



LEADING AND MANAGING COOPERATIVES

NATCCO CASE SERIES

NATCCO CASE SERIES COMPILATION: REFERENCE TABLE

Themes	Management Topic	Titles	Case Study
External Assessment	Micromarket Analysis	NATCCO A - Micromarket Analysis	
	Market Analysis	NATCCO B - Market Analysis	
	Industry Analysis	NATCCO C - Industry Analysis	
	Macroenvironmental Analysis	NATCCO D - Macroenvironmental Analysis	
Strategic Planning Process	From Vision to Performance Indicators	NATCCO E - VMOKRAPI	
Internal Assessment	Level 1	NATCCO F - Evaluating Performance	
	Level 2	NATCCO G - Evaluating Organizational Competencies and Capabilities	
	Level 5	NATCCO H - Evaluating the Four Management Functions	
Strategy Formulation and	Strategic Options	NATCCO I - 1 - SWOT Analysis	

Evaluation		
Strategy Implementation and Resource Mobilization	Strategies, Activities, Tasks, Resources	NATCCO 1 -2 - SPATRES



THE NATIONAL CONFEDERATION OF COOPERATIVES (A): MICROMARKET ANALYSIS

The National Confederation of Cooperatives (NATCCO) was founded in 1977 by five Regional Training Centers. The Confederation was previously known as the National Association of Training Centers for Co-ops. It was founded to coordinate the trainings and educational services for cooperatives at the national level. NATCCO also served as the voice of co-ops belonging to the network.

In 1986, in response to the growing needs of primary co-op affiliates, NATCCO was transformed into a multi-service national co-op federation while the regional training centers were transformed into multi-service co-op development centers. The acronym NATCCO was retained and its meaning converted to the present National Confederation of Cooperatives.

Micromarket Analysis

NATCCO's primary market were its existing cooperative members. The federation had two types of memberships: (1) the regular members and (2) the associate members. Regular members consisted of Savings and Credit Cooperatives and Multipurpose Cooperatives with Credit business. Only regular members could vote and be voted upon during the general assembly. All other types of cooperatives and non-profit organizations could become associate members of the Federation. As of July 2019, NATCCO had a total of 827 members. The number of members increased by 290 from 2012.

As shown in Table 1, regular members comprised 79% of total members. The remaining 21% were associate members of NATCCO.

Table 1. Number of Members by Classification

Classification	Number	% Share
Regular	654	79
Associate	173	21
Total	827	100

In 2017, there were a total of 17,866 cooperatives registered with the Cooperative Development Authority (CDA), of which NATCCO member cooperatives accounted for 4.6% of the total. Reporting registered credit coops and multipurpose cooperatives with credit totaled 5,077. This meant that there were many more potential members of the federation.

Of the total members of NATCCO, more than half (54.8%) were located in Luzon. Some 28.5% were in Visayas, while 16.7% were found in Mindanao. This regional segmentation could serve as a guide for NATCCO in terms of deciding what type of office (branch or satellite) they could set up in the future, according to the need of the respective areas (see Table 2).

Table 2. Number of NATCCO Members by Type, by Region

Type of Membership	Island Region		
	Luzon	Visayas	Mindanao
Regular	354	186	114
Associate	99	50	24
Total	453	236	138
% Share	54.8	28.5	16.7

In 2018, the total assets of the NATCCO network reached Php184.1 Billion, which increased by some 400% over the six year period (2012 - 2018). Most of the members fell under the medium (44%) and large (30%) industry category (see Table 3).

Table 3. Number of NATCCO Members by industry category in 2012 and 2018

Asset Size	2012	2018	% Share 2018
Large	94	253	30
Medium	221	360	44
Small	141	133	16
Micro	81	81	10

Table 4 shows that majority of the NATCCO members, equivalent to 638 (77%), were classified as Community (open-type) organizations. Institutional Coops numbered 161 while Federation members accounted for 20, while COOP Banks and Union coops totaled four and three, respectively.

Table 4. Number of NATCCO Members by Organizational Type, by Region

Island Region	Community (open-type)	Institutional (close-type)	COOP Bank	Federation	Union	NGO	TOTAL
Luzon	343	97	2	11	0	0	449
Visayas	189	42	1	3	1	0	234
Mindanao	106	22	1	6	2	1	135
Total	638	161	4	20	3	1	827