

Investigating the rationale for pursuing total quality management as a valid competitive strategy for Tanzanian small and medium enterprises: a case study of Engineering Servicing and repair Enterprises in Dar es salaam Region

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The importance of Total Quality Management (TQM) for small and Medium Enterprises (SMEs) is acknowledge worldwide Chileshe and weaston (2000) mentioned that SMEs are supplies of goods and services to large organisations therefore poor product quality from them adversely affect competitive performance to large organisations. In addition. TQM has ability to initiate organisations meet set goals in modern business operation environments (Eng and Yus of, 2003). As the name implies, TQM practices is related to monitoring quality throughout organization processes when every employee committed. The essence of TQM is to spot problems occurring during operations and give relevant solutions before products reach market place. In addition, TQM is capable to initiate responsibility commitments to employees as well as encourage teamwork among workers toward reaching establishment objectives including attaining business excellence. This study aimed at investigating the rationale for pursuing TQM concept in Tanzania SMEs. It linked problems faced in SMEs and advantages that could be obtained practicing TQM elements in the sector. Study descriptive data analysis indicated a small proportion of TQM elements being practiced in sampled ESRESs. These data indicated that organisations practicing the philosophy maintain or employ more workers and attain increase or constant capital investment measured in two years. This result support adopting total quality management in Tanzania SMEs that could enable the country to enhance its sustainable economic development programmes hence achieve competitive advantage in business over rivals.