

ABSTRACT

Integration of supply chain activities and the technologies to accomplish it have become competitive necessities in most industries. Accordingly, the trend toward greater use of supply chain as means of competitive advantages is on a clear path forward. As one manager has noted: "With almost daily technology advancement globally in every facet of the business, organizations need to coordinate by adopting and implementing new strategies and supply chain technology in order to protect market share, not to mention improve market penetration". This dissertation develops a model of assessing the key factors hinder effective supply chain of drugs and medical equipments in government healthy facilities by discussing the possible strategies to adopt so as insure effective and efficiency supply chain.

This dissertation report comprises of five chapters, were the summary of the chapters has been analyzed. Under Chapter one the report give the deep explanation of the background of the problem, background of the company as far as MSD is concern, research objectives, questions, the scope of the study, significant of the study and a brief organization of the dissertation report.

Under chapter two the researcher report in deep on the relevance of the topic by giving different definitions and concepts related supply chain moreover the researcher showed how should supply chain win the competitive advantages by showing different strategies to gain advantages over the competitors, the chapter also explain the supply chain drivers as the conceptual framework to gain competitive advantages.

Chapter three, had deep discussion on the methodology applied to collect data as well to analyze them were by different techniques were explained example qualitative, quantitative, SPSS and the test hypothesis by using the chi-square.

Chapter four, the analysis of data and discussion was deep discussed using the statistical package for social science and the hypothesis testing whereby the research objectives and questions were deeply discussed and come out with the solutions to the problem

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