

**SELF-HELP AND MUTUAL ACTION**  
A group of people meeting a common need to improve their position in a market



**PURPOSE DRIVEN**  
The common purpose drives all systems to secure a better deal – a better organization – a better future



**FUNCTION FOCUSED**  
Market intervention strategy in the best interest of members requiring a viable market intervention strategy



**DEPLOYING DYNAMIC & COMPLETE SYSTEMS**



**SYSTEMATIC REVIEW AND RENEWAL**

