

**MARKET ORIENTATION IN A BUSINESS ORGANIZATION: A CASE  
STUDY OF TANZANIA POSTS CORPORATION**

**BY**

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## ABSTRACT

The purpose of this dissertation was to assess market orientation at TPC. It aimed to assess whether TPC applies market orientation concept to meet customer expected standards to organization better performance. The research was conducted to TPC customers and to few selected experienced TPC staff. The main criteria for measuring the level of expected standard were driven from the literature which provided the backbone for market orientation dimensions. Data were gathered through questionnaire, written documents and some unstructured interviews. In order to achieve the objectives of the study, three hypotheses were formulated to link the dimensions of market orientation (i.e. customer focus, inter-functional coordination and competitor intelligence). Data analysis indicated that customer focus, interfunctional coordination, competitor intelligence have an effect on performance, while the level of expected standard has not affected business operations. A number of factors that impede the achievement of market orientation included weak organization commitment, staff capacity in business knowledge, staff involvement in understanding the market, type of trainings conducted to staff etc. For a business organization to be in a better performance, needs to carry out market orientation concept. Therefore, it is recommended that more attention should be directed towards enhancing its dimensions of customer focus, competitor intelligence and inter-functional coordination. In this general assessment, market orientation has great impact on business. The study concludes with a suggestion that market orientation needs to be practiced at TPC.