* from their families i.e. through experience. Absence of technology to support the scheme and lack of credit availability are the main constraints for producers to run their work in a better way.

Once a single semi-finished weaving product is produced it takes one to two days to add a certain value on it and to make it available for sales for traders which should be improved. In connection with the price of products, since there is no information gap among either processors or traders' price for the same product is almost similar at each processor's shop. In this sector the constraints of processors are similar with that of producers; these are lack of credit availability and absence of improved technology.

Traders want to supply weaving products to consumers since they are making a good profit. The reason is apart from getting these products at a relatively low cost from processors they are selling it at a worthwhile price to diverse final consumers. The main constraints for traders with respect to these weaving products are that there is shortage of supply from the producers and processors side.

The products of weaving are being worn by consumers at public holidays or especial ceremonies only, because the price is relatively expensive and these products are not comfortable to wear at working place and of course this could be related with attitude of the users.

Weaving in Ethiopia has been home activity both in rural and urban areas. In the case of Addis Ababa, *Shiro Meda* is the center for both production and marketing of weaving product. The weavers involved in the cloths production through the premises constructed by the government and renting houses from individual owners. In this part those weavers practically target to produce raw weaving product without addition of any value. While upgrading can be defined as innovation that increases value added (Giuliani et. al, 2005:549) and after the end of the first step again those producers sort some value *(*eg*: workezebo, tilet etc)* in the weaving product. As defined product upgrading is a qualitative improvement in the product that makes it more desirable to consumers (Dunn et. al, 2005:17) those producers and processors create, improve and value add to the product. As to the marketing of the weaving products, hand woven cloths produce by weavers are mostly sold to traders and the traders resell at the open market to ultimate consumer.

5.2. Recommendations

In the study the researcher finds out some problems related with weaving activities, such as insufficient credit availability, market linkage constraint and technological barrier are bottleneck for producers and processors. These stated problems also cause for limitation of supply of production that hinder the traders' activities. Government intervention regarding facilities and providing training for weavers and traders is weak. The producers and processors engage mostly in consideration of Christian group of society which makes the market narrow as well as cannot satisfy the demand of remain Muslim religion category. Vertical price increment challenges the consumer to afford the weaving products.

As it has been already point out in the conclusion part, this study has found out the existence of several inadequacies as well as gaps which could be overcome if the concerned stakeholders take an instantaneous and appropriate action.

Hence, on the basis of the findings of the study, the following recommendations are forwarded:

- To excel the product credit should be facilitated for those producers and processors in order to raise their capacity of production.
- Concerned body should arrange ways of accessing advanced technology and technological tools to produce and process more products with available human resources and time which help to make those producers and processors efficient and effective in production and processing of weaving products.
- Weaving profession has not been included in Ethiopian academic curriculum; therefore, higher education institution should accommodate part of the curriculum.
- The concerned body should arrange cultural industry linkage to export products and to enhance income to producers and to get foreign currency to the country.

- Create a clear understanding about the weaving products and functions to consumers through electronics and printing media advertisement.
- The producers and processors should concern the Muslim group during production and processing of weaving product to address all consumers demand and to enlarge their market share.

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APPENDIX

አዲስ አበባ ዩኒቨርስቲ

የማህበራዊ ሳይንስ ኮሌጅ

የጂኦግራፊ እና አካባቢያዊ ጥናት የትምህርት ክፍል

የህዝብ፣ ሀብት እና ልማት ንዑስ ትምህርት

“Product Upgrading of Value Chain Analysis in Weaving Sector: Addis Ababa Shiro Meda”

የዚህ መጠይቅ ዋና ዓላማ ለሚደረገው ትምህርታዊ ጥናት መረጃ ለማሰባሰብ ነው፡፡ከዚህ መጠይቅ የሚገኘው መረጃ ለትምህርታዊ ጥናት ብቻ የሚውል እና ዋስትናው የተጠበቀ መሆኑን ላረጋግጥልዎት እፈልጋለሁ፡፡

