

INSTITUTE OF RURAL DEVELOPMENT PLANNING, DODOMA



DEPARTMENT OF ENVIRONMENTAL PLANNING

**FIELD ATTACHMENT :FIELD ATTACHMENT REPORT CONDUCTED AT
BIZLAND COMPANY LIMITED**

PREPARED

BY

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**BACHELOR DEGREE IN URBAN AND REGIONAL DEVELOPMENT
PLANNING**

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ABSTRACT

I would like to extend my deepest gratitude to all the individuals and organizations whose support and guidance were instrumental in the successful completion of my field attachment and this report.

First and foremost, I express my sincere appreciation to the management and staff of Bizland Company Limited for granting me the invaluable opportunity to undertake my practical training at their esteemed organization. I am particularly indebted to my immediate supervisor, Ms. Alice Fredrick Mlay, the Branch Manager, for her exceptional mentorship, unwavering support, and insightful guidance throughout the attachment period. Her expertise in the real estate market and her willingness to share her knowledge have profoundly shaped my learning experience.

My profound thanks also go to the Institute of Rural Development Planning (IRDP) and the Department of Urban and Regional Development Planning for equipping me with the solid theoretical foundation necessary to understand and engage with the complexities of the professional world. I am grateful for the guidance of my Academic Supervisor, [Name of Academic Supervisor], whose advice was crucial in structuring and completing this report.

Finally, I wish to extend a heartfelt thank you to my family and friends for their continuous encouragement, prayers, and unwavering support, which have been a constant source of motivation throughout my studies and this practical training..

ACKNOWLEDGMENT

This report documents the practical field training undertaken at Bizland Company Limited in Dodoma, Tanzania, from 28th July to 19th September 2025, in partial fulfilment of the requirements for the Bachelor's Degree in Urban and Regional Development Planning. The primary objective of the attachment was to bridge the theoretical knowledge of urban planning with the practical dynamics of the commercial real estate sector. Over the eight-week period, the student was actively engaged in the company's sales and marketing operations, including the distribution of promotional materials, conducting targeted marketing campaigns through gazebo placements at government ministries, delivering presentations to institutions, and facilitating client site walks. Key achievements include gaining hands-on proficiency in direct marketing and client engagement strategies, developing a practical understanding of the land sales cycle, and enhancing professional communication and negotiation skills. The experience also highlighted significant industry challenges, notably the intense market competition within Dodoma's real estate sector and the bureaucratic delays associated with land title processing. The report concludes that the attachment was an invaluable and formative experience that provided deep insights into the urban development process from a private sector perspective. Recommendations are offered to Bizland Company Limited to enhance its marketing and client service strategies, and to IRDP to further strengthen the practical components of its curriculum.

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LIST OF ABBREVIATIONS

CCD	City Council of Dodoma
URT	United Republic of Tanzania
FAP	Field Attachment Programme
IRDP	Institute of Rural Development Planning
TMA	Tanzania Meteorological Authority
WEJISA	Weka Jiji Safi
NBS	National Bureau of statistics
SIDO	Small Industry Development Organization
PPP	Public -Private Partner
DUWASA	Dodoma Urban Water Supply Authority
EMA	Environmental Management Act
NEMC	National Environmental Management Council
LGAs	Local Governmental Authorities
CBOS	Community Based Organizations

DEFINITION OF KEY TERMS

Waste

Any unwanted or discarded material resulting from human activities, which has no immediate use or value in its current form. Waste can be solid, liquid, or gaseous, and if not managed properly, it can harm human health and the environment.

Waste Management

The process of collecting, transporting, processing, recycling, and disposing of waste materials in a way that minimizes harm to the environment and human health. It includes policies, practices, and technologies for sustainable handling of waste.

Waste Disposal

The final action of getting rid of waste materials, usually by methods such as landfilling, incineration, or composting, after all possible recycling or recovery options have been considered.

Dumping Site

A designated or undesignated location where waste is deposited. A legal dumping site is managed and regulated, while an illegal dumping site is unregulated and can cause severe environmental pollution.

Pollution

The introduction of harmful substances or energy into the environment—such as air, water, or soil—that degrades the natural quality, threatens ecosystems, and poses risks to human health.

Recycle

The process of converting waste materials into new products to reduce the consumption of raw materials, conserve energy, and prevent pollution. Recycling is a key step in the circular economy.

CHAPTER ONE

1.0 INTRODUCTION

The trajectory of Tanzania's national development is intrinsically linked to the strategic management of its urban centers. The official and phased relocation of the nation's capital and administrative functions from Dar es Salaam to Dodoma represents one of the most ambitious national projects since independence. This monumental shift, envisioned to foster balanced regional development and decongest the coastal commercial hub, has ignited a wave of rapid urbanization in the nation's heartland. Consequently, Dodoma is experiencing an unprecedented demand for planned, surveyed, and legally secured land for a multitude of purposes, including residential housing, commercial enterprises, industrial facilities, and public institutions. This growth landscape presents a dual reality: it offers profound opportunities for economic advancement while simultaneously posing significant challenges related to ensuring sustainable, equitable, and orderly urban expansion.

Within this dynamic and complex environment, private sector actors, particularly real estate development companies, have emerged as pivotal players. They function as crucial intermediaries that structure the physical and legal landscape upon which the new capital is being built. This report provides a comprehensive and analytical account of the practical knowledge, professional competencies, and hands-on experience acquired during an intensive eight-week field attachment. The training period, which commenced on 28th July 2025 and concluded on 19th September 2025, was undertaken at Bizland Company Limited, a reputable and forward-looking real estate firm with significant operations in the high-growth corridors of Dodoma and Morogoro.

As an indispensable and mandatory component of the curriculum for the Bachelor's Degree program at the Institute of Rural Development Planning (IRDP), this field attachment serves a critical pedagogical purpose. It is meticulously designed to bridge the chasm between the abstract theoretical frameworks of development planning, land administration, and management learned in an academic setting and the tangible, often complex, practical applications in the professional world. The mission of IRDP is to produce competent planners and development managers who can effectively address the challenges of rural and urban development in Tanzania. This attachment, therefore, represents a foundational experience in fulfilling that mission. This inaugural chapter lays the essential groundwork for the report by presenting a detailed, multi-faceted background of the field attachment area, with a specific

focus on Dodoma's unique geographical, demographic, and socio-economic profile. Furthermore, it provides an in-depth organizational overview of the host company, Bizland Company Limited, thereby establishing the necessary context for the detailed narration of tasks, achievements, and challenges that will be explored in subsequent chapters.

