

THE ANALYSIS OF TELECOMMUNICATION SERVICES IN CONTRIBUTION  
OF SMALL BUSINESS DEVELOPMENT: A CASE OF ZAIN TANZANIA LTD

By

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## ABSTRACT

This study made an assessment on the role of the use of telecommunication services by micro entrepreneurs in Tanzania. The assessment was guided by the effectiveness of the services and the aim was to see whether there would be a value addition, a benefit or a burden to the entrepreneurs on the use of telecommunication services in their daily business undertakings. The study was conducted in Dar es Salaam City area and a total of eighty micro entrepreneurs were sampled.

The study managed to establish the relationship in terms of the cost incurred and the total net income for respective micro entrepreneurs.

A general idea rising from the measures proposed from the study is the need to look at innovative business with a view to finding unique solutions to conditions in Tanzania. Tanzanian micro entrepreneurs have already seized the opportunities presented to them by the introduction of telecommunication services. The research findings shows that there is an opportunity of extending the benefit of telecommunication services to the most marginalized micro entrepreneurs within Tanzania to improve their economic status.

Information and Communications Technology (ICT) is very important to development and growth. Mobile phones which are part and parcel of it can make an immediate and direct impact both on the daily lives of the micro entrepreneurs and just as important, on the business economies. It is therefore against this reality that the study tangible ways of making the use of mobile phones by entrepreneurs a cost effective endeavor.