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Assessment of entrepreneurial skills in the marketing of African walnut and pear fruits in Obio/Akpor Local Government Area of Rivers State, Nigeria.

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ABSTRACT

Entrepreneurial skills used among traders in seasonal fruits marketing were assessed in Obio/Akpor Local Government Area of Rivers State. Snow ball sampling technique was used in the selection of 90 respondents. Net income budget technique and descriptive statistics were the analytical tools used in data analysis. Results indicated that 76.7 % of entrepreneurs were female and mainly youths. Total Variable Cost (TVC), Total Revenue (TR) and Gross Margin (GM) in marketing African walnut were ₦359, 433.33, ₦478, 568.42 and ₦119,135.00 respectively. Depreciation value on fixed assets and Net Income (NI) were estimated as ₦2, 614.21 and ₦116, 520.90, respectively. TVC, TR, GM, Total Fixed Cost (TFC) and NI realized in a season for sales of African pear were ₦396, 931.43, ₦520, 000, ₦122, 942.86, ₦1, 986.67 and ₦121, 349, respectively. TVC, TR, GM, TFC and NI realized from sales of both African walnut and African pear were ₦979.450, ₦1,286,000, ₦306,550, ₦2,695 and ₦301,551.25 respectively. Promptness in decision as an entrepreneurial skill was 27.51% and ranked first. However, perishability of the produce, inadequate storage facilities were among the constraints identified. It is recommended that seasonal fruits marketers be encouraged to participate in training that will enable them acquire useful skills that will enhance marketing performance.

Keywords: Assessment, entrepreneurial skills, seasonal fruits, marketing.

INTRODUCTION

African walnuts (*Pluckennetia conophora)* formerly called (*Tetracarpidium conophorum*) is a climber found in the wet parts of Eastern, Western Nigeria and Western Africa. Conophor plants are cultivated principally for the nuts which are usually cooked and consumed as snacks (Enujiugha and Ayodele, 2003). The fruits have four winged ridged between wings and up to 3 inches in diameter with four round seeds (usually brown) in each fruit (Nuhu, et al., 2000). Walnuts are edible even when raw and give a better taste and stimulating effect like kola. They can be cooked, roasted or sundried and the roasted seeds could be ground like melon seeds used as thickener in soup preparation. The plant is known in Africa especially in the Eastern and Western parts of Nigeria for its antibacterial efficiency (Okerulu and Ani, 2001). Decoction of leaves and seeds serve as beverage which relieves abdominal pains and fever probably because of its bitter taste (Malu, et al., 2009). Dried walnuts can be ground and turned into flour which can be used as composite flour during baking or in place of milk in tea preparation.

African walnut (*Tetracarpidium conophorum*) is one of the best plant sources of protein. They are rich in fiber, B-

vitamins, magnesium and anti-sterols such as vitamin E. Nuts in general are also high in plant sterols and fats but mostly mono unsaturated and poly unsaturated fats (Omega 3- fatty acids, the good fats) that have been known to lower the low-density lipoproteins cholesterol levels (LDL). Walnuts in particular have significantly higher amount of Omega -3- fatty acid- as compared to other nuts. In recent times, researchers have explored the composition of walnuts and discovered that *Tetracarpidium conophorum* could be a rich source of mineral elements (Ayoola. et al., 2011).

On the other hand African pear (*Dacryodes edulis*) is a member of the family *Burseraceaen* is a medium sized ever green tree attaining a height of 18-40 meter in the forest but not exceeding 12 meter in plantations, it has a relatively short trunk and a deep dense crown. The fruit is an ellipsoidal drupe which varies in length from 4 to 121cm. The skin of the fruit is dark blue or violet, whereas the flesh is pale to light green. *Dacrydoes edulis* is important as its parts are very useful. The fruit pulp contains 46% oil and a plantation can produce 7-8 tons of oil per hectare. The fat content of the fruit is much higher compared to other crops such as apple, guava and pawpaw (Omogbai and Ojeaburu, 2010). It is also rich in vitamins and kernel can be used as fodder for sheep or goat. The flowers are useful in agriculture. The tree is also a source of many herbal medicines used in the treatment of ailments.

