

Critical success factors and performance of food processors in Tanzania

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The aim of the paper is to assess the perceptions of food processors on the perceptions of their critical success factors (CSFs), factors (e.g. size, location, ownership) likely to determine their opinion on the CSFs and the relationship between the perceived CSFs and performance. Data collected by means of structured and personally administered questionnaire collected from 124 will be used. Descriptive statistics will be used to assess food processors' perceptions, while multinomial logistic regression models will be used to link the processors' opinion about their CSF to their attributes (e.g. size, ownership and location) as well as to examine the relationship between the processors' performance and their opinion about the CSFs. Findings are important to academia as none of the available studies addressed manufacturers' CSFs in the context of a developing African country like Tanzania facing significant business environment challenges although CSFs are argued to be location specific. Food processors in Tanzania will be informed about the factors they may need to emphasize to be successful while policy makers will know which factors they may need to encourage manufacturers to possess so as to be successful.