ስለሆነም ከዚህ ለሚከተሉት ጥያቄዎች ትክክለኛ መልስ እንዲሰጡኝ በአክብሮት እጠይቃለሁ፡፡

በአምራቾች የሚሞላ መጠይቅ

የመጠየቅ ኮድ _____

የጠያቂው ስም_____

ፊርማ _____

ቀን_____

ክፍል 1፡የመነሻጥያቄዎች (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

1. ጾታ
   ሀ. ወንድ ለ. ሴት
2. ዕድሜ_____
3. የጋብቻ ሁኔታ
   ሀ. ያላገባ ሐ. አግብቶ የፈታ
   ለ. ያገባ መ. አግብቶ በሞት የተለየበት/ችበት
4. የትምህርት ደረጃ
   ሀ. ያልተማረ ሐ. የመጀመሪያ ደረጃ (1-8)
   ለ. መፃፍ እና ማንበብ መ. ሁለተኛ ደረጃ (9-12)

ክፍል 2፡ስለምርት እና ስለዋጋ (እባክዎ መልስዎ ላይ የክብ ምልክት ያድርጉ)

5. የሸማ ምርትን ጥሬ እቃ ከየት ነው የሚያገኙት?
   ሀ. ከገበሬዎች መ. ከማህበራት
   ለ. ከጅምላ ሻጮች ሠ. ሌላ ካለ ይግለፁ _____
   ሐ. ከችርቻሮ ሻጮች
6. አንድን የሸማ ምርት ለማምረት ምን ያህል ጊዜ ያጠፋሉ?
   ለምሳሌ ቀሚስ _____
7. የአንድን የሸማ ምርት ጥሬ እቃ ለመግዛት ምን ያህል ወጪ ያወጣሉ? ለምሳሌ ቀሚስ _____
   _____
8. የሸማምርቶችን ዋጋ ማን ነው የሚወስ ነው?
   ሀ. እኔ ሐ. የገበያሁኔታ (አቅርቦት እና ፍላጎት)
   ለ. ገዥ መ. ድርድር
9. በቀን ምን ያህል ያመርታሉ? ለምሳሌ ቀሚስ _____
10. በዋናነት ምርትዎን ለማን ነው የሚሸጡት?
    ሀ. ለጠላፊዎች መ. ለሸማቾች
    ለ. ለጅምላ ነጋዴዎች ሠ. ሌላ ካለ ይግለጹ_____
    ሐ. ለችርቻሮ ነጋዴዎች
11. የሸማ ምርትን በማምረት ለምን ያህል ጊዜ ቆዩ _____
12. ምርትዎን ከመሸጥዎ በፊት ዋጋ ያጣራሉ?
    ሀ. አዎ
    ለ. አላጣራም
13. ምርትዎን በኮንትራት ስራ መልክ ነው የሚሠሩት?
    ሀ. አዎ ለ. አይደለም
14. ለጥያቄ ቁጥር 13 መልስዎ አዎ ከሆነ ከማ ጋር ነው በኮንትራት የሚሠሩት? _____
15. የራስዎ የሆነ የችርቻሮ ሱቅ አለዎት?
    ሀ. አዎ ለ. የለኝም
16. ለጥያቄ ቁጥር 15 መልስዎ የለኝም ከሆነ ለምን? _____
17. በሸማ ስራ ላይ ያሉ ችግሮች ምን ይመስልዎታል?
    ሀ. የሸማቾች ፍላጎት
    ለ. የህብረተሰቡ አስተሳሰብ
    ሐ. የመንግስት ስርዓት (መመሪያ እና ደንብ)
    መ. የአቅርቦት ችግር
    ሠ. የገበያ ችግር
    ረ. ምንም ዓይነት ችግር የለም
    ለ. ሌላ ካለ ይግለፁ _____
18. እባክዎ ስለሸማ ስራ የሚሰማዎት ነገር ይግለፁ?

አዲስ አበባ ዩኒቨርስቲ
የማህበራዊ ሳይንስ ኮሌጅ

የጂኦግራፊ እና አካባቢያዊ ጥናት የትምህርት ክፍል

የህዝብ፣ ሀብት እና ልማት ንዑስ ትምህርት

“Product Upgrading of Value Chain Analysis in Weaving Sector: Addis Ababa Shiro Meda”

የዚህ መጠይቅ ዋና ዓላማ ለሚደረገው ትምህርታዊ ጥናት መረጃ ለማሰባሰብ ነው፡፡ከዚህ መጠይቅ የሚገኘው መረጃ ለትምህርታዊ ጥናት ብቻ የሚውል እና ዋስትናው የተጠበቀ መሆኑን ላረጋግጥልዎት እፈልጋለሁ፡፡

