

ABSTRACT

The study described an assessment on product certification practices in building SMEs competitiveness in Tanzania. It was guided by three predicting variables tested on SMEs competitiveness as the dependent variable namely performance tests, quality assurance tests and product accreditation. The study was performed using explanatory study design whereas causality relationship was conducted to generate new knowledge on the inquired subject. Data were collected from the enterprise owners in Dar es Salaam city using structured questionnaires. The data were assembled and grouped altogether such that were computed in SPSS version 23.0 for the generation of relevant statistical measurements to present the results of the study. On top of that, descriptive statistics were generated to show the demographic features of the respondents on the overview of SMEs in Tanzanian context. Besides that, correlation and multiple regression analysis were also used to show the existing relationship between study variables in filling the inquiry gap. Study results were evident that all three independent variables namely performance tests, quality assurance tests and product accreditation have all been revealed positive with significant effect on SMEs competitiveness as the dependent variable. This therefore implies that SMEs competitiveness through product certification practices is influenced by performance tests, quality assurance tests and product accreditation

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