

ABSTRACT

The study was about finding out effect of shortage of power on the performance of foreign direct investment in Tanzania. The overall question was to find out how does shortage of power affect performance of foreign direct investment in Tanzania? Specifically the study was an attempt to assess effect of power shortage on quality and quantity products of Vodacom Tanzania, determine effect of power shortage on Vodacom Tanzania production cost, find out effect of power shortage in meeting customers satisfaction in Vodacom Tanzania and establish the extent to which power shortage affect employees' performance in Vodacom Tanzania. The study is made up of five chapters.

Chapter one is about setting the problem, chapter two is about literature review, chapter three is about research methodology, chapter four is about data analysis and chapter five is about conclusion and recommendations. Qualitative and quantitative methodologies have been applied. The qualitative methodology probed feelings and perceptions of respondents on the research theme, and the quantitative approach made the study capable of producing and presenting numerical information in figures. Questionnaire and interview guide were the key tool for data collection. Data were analyzed using (SPSS) Statistical Packaging for Social Sciences programme, Microsoft office excel and special table as shown in the research methodology.

Study found that Vodacom is offering service that highly demands power. Thus power cuts affects Vodacom services such as network problem, increase running costs and reduce profits. Also quality of service are affected hence dissatisfying customers. Thus this study concludes that power cuts and shortages are affecting Vodacom Tanzania in a number of ways. This includes limiting its service and increasing running costs. This leads to provide unsatisfactory service as well as removing some services. Also this causes services to continue be inaccessible for a long time. Key recommendation given is Vodacom Tanzania to look for other sources of power such as solar power.

