

## REFERENCES

- Abbott, J. C., (1987). *Agricultural Marketing Enterprise for the Developing World*. Press Syndicate of the University of Cambridge N.Y.
- Andersson, T. D., (1987). *Profit in Small Firms*. Gower Publishing Company Ltd. England.
- Ardayfio, S. E. (1981). *Urban Marketing System: Analysis of Operational and Environmental Conditions of Markets in Ghana*. UN/ECA (Addis Ababa).
- Adri Botha., (1996). *Personal Communication*. Official, regional services council. East London.
- Anthony, I., (1981). *Modernization of Agriculture in developing countries*. John Wiley and Sons, Chichester.
- Anthony, K. R. M., Johnsonston, B. F., Jones, W. D. and Uchendu, V. C., (1979). *Agricultural Change in Tropical Africa*. Cornell University Press, Ithaca.
- Anthrobus, G. G, Fraser, G. C. C, Levin, M, and Lloyd, H. R, (1994). *An overview of the agricultural economy of the Eastern Cape (Region D)*. Final Report.
- Abbot, J.C., (1962). *Marketing, its role in increasing productivity*. F.A.O. Rome.
- Aryee, G., (1976). *Effects of Formal Education and Training on the Intensity of Employment in the Informal Sector: A case study of Kumasi, Ghana* Geneva.
- Alderson, W., (undated) *"Scope and Function of Wholesaling in the United States"* Journal of Marketing.
- Bromley, R., (1978). *Organization, regulations and exploitation, Asian cities: Planning for the bazaar economy*, International Development Research Centre, Ottawa.
- Buvinic, M., and Berger, M. (1994). *Women's Ventures*. Kumarian Press Inc. West Hartford, Connecticut, U.S.A.
- Bauer, P.T., and Yamey, B. S. (1968). *The economics of market reform*. Weidfield and Nicolson. London.
- Bautista, R. M. and Lamberte, M. B. (1990). *Comparative Savings behaviour of rural and urban households in the Philippines*. Journal of Philippines Development No 31, 17(2): 149-181.
- Bairock, P. (1976). *Urban Unemployment in Developing Countries*, I.L.O. Geneva.

- Bolton Report (1971). *Report of the Committee of Inquiry on Small Firms*, Cmd 4811, HMSO, London.
- Belete, A., Dillon, J. L. and Anderson, F. M. (1991). *Development of Agriculture in Ethiopia since 1975 Land Reform*. Agricultural Economics 6 No 1: 159-175.
- Banard, B. and Nix, J. S., (1979). *Farm Planning and Control* 2Ed. John Hopkins University Press. London.
- Botha, D. (1997). Accounts Section .East-London Market *Personnel Communication*.
- Bird, K., Dwoskin, P.B. and Miller, M.E. (undated) *Marketing Innovations*
- Cattel, K. S., (1992). Black-owned Small-scale Construction Enterprises in South African Building Industry: Attributes, Constraints to Growth, and factors of success. Published report. Roddenbosch: U.C.T.
- Cabellero, J. M., (1980). *Agricultural, reforma agrariay probreza campesina*. Institute of Peruvian studies.
- Cameroon, A. (1985). 3rd Ed The Science of food and cooking. Hodder and Stoughton Educational. London.
- Central Statistical Services, (1977). Johannesburg.
- Central Statistical Services, (1995). Living in South Africa. *Selected findings of the 1995 October household survey*.
- Central Statistical Services, (1998). *Report No. 03-01-11(1996)*. Johannesburg.
- Chettle, (1977). New strategies for employment creation in small industries among developing nations. ISSB Washington.
- Cracknell, M. P., (1985). *Can producer and consumer interests be reconciled?* Genes 18 (15)
- Coetzee, G. (1990) *Sidewalk Boom. South African Panorama*. Vol: 35. Part: 1
- Daily Dispatch*, 1995 / 1996 / 1997.
- Deaton, S. S., (1990). *Savings in developing countries: theory and review*: Proceedings of the World Bank Conference of Development Economics (1989).
- DBSA (1990). *Economic and Social Memorandum. Region D*.