1.1 Profile Of The Area

The history of Dodoma Urban settlement can be traced back before colonialism when the area was a popular passage route for the seasonal migration of wild animals from north circuit (Arusha) to southern corridor (Mikumi) currently Mikumi National Parks. In the course of animal passage, a historical incidence occurred when a group of elephants submerged in the wet land near the former Mazengo secondary school (now St. John University of Tanzania). The act of submerging in the wet

land is known as Idodomya in vernacular language of Gogo community. This historical manifestation is what came to be the origin of the name Dodoma.

Dodoma town was declared the National Capital under The Presidential Decree No.320 of 1973. Since then, a series of successful stories has followed. In 1980, Dodoma City Council was established and in 1995 the Government decided that all parliamentary activities should take place in Dodoma and consequently The Tanzania National Assembly moved to Dodoma in February 1996 and in 26th April 2018, The President announced to be the City Council

1.1.1 Physical And Geographical Location

The Dodoma City is located at the geographical center of the country on the vital Central Railway line; and on major crossroad of the National East West trunk road and the famous Great North Road (Cape Town to Cairo), which passes in Tanzania through Mbeya, Iringa, Dodoma, Babati and Arusha. It is 486 kilometers west of Dar es Salaam and 441 kilometers south of Arusha.

Dodoma City covers an area of 2,669 km² of which 625 km² is urbanized. It lies between latitudes 6° 00' and 6° 30' south, and longitudes 35° 30' and 36° 02' east. Administratively, the City is represented by the Dodoma urban district, which is one of the seven districts in Dodoma region. Others are Bahi, Chamwino Chemba, Kondoa, Kongwa and Mpwapwa. Dodoma Urban District has four divisions namely Dodoma Urban, Hombolo, Zuzu and Kikombo.

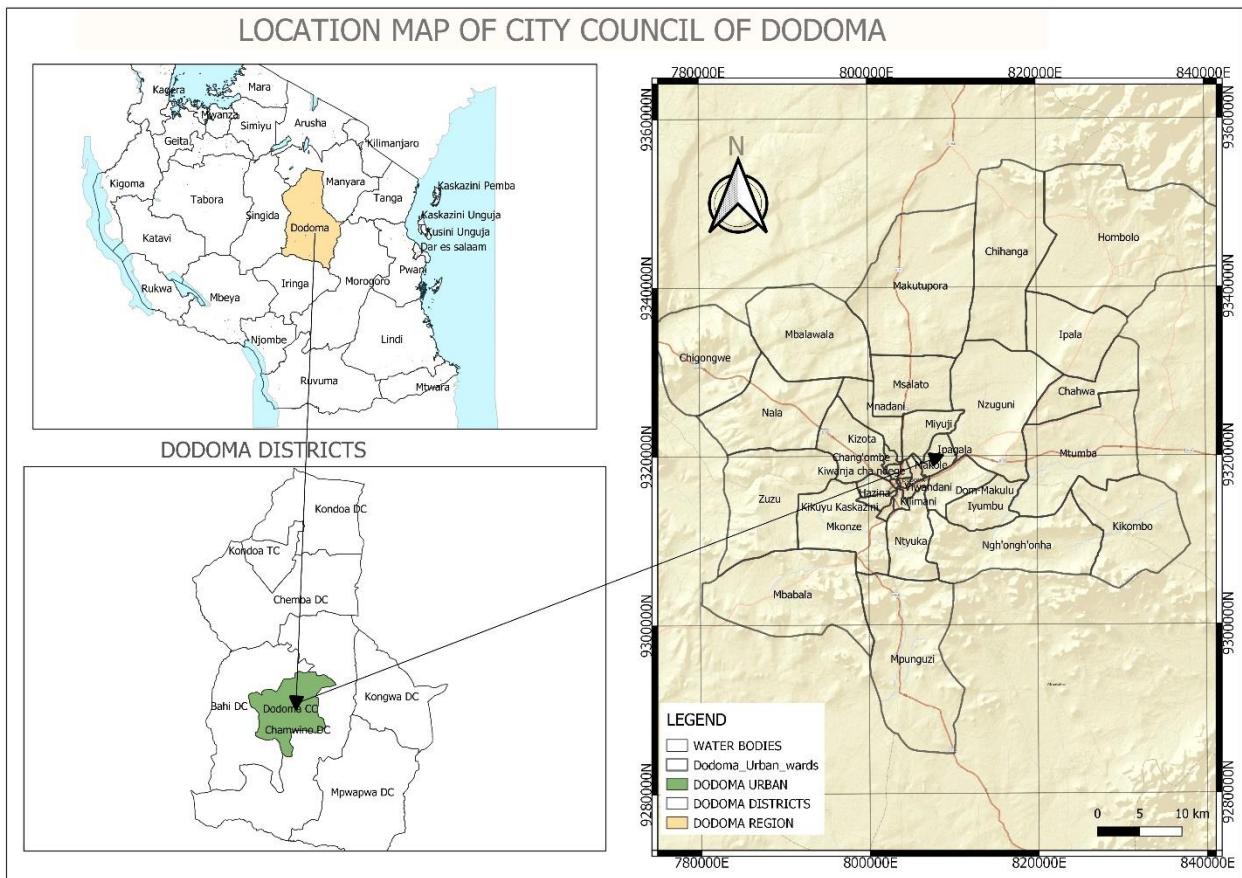


Figure 1: Map showing Dodoma city location

The City of Dodoma covers the Capital City which is an area earmarked for the Capital Development Area. The area involved includes the area earmarked for urbanization to a population of 1,000,000; future International Airport, underground water catchment area; agriculture and livestock grazing area, a forestation and conservation areas; and other necessary institutional and service facilities.

