

**The Role of Marketing Information System on Corporate Performance
A Case of Tanzania Breweries Limited Mbeya Plant**

By

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The dissertation focused on the role of marketing information system on corporate performances in Tanzania Breweries, Mbeya plant. A cross-sectional research design was deployed to undertake this research and a sample of 70 respondents was involved and questionnaires were used to collect data. Data were analyzed using descriptive statistics with the help of SPSS. The key findings of the study include the existence of different components of MIS used by the plant which include internal records, marketing intelligences, marketing research and marketing decision support system. These were found to play a crucial role in enhancing the performances of the company in various factors such as reduced operation cost, up-dated information, improved sales, customers' satisfaction, increase productivity, quality in decision making and easy to adopt changes on business environments. Furthermore, the study recommended the need for continuously training the marketing team on the MIS, the need for emphasizing on the use of computerized system as well as need to increase interest in marketing information system. The study conclude that it is necessary for the company to use Marketing Information System on its day-to-day activities such as sales, marketing and thus, this system will assist in simplifying work and improving the company sales growth.