

**TOPIC: INFORMATION SHARING, INVENTORY MANAGEMENT AND CUSTOMER
SATISFACTION IN THE DOWNSTREAM CHAIN OF MANUFACTURING FIRMS IN
UGANDA.**

BY

NAMAGEMBE SHEILA

REG NO. 2007/HD10/11460U

**A RESEARCH REPORT SUBMITTED TO MAKERERE UNIVERSITY BUSINESS SCHOOL IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS OF A MASTER OF SCIENCE IN PROCUREMENT AND SUPPLIES
MANAGEMENT OF MAKERERE UNIVERSITY.**

OCTOBER, 2010.

ABSTRACT

The purpose of the study was to investigate the relationship between information sharing, inventory management and customer satisfaction in the down stream chain of manufacturing firms in Uganda. A quantitative cross sectional survey research design was used to establish the relationship between information sharing inventory management and customer satisfaction in the down stream chain of manufacturing firms in Uganda. A sample size of 523 respondents consisting of retailers and distributors was taken. The research findings indicated that there was a significant positive relationship between information sharing, inventory management and customer satisfaction.

Information sharing and customer satisfaction had Pearson correlation coefficient of 0.471 ** Information sharing and inventory management had Pearson correlation Coefficient=0.350** and Inventory management and customer satisfaction had Pearson Correlation coefficient of 0.394** Information sharing and inventory management significantly influenced customer satisfaction and this was supported by the value of R square which showed that they predicted the dependent variable by 25%. In conclusion Channel partners required the installation of information systems and customer collaboration in order to ensure better information sharing and inventory management hence leading to high levels of customer satisfaction.