ስለሆነም ከዚህ ለሚከተሉት ጥያቄዎች ትክክለኛ መልስ እንዲሰጡኝ በአክብሮት እጠይቃለሁ፡፡

በእሴት ጨማሪዎች የሚሞላ መጠይቅ

የመጠየቅ ኮድ _____
የጠያቂው ስም_____
ፊርማ _____
ቀን_____

ክፍል 1፡የመነሻጥያቄዎች (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

1. ጾታ
   ሀ. ወንድ ለ. ሴት
2. ዕድሜ_____
3. የጋብቻ ሁኔታ
   ሀ. ያላገባ ሐ. አግብቶየፈታ
   ለ. ያገባ መ. አግብቶ በሞት የተለየበት/ችበት
4. የትምህርት ደረጃ
   ሀ. ያልተማረ ሐ. የመጀመሪያ ደረጃ (1-8)
   ለ. መፃፍ እና ማንበብ መ. ሁለተኛ ደረጃ (9-12)

ክፍል 2፡ስለምርት፣ገበያ እና ዋጋ (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

5. አሁን ያለውን የገበያ ዋጋ እንዴት ይመዝኑታል?
   ሀ. ርካሽ ነው ሐ. ውድ ነው
   ለ. መካከለኛ ነው
6. የሸማ ምርቶችን ከየትነው የሚያገኙት?
   ሀ. ከጅምላ ሻጮች መ. ከማህበራት
   ለ. ራሴ አዘጋጃለሁ ሠ. ሌላ ካለ ይግለጹ _____
   ሐ. ከቸርቻሪዎች
7. በአንድ የሸማ ዕቃ ላይ እሴት ለመጨመር ምን ያህል ጊዜ ያጠፋሉ?
   ለምሳሌ ቀሚስ _____
8. አንድ የሸማን ምርት ለመግዛት ምን ያህል ገንዘብ ያወጣሉ?
   ለምሳሌ ቀሚስ _____

9. የሸማን ምርት ዋጋ ማነው የሚወስ ነው
   ሀ. እኔ ራሴ ሐ. የገበያ አቅርቦት እና ፍላጎት
   ለ. ነጋዴዎች መ. በስምምነት (በድርድር)
10. ምርትዎን በዋናነት ለማን ነው የሚሸጡት?
   ሀ. ለነጋዴዎች ለ. ለተጠቃሚዎች (ለሸማቾች) ሐ. ሌላካለይግለፁ_____
11. የሸማ ምርት ላይ ዕሴት በመጨመር ሂደት ውስጥ የሚያጋጥሙ እንቅፋቶች ምንድን ናቸው?
   ሀ. የጥራት እና የደረጃ ችግር መ. የመንግስት መመሪያ እና የብሩክራሲችግር
   ለ. የባለሞያ ሰራተኛ ችግር ሠ. የመሠረተ ልማት አቅርቦት ችግር
   ሐ. ብድር ያለመመቻቸ ትችግር ረ. ሌላ ካለ ይግለፁ
12. ስለሸማ ስራ እንዴት ተማሩ?
   ሀ. ከቤተሰብ
   ለ. በመንግስት ከሚሰጥ ስልጠና
   ሐ. በትምህርት
   መ. ሸማን በመስራት
   ሠ. ሌላ ካለ ይግለፁ _____
13. ጥሬ እቃ በበቂ ሁኔታ ያገኛሉ?
   ሀ. አዎ አገኛለሁ ለ. አላገኝም
14. ጥሬ እቃን በበቂ ሁኔታ የሚያገኙ ከሆነ ለምን የሚያገኙ ይመስልዎታል?_____
15. በወር ምን ያህል ገቢ ያገኛሉ?
   ሀ. ከ 1000 ብርበታች ሐ. ከ 3000 – 5000ብር
   ለ. ከ 1000 – 3000ብር መ. ከ 5000ብርበላይ
16. በሚሰሩት ስራ የሚያገኙትን ገቢ ለኑሮዎ እንዴት ያዩታል
   ሀ. ደካማ ነው ሐ. በቂ ነው
   ለ. መካከለኛ ነው መ. እጅግ በጣም ጥሩ ነው
17. የሸማ ምርትን በማምረት ሂደት ላይ ያሉ ችግሮች ምን ይመስልዎታል
   ሀ. የሸማቾች ፍላጎት ሠ. የመንግስት ስርዓት
   ለ. የገበያ ችግር ረ. የአቅርቦት ችግር
   ሐ. የህብረተሰቡ አስተሳሰብ ሰ. ሌላ ካለ ይግለፁ_____
   መ. ምንም ዓይነት ችግር የለም
18. እባክዎ ስለሸማ ምርት የሚሰማዎት ነገር ይግለፁ_____

