

**Ploration of challenges and coping strategies used by Tanzania's pharmaceutical firms in
accessing the east African market**

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Master of International Business (MIB)

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This study sets out to explore the challenges and strategies used by Tanzanian pharmaceutical firms in accessing the East African market. The method used in data collection was qualitative technique, whereby non probability sampling technique was used and the researcher's judgement was the basic for sample selection depending on the type of information targeted, as the overall aim was to get information from the most experienced groups. Also, the study included some information from different published and unpublished books, reports, newspapers, articles, and online sources as secondary data. Findings revealed that, exports of pharmaceutical products from Tanzania to East African countries is very low due to poor logistic situations, complicated export procedures, poor security and competition especially from Kenya, Asia, Europe and America fast growing manufacturers. Also, the findings revealed that the Tanzania's pharmaceutical exporters are performing better in non EAC market than in EAC countries. The study recommends that, the government of Tanzania needs to allocate enough resources in constructing infrastructures so as not only to connect the country's exporters with international markets, but to also create good policies, standard procedures and simplified export mechanism to allow quick business operations. Also Exports firms should train staffs and do frequent research on customer needs and wants so as to capture new opportunities arise in the EAC region.