Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises

Author(s):
Juma James Masele

Abstract:

Title
– Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises.

Subject area
– The case describes the launch of Twiga Hosting Ltd, a company providing information and communication technology (ICT) services to the underserved small and medium enterprise (SME) sector in Tanzania and in a many countries in Africa.

Study level/applicability
– This case targets a range of audience from undergraduate students taking both Bachelor of Commerce and those taking Bachelor of Business Administration; and Postgraduate students taking business-related courses. Nonetheless, the case may be used by all other learners of advanced studies in entrepreneurship and innovation management.

Case overview
– The case addresses a number of issues including: Issues to be considered when starting an ICT enterprise. Strategic management. Business revenue models.

Expected learning outcomes
– To impart/inculcate entrepreneurial insights in ICT and related areas. To make learners aware of the business growth opportunities in ICT ventures. The success factors for fruitful ICT ventures. To enable learners to identify challenges facing entrepreneurs in ICT ventures and the ways to overcome them.

Supplementary materials
– Teaching notes.

Keywords:
Small to medium-sized enterprises, Information technology, Communication technologies