Topography and Drainage

Dodoma city is situated on the plateau with an average elevation of around 1,100 meters (3,600 feet) above sea level. This topography of the city is characterized by the rolling hills and shallow valleys to the east and the Mtera Escarpment to the south west and the city is drained by several rivers and streams that flow through the area. The main river includes the Mzakwe, Chamwino, and Mbalawala river. These rivers originate from the surrounding hills and flow forwards the east, eventually joining larger river systems such as the Rufiji river.

Climate

Dodoma has a hot and dry climate with average temperatures ranging from 20°C to 32°C (68°F to 90°F) throughout the year. The city experiences two main seasons: Dry Season (May to October): This season is characterized by low rainfall and high temperatures. The weather is generally sunny with minimal cloud cover and in the city wet Season starts from November to April where during this season, Dodoma receives the majority of its annual rainfall. Showers and thunderstorms are common, and temperatures tend to be slightly cooler.

Vegetation

The natural vegetation in Dodoma is predominantly savanna, characterized by scattered trees and grasslands. The region is situated in the transition zone between the miombo woodlands to the south and the acacia savannas to the north. The dominant tree species in the area include acacia, baobab, and miombo trees. Due to the semi-arid climate, the vegetation is adapted to withstand long periods of drought, and drought-resistant grasses and shrubs are common

Population Size

According to the population and housing census of 2022, Dodoma City had 765,179 people of which male are 373,440 and females 391,739 with the households' size growth of 4.4. The number of households is 214,330. Growth rate is 4.1%. Population projection for the year 2016 is 457,825 where by male are 222,238 and female 235,587.

Table 1: Population Size by Ward, Dodoma City Council

Council/Ward	Population		
	Both Sex	Male	Female
Dodoma City Council	765,179	373,440	391,739
1. Msalato	12,905	6,341	6,564
2. Makutupora	19,966	9,713	10,253
3. Chihanga	13,605	6,720	6,885
4. Hombolo Makulu	10,857	5,294	5,563
5. Ipala	7,663	3,674	3,989
6. Chahwa	6,165	3,036	3,129
7. Hombolo Bwawani	20,033	9,630	10,403
8. Mtumba	14,673	7,787	6,886
9. Kikombo	11,269	5,399	5,870
10. Nghong'onha	19,173	9,630	9,543
11. Ihumwa	24,112	11,870	12,242
12. Viwandani	4,448	2,308	2,140
13. Uhuru	1,739	1,020	719
14. Chamwino	21,407	10,630	10,777

15.	Kiwanja cha Ndege	10,333	4,829	5,504
16.	Makole	10,571	5,204	5,367
17.	Miyuji	36,588	17,531	19,057
18.	Nzuguni	50,454	24,223	26,231
19.	Dodoma Makulu	44,013	21,202	22,811
20.	Tambukareli	10,756	5,405	5,351
21.	Kilimani	9,562	4,609	4,953
22.	Kikuyu Kusini	11,126	5,331	5,795
23.	Kikuyu Kaskazini	17,376	8,466	8,910
24.	Mkonze	41,256	19,841	21,415

Source: 2022 PHC

Ethnic group

While the original inhabitants of the Municipal are believed to be the Wagogo and Warangi there are now a quite good number of mixed tribes from neighboring regions; this is due to trade and cultural relationships in the area.

Aesthetic value of the area

Dodoma city has both natural and human made environment sceneries which are attractive to observe. These sceneries include Dodoma hills with its natural flora and fauna and its ever-green appearance during wet seasons, these hills in Dodoma are natural environment while the human made environment in the city can be the view of Nyerere Square and other areas like Chinangali Park.



Plate 1: Aesthetics View of Nyerere Square Dodoma city

Economic Activities

Minerals activities

Several minerals are available in this Council. Those minerals are gypsum, gold and salt. These mining activities include extraction of building materials such as stone, gravels, aggregates and sand. Small-scale miners do these activities manually. The most common mineral exploitation is based potentially on sand and quarries material, the latter is exploited at Nyankali area and both are used as building materials.

Fisheries

Fisheries activities take place in Hombolo dam and fishing is done at a small scale by artisanal fishermen for the purpose of food and earning of income, fish products from the dam are not only consumed by the neighboring villages of Hombolo, Ipala, and Zepisa but are also exported to the external markets including the neighboring Chamwino City.

Table 2: Fish Production in Hombolo dam 2006/2007-2015/2016

No	Year	Production/Kg	Value (Tshs)
1	2011/2012	5,200	31,200,000
2	2012/2013	5,500	33,000,000
3	2013/2014	104,000	624,000,000
4	2014/2015	93,500	561,000,000
5	2015/2016	86,000	516,000,000

Sources: City Agricultural and Livestock Development Officer (MALDO) (2017)

Forest

Dodoma City council and DONET are making efforts to ensure environmental protection and conservation. This is done through a forestation and reforestation practices which involve tree planting.

Table 3: Shows Status of tree planting in Dodoma City council

Year	Target	Implementation	Percentage
2016/2017	20,000	16,219	81.00

Source: City Natural Resource Officer (MNRO) (2017)

Bee-keeping

Dodoma CIty is having potential areas for keeping bees and these are found in Miombo tree stretch of Gawaye, Hombolo Makulu, Zuzu, Ng'ong'ona and Mkoyo villages. Current estimate of beehives stands at 10,005 in the whole of Municipality of which 3001 are modern bee hives and 7004 are traditional ones. The beekeeping in Dodoma Municipal Council is for self-employment. The products of the bee include wax and honey and the community has been able to earn income from this. Dodoma farmers are yet to enter the international market of honey and its products due to lack of capacity to practice modern beekeeping industry. Mostly the processes are done traditionally. For instance, in year 2016, total of 75,000 kilograms of honey worth Tanzania shillings 37,500,000 were produced.

