

## Strengths and weaknesses of Rural Cooperatives of Urmia County

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The represented research, has studied social-economic characteristics of rural cooperatives of Urmia city members and managers, Strengths and weaknesses of the cooperative operation it has identified from the members and managers view. The statistical population in this research Eighty-six thousand people were members of Twenty-four rural cooperatives of Urmia and Thirty-five managers sample cooperatives Study. The estimated sample size was determined by Morgan Table. Samples Society using a two-step Sampling was selected. In the first step, five rural cooperatives selection in geographical Directions and The sample size of five cooperative members were selected by systematic random sampling method was selected. Data gathering tolls was Researcher made questionnaires whit fourteen questions of social-economic characteristics, ten closed questions and two Open Question In order to Strengths and weaknesses of the cooperative operation for Company members and their managers. For data analysis, descriptive statistics and inferential statistics of independent t-test was used to compare comments. Average age of members and directors of the company Forty-two years and the highest Frequency level of education from members and managers was cycle and high school diploma. The highest Frequency strength of cooperatives Distribution of oil · Supply of agricultural inputs and Commodity and they weaknesses was Lack of liquidity·No purchase of agricultural product and Non-payment were to Cooperative members.

**Key Words:** rural cooperative, strengths and weaknesses, Urmia.