Marketing of fruits is quiet complex and risky due to their perishable nature, seasonal production and bulkiness. Agricultural marketing is an important but neglected aspect of agricultural development; especially in the area of seasonal fruits business. Despite in depth studies on the nutritive value and medicinal potentials of African walnut and African pear, the product is yet to be fully developed for industrial utilization. The behaviour and skills employed by the marketers especially in the seasonal fruits industry appear not to be in tune with realities and practices adopted by entrepreneurs in making progress in their businesses. There is a global trend on the awareness and development of private businesses which is expected to stimulate economic growth in every nation. The Nigeria government in recent times has developed and created several platforms for the support and encouragement of small businesses managed by entrepreneurs.

An entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes. Entrepreneurs play a key role in the growth of any economy. These are the people who have the skills and initiative necessary to take good new ideas into the market and make the right decisions that would lead to profitability.

The term ‘entrepreneurial skills’ implies that competences associated with successful entrepreneurship can be identified and distinguished from attributes and behaviours that are typically associated with entrepreneurs (Patel, 2015). Patel explained that entrepreneurship is considered to be a key factor in promoting economic development, innovation, competitiveness and job creation, yet little is known about the skills required for successful entrepreneurship. It was stressed that a successful and ideal entrepreneur is expected to have certain qualities or skills required in managing his business.

According to Manktelow, et al., (2012), successful entrepreneurs seem to have certain traits in common which enable them have breakthrough in their businesses. They classified the traits into four categories namely; personal characteristics, interpersonal skills, critical and creative thinking skills and practical skills.

There is no gain saying that fruits’ marketing is mainly carried out by small business owners who adopt varying entrepreneurial skills in doing their businesses. The entrepreneurial skills

adopted by the seasonal fruits marketers may vary among marketers. It is on this basis, that the study was developed to assess entrepreneurial skills adopted in marketing of African walnut and pear (*Tetracarpidium conophorum and Dacryodes edulis*) in Obio/Akpor Local Government Area of Rivers State, Nigeria. The study specifically;

i described the socio-economic characteristics of the seasonal fruits marketers;

ii identified sources of seasonal fruits (African walnut and African pear) among the marketers;

iii explained various entrepreneurial skills adopted and level of adoption by seasonal fruits marketers; and

iv estimated the profitability of seasonal fruits marketing and identified the constraints to seasonal fruit marketing in the study area.

MATERIAL AND METHODS

Area of Study

The study was carried out in Obio-Akpor Local Government Area (LGA). It is located at 4°45'N and 4°60'N and longitudes 6°50'E and 8°00'E in Rivers State, Nigeria. The study area is in the Niger Delta region of Nigeria. It is one of the 23 Local Government Areas of the Rivers State. Obio/Akpor LGA comprises of three clans namely: Akpor, Evo and Apara Kingdom which make up the 27 communities. Akpor clan is made up of 10 communities while the Obio (Evo and Apara Kingdom) is made up of 17 communities. Communities in Akpor include; Rumuokparali, Ozuoba, Ogbogoro, Rumuekini, Rumuosi, Choba, Alakahia, Rumukwachi etc while communities in Obio are Rumuigbo, Rumuodara, Elelenwo, Rumuodumaya, Rumuokoro, Rumuola etc. It has a total land mass of approximately 311.7sqkm with a population of 464, 789 (National Bureau of Statistics, 2006). The major occupation of the people is farming, fishing and trading. The vegetation found in the area includes Raffia Palm, thick mangrove forest and light rain forest.

Sample size and Sampling Technique

Simple random sampling technique was used to select six out of the 27 communities in the Local Government Area. The selected communities were Choba, Ozuoba, Ogbogoro, Rumuigbo, Rumuokoro and Rumuola. Snow ball sampling technique was used to select 90 respondents from the six sampled communities.

Instrument for Data Collection

Primary data was obtained with the aid of a structured interview schedule administered to the respondents in 2015. Questions asked include socioeconomic characteristics of the respondents; sources of fruits for marketing, types of entrepreneur skills used by the marketers, purchase and selling price of the products, quantity purchased and sold. Finally questions on challenges marketers faced in fruits marketing business were asked.

Method of Data Analysis

Data obtained were analyzed using percentages; a descriptive statistical tool and Net income budget technique. Descriptive statistics were used to achieve objectives socioeconomic characteristics, entrepreneurs skills used in marketing and constraints to fruits marketing business while Net Income Budgeting technique was used to estimate profitability of the business.

