

**ROLE OF STRATEGIC PROCUREMENT IN ENHANCING
SUPPLY RELIABILITY IN MANUFACTURING FIRMS**

(A survey of selected Manufacturing Firms in Nakuru Industrial Area)

By

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ABSTRACT

The study aimed at finding out the role of strategic procurement in enhancing supply reliability. Hence the specific objectives of the study were; to investigate the role of price analysis strategy in enhancing supply reliability among the selected manufacturing firms in Nakuru Industrial Area; to determine how negotiation strategy has enhanced supply reliability among the selected manufacturing firms in Nakuru Industrial Area; to find out how tendering strategy has enhanced supply reliability among the selected manufacturing firms in Nakuru Industrial Area and to investigate the role of supplier evaluation in enhancing supply reliability among the selected manufacturing firms in Nakuru Industrial Area. The findings of this study will help the selected manufacturing firms to have a better understanding of how procurement strategies play a role in enhancing supply reliability and also find ways on how they can be improved. A survey study research design was adopted for the study so as to carry out an in depth study of the firms in order to come up with relevant data for analysis. The target population comprised 30 top level management employees working in the purchasing department among the 36 selected manufacturing firms within Nakuru industrial area who were identified by considering the nature of the data required answer the research questions. Census technique was used since the target population was small and therefore all the population was sampled. Data was collected with help of closed ended questionnaires. Data analysis was done using descriptive statistics such as frequencies and percentages while presentation of the results was in the form of tables, charts and graphs. The findings revealed that procurement strategies such as price analysis played a major role in reducing the cost of raw materials, negotiation benefited the organizations in enhancing fair pricing, tendering played a major role in acquiring quality products and supplier evaluation played a major role tracking supplier performance. It is therefore recommended that the organization's should choose procurement strategies that promote their procurement best practices of minimizing costs, maximizing quality and ensuring that quality products are delivered on time. The firms should implement price analysis, negotiation, and tendering and supplier evaluation as procurement strategies in order to enhance supply reliability. The researcher further recommends a further study to be done on the effects of purchasing planning and control on organizational growth; also a research should be conducted on the role of physical distribution in achieving organizations objectives.