

IMPROVING SUPPLY-CHAIN INFORMATION FLOW
A CASE STUDY OF UGANDA HEALTH MARKETING GROUP (UHMG)

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Abstract

This descriptive study was carried out on the supply chain section of UHMG to establish the solutions to information flow impediments, impediments to fast information flow, the benefits of fast information flow as well as the effects of untimely information sharing across the entire supply chain. To obtain more insight on the objectives of the study, latest literature from different authors was reviewed.

The study used structured questionnaires as tools for collecting data from the employees of the supply chain section of UHMG. A sample of 42 respondents was chosen using Krejcie and Morgan sample size determination table. The data collected was analysed using SPSS software to find the statistics that were relevant to the study, these included the mean, frequencies as well as the standard deviations.

The study showed that UHMG can improve information flow across the supply chain through networking and formation of strategic alliances, the use of information technologies and the use of updated technologies and other communication platforms.

The study showed that information inaccessibility and deprivation, information leakage as well as inconsistent information are the major impediments to information flow across the entire UHMG supply chain.

The study further found out that the most prominent benefits that are likely to accrue to UHMG as a result of improving information flow across the supply chain include customer satisfaction, allocation and utilisation of logistics resources, mitigation of the bullwhip effect as well as proper inventory management.

Lastly the study found out high stock levels and low stock utilisation, the bullwhip effect, uncertainty, collaboration failure as well as deferred decision making to be the most prominent negative effects as a result of untimely information sharing.

From the findings of the study many recommendations have been made towards improving information flow across the supply chain.