



Youth Engagement in Tanzanian Business Landscape: A Mixed Methods Exploration

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Abstract

Youth in Tanzania play a significant role within the business landscape. Despite efforts to engage them, there is limited empirical evidence of their active participation and impact. A mixed-methods approach combining semi-structured interviews (n=50) with a survey (n=200), conducted among young entrepreneurs ^ employees across various sectors ∈ Tanzania. Data from both sources were triangulated to provide comprehensive insights. Youth participants reported facing significant challenges such as limited access to financing and mentorship programmes, which hindered their business ventures compared to established entrepreneurs (35% vs. 60%). The study highlights the critical role of supportive policies and resources in fostering youth entrepreneurship within Tanzania's business environment. Policymakers should prioritise development of targeted programmes for youth, including financial assistance, networking opportunities, and skill development initiatives to enhance their entrepreneurial success.

Keywords: Tanzania, Youth, Entrepreneurship, Qualitative Research, Quantitative Research, Mixed Methods, Development Studies

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