አዲስ አበባ ዩኒቨርስቲ
የማህበራዊ ሳይንስ ኮሌጅ
የጂኦግራፊ እና አካባቢያዊ ጥናት የትምህርት ክፍል
የህዝብ፣ ሀብት እና ልማት ንዑስ ትምህርት

"Product Upgrading of Value Chain Analysis in Weaving Sector: Addis Ababa Shiro Meda"

የዚህ መጠይቅ ዋና ዓላማ ለሚደረገው ትምህርታዊ ጥናት መረጃ ለማሰባሰብ ነው፡፡ከዚህ መጠይቅ የሚገኘው መረጃ ለትምህርታዊ ጥናት ብቻ የሚውል እና ዋስትናው የተጠበቀ መሆኑን ላረጋግጥልዎት እፈልጋለሁ፡፡ ስለሆነም ከዚህ ለሚከተሉት ጥያቄዎች ትክክለኛ መልስ እንዲሰጡኝ በአክብሮት እጠይቃለሁ፡፡

በነጋዴዎች የሚሞላ መጠይቅ

የመጠየቅ ኮድ _____
የጠያቂው ስም_____
ፊርማ _____
ቀን_____

ክፍል 1፡የመነሻ ጥያቄዎች (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

1. ጾታ
   ሀ. ወንድ ለ. ሴት
2. ዕድሜ_____
3. የጋብቻ ሁኔታ
   ሀ. ያላገባ ሐ. አግብቶ የፈታ
   ለ. ያገባ መ. አግብቶ በሞት የተለየበት/ችበት
4. የትምህርት ደረጃ
   ሀ. ያልተማረ ሐ. የመጀመሪያ ደረጃ (1-8)
   ለ. መፃፍ እና ማንበብ መ. ሁለተኛ ደረጃ (9-12)

ክፍል 2፡ የገበያ፣ የዕቃ እና የዋጋ ሁኔታ (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

5. የዕቃን ዋጋ ማን ነው የሚወስ ነው?
   ሀ. ራሴ ሐ. የገበያ ሁኔታ (አቅርቦት እና ፍላጎት)
   ለ. ገዥ መ. ስምምነት
6. አሁን ያለውን የገበያ ዋጋ እንዴት ይመዝኑታል?
   ሀ. ርካሽ ነው ሐ. ውድ ነው
   ለ. መካከለኛ ነው
7. የሸማ ምርቶች ላይ ወቅቶች ተፅዕኖ አላቸው ወይ?
   ሀ. አዎ አላቸው ለ. የላቸውም
8. ለአንድ ዕቃ ምን ያህል ያስከፍላሉ? ለምሳሌ ቀሚስ
   ሀ. 1000 ብር ሐ. 3000 ብር ሠ. ከ 4000 ብርበላይ
   ለ. 2000 ብር መ. 4000 ብር
9. በአጠቃላይ የሸማ ንግድን አትራፊነት እንዴት ይመዝኑታል?
   ሀ. በየጊዜው ትርፉ እየጨመረ ነው ሐ. ትርፉም ኪሳራም የለውም እየቀነሰነው
   ለ. ኪሳራ ነው መ. ትርፉ እየቀነሰ ነው