Table 4: Shows Wax and honey production in Dodoma City council

Year	Product (Kgs)		Value (Tshs)	
	Honey	Wax	Honey	Wax
2014/15	27,350	1,120	27,350,000	13,440,000
2015/16	26,893	1,890	26,893,000	18,900,000

Source: City Natural Resource Officer (MNRO) (2017)

Agriculture activity

Agricultural activities are conducted in all 21 wards of the Council. Major food crops are Millet, Sorghum, Maize, Cowpeas and Bambara nuts, other food crops include maize, sweet potatoes, paddy, green grams and pigeon peas. Major cash crops are grapes, sunflower, simsim and groundnuts etc. Major vegetables are tomatoes, hot/sweet peppers, Chinese cabbages, egg plants, amaranths, African eggplant and cucumber. Fruits include pawpaw, oranges, mangoes, guava and passion fruits, avocado and wild fruits. Taking into consideration of the agro ecological zones and the issues of climate change, the City Council promotes the cultivation of drought resistant such as bulrush millet, sorghum and cassava.

Table 5: Crop production for 2015/16 and 2016/17 seasons

Crop	Production					
	2016/2017		2015/2016			
A: Food Crops						
	Area (ha)	MT	Value (000 Tsh)	Area (ha)	MT	Value (000Tsh)
Millet	38,652	30,922	27,829,800	34,653	20,792	15,594,000
Sorghum	1,574	1,889	1,700,100	4,200	2,940	2,205,000
Maize	8,406	4,203	3,992,850	6,419	1,926	1,348,200
Cowpeas	1,126	1,013	1,823,400	2,033	813	1,138,200
Cassava	517	6,204	6,204,000	343	2,059	205,900
Bambara nuts	4,120	3,708	4,449,600	4,761	3,332	5,997,600
Total	54,395	47,939	41,554,600	52,409	31,862	26,488,900
B: Cash Crops						
Grapes	1,241	8,687	13,030,500	1248	9,360	14,040,000
Simsim	6,740	3,370	8,425,000	2654	531	1,327,500
Sunflower	17,574	10,544	7,380,800	9,875	3,950	2,765,000
Ground nuts	16,705	16,705	33,410,000	9,986	3,994	8,786,800
Tomatoes	70	1,495	598,000	74	1,332	599,400
Total	42,330	40,801	62,844,300	23,837	19,167	27,518,700

Source: City Agricultural, Irrigation and Cooperatives (MAICO) Officer (2017)

Agriculture is the backbone of Tanzania's economy (URT, 2003b). It provides employment to more than three quarters of the population, it accounts for 15% of exports, and contributes almost 27.8% of Tanzania Gross Domestic Product (GDP) (URT, 2011b). However, according to MAFS (2008) recently, mining, tourism and services industries have been playing an increasingly active role in GDP contribution. Approximately 3.5 million farm families cultivate about 4.5 million hectares of arable land. Crop yields are only 20% to 40% of their potential. However, fall in prices of traditional export crops reflected in a reduced contribution of export earnings by the agriculture sector from 60% in 1990s to 14.3 % in the year 2007 and this decline is expected to increase.

Similarly, the economy of Dodoma city relies basically on agriculture, livestock keeping and minor small-scale industries in the city. The agriculture sector employs more than 70% of the population residing in the Peri- urban areas of the Council. However, in most parts of the Council, agriculture is characterized by low productivity due to unfavorable climatic conditions, traditional farming practices which typically depend on rain fed, poor farming tools, farmers' local knowledge and experience. Most of the farmers rely on subsistence farming which result in small production hence low income. Crop production is ranked as first vital economic activity and livestock keeping as a second in rural wards of the city. Apart from arable farming and livestock keeping, natural resource sector is another important sector in which people depend for their livelihoods. Dependencies on rain fed agriculture contribute to reoccurring food insecurity. The Council has a total of 3,620 hectares' potential for Irrigation but only 1,350 hectares are under irrigation. Irrigation is dominated by few Improved Communal Irrigation schemes that is Vikonde, Zuzu, Gawaye and Hombolo. Nevertheless, traditional irrigation using shallow wells is practiced in 12 villages and some individual farmers have improved irrigation schemes privately owned using boreholes and drip systems. These areas provide the town with Horticultural production mainly leafy vegetables, tomatoes, egg plants during offseason. Horticulture is currently becoming a lucrative business for income generation. On the other hand, Grape is an important cash crop in some areas of Dodoma city. The major grape production areas Mpunguzi, Matumbulu, Mkulabi, Mbabala and Hombolo, ward.

Though its urban nature, Dodoma City has a peculiarity of Peri – urban nature which has a huge potential for agriculture investment. The reasons to invest more in the agricultural sector can be supported by; Agriculture is the mainstay of Tanzania's economy (URT, 2003b). It provides an employment to more than three quarters of the population, it accounts for 15% of

exports, and contributes almost 27.8% of Tanzania ‘s Gross Domestic Product (GDP) (URT, 2011b) and potential to grow further as compared to other sector it has forward and backward linkages with another sector.

Livestock Keeping

Livestock keeping is another important sector in which people depend on for their livelihood such as cows, goats, sheep, chicken are shown in Table 6

Table 6: Livestock production

Livestock	Crop	Amount	Value (Tshs)
Cattle	Meat (kilo)	3,069,355	18,416,130,000
	Milk (liter)	237,338	284,805,600
	Leather (number)	65,120	162,800,000
Goat/sheep	Meat (kilo)	12,250,226	73,501,356,000
	Leather (number)	182,660	547,980,000
Chicken	Eggs (number)	650,000	325,000,000
	Meat (number)	123,798	1,733,172
Swans	Eggs (number) Meat (number)	78,624 360	7,862,400 720,000

Source: City Livestock and Fisheries Development Officer (MALFDO) (2017)

Dodoma City council tries its best to maintain livestock health through maintenance of livestock infrastructure. Apart from its importance in economic terms, this sector is a major source of protein (meat, milk and eggs). The most important types of livestock are cattle, goats, sheep and chicken. The dominant breed of cattle, goat and sheep population is Short Horned Zebu, Small East African and Red Maasai respectively.

Production systems are mostly traditional. The majority of those who raise livestock under this system are agro pastoral. The system is the main source of milk and red meat. In the villages, extensive mode of production is a prominent method of livestock husbandry, where livestock rely on large areas of natural pastures. Another method is semi-intensive which is mainly

practiced in areas close to Dodoma town because of the by law for livestock movement restricts in town. Table 6 shows the status of Livestock facilities in Dodoma City council.

