



Comparative Business Practices in Tanzanian Regions: An Action Research Inquiry

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Abstract

This study examines comparative business practices across different regions of Tanzania, focusing on how local businesses operate within various economic contexts. An action research approach was employed, involving direct engagement with local entrepreneurs and stakeholders through interviews, focus groups, and field observations. Data were collected over a period of six months across three distinct regions: coastal, central highlands, and northern savanna. A significant finding is that businesses in the northern savanna region rely heavily on traditional agricultural practices due to limited access to modern technology and financial services compared to other regions where there is more integration with global supply chains. The research underscores the importance of regional-specific business models, highlighting how environmental conditions shape economic strategies. Insights gained can inform tailored support programmes for Tanzanian businesses. Policy recommendations include developing region-specific training programmes and financial inclusion initiatives to enhance business resilience in less developed regions.

Keywords: *Tanzania, Geographic Regions, Action Research, Comparative Studies, Business Environment, Development Contexts, Local Enterprises*

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