

Continental Outdoor Media, eighth best SME in Tanzania - survey

Continental Outdoor Media has been ranked eighth out of 100 SME's in Tanzania in a survey conducted by Synovate in East Africa. The survey, the brainchild of KPMG and *The Citizen* (in Tanzania), ranked Tanzania's businesses with a turnover of between Sh1 billion and Sh20 billion and was based on profitability, liquidity, return on equity and level of indebtedness, among other performance indicators. The integration process of East Africa's five economies has deepened in the past six years with the Common External Tariff (CET) that reduced to zero the tariff barriers to trade among member states.

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