

ASSESSING THE RELATIONSHIP BETWEEN SUPPLY CHAIN MANAGEMENT AND ORGANISATIONAL PERFORMANCE IN THE FILTERED WATER INDUSTRY IN GHANA

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ABSTRACT

Filtered water production has become a very important industry in Ghana. A lot of people are venturing into the production of filtered water and has and is becoming a source of economic empowerment for many entrepreneurs in Ghana. While many are folding up for inability to sustain and capture wider market, others are ever improving, increasing production and capturing wider markets. This study was to find out the relationship between Supply Chain Management and Organisational Performance in the filtered water industry in Ghana.

The study used both survey and in-depth interview to gather primary data. Simple random sampling was used to select respondents. The study area was limited to the northern sector of Ghana comprising the Ashanti, BrongAhafo, Northern regions. These areas were purposively selected due to the proliferation of sachet water factories in the regions. The research is a case study. 550 companies in the filtered water industry were selected. Microsoft Excel programme was used to help process data for analysis. It was discovered that many filtered water companies in northern Ghana were familiar with SCM activities and that there is positive relationship between SCM and organizational performance. A lot more are yet to reap significant benefits from applying / adopting SCM processes.

It is recommended that filtered water companies who do not practice SCM activities should endeavor to do so as it will in the long run help them to achieve the ultimate aims. In order to be successful in understanding SCM activities, filtered water companies should sit down and identify factors which rather make them unsuccessful to meet planned or actual demand as the most serious problem facing the SCM effort.

KEYWORDS: Supply Chain Management, Organisational Performance, Filtered water industry, Supply Chain Relationships