

**The impact of power rationing on productivity of Tanzania manufacturing
sector: a case of Shellys Pharmaceuticals limited**

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This study was set to assess the impact of power rationing on productivity of Tanzanian manufacturing sector through a case study of Shelly's Pharmaceuticals Limited. More specifically intended to evaluate how unreliable and irregular power supply affects the manufacturing sector as reflected by productivity. The study used the case study designed to reveal the necessary and required data to answer the research questions. Questionnaires were used to collect data from different respondents, SPSS, Excel and Microsoft Word computer programs were used to analyze and present the findings in tables, graphs and charts. Analysis and interpretation was done using percentages and descriptions. The findings show that there are cases of unreliable and irregular power supply that result to fall in production, fall in both individual and company income and also increase in cost of productions and unemployment. The implications of these effects does touch the entire economy of Tanzania as lower production directly affects Gross Domestic Product (GDP), employment levels and balance of payment. The results present a challenge to service providers and the government in general on improving availability and reliability of power supply. It is recommended that efforts and resources should be allocated in improving the availability of power to boost manufacturing to be able to enjoy the economic benefits of higher and quality production.