

The Indicators of Excellent Supply Chain Management by Selected Companies in Ethiopia: A Comparative Qualitative Approach in Coca-Cola and Yousran International

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Abstract : The main objective of this study is to find out the indicators of excellent supply chain management based on game theory. The study employed a survey design to collect data. A total of 268 respondents participated in this research. The results indicate that both companies (Coca-cola & Yousran International) managed to effectively use the physical and information flows but were different from the focus on the items in the two key areas. The Coca-cola, for instance, sustained to utilize the flows of excellent planning, starting from raw materials, timing, transformation, transportation, and storage of goods to reach consumer's hands on one side and solid linkage to strategic partners to plan and work together for long-term control of better day-to-day supply chains of goods and materials down to customers' consumption on the other. Meanwhile, the Yousran International heavily concentrated on the physical side with moderate rapports with strategic partners for long-term improvement on supply chain. The study proposes that strong combination of effective use of both physical and information flows are good indicators of better supply chain management in today's emerging companies.

Keywords : game theory, physical flow, supply chain management, indicators

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