Net Profit

$NI = GM - TC$

Where

NI= Net Income

GM = Gross Margin

TC = Total Cost

$GM = TR - TVC$

Where

GM = Gross Margin

TR = Total Revenue

TVC = Total Variable Cost.

$$\text{Benefit Cost Ratio (BCR)} = \frac{\text{Total Revenue}}{\text{Total Cost}}$$

RESULTS

The result on the socio-economic characteristics is presented on the Table 1. It shows that majority of the marketers was females between ages of 30-39 and were married. Result indicated that 76% attained primary level of education.

Table 1: Socio-economic characteristics seasonal fruits marketers in Obio/Akpor LGA

Variables	Frequency	Percentage
Sex		
Male	21	23.3
Female	69	76.7
Age in years		
Less than 20	14	15.6
20-29	20	22.2
30-39	28	31.1
40-49	14	15.6
50-59	14	15.6
Marital Status		
Single	18	20
Married	60	66.67
Separated	5	5.6
Widowed	7	7.78
Household size		
1-5 members	23	22.55
6-10 members	58	64.45
11-15 members	9	10
Educational level		
Primary	68	75.55
Secondary	20	22.22
Tertiary	2	2.22
Experience in years		
Less than. 1	7	7.8
1-5	41	45.5
6-10	28	31.1
10 and above	14	15.6
Total	90	100

Source: Field survey, 2015

Table 2 shows that (63%) of respondents sold only African walnut, while 23% and 13% sold only African pear and a combination of both respectively. 77% had no access credits/loans facilities while only 23% had access to credit facilities. 84% obtained initial startup capital from their personal savings and 16% obtained loan from friends and relatives. All marketers were unaware of marketing cooperatives or union and none of them is a registered member of any market union or cooperative society.

Table 2: Features in seasonal fruits marketing in the study area.

Variables	Percent	Percent
Types of seasonal fruits sold by marketers in the study area.		
African walnut only	57	63.33
African pear only	21	23.33
African walnut and pear	12	13.34
Access to credit/loans by seasonal fruits marketers in the study area		
Yes	21	23.33
No	69	76.67
Seasonal fruits marketers' sources of capital.		
Personal savings	76	84.44
Friends and relatives	14	15.56
Seasonal fruits marketers' awareness of marketing cooperative/union		
Yes	0	0
No	90	100
Membership of seasonal fruit marketing union		
Yes	0	0
No	90	100

Source: Field survey, 2015

Table 3 shows that majority (29%) of marketers bought African walnut from Ikom market in Cross Rivers State. 26% bought from Okuku market in Cross Rivers State while 21% purchased products in Mile 1 market, Port Harcourt, Rivers State. It was also observed that 33% bought African pear from Osisioma market, Abia State. 21.82% of them bought from Mile 1, Port Harcourt, Rivers State while only 13 % bought from Ihiagwa market, Owerri, Imo State.

Table 3: Sources of African walnuts sold in the study area

Variables	Frequency	Percent
African walnuts		
Mile I market Port Harcourt	18	21.18
Oil mill market, Rumuokwurushi, Port Harcourt	15	17.65
Ikom market, Cross Rivers State	25	29.41
Okuku market, Cross Rivers State	22	25.88
Osun State	3	3.53
Oyo State	2	2.35
Total	**85**	**100**
African Pear		
Mile 1 Market, Diobu Port Harcourt	12	21.82
Oil mill Market, Rumuokwrushi, Port Harcourt	10	18.20
Ikom market, Cross River	8	14.54
Osisioma, Abia State	18	32.72
Ihiagwa market, Owerri, Imo State	7	12.72
Total	**55**	**100**

Source: Field survey, 2015

Result in Table 4 shows that promptness in decision making was mostly applied as an entrepreneurial skill among seasonal fruit marketers which ranked first among various

skilled used in the business. Record keeping and value addition skills were the least used skills in fruits marketing.