10. ምርቶችን ከማን ነው የሚገዙት?
    ሀ. ከሸማኔ
    መ. ከተደራጁ ሸማኔዎች
    ለ. ከጠላፊዎች
    ሠ. ከቸርቻሪዎች
    ሐ. ከጅምላ ሻጮች
    ረ. ሌላ ካለ ይግለጹ
11. አቅራቢዎችን እንዴት ነው የምትስቧቸው?
    ሀ. የተሻለ ዋጋ በመስጠት
    ሐ. በገበያ የዋጋ ድርድር
    ለ. ደንበኛ በመያዝ
    መ. ሌላ ካለ ይግለፁ _____
12. ገዥዎችን እንዴት ነው ወደ እናንተ የምትስቧቸው?
    ሀ. ዝቅተኛ ዋጋ በማቅረብ
    ሐ. ጥራት ያለው ዕቃ በማቅረብ
    ለ. በሰው በሰው
    መ. ሌላ ካለ ይግለፁ
13. በመደበኛነት ደንበኞቻችሁ እነማን ናቸው
    ሀ. የውጭ ዜጋ
    ለ.የሀገር ውስጥ ህብረተሰብ ክፍል
    ሐ.በውጭ የሚኖሩ ኢትዮጵያውያን
14. የሸማምርትዋጋበምንምክንያትይጨምራልእናይቀንሳል?
    ሀ. በኑሮ ውድነት
    ሐ. በጋቢ
    ለ. በፍላጎት
    መ. ሌላ ካለ ይግለፁ
15. የሚያገኙትን ገቢ እንዴት ይመዘኑታል?
    ሀ. ዝቅተኛ ነው
    ለ. መካከለኛ ነው
    ሐ. ከፍተኛ ነው
16. በሸማ ምርት ንግድ ላይ የሚያጋጥማችሁ ችግሮች ምንድን ናቸው?
    ሀ. የሸማች ፍላጎት
    ሠ. የገበያ ችግር
    ለ. የህብረተሰቡ አስተሳሰብ
    ረ. ምንም ችግር የለም
    ሐ. የመንግስት ስርዓት
    ሸ. ሌላ ካለ ይግለፁ _____
    መ. የአቅርቦት ችግር
17. ምን ያህል ዓመት በሸማ ንግድ ላይ አሳለፉ?
    ሀ. ከ1ዓመትበታች
    ሐ. ከ 4 - 5ዓመት
    ለ. ከ2 - 3 ዓመት
    መ. ከ 5ዓመትበላይ
18. የማህበረሰቡን የሸማ ምርቶች ፍላጎት እንዴት ይገመግሙታል
    ሀ. ደካማ ነው
    መ. በቂ ነው
    ለ. መካከለኛ ነው
    ሠ. በጣም ጥሩ ነው
    ሐ. መሻሻል አለበት
19. እባክዎ ስለሻማ ምርት ንግድ የሚሰማዎት ነገር ካለ ይግለፁ

አዲስ አበባ ዩኒቨርስቲ
የማህበራዊ ሳይንስ ኮሌጅ
የጂኦግራፊ እና አካባቢያዊ ጥናት የትምህርት ክፍል
የህዝብ፣ ሀብት እና ልማት ንዑስ ትምህርት

“Product Upgrading of Value Chain Analysis in Weaving Sector: Addis Ababa Shiro Meda”

የዚህ መጠይቅ ዋና ዓላማ ለሚደረገው ትምህርታዊ ጥናት መረጃ ለማሰባሰብ ነው፡፡ከዚህ መጠይቅ የሚገኘው መረጃ ለትምህርታዊ ጥናት ብቻ የሚውል እና ዋስትናው የተጠበቀ መሆኑን ላረጋግጥልዎት እፈልጋለሁ፡፡

ስለሆነም ከዚህ ለሚከተሉት ጥያቄዎች ትክክለኛ መልስ እንዲሰጡኝ በአክብሮት እጠይቃለሁ፡፡

በሸማቾች የሚሞላ መጠይቅ

የመጠየቅ ኮድ _____
የጠያቂው ስም_____
ፊርማ _____
ቀን_____

ክፍል 1፡የመነሻ ጥያቄዎች (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

1. ጾታ
   ሀ. ወንድ ለ. ሴት
2. ዕድሜ_____
3. የጋብቻሁኔታ
   ሀ. ያላገባ ሐ. አግብቶ የፈታ
   ለ. ያገባ መ. አግብቶ በሞት የተለየበት/ችበት
4. የትምህርት ደረጃ
   ሀ. ያልተማረ ሐ. የመጀመሪያ ደረጃ (1-8)
   ለ. መፃፍ እና ማንበብ መ. ሁለተኛ ደረጃ (9-12)

ክፍል 2፡ስለሸማምርቶች (እባክዎ መልስዎ ላይ የክብ ምልክት ያስቀምጡ)

5. ለምን የሸማ ምርቶችን ለመግዛት ፈለጉ?
6. የሸማ ምርቶችን ዋጋ እንዴት ይመዝኑታል?
   ሀ. ዝቅተኛ ነው ሐ. ውድ ነው
   ለ. መካከለኛ ነው
7. ለምን አላማ ነው የሸማ ምርቶችን የሚጠቀሙት?
   ሀ. ለበዓል ሐ. ለስራ
   ለ. ለእረፍት ቀን መ. ሌላ ስራ ይጥቀሱ_____
8. ወርሃዊ ገቢዎ ስንት ነው?
9. እባክዎ ስለሸማ ምርቶች የሚሰማዎትን ነገር ይግለፁ፡፡