Industries

Industries activities that are taking place are small-scale industries that including 8 industries of refined cooking oils and one industry of making chalks. Availability of data concerning productions in sector was very difficult to be obtained due to lack of records keeping at City council. However, some data related to grape production industries were obtained as indicated in

Grapes are mainly grown in Dodoma region predominantly by smallholder farmers in Tanzania. Grapevines are believed to have been introduced in Dodoma region in 1940 by missionaries (MAFS, 2006). Since its introduction, vine cultivation has become fully adapted and contributes significantly to household income because grape fruit is one of the important cash crops in the region.

Table 7: Status of Grape Production in Dodoma City, 2017

Category	Amount
Area under cultivation (ha)	1,241
Number of villages producing grapes	18
Number of households producing grapes	907
Grape production tons/per ha (efficiency)	10.5
City grape production/year	8,687
Number of farmers improving vineyard	350
Grape production cooperatives (tan)	4
Extension officers working on grape production village	13
Grape production villages without extension officers	5

Source: City Agricultural Irrigation and Cooperative Officer (MAICO) (2017)

Social Services

Education sector

(a) Primary Education

Dodoma City Council has 122 Primary Schools. Among them 93 are public owned Schools and 29 private owned Schools. The tables below show number of Pupils and Teachers by sex

for Public and Private Owned Schools as well as buildings and furniture. Table 8, 9, 10 and 11 shows the status of education sector in Dodoma City Council in year 2017.

Table 8: Number of Pupils by sex for Public and Private Owned Schools

S/N	Institutions	Number of Pupils		Total
		Boys	Girls	
1	Government owned	43,795	45,084	88,879
2	Private owned	6,148	6,083	12,231
	Total	49,943	51,167	101,110

Source: City Primary Education Officer (MEO) (2017)

Table 9: Number of Primary Teachers for Public and Private Owned Schools

S/N	Institutions	Number of Teachers		Total
		Male	Female	
1	Government owned	370	1,338	1,708
2	Private owned	259	232	491
	Total	629	1,545	2,199

Source: City Primary Education Officer (MPEO) (2017)

(b) Secondary Education

Dodoma City Council has 55 Secondary Schools of which 37 are Public/community owned and 18 Private Schools. Among them there are 11 A-level Secondary schools where by 4 are public and boarding schools (Bihawana, Msalato, Dodoma and Hombolo) and 7 are private schools.

Table 10: Number of Secondary Teachers for Public and Private Owned Schools

S/N	Institutions	Number of Teachers		Total
		Male	Female	
1	Government owned	588	612	1,200
2	Private owned	278	63	341
	Total	866	675	1,541

Source: City Secondary Education Officer (MSEO) (2017)

Table 10: Number of Buildings and Furniture in Secondary Schools

No	TYPE	REQUIRED	AVAILABLE	DEFICIT	% OF DEFICIT
1	Classrooms	526	455	71	13.5
2	Teachers' Houses	1049	87	962	91.7
3	Students' Latrines	850	443	407	47.9
4	Teachers' Latrines	103	89	14	13.6
5	Admin. blocks	37	7	30	81.1
6	Stores	38	3	35	92.1
7	Libraries	38	3	35	92.1
8	Laboratories	117	16	101	86.3
9	Desks	17,044	17017	27	0.2
10	Teachers' Tables	1188	447	741	62.4
11	Teachers' Chairs	1290	635	655	50.8
12	Cupboards	369	127	242	65.6
13	Shelves	329	104	225	68.4
14	Beds	2035	1916	119	5.8
15	Hostel	52	6	46	88.5

Source: City Secondary Education Officer (MSEO) (2017)

1.2 Background Information about the Field Attachment Organization (Bizland Company Limited)

Bizland Company Limited is a strategically positioned, private real estate development company that was established to respond directly to the burgeoning demand for land in

Tanzania's new capital. With a primary operational focus on the high-growth markets of Dodoma and a secondary presence in Morogoro, the company specializes in the entire real estate value chain: from the initial acquisition of large, raw land parcels to the final delivery of legally-titled plots to end-users. It has methodically built a reputation as a credible and reliable facilitator of land ownership for a diverse clientele, including individual home builders, commercial developers, and institutional investors.

1.2.1 Vision

The corporate vision of Bizland Company Limited is "To be the leading and most trusted partner in facilitating accessible, affordable, and legally secure land ownership for all Tanzanians, thereby contributing directly to orderly and sustainable national development." This vision statement emphasizes three core principles: **trust**, which is paramount in a sector often plagued by fraud; **accessibility**, which speaks to their goal of serving a broad market segment; and **sustainability**, which reflects an awareness of their role in shaping the future urban fabric of the nation.

1.2.2 Mission

The company's mission is "To provide affordable, strategically located, and professionally surveyed plots of land by simplifying the acquisition process, ensuring the timely delivery of title deeds, and offering transparent and customer-centric service." This mission statement acts as an operational blueprint. It highlights their focus on **strategic location** (proximity to infrastructure and amenities), the **professionalism** of their surveying work (ensuring clear and undisputed boundaries), and a commitment to a **simplified and transparent** customer journey, which is a key market differentiator.

1.2.3 Core Activities and Services

Bizland Company Limited's business model is comprehensive, encompassing all critical stages of the land development process. The execution of these activities requires close coordination between its various departments.

- **Land Acquisition and Surveying:** This is the foundational stage. The process begins with the identification of large tracts of suitable land, often in peri-urban areas poised for future growth. This is followed by a rigorous due diligence process to verify

ownership and ensure the land is free from legal encumbrances. Once acquired, the company commissions licensed surveyors to conduct official cadastral surveys, which are the basis for creating a new, legally recognized layout plan.

- **Plot Demarcation and Sales:** Following the approval of the layout plan by municipal authorities, the technical team moves to the site to physically demarcate the individual plots with survey beacons. The sales and marketing team then launches the project, utilizing a mix of digital marketing, site visits, and direct sales to engage potential buyers.
- **Title Deed Processing:** This is arguably the most critical service and a major value proposition for clients. Bizland manages the entire bureaucratic process of obtaining individual **title deeds** for each plot from the Ministry of Lands, Housing and Human Settlements Development. This involves submitting survey plans, paying all requisite government fees, and systematically following up on the application until the title is issued, thereby providing the buyer with the highest form of legal security over their property.
- **Real Estate Consultancy:** Leveraging their market expertise, the company provides advisory services to clients. This includes offering insights on land investment strategies, providing data on comparable sales and regional valuation trends, and guiding clients through the legal and regulatory requirements of land acquisition and development in Tanzania.