Table: 4: Entrepreneurial skills used by seasonal fruits marketers in Obio/Akpor LGA of Rivers State

Entrepreneur Skills	Frequency	Percent	Ranking
Ability to organize business	60	19.42	2nd
Application of risk management skills.	54	17.48	3rd
Innovative in doing business (packaging)	22	7.12	5th
Promptness in decision making	85	27.51	1st
Proper record keeping	20	6.47	6th
Value addition skill	20	6.47	6th
Food safety measures	48	15.53	4th
Total	309	100	

Source: Field survey, 2015

Profitability of Seasonal Fruit marketing in the study area

Result in Table 5 shows profitability of African walnut and African pear for marketing. It was indicated that total variable cost (TVC), total revenue (TR) and gross margin (GM) for marketing only African walnut were three hundred and fifty nine thousand, four hundred and thirty three naira and thirty three kobo (₦359,433.33), four hundred and seventy eight thousand, five hundred and sixty eight naira and forty two kobo (₦478,568.42) and one hundred and nineteen thousand, one hundred and thirty five naira (₦119,135) respectively. Estimated total depreciation on fixed cost (TFC) and net income (NI) for sales of only African walnut was two thousand, six hundred and fourteen naira and twenty one kobo (₦2,614.21) and one hundred and sixteen naira, five hundred and twenty naira and ninety kobo (₦116,520.90).

It was also observed that total variable cost (TVC), total revenue (TR) and gross margin (GM) of only African pear marketing were three hundred and ninety six thousand, nine hundred and thirty one naira and forty three kobo (₦396,931.43). Five hundred and twenty thousand (₦520,000) and one hundred and twenty two thousand, nine hundred and forty two naira and eighty six kobo (₦122.942.86) respectively. Total variable cost (TVC), average Total Revenue (TR) and average Gross Margin (GM) for marketing of both African pear and African walnut were nine hundred and seventy nine thousand, four hundred and fifty naira (₦979,450), one million, two hundred and eighty six thousand naira (₦1,286,000) and three hundred and six thousand, five hundred and fifty naira (₦306,550.00) respectively. Total depreciation on fixed assets (TFC) and net income (NI) for both African pear and African walnut were four thousand, nine hundred and ninety eight naira and seventy five kobo (₦4,998.75) and (₦301,551.25) respectively. Estimated benefit cost ratio of African walnut, African pear and a combination of both African walnut and pear marketing was 1.32, 1.30 and 1.31 each.

Table 5: Profitability of seasonal fruit marketing

S/n	Particulars	African Walnut in ₦	African Pear in ₦	African walnut &African Pear (Both) in ₦
	Variable Costs			
1.	Cost of purchase	305,263.16	353,142.86	870,000
2.	Transportation	21,147.37	30,971.43	64,100
3.	Feeding	9,773.68	6,628	9,600
4.	Fuel wood	13,094.74	-	12,400
5.	Water	4,050.53	-	4,200
6.	Nylon bags	5,873.68	5,502.86	19,150
7.	Sack bags	231.58	685.71	-
Total variable cost (TVC)		**359,433.33**	**396,931.43**	**979,450**
Fixed Cost (Depreciation)				
8.	Wheelbarrow	280.53	-	-
9.	Basin	1,230.53	1,330	2,695
10.	Trays	1,027.90	326.67	1,691.25
11.	Bowl	75.26	330	612.5
Total fixed cost (TFC)		2,614.21	1,986.67	4,998.75
Total cost (TC) (TVC+TTC)		362,049	398,918.10	984,448.75
Total Revenue (TR)		478,568.42	520,000	1,286,000
Gross Margin (GM)		119,135	122,942.86	306,550
Net Income (NI)		116,520.90	121,349	301,551.25
Benefit cost Ratio (BCR)		1.32	1.30	1.31

Source: Field Survey, 2015.

Table 6 shows that 64% of the traders reported that poor transport facilities is a major constraint to seasonal fruits marketing. High cost of transportation was reported by 72% of the respondents. Poor handling of the produce was reported as a problem by 86% of them. 69% identified inadequate storage facilities as a problem. 92% viewed high temperature and unfavorable weather conditions as a problem. Majority (83%) identified seasonal price fluctuation as a constraint. However, 92% reported that inadequate capital was not a problem in seasonal fruits marketing. Also 84.4% stated that fluctuation in supply of fruits was not a constraint. All marketers reported that perishability of the produce is a limiting factor in fruits marketing.

Table 6: Constraints to seasonal fruits marketing in the study area

S/n	Constraints	(Yes) Frequency	Percentage	(No) Frequency	Percentage
1.	Inadequate capital	7	7.8	83	92.2
2.	Poor transport facility	58	64.44	32	35.56
3.	High cost of transportation	65	72.22	25	27.78
4.	Poor handling of produce	77	85.6	13	14.4
5.	Inadequate storage facilities	62	68.89	28	31.11
6.	Spoilage due to high temperature	83	92.2	7	7.8
7.	Seasonal price fluctuation	75	83.33	15	16.67
8.	Seasonal supply fluctuation	14	15.6	76	84.4
9.	Poor market information	23	25.56	67	74.44
10.	Perishability of the produce	90	100	0	0

Source: Field Survey, 2015

DISCUSSION

Seasonal fruits marketing in Obio/Akpor LGA, Rivers State is dominated by females who are mainly married. Women depend on seasonal fruits marketing for generating additional income to support their families.

