

**The influence of balanced scorecard on Business financial performance: A case study
of KCB Bank Tanzania Limited**

By

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Since the inception of Balanced Scorecard (BSC) by Kaplan and Norton in the early 1990s, BSC has been adopted, modified and applied by hundreds of organizations worldwide to measure organization performance. The study analyzed the influence of the balanced scorecard application on financial performance of business, using a case study of KCB bank. The study adopted exploratory research design, both primary and secondary data were collected based on research questions through questionnaires, Interview and documentary review and analyzed qualitatively and quantitatively. The findings showed different contribution of BSC on financial performance to KCB Bank Tanzania Limited. Furthermore, the study analyzed different effects of using Balanced Scorecard at KCBT Limited towards financial performance, like attained financial stability 16.65%, increased outreach through agencies and partnership 17.19%, reducing financial preparing cost 15.44%, attaining competitive advantage in capital market 14.74%, improve cash flow management 14.39%, increased in financial friability 14.04%, imposed cash flow problem 2.64% and increased financial preparation cost 2.11%. However the study conclude that balanced scorecard has significantly improved the bank performance resulting in bank profits, speedily service delivery to customers which has a competitive advantage in meeting customer's needs and expectations as opposed to the time taken prior to the introduction of balanced scorecard at KCBT. The study recommends that given BSC in KCBT have been done quarterly a year. Therefore, there is a need to recheck and practice monthly this will help to meet Financials, customer, and internal business processing as well as learning and growth component effectively.