1.2.4 Organizational Structure

To effectively manage its complex operations, Bizland Company Limited employs a functional organizational structure, led by a Board of Directors that provides strategic oversight. The day-to-day operations are managed by a Chief Executive Officer who supervises several interconnected departments:

- **Sales and Marketing Department:** This is the public face of the company, responsible for generating leads, conducting site visits, negotiating sales agreements, and managing long-term client relationships.
- **Technical/Surveying Department:** This department is the engine of the physical development process. It works with external surveyors and is responsible for overseeing the demarcation of plots, preparing survey maps, and ensuring that the physical layout on the ground aligns perfectly with the approved plans.

- **Legal and Compliance Department:** This department is the guardian of legal integrity. It drafts all contracts, conducts due diligence on land acquisitions, and is principally responsible for the meticulous and persistent follow-up required for the title deed processing.
- **Finance and Administration Department:** This department manages all financial transactions, including payments from clients and payments for government fees, and handles all human resources and administrative functions that support the entire organization.

CHAPTER TWO

2.0 PRESENTATION OF THE EXPERIENCES FROM THE FIELD

This stage explains how the student was involved in the activities of Bizland Company Limited, primarily within the Sales and Marketing department, for the entire eight-week period of the field attachment. The student was involved in various tasks designed to accomplish the objectives of the practical training.

2.1 Description of Activities Involved During the Field Attachment

The first week, (from 28th July to 1st August 2025)

In the first week, the student reported at the field attachment area located at Bizland Company Limited offices in Dodoma. The student was given an orientation which included instructions on the company's work environment, an introduction to the various departments, and meeting the different staff members.

In this week, the student learnt how to execute direct marketing strategies. This involved tasks such as distributing company brochures to the general public, distributing official letters to institutions to request marketing opportunities, and making professional follow-up calls. From these tasks, the student gained experience in professional communication and understanding the initial stages of a sales campaign. The week concluded with site walks, where the student learned how sales agents present properties to clients.

The second week, (from 4th August to 8th August 2025)

In this week, the student was assigned to focus on a major marketing event which was the Farmers' Day (Nane Nane) holiday. The student performed one main task which was distributing brochures to promote the company's presence at the event. From this task, the student learnt how to conduct event-based marketing and engage with a large, diverse audience to generate sales leads.

The third week, (from 11th August to 15th August 2025)

The student was assigned to perform several tasks which were following up creditors, giving a presentation at Ammars School, and continuing the distribution of letters and brochures to

offices. From these tasks, in this week the student learnt about client account management, how to conduct a targeted sales presentation to a specific demographic, and the importance of persistent marketing efforts.

The fourth week, (from 18th August to 22nd August 2025)

In this week, the student performed a key task which was the placement of the company's gazebo at the Ministry of Livestock and Fisheries. This task was not completed in one day but was an activity for the entire week. From this task, the student obtained knowledge on how to plan and execute a place-based marketing activation targeted at a key customer segment (government employees).

The fifth week, (from 25th August to 29th August 2025)

In this week, the student performed different activities in and out of the office which were the following: planning the weekly timetable, distributing letters to institutions, visiting Hisra Secondary School for a presentation, and conducting site walks. From these tasks, the student gained experience in personal organization, time management, and the full marketing cycle from initial contact to client site visit.

The sixth week, (from 1st September to 5th September 2025)

The student was assigned various tasks such as following up to the offices and institutions that were previously contacted. In this week, the student gained experience in lead nurturing and maintaining professional relationships to move potential clients through the sales funnel. The work week was impacted by the Maulid Day public holiday.

The seventh week, (from 8th September to 12th September 2025)

In this week, the student performed the following duties: participating in a short team meeting to review marketing strategies and the placement of a gazebo at the Ukaguzi House. From these all tasks, the student learnt about the importance of strategic review and gained further experience in executing targeted marketing campaigns in professional environments.

The eighth week, (from 15th September to 19th September 2025)

This was the last week whereby the student performed tasks which were the placement of a gazebo at the Ministry of Constitutional and Legal Affairs and conducting final site walks. Through these all tasks, the student learnt how to manage a marketing activation from start to finish and saw the direct results of these efforts by taking interested clients to view the company's land projects.

2.2 Challenges and success achieved in Dodoma city council

2.2.1 Challenges

(i) Strong and Effective Marketing Strategy: The company has a well-defined and aggressive marketing plan focused on direct engagement. The consistent use of gazebos at government ministries, presentations at institutions, and public event participation demonstrates a successful strategy for reaching their target demographic of salaried employees.

(ii) Strategic Market Positioning: By focusing on Dodoma, the company has positioned itself at the center of Tanzania's urban growth. This provides a continuous and high demand for its products (surveyed plots). This strategic location is a significant achievement and driver of its success.

(iii) Contribution to Formal Urban Development: By acquiring, surveying, and processing title deeds for land, Bizland actively contributes to the formal, planned settlement of Dodoma. This helps to reduce the proliferation of informal settlements and provides residents with legally secure land tenure, which is a major achievement in the context of rapid urbanization.

Plate 2: A demarcated plot at a Bizland site awaiting development

(iv) Building a Trusted Brand: In a real estate market that can have issues with trust, Bizland has achieved a reputation for being visible, professional, and reliable. The consistent follow-up and facilitation of title deeds help build client confidence and brand loyalty.

2.2.2 Success Attained

(i) Intense Market Competition: The rapid growth of Dodoma has attracted numerous real estate companies, creating a highly competitive environment. This requires the company to constantly innovate its marketing strategies and product offerings to stand out.

(ii) Bureaucratic Delays in Land Administration: The process of processing and acquiring title deeds from the relevant government ministries can be lengthy and subject to bureaucratic

delays. This can be a major challenge as it can affect client satisfaction and the company's cash flow.