This could be attributed to the belief that women are better off in marketing because of their inherent ability in attracting customers. This result agrees with finding Bakari and Usman (2013) on marketing of selected vegetables in Yola North and South Local Government Area of Adamawa State, Nigeria which found that majority 53.33% of the respondents were females. The report supports the finding of Eze *et al.* (2010), in Enugu South area which showed that 63.8% of respondents (female) were married. It was found that 31% were within the ages of 30-39 years. This is an indication that respondents were within economic active age. The finding agrees with the study of Oghogho *et al.,(*2014) on marketing of perishable agricultural products in Benin city which showed that 44% were between 31-40 years.

Result on educational level showed that 76% attained primary level of education. This implied that respondents had someone forms of education. This supports report of Nwaru and Iwuji, (2005) which stated that education had positive relationship with marketing margin because of its training advantages which helped marketers to be informed, innovating and averse to marketing risks. The result further indicated that 46% had 1-5 years of experience in the seasonal fruit marketing. This is an indication that a good number of them recently started fruits marketing recently while few others had been in the business for a long time. This disagrees with the study of Oghogho, Nwiwe, Okere and Oyaide, (2014).

Data in Table 2 showed that (63%) sold only African walnut, while 23% and 13% sold only African pear and a combination of both respectively. A larger number of marketers probably sold African walnut instead of African pear because the former had a longer shelf life than the latter. It further showed that 77% had no access to credits/loans facilities while only 23% had

access to credit facilities. This implied that formal credit institutions hardly give credit facilities to fruits marketers because of high risk associated with funding such business. 84% obtained initial capital for trading from personal savings and 16% obtained loan from friends and relatives. This means that majority of marketers started seasonal fruits business in small scale. Implication is that most of them may not be able to expand scale of businesses because of limited funds. This may indeed explain why majority in this category maintained small scale of operation for a long time. Result further showed that all seasonal fruits marketers were unaware of any marketing cooperatives or union. It also implied that none of them belong to seasonal fruit marketing union or marketing cooperative society in the study area.

The result as observed in Table 3 indicated that 29% purchased African walnut from Ikom market in Cross Rivers State. 26% bought from Okuku market in Cross Rivers State, only 21% bought from Mile 1 market, Port Harcourt, Rivers State. This implies that many of them purchased seasonal fruits directly from the producers (where it is grown) in Ikom market, Cross Rivers State because of low purchase price. It is possible to pay a low price if products are purchased close to farm gate or directly from producers. The result also indicated that (33%) of the marketers bought African pear from Osisioma market, Abia State. This implied that marketers preferred to buy African pear for sales from locations where it is grown in large quantities at the same time having relatively few buyers.

It is shown in Table 4 that seasonal fruits marketers applied several entrepreneurs' skills in sales of their products. It was observed that 27.51% of the traders made prompt decision during sales of seasonal fruits which ranked first. This is an indication that promptness in decision making is important in doing business because failure to take right decision at the right time may have negative impacts on volume of sales and profit earning of the business. Other skills used by the fruits traders include organizing skills (19.42%) which ranked 2nd, 17.48% application of different risk management options ranked 3rd. Use of different food safety measures was 15.53% and 7.12% used innovations (food packaging). Proper record keeping and value additions skills was 6.47% each.

Profitability of seasonal fruit marketing in Table 5 indicated that total variable cost (TVC), total revenue (TR) and gross margin (GM) for the sales of only African walnut was three hundred and fifty nine thousand, four hundred and thirty three naira and thirty three kobo (₦359,433.33), four hundred and seventy eight thousand, five hundred and sixty eight naira and forty two kobo (₦478,568.42) and one hundred and nineteen thousand, one hundred and thirty five naira (₦119,135) respectively with a net income of twenty naira and ninety kobo (₦116,520.90). This implies that African pear marketing is profitable. It was also estimated that the total depreciation on fixed cost (TFC) and net income (NI) for African walnut only as two thousand, six hundred and fourteen naira and twenty one kobo (₦2,614.21) and one hundred and sixteen naira, five hundred and twenty naira and ninety kobo (₦116,520.90). This implies that African pear marketing is profitable.

