

ABSTRACT

Supply Chain Management is a vital activity. It links many things to understand and integrate it. In this process the top management support is very important role for the organization to gain competitive advantage. Top management are the key players for bringing SCM philosophy from theory into practice. In a supply chain there are so many interrelated practices that are interacting and have major impact on the system. Therefore in order to control those entire practices basing on the strength gives new outlook for priority decision to the top management to optimize the resources.

In many case it has been seen that the supply chain management practices failed due to lack of top management support. Also if supply chain is not managed properly leads to customer dissatisfaction hence loss to the company. So in order to ensure sustainability supply chain requires management from top management level for implementations.

This dissertation examines and addresses issues concerning the role of top management in company's SCM practices on local wine processors.

This paper is organized into four sections. The first discusses the background information of the study; the second provides a brief detail about the literature review, the third one addresses the research method adopted for this research. Finally, the last section encompasses the research findings and analysis along with future directions for further research work.

A cross sectional survey approach was used. The study sample size consisted of fifty nine respondents local wine processors in Arusha region. Direct questionnaire was distributed with a 5-point Likert-type scale (1 = strongly disagree, 5 = strongly agree) gathered data from owners and managers of local wine processor about their supply chain and information orientations and the role of top management in a company's SCM practice. The response rate was 73.75%. The theoretical contribution of this dissertation is mainly given to the SCM field. In short, the results include a more thorough explanation of top management's role in a company's SCM practices.

The findings shows that local wine processors have not yet realized the importance of SCM as a factor of increasing competitiveness in global market. This is due to lack of SCM unit as top management do not play their role in establishing SCM unit as they lack knowledge on it.