

SOUTHERN NEW HAMPSHIRE UNIVERSITY

AND

THE OPEN UNIVERSITY OF TANZANIA

COMMUNITY ECONOMIC DEVELOPMENT PROGRAM

**A PROJECT REPORT ON BUSINESS DEVELOPMENT AND
CONSULTANCY SERVICE UNIT. A CASE STUDY
ESTABLISHED AT TCCIA COAST REGION.**

BY

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**A DISSERTATION SUBMITTED IN PARTIAL FULLFILMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
SCIENCE IN COMMUNITY ECONOMIC DEVELOPMENT OF
SOUTHERN NEW HAMPSHIRE UNIVERSITY AT THE OPEN
UNIVERSITY OF TANZANIA.**

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ABSTRACT

In liberalized economy, the need for Business Development and Consultancy Service is crucial to business members in carrying out their daily business transactions. The TCCIA Coast Region revealed the necessity to have such Services Unit after needs assessment sessions conducted by the Regional Officials, Business Community members as well as non-members. Twelve assumptions deemed to be appropriate for directing this task and were set according to the goals, purpose, activities and output needed in establishing a Business Development and Consultancy Unit. A survey was conducted to ascertain the needs of a Business Development and Consultancy Service Unit in the Regional Chamber. The survey included 12 chamber officials from Kibaha and Bagamoyo branches, 30 business community members of the Coast Region Chamber and 10 non-members. Four methods were used in data collection; notably review of primary and secondary documents, questionnaires and interviews.

Findings from the survey have revealed that most of the assumptions made were proved to be positive. Effectively after endorsing the idea, the Regional Chamber handles a number of customers; and Business Community members have started using this service since its inception may 2002. They have agreed to pay for consultancy fees for the sustainability of the service, although few pay lower than the professional fees. All the outcomes of the Chamber have been possible due to sufficient professionals expertise available for running the unit. The achievements are brought through organized meetings, seminars, brochure promotions; and good cooperation with other related government and non-governmental institutions operating within the region.

The TCCIA Coast Region should provide the service to customers with respect to their priorities. The Chamber needs to look for ways of financial assistance to Business Community members by establishing micro finance unit to synchronize with the need for Business Development and Consultancy Services.