(TRANSLATION)
ADDIS ABABA UNIVERSITY
COLLEGE OF SOCIAL SCIENCE
DEPARTMENT OF GEOGRAPHY AND ENVIRONMENTAL STUDIES
STREAM: POPULATION, RESOURCES AND DEVELOPMENT

Questionnaire on "Product Upgrading of Value Chain Analysis in Weaving Sector: Addis Ababa Shiro Meda"

This questionnaire is aimed at gathering the necessary information needed for the analysis of the research specified. The data gathered hereby will only be used for research purpose, and something I want to assure you is that the information you provide will be kept furtively. Therefore, I would like to request you to answer the following questions accurately.

Questionnaire to be filled by producers

Questionnaire code _____
Enumerator name _____
Signature _____
Date _____

PART I: Demographic Characteristics (please encircle you answer)

1. Sex:
   a. Male
   b. Female
2. Your age: _____
3. Marital status:
   a. Single
   b. Married
   c. Divorced
   d. Widowed
4. Your educational background
   a. Illiterate
   b. Read and write
   c. Certificate
   d. Primary school (1-8)
   e. Secondary School (9 12)
   f. Other_____

PART II Commodity and price (Please encircle your answer)

5. Where did you get raw materials of weaving product?
   a. Farmers
   b. Wholesalers
   c. Retailers
   d. Cooperatives
   e. Other_____
6. How much time do you spend to produce specific commodity? (eg: Kemis) _____
7. How much cost incur for raw material which uses for specific products? (eg:Kemis) _____
8. Who have been setting price?
   a. Myself
   b. Buyers
   c. Market demand and supply
   d. Negotiation
9. How much unit produces per day? (eg: Kemis) _____
10. To whom do you primarily sell your products?
    a. Processor
    b. Wholesaler
    c. Retailer
    d. Trader
    e. Consumer
    f. Other specify_____
11. For how many years have you stayed in Weaving production? _____

12. How did you learn about weaving production?
    a. Family
    b. Training governmental bureaus
    c. Through education
    d. Through learning by doing
    e. Others_____
13. Have you got enough raw materials?
    a. Yes
    b. No
14. If yes, what is the major reason for high raw material supply? _____
15. If No, what is the major reason for low raw material supply? _____
16. How much do earn from your weaving business per month?
    a. Below 1000
    b. 1000-3000
    c. 3000-5000
    d. >5000
17. How do you evaluate your purchasing power regarding with your livelihood?
    a. Weak
    b. Moderate
    c. Satisfactory
    d. Well good
18. What are the constraints in producing Weaving product?
    a. Customer demand
    b. Marketing problem
    c. Society perception
    d. No problem at all
    e. Government system
    f. Supply problem
    g. Other_____
    e. Please describe it here if you have something to say with regard to producing weaving products and weaving sector in general.

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Questionnaire to be filled by processors

Questionnaire code _____
Enumerator name _____
Signature _____
Date _____

PART I: Demographic Characteristics (Please encircle your answer)

1. Sex:
   a. Male
   b. Female
2. Age: _____
3. Marital status:
   a. Single
   b. Married
   c. Divorced
   d. Widowed
4. Educational background:
   a. Illiterate
   b. Secondary School (9-12)
   c. Read and write
   d. Certificate
   e. Primary school (1-8)
   f. Other_____

PART II Commodity, Market and Price? (Please encircle your answer)

5. How do you evaluate the current market price of weaving product?
   a. Cheap
   b. Medium
   c. Expensive
6. Where did you get the weaving product?
   a. Wholesalers
   b. Ourselves
   c. Retailers
   d. Cooperatives
   e. Other_____
7. How much time do you spend to process specific commodity? (eg: Kemis) _____
8. How much cost incur for semi-finished (raw weaving) product? (eg: Kemis) _____
9. Who have been setting price?
   a. Myself
   b. Trader
   c. Market demand and supply
   d. Negotiation
10. To whom do you primarily sell your products?
    a. Wholesaler
    b. Retailer
    c. Trader
    d. Consumer
    e. Other specify_____
11. Where did you get another raw material which added in weaving product?
    a. Retailer
    b. Wholesaler
    c. Ourselves
    d. Other specify_____

