

**The influence of global market entry strategies on export performance in  
Tanzania small and medium enterprises:the case of Dar es salaam region**

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As the local market becomes more and more flooded, companies, organizations, enterprises and sole proprietors are forced to push themselves to a global market. Right market strategies will be needed to acquire the existing opportunities and secure themselves from the challenges which will hinder the expansion of their operation on the international market. The purpose of this study was to provide SMEs in Tanzania with better understanding of global market entry strategies on their business performance in terms of improving sales, profit, customer satisfaction as well as cost reduction on their operations. Data were collected through questionnaire. A lot of time was spent in allocating questionnaires to right people who are in charge of exporting. The researcher concludes that, foreign market entry strategies chosen by Tanzanian SMEs have effect on export performance and hence affects considerably the exporting companies on sales, Profit generations and business risks management, based on its determination coefficient and significance value. This is because the coefficient of entry strategy is positive showing its positive correlation with the dependent variable and statistically significant at 95% confidence interval.

