

ABSTRACT

This study was conducted at Bakhresa Food Products Limited (BFPL) at Mkuranga in Rufiji District. The study is about the application of the Supplier Development Initiative, which is a component in the Supply Chain, to curb the problem of the shortage of fruits supply as raw materials used in juice processing, which hampers the productivity of the firm (BFPL).

Specifically, the study aimed at identifying factors inhibiting supply of fruits to the BFPL, critically assessing the relationship between the supply deficit and the suppliers' incapability and to recommend ways on how to solve the supply deficit through Supplier Development initiative.

The study employed a case study design, in this case, BFPL Mkuranga Division was chosen as it deals direct with fruit growers from Mkuranga region by purchasing their fruits and processes them into pulp, and later sent to other divisions for Juice Processing.

Interviews sessions and questionnaires were administered to a sample of 50 respondents, out of which 20 were BFPL staff and the remaining 30 respondents were fruit growers of Mkuranga District who supply their fruits to the BFPL. Both random and purposive sampling techniques were employed to both categories of respondents depending on the type of information required and easiness of obtaining such information.

Generally, the study concluded that, indeed there is the problem of fruits supply at BFPL which hampers its performance and productivity in the juice production. The study further revealed the link between fruits shortage and the absence of SD initiative, as 82% of respondents believed that, if the suppliers got support from BFPL, the magnitude of the problem (supply gap) would have not remained the same. Lastly the study identified area of future research.