12. What are the major barriers to weaving value chain?
    a. Quality standards
    b. No skilled worker available locally
    c. No access to credit and other resources
    d. Too much local regulation/no appropriate governance structure
    e. Lack of infrastructure
    f. Others specify_____
13. Did you know the nearby market price before you sold your product?
    a. Yes
    b. No
14. Do you have any contract market for your weaving product?
    a. Yes
    b. No
15. If your answer for question number 14 is yes, with whom? _____
16. Do you have your own retail outlet shop to sell the weaving product?
    a. Yes
    b. No
17. If your response for question number 16 is no, why? _____
18. Which upgrading options for weaving product value chain are available in your areas?
    a. Product upgrading
    b. Functional upgrading
    c. Process upgrading
    d. Chain upgrading
    e. Other specify_____
19. What are the constraints in processing Weaving product?
    a. Customer demand
    b. Society perception
    c. Government system
    d. Supply problem
    e. Marketing problem
    f. No problem at all
    g. Other_____
20. Please describe it here if you have any idea concerning about weaving products processing and weaving sector in general

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Questionnaire to be filled by traders

Questionnaire code _____
Enumerator name _____
Signature _____
Date _____

PART I: Demographic Characteristics (Please encircle your answer)

1. Sex:
   a. Male
   b. Female
2. Age: _____
3. Marital status:
   a. Single
   b. Married
   c. Divorced
   d. Widowed
4. Educational background:
   a. Illiterate
   b. Secondary School (9-12)
   c. Read and write
   d. Certificate
   e. Primary school (1-8)
   f. Other_____

PART IIMarket, Commodity and Price (Please encircle your answer)

5. Who have been setting price?
   a. Myself
   b. Buyers
   c. Market demand and supply
   d. Negotiation
6. How do you evaluate the current market price of weaving product?
   a. Cheap
   b. Medium
   c. Expensive
7. Does price of weaving affect by seasons?
   a. Yes
   b. No
8. How much price charge for single commodity? (eg:*kemis*)
   a. 1000 Birr
   b. 2000 Birr
   c. 3000 Birr
   d. 4000 Birr
   e. >4000 Birr
9. How do you assess the overall profitability of weaving marketing?
   a. An increasing profit
   b. Loss
   c. An equilibrium with no loss and profit
   d. A decreasing profit

10. From whom do you buy products?
    a. Weaver
    b. Spinner
    c. Wholesalers
    d. Cooperative weavers
    e. Retailers
    f. Other_____
11. How do you attract suppliers?
    a. Giving better price
    b. By visiting them
    c. Fair scaling /weighing
    d. Other, specify _____
12. How do you attract buyers?
    a. Giving low price
    b. By personal advertisement
    c. By delivering quality product
13. Who are your customers?
    a. Foreigners
    b. Local communities
    c. Diasporas
14. What matters affect the price of products?
    a. Inflation
    b. Demand
    c. Income
15. How do you evaluate your income?
    a. Low
    b. Moderate
    c. High
16. What are the constraints in trading Weaving product?
    a. Customer demand
    b. Society perception
    c. Government system
    d. Supply problem
    e. Marketing problem
    f. No problem at all
    g. Other_____
17. How long did you are stay in trading weaving products?
    a. < 1 year
    b. 2-3 years
    c. 4-5 years
    d. >5 years
18. How do you evaluate the demand of society regarding with weaving products?
    a. Weak
    b. Moderate
    c. Need improvement
    d. Satisfactory
    e. Well good
19. Please describe it here if you have any idea concerning about trading weaving products and weaving sector in general.

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Questionnaire to be filled by consumers

Questionnaire code _____
Enumerator name _____
Signature _____
Date _____

PART I: Demographic Characteristics (Please encircle your answer)

1. Sex:
   a. Male
   b. Female
2. Age: _____
3. Marital status:
   a. Single
   b. Married
   c. Divorced
   d. Widowed

PART II Weaving product (Please encircle your answer use circle for your specific answer)

4. Why you are interested to buy weaving product?
5. How do you evaluate the price of weaving product?
   a. Low
   b. Moderate
   c. Expensive
6. For what purpose did you use weaving product?
   a. Ceremony
   b. Holiday
   c. Work
   d. Other specify_____
7. How much income did you earn in a month?
8. Please describe your general idea regarding weaving products and weaving sector.