

Data Management Tool for Food Processing SMEs

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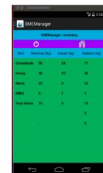
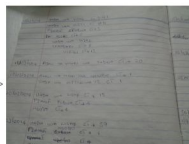
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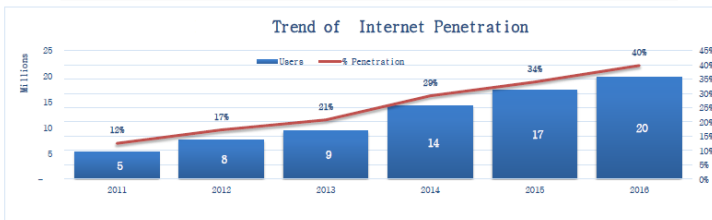
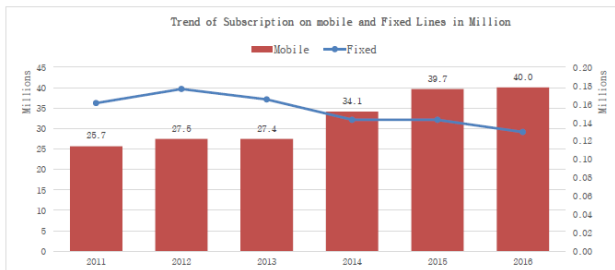
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Introduction

- Data management: Predominantly manual, about 78.4% of SMEs in Tanzania



Communication Statistics

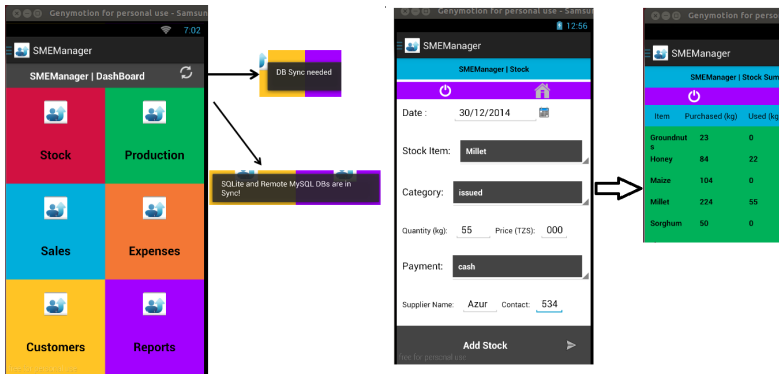


Profile of SMEs in Tanzania



1. Business transactions
2. Affordability of Computers: low
3. Inadequate ICT skills

Mobile App Design



- ▶ The application functions both online and offline.
- ▶ Data stored: stock, sales, production and expenses

Results

- ▶ The app tested: 8 SMEs, at least one food product
- ▶ Feedback:
 - ▶ Ease of use
 - ▶ Good design
 - ▶ Need technical support

Next...

- ▶ Security, data storage
- ▶ Technical support
- ▶ Business model