

**FACTORS WHICH LEAD TO MARKET INADEQUACY FOR SMALL  
AND MEDIUM BUSINESSES ENTREPRENEURS' PRODUCTS IN  
TANZANIA**

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## ABSTRACT

The study investigated the factors which lead to market inadequacy that is, not enough markets available for small and medium businesses entrepreneurs' products in Tanzania. It aimed at producing information that would identify the problems for SMEs products markets inadequacy and suggest different ways that would be used to mitigate the same so as to allow the sector to participate and contribute to the development of Tanzania's economy adequately.

The coverage of the study focused on vocational related manufacturing small and medium enterprises located in the three municipal councils/districts of Dar es Salaam Region. Survey approach was used to collect data

The sample comprised of 45 vocational manufacturing based SMEs. That is, 15 SMEs were selected from each district/municipal council. Probability sampling technique was used to get study sample which represented the population under study.

Data collection was undertaken through the use of questionnaires, semi-structured interviews and documentary review.

The study findings show that the common factors for SMEs products markets inadequacy in Tanzania include; enterprises' production quality related processes inadequacy, lack of enterprises' quality management and inadequacy in marketing related activities. It is thus, recommended that deliberate efforts should be undertaken to address the problem of SMEs products markets inadequacy so as to enable the sector to participate and contribute to the development of Tanzania's economy effectively and adequately.