- Data D, (1995). *A socio-economic Development Profile of the Eastern Cape Province*. Development Planning, (1985b). *Ciskei Development information: population profile*. D.B.S.A Sandton.
- Eades, J. S. (1993). *Strangers and Traders* Edinburgh University Press, London.
- East London Fresh Produce Market. (1997-1998). *Annual reports on Trading Results for various financial years*.
- Frankel, H., (1926). *Cooperation and Competitions in the Marketing of Maize in South Africa*. P.S. King and sons Ltd. Westminster.
- Fraser, G. C. C., (1991). *Agricultural Marketing in less developed countries with Special References to Ciskei*. Ph.D. thesis, University of Stellenbosch.
- Fresh Produce Market Association*. (1996). S.A.
- Fletcher, L. B. (1965). *Commodity Markets and Marketing*. In: Centre for Agricultural and Economic Development, *Economic development of Agriculture*. Iowa State University Press, Ames, Iowa.
- Greenhow, F., (1982). *The Banks and Bolton Ten Years On In: Perspectives on a Decade of Small Business Research*. Bolton Ten Years on Eds. Stainworth et al.
- Groenewald, J. (1995). *Personal Communication*.
- Hart, D. M. and Rogerson, C. M. (1989). *Hawkers in South Africa's small urban centres: Planning and Policy*. Development South Africa. Vol. 6 No 3
- Hunt, et al (Undated). *The Nature and Scope of Marketing Journal of Marketing*. Vol 40.
- Hansen, H. L. (1967). *Marketing Text, Techniques and Cases*. 3rd Ed Richard D Irwin, Inc Illinois.
- Hart, J. K., (1969). *"Entrepreneurs and Migrants: a Study of modernization among Frafras of Ghana"*. (Ph.D. thesis, Cambridge. University of Cambridge).
- Hall, M., (1971). *The Small Unit in the Distributive Trades*, Research Report No 8, Committee of Inquiry on Small Firms, HMSO.
- Harper, M., (1985). *Small Business in the World*. John Wiley and Sons. N.Y.

- Hansen, M. K., (1967). *The Significance of Marketing Costs*. Symposium on New Developments in Pricing Strategy.
- Horn, G.S. Lloyd, H. R. and Levin, M. (1991). *Regional Profile and Development Guidelines*. Vol 2.
- Hirschowitz, R. and Orkin, M (1996). *Living in South Africa. Selected findings of the 1995 October Household Survey*, Central Statistics (CSS), Pretoria.
- Hobbs, B. C. and Robberts, D., (1993). 6th Edition. *Food Poisoning and Food Hygiene*. Sdint Edmundsbury Press Ltd. London.
- IFAD. (1988). *Report on Special Programming Mission to Ghana*.
- ISSB, (1977). *International Symposium on Small Business Proceedings*, Washington.
- ILO, (1972). *A Case study. Small Business in Kenya*.
- Johnstone. E., (1993). *Official of Small Business Development Co-operation: In Black builders: Obstacles to growth*. Development South Africa. Vol. 12 No.6 December 1995.
- Johannison, B., (1978). *Foretag och narsamhalle, Vaxjo*
- Karaan, A.S.M.and Myburgh, A. S. (1992). *Food Distribution Systems in the urban informal Markets: Agrekon*, Vol. 31, and No4.
- Kassier, W E, Harrison, J E, Tarr, M E, and Rhodes, F B, (1988). *Marketing potential for irrigation crops in the Eastern Cape ( Region D)*: Final Report. Regional Liaison Committee for Region D.
- Khumalo, G., (1995). *Black builders: Obstacles to growth*. Development South Africa. Vol.12 No 6.
- Kohls, R. L. and Downey, W. D., (1972). 4th Edition *Marketing of Agricultural Products*. Macmillan Company N.Y
- Kohls, R. L. and Uhl, J. N. (1985). 7th Ed. *Marketing of Agricultural Products*. Macmillan Publishing Company N.Y.
- Kishida, (1977). *The Economics and Social Contributions of Small Business. The Japanese Experience* ISSB, Washington.

