

**EFFECTS OF SUPPLY CHAIN FAILURES ON CUSTOMER SATISFACTION IN
MILK PROCESSING FIRMS: A CASE STUDY OF BUZEKI DAIRY FIRM**

BY

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DECLARATION

I **TANUI ERICK**, the undersigned, hereby declare that the work contained in this research report is my own original work and that has not previously in its entirety or in part submitted at any university for the award of Diploma or publication.

Signature  Date **17TH JULY 2014**

TANUI ERICK

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This is to certify that this research proposal has been under my supervision and now ready for submission with my approval

Signature.....  Date..... **24/7/2014**

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ABSTRACT

Supply chain has had various challenges inhibiting its role of satisfying customers, hence the need of undertaking this study. The researcher conducted research extensively in order to cater relevant information which were later analysed to arrive into the conclusion in the supply chain failures.

A study was carried out to establish the relationship between supply chain failures and customer satisfaction among milk processing firms in Kenya. The study had four objectives to achieve: To determine the factors of supply chain failures of milk processing firms in Kenya, to determine the effect of supply chain failure on customer satisfaction for processed milk in Kenya, to establish the remedies of supply chain failure and to understand the significance of supply chain management

The study employed a descriptive research design. Data was collected through a questionnaire from the selected firm in Kenya. The data collected was analysed and interpreted by use of frequencies, percentages and pie charts.