(iii) Rapidly Increasing Land Prices: The high demand for land in Dodoma leads to land speculation and rapidly increasing acquisition costs for the company. This makes it challenging to acquire new large parcels of land at prices that will allow them to sell affordable plots to their target market.

(iv) Client Financial Constraints: While the company targets salaried employees, the upfront cost of land can still be a barrier. Managing installment payments and following up with creditors, as experienced during the attachment, is an ongoing operational challenge that requires significant administrative effort.

2.3 Conclusion and Recommendations

2.3.1 Conclusion

The field attachment at Bizland Company Limited revealed a dynamic and effective organization that is well-adapted to the opportunities of Dodoma's real estate market. The company's primary strength lies in its proactive and highly targeted marketing strategy, which has allowed it to build a strong brand presence and a steady pipeline of clients. Its achievement of contributing to formal urban settlement by providing legally secure plots is commendable. However, the company operates within a challenging external environment characterized by intense competition and significant administrative hurdles in the land sector. These external pressures, combined with the internal challenge of managing client finances, require continuous strategic adaptation for the company to maintain its growth and success.

2.3.2 Recommendations

Based on the findings, the following recommendations are proposed to address the specific challenges while leveraging the company's existing strengths:

- 1. Diversify Marketing Channels with Digital Integration:** While the direct marketing approach is effective, the company should invest more in digital marketing to counter intense competition. This could include a more active social media presence with virtual site tours, targeted online advertising, and a client portal on their website for customers

to track their title deed application status. This would enhance transparency and reduce the follow-up burden on staff.

2. **Establish Partnerships with Financial Institutions:** To address the challenge of client financial constraints, Bizland should proactively seek partnerships with banks and SACCOS. By establishing formal agreements, they can facilitate access to plot purchase loans for their clients, making their products more accessible and reducing the company's risk associated with managing long installment plans.

Strengthen the Client Onboarding Process: To manage client expectations regarding the lengthy title deed process, the company should implement a more robust onboarding system. This should include providing clients with a clear, written timeline of the expected stages and potential delays in the titling process from the very beginning. This proactive communication would improve customer satisfaction and reduce frustration caused by bureaucratic delays.

REFERENCES

Dodoma City Council. (2020). Dodoma Capital City Master Plan 2020-2040.

Ministry of Lands, Housing and Human Settlements Development. (2018). Guidelines for Land Acquisition and Titling in Tanzania.

Mabogunje, A. L. (2007). Urbanization in Africa. CASS Publications.Kotler, P., & Armstrong, G. (2018). Principles of Marketing. Pearson Education

INSTITUTE OF RURAL DEVELOPMENT PLANNING



FIELD ATTACHMENT ARRIVAL NOTIFICATION FORM

A: Student Details (Filled by Student)			
First Name:	SARAH	Last Name:	MAHENGE
Programme:	BACHELOR DEGREE IN URBAN AND REGIONAL DEVELOPMENT PLANNING		
Regist. No.:	IRDPIBDURP 23 0027	Year:	2024/2025
Mobile:	075786 9546	Email:	bdurp230027@student.irdpr.ac.tz

B: Field Attachment Details (Filled by Student)			
Organization:	BIZLAND COMPANY LIMITED		
Department:	LAND		
Address:	2026		
District:	BONOMA TOWN	Region:	BODOMA
Phone:		Email:	
Starting Date:	28/07/2025	End Date:	19/09/2025

C: Immediate Supervisor Details (Filled by Supervisor)			
First Name:	ALICE FREDRICK MLAY	Last Name:	MLAY
Position:	BRANCH MANAGER		
Phone:	0621607770	Email:	aliucarmandalay@gmail.com

A. M. Lay
Official Stamp & Supervisor Signature

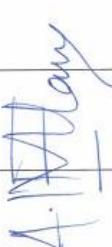
FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLINDA MAHENGUE.

Field Attachment Station: BIZ LAND COMPANY LIMITED.

Number of Contact Days: 5 From: 28/7/2025 To: 1/08/2025.

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	- Planning the timetable of the week - Distributing Company brochures	- To distribute Company brochures to the businessmen at Majengo market	The activity was accomplished.	
TUESDAY	- Following up the requests for Gasabo replacement or Presentation at institutions	- To follow up the requests of Gasabo replacement or Present at schools.	The activity was accomplished	
WEDNESDAY	- Distributing letters to the institutions.	- To distribute letters to request for Gasabo replacement or presentation at banks institutions.	The activity was accomplished	
THURSDAY	- Distributing the Company brochures	- To distribute Company brochures to the businessmen found at Machingo market	The activity was accomplished	
FRIDAY	- Sites walk	- sending the customers to the site where the company own plots and farms.	The activity was accomplished	

Signature of Field Supervisor: A. M. Henry Date: 01/08/2025

Official Stamp:



FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLIVO MAHENGE

Field Attachment Station: BIZLAND COMPANY LIMITED

Number of Contact Days: 5 From 4/08/2025 To 8/08/2025

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	- Distributing brochures of BIZLAND COMPANY	To distribute the brochures of the bizland company at Nyereza mtaa	Accomplished Activity	
TUESDAY	- Distributing letters of the BIZLAND COMPANY LTD	To distribute the letter for the request for Grade replacement or presentation	Accomplished Activity	<u>A. May</u>
WEDNESDAY	- To distribute brochures of BIZLAND COMPANY LTD	To distribute the brochures of BIZLAND COMPANY to the JALAYA Corporation	Activity Accomplished	<u>A. May</u>
THURSDAY	- Distributing brochures of BIZLAND COMPANY LTD	To distribute the brochures of the BIZLAND COMPANY to the Businessman.	Activity Accomplished	<u>A. May</u>
FRIDAY	FARMER'S DAY	-	-	-

Signature of Field Supervisor: A. May Date: 08/08/2025

Official Stamp:

FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLINO MAHENGE

Field Attachment Station: BIZLAND COMPANY LIMITED

Number of Contact Days: 5 From: 11/08/2025 To: 15/08/2025

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	-Following Up.	-To follow up the requests for Gazebo replacement or presentation at schools.	The activity was accomplished.	
TUESDAY	-Do Presentation at Amangro Schools	-Attend at Amangro school for presentation presenting the services and offers provided by the Bizland Company Ltd.	The activity was accomplished.	
WEDNESDAY	-Distributing letters to the offices	-To distribute letters to the offices at Mumbuu.	The activity was accomplished.	<u>Day</u>
THURSDAY	-Following up the requests for Gazebo replacement or presentation	-To follow up the requests for Gazebo replacement or presentation to the institutions	The activity was Accomplished.	<u>A.I</u>
FRIDAY	-Distributing the brochures of the company	-To distribute the brochures of the company to the Matanga Market.	The Activity was Accomplished.	

