

ABSTRACT

Many organisation and businesses are adopting ERP as one of the strategy as to use Information technology efficiently and effectively as to boost their business and speed up their market penetration, this study is about factors hindering adoption of enterprise resource planning (ERP) in bottling industry. As to identify major factors hindering adoption of ERP at Moshi, researcher will carry a study at Bonite Bottlers Ltd, bottler of soft drinks in northern zone. The research has been conducted by author via interviews and survey in 2014 assessing overall awareness and understanding of information technology and enterprise resource planning among Bonite staffs and managers. Total of fifty staffs were responded to questionnaires distributed by researcher while ten managers were interviewed. Respondents show average understanding on Information technology as well as ERP; however respondents showed they are aware of information technology and its benefits in daily activities. Also study reveals that there is average usage of information technology in daily business at Bonite though provision of facilities and resources are not enough.

The findings of the research are that understanding and awareness of information technology and ERP are not all that needed to facilitate ERP adoption in an organisation. Also there are other concerns related to organisations processes and procedures that can affect the whole process of ERP adoption. The author concludes with some recommendations as well as identification of areas on which further studies can be carried out

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