IMPACTS OF SUPPLY CHAIN ON PERFORMANCE MEASUREMENT IN DAIRY FIRM

CASE OF STUDY OF KCC COMPANY IN NAIROBI

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This Is A Research Project Submitted For Fulfillment Of The Award Diploma In Purchase And Supply Of The University Of Nairobi.

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DECLARATION

This research project is my original work and has never been submitted for any other academic award in any university.

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This research project has been submitted for the examination with my approval as a university supervisor.

Supervisor ........................................... 19/06/2012

Signature  Date
ABSTRACT

The study has one objective which is to identify the impact of purchasing and supply chain performance measurement in a dairy farm. To do this, research will be conducted in dairy firms and another firms dealing with dairy in Nairobi using structured questionnaires with numerical rating scales. Survey method a purchased structure in which a research organization will contact a number of customers and obtain their views on the performance of dairy farmers.

This paper studies the determinants and consequences of heterogeneous market participation among polish dairy farmers using a unique data set on supply chain characteristics and individuals with different market relationships.

It investigates factors that cause households not to participate in the market and then estimates firm orientation effects on revenues using semi-parametric methods. The key finding is that firms maintaining commercial dairy business were better off than those who ceased milk sales. However, detailed analysis shows that this difference could be attributed to supply chain modernization and becomes insignificant once subsistence firms are compared to commercial firms supplying the traditional marketing channel.