Signature of Field Supervisor: A. Day Date: 15/08/2025

Official Stamp:



FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLIVO MAHENG'

Field Attachment Station: BIZLAND COMPANY LIMITED

Number of Contact Days: 5 From: 18/08/2025 To: 22/08/2025

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	To Place the Gazebo of the Company at the ministry of Livestock and Fisheries.	To describe the services provided by the company or the services offered.	The activity was on going process.	
TUESDAY	To place the Gazebo of the Company at the ministry of Livestock and Fisheries.	To describe the activities that can be conducted or land uses according to plot where it is.	The activity was on going process	
WEDNESDAY	Placement of Gazebo of the Company at the ministry of Livestock and Fisheries.	To give education and advice of the essential areas according to the needs of the customer.	The activity was on going process	A. Ntay
THURSDAY	Placement of Gazebo of the Company at the ministry of Livestock and Fisheries.	Explaining Land Plot Prices because prices vary depending on the size and location.	The activity was on going process	A.
FRIDAY	Placement of Gazebo of the Company at the ministry of Livestock and Fisheries.	Guiding clients on how to make the payments for the land they are interested in.	The activity was Accomplished.	

Signature of Field Supervisor: A. Ntay Date: 22/08/2025

Official Stamp:



Student Name: SARAH OLINO MAHENGE.

Field Attachment Station: BIZLAND COMPANY LIMITED.

Number of Contact Days: 5 From: 11/09/2025 To: 05/09/2025.

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	- Following up to the offices,	- To follow up the request for Garbo replacement or presentation to the offices	- The activity was accomplished.	
TUESDAY	- Following up to the institutions:	- To follow up the request for Garbo replacement at Vodacom and other institutions.	- Accomplished Activity.	
WEDNESDAY	- Following up	To follow up the requests for Garbo replacement or presentation	- Accomplished Activity.	A. M. May
THURSDAY	following up.	To follow up the requests for Garbo replacement or presentation at different areas.	- Accomplished Activity.	A. M. May
FRIDAY	MAULID DAY	-	-	-

Signature of Field Supervisor: A. M. May Date: 05/09/2025

Official Stamp:



FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLIVO MAHENGE.....

Field Attachment Station. BIZLAND COMPANY LIMITED.....

Number of Contact Days. 5 From. 25/08/2025 To. 29/08/2025.....

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	-Planning the timetable of work -Distributing the Company brochure	-To distribute the Company brochure to the shopkeepers at Majeng market.	The activity was accomplished.	
TUESDAY	-Distributing letters to the Institutions.	To distribute letter to the offices to request for mosquito replacement or presentation at Mburuzaai	The activity was accomplished.	
WEDNESDAY	-Visiting at Hira secondary school for the presentation	-Attend at Hira secondary school for presentation -Presenting the services and offers provided by the company.	The activity was accomplished -	
THURSDAY	-Distributing the brochures of the Company.	-To distribute the brochures of the company at Majeng Market.	The activity was accomplished.	
FRIDAY	-Site walks	-Showing the customers to the sites where company own plots and farms for visiting.	The activity was accomplished.	

Signature of Field Supervisor..... A. May..... Date..... 29/08/2025.....

Official Stamp:



FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLIVE MAHENG

Field Attachment Station: BIZLAND COMPANY LIMITED

Number of Contact Days: 5 From 8/09/2025 To 12/09/2025

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	-short meeting placement of Gazebo at the MKAGUZI house	-To describe the services provided by the BIZLAND COMPANY,	The activity was on going.	
TUESDAY	-Placement of Gazebo at UKAGUZI HOUSE	-To describe the offers provided by the company to our customers.	The activity was on going.	
WEDNESDAY	-Placement of Gazebo at UKAGUZI HOUSE	-To describe the place where the company owns the plots and farms.	The activity was on going	A. Henry
THURSDAY	-Placement of Gazebo at UKAGUZI HOUSE	-To provide an advice concerning land uses to the plots and farms owners.	The activity was on going.	A. Henry
FRIDAY	-Placement of Gazebo at UKAGUZI HOUSE	-Guiding clients on how to make payments according to the plot or farm bought.	The activity was Accomplished.	

Signature of Field Supervisor: A. Henry, Date: 12/09/2025

Official Stamp:



FIELD ATTACHMENT LOG BOOK



Student Name: SARAH OLIVO MAHENGE

Field Attachment Station BIZLAND COMPANY LIMITED

Number of Contact Days 5 From 15/09/2025 To 19/09/2025

DAY/DATE	PLANNED ACTIVITIES	ACCOMPLISHED ACTIVITIES	ACTIVITIES NOT ACCOMPLISHED	SIGNATURE OF THE FIELD SUPERVISOR
MONDAY	Placement of Gazebo at ministry of constitutional and legal affairs.	To describe the services provided by the BIZLAND COMPANY	The activity was on going.	
TUESDAY	Placement of Gazebo at ministry of constitutional and legal affairs.	-To describe the activities that can be conducted or land uses according to the plot where it is.	The activity was on going	
WEDNESDAY	Placement of Gazebo at ministry of constitutional and legal affairs.	-To advise the customers concerning the essential areas according to his/her needs.	The activity was on going.	<i>Hamid</i>
THURSDAY	Placement of Gazebo at ministry of constitutional and legal affairs.	To explain the plot according to the plot or Farm location and size.	The activity was on going.	<i>A</i>
FRIDAY	Placement of Gazebo at ministry of constitutional and legal affairs.	-Guiding clients on how to make payments for the land Plot/Farm in which customers are interested with	The activity was accomplished.	

Signature of Field Supervisor A. M. May Date 19/09/2025

Official Stamp:

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