



MANAGING SUPPLIER INTEGRATION AT CENTURY BOTTLING COMPANY LIMITED UGANDA

ABSTRACT

The purpose of the study was to determine the level of management of Supplier Integration by examining its challenges at Century Bottling Company Ltd. The research problem was that Century Bottling Company continues to experience long lead times, supply chain disruptions, limited suppliers, poor inventory management among others suggesting that there are low levels of supplier integration.

The study objectives were to examine the level of Supplier Integration at Century Bottling Company Ltd, to assess the Challenges associated with Supplier Integration at Century Bottling Company Ltd and to recommend strategies for enhancing Supplier integration challenges at Century Bottling Company Ltd.

The study adopted a cross sectional survey design to enable the researcher get in-depth understanding of the variables under study. The study sample consisted of 66 respondents who

are suppliers of the company. The data was analyzed using SPSS and results presented based on the study objectives.

The results from the study revealed that there exists low to moderate levels of supplier integration. Findings revealed that challenges to supplier integration include poor supplier development improper inventory management, unrealistic lead times and limited suppliers. The researcher concluded that indeed supplier integration is important if an organisation is to meet its strategic performance plans. The study therefore recommended sufficient levels of supplier integration, developing a comprehensive plan to tackle all and not just some challenges. The study also recommends creating an atmosphere of trust and goodwill that goes beyond fulfilling one's minimum contractual obligation.