

ABSTRACT

This study focuses on the factors influencing the growth of Unit Trust of Tanzania (UTT) conducted at Arusha city UTT branch. Three wards in Arusha city namely, Kaloleni, Themis, and Ngarenaro were involved. Survey data were collected using questionnaire, documentaries and interviews.

The study found that about 65% of the respondents are not aware of the Unit Trust of Tanzania. The study also the study has found that out of seven roles performed by UTT, three among them are popular in the society at the average of 28% that is Umoja fund 40%, Invest life 30% and Children career plan 14%. Other roles including regular income scheme, liquid fund, microfinance and UTT projects had an average of 4%. The growth indicators included the assessment of Net Asset attributable to share holders and Net Asset Value per unit which is calculated by dividing the Net Asset Attributable to share holder to number of share holders. The percentage of people who are aware of UTT is 35% however the number has been growing from financial year 2008 to 2012.

Moreover the study suggests ways which to be put forward to anable investors to benefit more from UTT. These suggestions includes; time factor to be taken into considerations when investing, understanding of the product to insure proper selection of where to invest and regular deposit to build capital. Other suggestions include; People to leave behind the culture of not saving for investment purpose and to have personal development plans within time frame.

