

**Challenges facing Tanzanian horticulture SME in the export market: a case of Arusha district**

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The general objective of this study is to examine the challenges facing Tanzanian horticulture SMEs in the export market. In the aspect of environmental dimension, International standards dimension, SMEs own characteristics and Export promotion strategies. Administered questionnaires were conducted in Arusha district with a study sample of 52 Horticulture SMEs. Also Literature focusing on horticulture business in Tanzania and outside Tanzania were extensively reviewed and discussed and analyzed by graphs, tables and hypotheses was tested by chi square/ evidence from the findings revealed that, SMEs common challenges were poor transport infrastructure, inadequate and poor storage and processing facilities, unfavorable financing terms, poor marketing strategies, poor quality control system and information asymmetry on export market.

The study recommends that, the revealed SMEs export market challenges need to be addressed by all actors in this subsector, both individuals and in collaboration so as to strengthen the competitive position of Tanzania horticulture SMEs in export market. The study informs the policy makers and implementers, researchers and academicians.