It was also found that total variable cost (TVC), total revenue (TR) and gross margin (GM) of marketing only African pear was three hundred and ninety six thousand, nine hundred and thirty one naira, and forty three kobo (₦396,931.43), five hundred and twenty thousand (₦520,000) and one hundred and between two thousand, nine hundred and forty two naira and eighty six kobo (₦122.942.86) respectively with net income of one hundred and twenty one thousand, three hundred and forty nine naira (₦121,349).

Data on sales of both African pear and African walnut indicated that total variable cost (TVC), Total Revenue (TR) and Gross Margin (GM) was nine hundred and seventy nine thousand, four hundred and fifty naira (₦979,450), one million, two hundred and eighty six thousand naira (₦1, 286,000) and three hundred and six thousand, five hundred and fifty naira (₦306, 550) respectively. A net income of nine hundred and ninety eight naira and seventy five kobo (₦301,551.25) was realized. This implies that sale of both African pear and walnut marketing is profitable. Estimated benefit cost ratio of African walnut, African pear and a combination of both African walnut and pear marketing was 1.32, 1.30 and 1.31 respectively. This implies that marketing of the aforementioned were all profitable since they all had BC ratio of greater than one (>I).

Table 6 showed 100% of fruit marketers agreed that perishability was a limiting factor in fruit marketing. This could be caused by action of micro-organisms conditioned by high moisture content of fruits. 64% identified poor transport facilities as a constraint. Poor transport facilities is known to increase marketing cost. Prolonged travel time due to poor state of transport facilities could also cause delay in delivery time of products. This supports the finding of Izekor and Abiola (2011) which reported that poor transportation and road networks are major constraints in green vegetable marketing. 72% reported that high cost of transportation as a constraint. This implies that high cost of transportation reduces profitability through increased in total variable cost. 86% of them identified poor handling of produce as a major constraint especially during evacuation and transportation of food products. This according to them results to mechanical injury on the fruits surface thereby making them susceptible to microbial activities which would definitely affect the profit margin of the marketers adversely. 69% reported inadequate storage facilities as a problem of seasonal fruits marketing. It is implied that inadequate storage facilities increased rate of perishability which in turn reduces quantity of purchased fruits. This result agrees with the finding of Idah *et al*., (2007) which reported that 50% of losses in fruits and vegetables occur during transportation, storage and marketing. 92% attributed rapid spoilage of seasonal fruits to high temperature experienced in the area. This problem may have increased in recent time due to negative impacts associated with changes in the climate conditions. It could be suggested that fruits stored in harsh environment had higher chances of spoilage due to increase in microbial. This agrees with Oghogho *et al.,* (2014) who observed that spoilage due to high temperature was ranked as a major constraint. The result also indicated that majority 83% of respondents identified seasonal price fluctuation as a constraint. It is assumed that fluctuation in a products price could affect the marketing costs, marketing margin and profit.

However, 84.4% reported that seasonal fluctuation in supply of fruits was not a constraint. It could be that the traders are engaged in the marketing of other fruits during off season of African pear and African walnut production. 92% stated inadequate of funds as a marketing problem. This explained why most of the marketers started their business with personal savings. This is in agreement with the study of Usman *et. a.l,* (2006) which reported that a business enterprise with equity capital of ₦6,000.00 and above is good and affordable to all individual and interest groups.

CONCLUSION

The study concludes that (33%) of marketers bought African pear from Osisioma market, Abia state and purchased African walnut from Ikom market in Cross Rivers state. Seasonal fruits marketers applied entrepreneurs' skills such as prompt decision, organizing skills, application of different risk management options, use of different food safety measures, value

addition, etc. in the sales of their products. Seasonal fruits (African walnut and African pear) marketing is a profitable venture and females were more involved in the business. However, perishability of seasonal fruit, inadequate storage facilities and poor transport facilities among others were major constraints to the marketers. It is therefore recommended that:

i. Seasonal fruits marketers should form co-operatives as this would increase their opportunities in accessing loans from financial.
ii. Marketers are advised to participate in marketing training and workshops opportunities to enable them improve on their marketing skills and develop good entrepreneurial skills.
iii. Seasonal fruits marketers should be encouraged to use better options of preserving fruits and adopt food safety measures.

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