

## ABSTRACT

This study carried out in RUANDA ward in Mbeya city. It aimed on assessing the influence of social networking platforms on business development. Cross sectional research, design used and data collected through interview. Statistical Package analyzed data for Social Sciences (SPSS). Descriptive statistics included frequencies, percentages, mean and standard deviation were used .The study involved 96 respondents, besides that the study revealed that 66 respondents use social networking platform on small business development, whereby the most used social networking platforms were What sup, Facebook and instagram respectively, 30.1% respondents use Whattsup,20.8% use instagram, 15.6% use facebook. Multiple computation analysis used to compute the average number of customers per each social networking platform. The findings revealed that the average number of customer were 400. Also the study revealed that most of businessman in the study area use social networking platforms for communicating with their customers, searching for the new markets promoting their business brands and products, technology sharing and making business advertisement. Besides that, study revealed that most of businessperson benefited from using social networking platform by getting new information concerning to their business, getting new customer updated. Also the study reveal that majority of the businessman (68%) faced with high cost, lack of enough knowledge, emergence of new technology, law enforcement as challenges of using social networking platforms where by the average cost spent by businessman in social networking platforms were 1132 per day. The study revealed that majority of the respondents 33.4% spend more than two hours on social networking platforms per day.

