



ABSTRACT

Recently, the Purchasing capacity is progressively perceived as a proactive, key and esteem including business work, instead of a more responsive and exchange arranged purchasing capacity. For some organizations there is competition for clients, as well as for suppliers. Purchasing firms attempt to get upper hands from their suppliers to beat their rivals. An essential condition for picking up these points of concentration from their supplier is supplier satisfaction. The principle goal of the present exploratory investigation is to look at the effect of obtaining vital factors on supplier satisfaction in the supply chain.

Questionnaire survey was developed under three segments and distributed among suppliers. A total of 700 questionnaires been distributed via email and resulted with 256 questionnaires or 36% been returned with complete information used for statistical analysis in order to study the supplier satisfaction in fast moving consumer goods manufacturing company in Sri Lanka. Questionnaire survey was developed to measure the supplier satisfaction and through further analysis nine factors were derived to determine the supplier satisfaction.

At the end, identifying various steps that company should follow in order to get the best outcome. Once the results are analyzed and interpreted, actions should be formulated that are meant to address the findings of the research. Moreover, the results of the study should be communicated within the company and discussed over with the suppliers and as a last step of the process, a follow up mechanism should be created in order to make sure that the agreed actions getting closed. By using these mechanisms it is shown that the relationship between purchasing function and supplier satisfaction is completely mediated by nine factors. The data of this research is gathered amongst suppliers of FMCG manufacturing companies in Sri Lanka. Ultimately, this study provides new antecedents for buyers to achieve more satisfied suppliers and give the purchasers knowledge to them.

Key words: Supplier satisfaction, Supply Chain management, fast moving consumer goods, Purchasing Strategies, Purchasing excellence