- Kirby, D., (1982). Training and Advisory Services for the Small Retail Business, The Case for Government Action in: Perspectives on Decade of Small Business Research. Bolton Ten Years on Eds. Stanworth, et al.
- Kobokoane, T., (1997), *Smallest entrepreneurs deserve & fair chance*. Business times article in Sunday Times.
- Lawson, R. M., (1967). The Markets for food in Ghana. In: E H Whetham and J I Currie (Eds.) Readings in the applied economics. Vol 1: Micro Economics. Cambridge University Press London.
- Leff, N. H., (1969). *Dependency rates and savings rates*. American Economic Review, 59(5): 886-896.
- Lemar, B., (1980). *Tillvaxtvallar i mindre och medels tora foretag* (mimeo), Umeah.
- Lund, F. and Skinner, C. (1988). *Women Traders in Durban: Life on the streets*. Indicator South Africa Vol: 15. Part: 4.
- Mezzer, J., (1981). "Labour Market Segmentation without Policy-Induced Labour market Distribution" World Development 9(Nov-Dec) 1109-14).
- Marx, S. and van der Walt, A. (1993). Marketing Management Juta and Co Ltd.
- Mellor, J. W., (1980). Economics of Agricultural Development. Cornell University Press New York.
- McClellan, D.C. and Winter, D. G., (1971). Motivating Economic Achievement. Free Press (Macmillan). N.Y.
- Massiah, J., (1993). Women in Developing Economies: Making Visible the invisible. Berg Publishers, Inc U.K.
- McDonald, M. and Leppard, J., (1991). The Marketing Audit: Translating Marketing Theory into Practice. Butterworth Heinemann Ltd. Oxford.
- McCulloch, J. R., (1833). A treatise of the Principles, Practices and History of Commerce Balwin & Cradock, London.
- Mellor, J. W., (1966). The Economics of Agricultural development. Cornell University Press, Ithaca.
- McClelland, D. (1961). The Achieving Society. New York.
- Myrdal, G., (1973). Against the Stream, New York.

- Morrell, R. (1990). *Aspects of hawking in the Transkei, 1929 - 1945*. Contree. No 28. October 1990
- Mersham, G. and Morrison, P., (1977). *How to start your own business*.
- McCarthy, E. J. and Perreault, W. D. (1990). *Basic Marketing 10th Ed* Richard D Irwin U.S.A.
- McGee, T. G. and Yeung, Y. M., (1977). *Hawkers in South-East Asian cities: Planning for the bazaar economy*, International Development Research Centre Ottawa.
- Myburgh, A. S., (1995). *Consumer Behaviour of newly urbanized low-income communities on the Cape flats*. Agrekon, Vol. 34, No4.
- National Regional Development Programme.(1991). *Development Region D. Regional Development Guidelines Vol 2*.
- N.C.W.D. (1978). *Proceedings of Seminar of Ghanaian Women in Development Vol. 1*.
- Ninsin, K., (1988). *Economic Recovery: The informal sector and social equity. An enquiry into aspects of the Ghanaian Development experience*. Essay to Rockefeller Foundation.
- Ntsika Enterprise promotion Agency, (1977)*.
- Nihan, G. and Jourdain, R., (1978). *Le Secteur Non Structure Mordene de Nouakchott, Revue Internationale du Travail, Na 117/ Geneva*.
- President's Science Advisory Committee, (1967). *World Food Problem*. 1: 16:31.
- Placencia, M. M. (1985). *"La Promocion en el SIU Ecuatoriano: El Caso del Programme de Apoyo a la microempre sa en Gunyaquil"* In *El Sector Informal Urbano en los Paises Andinos*. Edited by S Escoba Quito: ILDIS, CEPESIU.
- Peters, T. and Waterman R., (1982). *In search of Excellence* Harper & Row N.Y.
- Ramstrom, D., (Ed) 1971. *Mindre foretag-problem och vilkor, Lund*.
- Rhodes, V. J., (1983). *The Agricultural Marketing System*. John Wiley and Sons. Inc Canada.
- Rogers, L., (1991). *Marketing for the Small Business*. Blackwell Publishers U.K.
- Rudman, T. (1990). *South Africa's Hidden Wealth*. South Africa International. Vol.: 21 Part: 2
- Rousseau, G. G., (1991). *Consumerism and Marketing: What is expected of Agriculture?* Agrekon, Vol 30, No.4.

