FACTORS INFLUENCING EFFICIENCY OF SUPPLY CHAINS IN RETAIL MARKETS
(A CASE OF NAKUMATT CITY HALL)

By

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DECLARATION

This research project is my original work and has not been presented in any other university for any academic award

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ABSTRACT

This study is a detailed analysis of the factors influencing the efficiency of supply chains in retail business setup as it is a determinant factor for the survival and success of any retail business organization. The researcher identified and analyzed the factors influencing efficiency of supply chains in Naumatt City Hall limited. The main purpose of this study was to find out how decision making affects supply chains in retail markets, to examine the role of supply chain management, and to determine the strategies used to improve the efficiency of supply chains in retail markets. The researcher used descriptive research design in this project. The population targeted by the researcher were all workers at Nakumatt City Hall both; permanent, contractual or workers on attachment. The population was chosen randomly regardless of the workers rank in this organization hierarchy. A simple random sampling technique was used to get the required sample. Questionnaires and direct interviews were the methods used to collect data from all the respondents. From the data collected, it was realized that proper decision making processes were important to match the workload with the stuff levels for quality in any industry, the competency of management team matters a lot in supply chain management, and finally the strategies laid down in supply chains enhanced efficiency in production, service delivery and maintenance of production quality. The results obtained were to be implemented in the company’s operations to reduce the cost of capital, maintained competitiveness, increased employee morale and could lead to customer satisfaction through quality production, and quality service delivery.