

**The role of business information on the small business performance in Tanzania: a case of local suppliers at Kariakoo market**

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The study assesses the role of business information on small business performance at Kariakoo market, Dar es Salaam, Tanzania. The study basically guided by four objectives namely; the extent to which knowledge on business information, accessibility to business information, perceived ease of use of business information, and perceived usefulness of business information on small business performance. The study used both quantitative and qualitative designs in data collection and analysis. A sample size of 50 respondents was conveniently chosen at Kariakoo market. Questionnaire, interview and documentary reviews were used to collect data. SPSS was used to calculate frequencies, percentages, mean and standard deviation for the study findings.

The finding revealed that business knowledge influences small business performance. Moreover, it was revealed that respondent had no adequate knowledge on business information. On the other hand, the surveyed respondents had adequate business knowledge on available market pricing strategies, new distribution channels, market competitors and sources of financing business.

In additional to that, it revealed that, perceived ease of use of business information tends to influence small business performance, on the other hand, the findings revealed that there is no easy use of business information and that business information is easy to communicate.

It was also revealed that, perceived usefulness of business information tends to influence business performance. Furthermore, it was revealed that business information influences sales turnover, expands markets and reduces business risks.

The study recommends that, there is a need for the government to put in place a legal framework that strengthens information transfer and exchange between local suppliers, research institutions and government sources that support local supplier's growth. Moreover, the study recommends that there is a need for the government to establish information centers to enable local suppliers to

access business information. Lastly, the government should invest in information access and exchange programmes to facilitate flow of information among local suppliers.