

**Investigating the challenges of investment decisions by retirees in Tanzania:
a case study of Dar es Salaam Region**

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This research aimed at investigating the challenges of investment decisions by retirees in Tanzania. To achieve this objective the case study research strategy was used in which four cases of retirees who are individual investors were interviewed. The information gathered by using in-depth interview before they were analysed by a way of qualitative data analysis techniques. The findings from the study show that both pull and push factors as well as investment theories which are accelerator theory and Tobin's Q theory of investment made retirees to invest. The investment decision process retirees go through in making decision concerning the investments included; determining investments opportunities, analyse each opportunity by appraisal investment technique, selection, implementation of a selected project and then control and monitor of the invested project. In between the process, retirees face investment challenges such as; lack of enough research studies on the projects invested, lack of potential information, lack of experience in the market, time management, no access to loan, untrustworthy staff. Retirees need appropriate strategies, government assistances and using appraisal investment techniques in evaluating investments prior to their investment decision. Major contribution has been made toward understanding the investment challenges that retirees face in their investments. Thus, they need assistance from various stakeholders that are; financial institutions, the society as well as the government.