- S.A.B.C. (1995). News Item.
- Snyder, D. W., (1974). *Econometric studies of household savings behaviour*
- Spence, W., (1993). Food Hygiene in the retail trade, In: Food Poisoning and Food Hygiene. Saint Edmundsbury Press Ltd. London.
- Schalkman, W. (1969). Psychological aspects of weaning. In: Taylor, B. and Wills, (eds). G. Pricing strategy. Cox and Wymann Ltd. London.
- Schachter, S., (1959). The Psychology of Affiliation, Stanford, California.
- Shetty, M. C., (1963). Small Scale and household Industries in a Developing economy, Baluja Press, Delhi.
- Stapleton, J., (1991). *Marketing: Image, Brand, Price, Packaging Selling, and Competition. Hoddler and Stoupton. Ltd Kent. Regional Profile and Development Guidelines (1991) Vol 2.*
- Silber, G. (1993) *Small Business in Big Business*. Productivity South Africa Vol 19
- Spence, W., (1993). Food Hygiene in the retail trade, In: Food Poisoning and Food Hygiene. Saint Edmundsbury Press Ltd. London.
- Snyder, D. W., (1974). Econometric Studies of households savings behaviour in developing countries: A survey Journal of Development Studies, 10(2): 139-153.
- Schrieder, G. and Heidhues, F., (1991). *Finance and rural development in West Africa. Evaluation of financial projects for the rural poor with special emphasis on savings schemes.* Proceedings of international seminar held in Oagadougou. University Hohenheim PF 700562-7000 Stuttgart 70.
- Stoetzel, J. (1969). Psychological and sociological aspects of price. In: Taylor, B. and Wills, G. (eds). Pricing strategy. Cox and Wymann. London.
- Sunday Times. June. (1997). Weekly Newspaper.*
- Smith, L. D., (1978). *Low Income Smallholder Marketing and consumption patterns analysis and improvement policies and programmes.* UNDP/FAO project working document, Nairobi.
- Swart Report, (1983). *Report of the Commission of Inquiry into the Economic Development of the Republic of Ciskei*, N J Swart (Chairman) Office of the Presidency, Government of the Republic of Ciskei.
- Scott, G. J., (1985). *Markets myths and middlemen: a Study of Potato marketing in Central Peru.* International Potato Lima.

Stanton, J. W. and Futnell, (1989). *Fundamentals of Marketing*. McGraw-Hill Book Co. Singapore.

*Sowetan, June, (1995). A Daily Newspaper.*

Timm, P. R., (1992). *50 Powerful Ideas You can Use to Keep your customer Career*. Press. Toronto, Canada.

*The Budget Statement. (1996).*

Tomek, W.G. and Robinson, K. L. (1990). *Agricultural Product Prices*. 3rd Ed. Cornell University Press. London.

Todaro, M. P. (1989). *Economic Development in the Third World* 4th Ed. Longman, London.

Timmons, J. A., (1997). *New Venture Creative. Entrepreneurship for the 21st Century*.

Upton, M., (1987). *African Farm Management*. Both Press Aron.

Van der Walt, A. (1991) *Marketing Success Stories. Cases and Reading*, Sigma Press, Pretoria.

*Van der Berg, T., (1997). Director East London Market. Personal Communications.*

Whetham, E. H., (1972). *Agricultural Marketing in Africa*. Oxford University Press, Ibadan.

Walt, A. V., (1991). *Marketing Success Stories Cases and Readings*. Southern Book Publishers. Pretoria.

Watanabe, S., (1972). *International Subcontracting, Employment and Skill Promotion*. International Labour Review. May.

|                  |   |
|------------------|---|
| Lower primary    | 2 |
| Higher primary   | 3 |
| Junior secondary | 4 |
| Senior secondary | 5 |
| Tertiary         | 6 |