

## ABSTRACT

The situation of introducing a legislation or directives to ensure effective disposal of manufactured products and its waste by many countries has being a new challenge faced by most Tanzania firms that wants to go global. Increase in consciousness on environmental issues, sustainable development and the advantage of recycling had also positioned more pressure on firms to adopt sustainable business initiatives such as a better reverse logistics strategy. Furthermore many manufacturing industries keeps on overlook the importance of reverse logistics activities and its potential of improving the firm's performance instead they only focus on forward logistics.

The main objective of this study is to determine factors affecting adoption of reverse logistics for Solar Home products in Tanzania by looking on the influence of mainly three factors which includes Network design, resources, forecasting and defective tracking; on adoption of reverse logistics which two (Network design and resources) of these three factors were proven valid apart from forecast and defective tracking. A case study of Mobisol was used to collect both secondary and primary data through survey questionnaire. 71 questionnaires was distributed to all the four zones at Mobisol Tanzania to obtain primary data, internal documents such as reverse logistics report, distribution manual, and distribution control sheet/manual was mainly used to collect secondary data.

Findings indicate that reverse logistics network design has great influence on the adoption of reverse logistics, resources such as fund, manpower and equipment has a very great impact on adoption of reverse logistics; and finally having proper forecast of failure of new product, use of GPS and RFID together with some software does not affects the adoption of reverse logistics.

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