

**ASSESSMENT OF REORGANIZATION OF MANAGEMENT AND
PERFORMANCE TRENDS IN TTCL SINCE 2001**

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ABSTRACT

TTCL is a founder company of telecommunication services in Tanzania. Since its privatization on 23rd February 2001 with 35% and 65% shares distribution to Celtel International and The Government of Tanzania respectively as share holders, it has undergone two major re-organizational changes. Despite the two major re-organizational changes the company business performance trend has been declining. Right now the company faces financial crisis and as a result many employees including managers have decided to quit. As re-organization is a core human resource management function and human resource management occupies a pivotal place and role in the performance processes of the organization, the research was intended to assess the reorganization management and performance trends in TTCL since 2001.

The research approach used was deductive and questionnaires were used to collect data. My intervention was to utilize competent indigenous change management and HR consultants to critically study, analyze, and re-engineer all the business processes, procedures, policies and practices related to the management of people for the purpose of facilitating achievement of better results in the organization.

Results have shown that privatization has declined the business in TTCL but there is an improvement in the customer satisfaction, loyalty, products and quality of services. It is recommended that the government review its privatization policies as many privatized companies like TANESCO, DAWASA, ATCL and now TRL have failed to achieve the intended business objective.