

Rural Family Business

Kabulasoke –Gomba Case

4/6/2008

Lucky Family Business

Rogers Matama

Gomba-Kabulasoke Family Business; a case of Rural Family Entities

Rogers Matama

Introduction

In Uganda, two districts; Mpigi and Mityana were selected by African Institute for capacity Development (AICAD) as the leading districts in entrepreneurial farming (see AICAD Report 2008). One of the prominent farmers in Mpigi in an area known as Kalwanga invited Matama Rogers to train and mentor his big family on family business governance facets. On Sunday 6th April 2008, the mentorship sessions was ignited and below are the snap shot observations on family business in the rural setup.

We started with a prayer, the national anthem and the buganda anthem the host, Mr Mayanja made it clear that Mr. Matama's presence in Gomba was after an AICAD meeting in Gayaza his excellent teaching style appealed to the old the host being one of the only two old people and therefore he saw it fit to invite him to give a talk to the entire mayanja family and colleagues.

Several family businesses were brought together under the championship of the Mayanja Family, headed by Mr. Mayanja George, aged 70years. In particular eight families were present for the session



Mr and Mrs Mayanja at their wedding ceremony in 1958



Mayanja taking on the family throne after his dad's death



During the Family Business Governance Session

Mayanja Sharing his Experience as a Family Head.

and the session started by Matama taking them through the global perspective of family business and highlighted to them that the oldest family business is not from any other continent (Africa, Europe America...) but from Asia and specifically from Japan. Kongo the oldest family business is being run by the 40th Family generation. The participants who were mesmerized by the succession of this Japanese firm were called to mention the reasons that have made their family entities fail to run across many generations. The following table shows the reasons pointed by respective entities

#	Family Name	Business Name	Generation	Factors Failing Succession
1	Mayanja's Family	Galiawamu BananaPlantatation Unit	2	<ul style="list-style-type: none"> • Lack of trust
2	Buteeraba Family	Buteeraba Holdings	2	<ul style="list-style-type: none"> • Children do not take on their Fathers line of work
3	Mubiru Family	Nkoba Zambogo Mubiru & Sons	2	<ul style="list-style-type: none"> • No Team work • People are Poor
4	Musalosalo Nyago	Musalosalo & Sons	2	<ul style="list-style-type: none"> • Jealousness • Sectarianism (<i>enkwe</i>)
5	Lugimbi J.	Lugimbi J. and Sons	2	<ul style="list-style-type: none"> • Illiteracy • Jealousness • Habits built from family background • Thinking small
6	Yobu Lubega	Farmer and Tailor	1	<ul style="list-style-type: none"> • Hatred • Jealousness
7	Mukiibi Sam Joseph	Bivamuntuyo Farm/ Mukiibi Sam & Sons	3	<ul style="list-style-type: none"> • Self satisfaction • jealousy
8	Kibirige Francisco and Family	Taaka Gwanika Family Farmers	1	<ul style="list-style-type: none"> • Jealousness • Failure to share business secrets till daeth

Source; Lucky Family Business April 2008

Family Members; Reliable Rural Labor Force?

Several unique characteristics were observed in family enterprises in Mpigi. The Mayanja family for instance holds over 14 family members and these constitute unique labor force, boasts Mayanja, the head of the family. The farm which is on approximately 3 acres of land harvests over 200 giant-banana-bunches that sells at 5,000shs in Mpigi. Mayanja reechoes that family members are the key human resource inputs with some additional workers who come in under close supervision.

As a matter of love, Mayanja's first born was given several names; Lugimbi, Johnson, lule, Jemmy and Collin as a sign of family love; different members embraced this first borne with particular names to show their love! By the time of the third born who is also the secretary they had almost run out of names, thus only three!

Mayanja notes that his family farm started as far back as the 1970's though the coffee wilt as well as the political wars affected their farm seriously. Today the family boasts of a banana plantation farm that has been earmarked as a demonstration farm where the neighboring farmers have to learn a lesson or two on how proper banana farming is carried out. Patience and learning to prioritize are Mr. Mayanja's words for anyone who aims at success.

See photo below:



Mayanja by the Family Farm Sign Post



Group Photo after the session

The treasurer added that persistence is one other thing needed to achieve in life. In his primary 5 and 6 he had to walk 16 miles each day to attain an education against his father's wish who wanted him to stay at home. Another participant shared that, his parents died at a young age as well as his wife while giving birth but he has not given up yet, although his tailoring business doesn't bring in much his not the kind to lose hope he is optimistic

When Henry learnt about the session that he didn't like it one bit yet he had to be present but now that he did he doesn't regret coming and the greatest lesson he learnt from the mentorship is that a family that wants to succeed must be bonded as one entity.

Mr. Mayanja while giving his closing remarks as a host mentioned that he was amazed with Matama's humility that being at his position it was great of him and introduced him as a new family member to the rest of the family as well as the wider society See photo below:

The host also highlighted that, friendship was important that in their young days it was taken seriously two people would cut themselves and apply their blood on coffee seeds which they would then eat as a sign for strengthening their relationship



A goat attends the Family Mentorship



The New Galiawamu Family