

## ABSTRACT

The effective Supply chain has been an important activity for the successful of organizations as well as maximization of the revenue in service industries as well as the water service authority as concerned. This is to assure full provision of customer satisfactions for the citizens and country's development.

This dissertations has focused on the assessment of the effectiveness of water supply service to customer a case of Arusha Urban Water Supply and Sewerage Authority, Arusha town, Tanzania. It have addressed various issues related to the effectiveness of the water supply services by the authority to meet customer need and produce full customer satisfactions.

Data were collected from the authority and customers based on the objectives formulated which were; to examine the activities involved in the supply chain of the water services, to determine the major strategies and strength used by the authority to meet customers' needs and solve the problems, to determine the benefits received by the customer from the water service offered and to examine the achievements of the authority towards offering the services. Different questionnaires, interview, documents and observations were the methods used during the collection of data.

From the findngs, the researcher come up with the conclusion that, the authority is less effective in the water supply service to customers thus, it has some challenges and other problems faced and it needs to change and apply more strategies to improve the performance as recommended.

Finally recommendation was made in assisting the authority towards increasing the effectiveness in the performance of water supply services to assure full customer satisfactions for the individual and country's development.

