

The Competitive Power of Supply Chain Quality Management in Manufacturing Companies in Cameroon

Authors : Nicodemus Tiendem, Arrey Mbayong Napoleon

Abstract : The heightening of competition and the quest for market share has left business persons and research communities re-examining and reinventing their competitive practices. A case in point is Porter's generic strategy which has received a lot of criticism lately regarding its inability to maintain a company's competitive power. This is because it focuses more on the organisation and ignores her external partners, who have a strong bearing on the company's performance. This paper, therefore, sought to examine Porter's generic strategies alongside supply chain quality management practices in terms of their effectiveness in building the competitive power of manufacturing companies in Cameroon. This was done with the use of primary data captured from a survey study across the supply chains of 20 manufacturing companies in Cameroon using a five-point Likert scale questionnaire. For each company, four 1st tier suppliers and four 1st tier distributors were carefully chosen to participate in the study alongside the companies themselves. In each case, attention was directed to persons involved in the supply chains of the companies. This gave a total of 180 entities comprising the supply chains of the 20 manufacturing companies involved in the study, making a total of 900 participants. The data was analysed using three multiple regression models to assess the effect of Porter's generic strategy and supply chain quality management on the marketing performance of the companies. The findings proved that in such a competitive atmosphere, supply chain quality management is a better tool for marketing performance over Porter's generic strategies and hence building the competitive power of the companies at all levels of the study. Although the study made use of convenience sampling, where sample selectivity biases the results, the findings aligned with many other recent developments in line with building the competitive power of manufacturing companies and thereby made the findings suitable for generalisation.

Keywords : supply chain quality management, Porter's generic strategies, competitive power, marketing performance, manufacturing companies, Cameroon

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