

**INFLUENCE OF MANAGEMENT STRATEGY ON SUPPLY CHAIN PERFORMANCE IN  
KENYA: A CASE OF P  
E  
S  
AP  
O  
I  
NT  
C  
O  
M  
PANY L  
TD**

Maurice Oyare Odoyo

Msc. Procurement and Logistics

Jomo Kenyatta University of Agriculture & Technology

**Dr. David Kiarie Mburu**

Lecturer

Jomo Kenyatta University of Agriculture and Technology

**CITATION:** Odoyo, M., O. & Mburu, D., K. (2016). Influence Of Management Strategy On Supply Chain Performance In Kenya: A Case Study Of PepsiCo

o  
m  
pany L  
td. International Journal of Strategic Management. Vol. 5(10) pp  
115-142.

## ABSTRACT

This study sought to determine the influence of Management Strategy on Supply Chain Performance in Agency Banking in Kenya. The objective of the study was to examine the Influence of Management Strategy on Supply Chain's performance in the Kenya's Banking Sector. The study employed a descriptive research design with a target population of 100 employees. It used questionnaires as the main data collection instruments. Data was analyzed using descriptive statistics and presented in frequency tables and percentages.

M  
ultiple  
R  
e  
g  
r  
e  
ssion  
a  
n  
a  
l  
y  
sis  
was  
c  
on  
d  
u  
c  
t  
e  
d  
to show  
t  
h  
e

re  
l  
a  
tionship  
th  
a  
t  
e  
x  
isted b  
e  
tw  
ee  
n  
the  
f  
o  
u  
r  
ind  
e  
p  
e  
nd  
e  
nt  
v  
ar  
i  
a  
bl  
e  
s  
;  
th  
a  
t  
is,  
Tot  
a  
l  
Qu  
a  
li  
t  
y

M  
a  
n  
a  
g  
e  
m  
e  
nt,  
S  
t  
ra  
t  
e  
g  
ic  
S  
uppli  
e  
r  
p  
ar  
tn  
er  
ship,  
Custo  
m  
e  
r  
R  
e  
l  
a  
tionship  
a  
nd  
I  
n  
f  
o  
r  
m  
a  
tion  
S  
h

a  
r  
i  
n  
g  
in  
refe  
r  
e  
n  
c  
e  
to  
S  
upp  
l  
y  
C  
h  
a  
in

Performance and recommendations and conclusion made against the same.

The objectives of the study were to examine the influence of Total Quality management, Strategic Supplier Partnership, Customer Relationship and Information Sharing on Pesapoint Company's Supply Chain Performance. According to the findings the Service Quality improved significantly, Cost of production reduced as a result of operational costs having gone down. In addition, the company was able to respond accurately to customers' needs in terms of delivery times and even quality of service.

Key Terms: Customer Relationship, Information Sharing, Strategic Supplier Partnership, Supply Chain Performance, Total Quality Management

[Full Text PDF Format](#)