



**INVENTORY MANAGEMENT AND CUSTOMER SATISFACTION IN
MANUFACTURING FIRMS IN UGANDA A CASE STUDY
OF TORORO CEMENT FACTORY**

**BY
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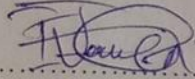
MARCH 2023

DECLARATION

DECLARATION

I, **IMALANY VERONICA** (BU/UP/2020/0918) hereby declare that the contents submitted in this work for the partial fulfillment of the requirements for the award of a diploma of Business Administration of Busitema University, are entirely my own and have not been submitted to any institution of learning for any award.

Signature.....



Date.....

21/3/2023


IMALANY VERONICA

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APPROVAL

APPROVAL

This is to certify that this Research Proposal by **IMALANY VERONICA (BU/UP/2020/0918)** on the study topic “the impacts of inventory management on customer satisfaction in Tororo, Cement Industry” has been under my supervision and therefore submit for examination.

Signed.....

Date..... 21/03/2023

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DEDICATION

This research is dedicated to my Mother Mrs. **Kocho Betty** and my father Mr. **Lokiru Stephen**.
To my beloved sisters **Nangiro Lina** and **Lotee Magdeline** and Brother **Lokwang Samuel** and
my friend **Omal wyclife**

ACKNOWLEDGMENT

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I thank my respondents in advance for the time they will take to share regarding my study questions and to all swell-wishers and my friends who support me spiritually, morally and financially. Be blessed.

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LIST OF ABBREVIATIONS/ACRONYMS

ACSI:	American Customer Satisfaction Index
DV:	Dependent Variable
EOQ:	Economic Order Quantity
IV:	Independent Variable
JIT:	Just in Time.
TANESCO:	Tanzania Electric Supply Company Limited
UNBS:	Uganda National Bureau of Standards

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter will present background of the study, problem statement, purpose of the study, research objectives, research questions, content of the study and conceptual framework

1.1 Background of the study

Customer satisfaction is a measure of how frequently products' and services supplied by the company meet or surpass customer needs. It is also defined as the number of customers or percentage of total customers whose reported experience to the firm exceeds customer goals (Yusoff & Nayan, 2020). Customers become dissatisfied if the products they want or behaviors of the sellers or their expectation are not met. When this occur, customers are likely to complain and take their purchase elsewhere. In recent years, changes in the business environment have made it harder for firms to maintain long-term sales growth and profitability levels due to failure to fully satisfy their customers (Carmel et al., 2020).

Globally, according to the Microsoft, (2018), state of Global Customer Service survey revealed that 61% of consumers have switched brands and it is due to poor customer service. According to American Customer Satisfaction Index (ACSI) from 2010 to 2019, about 70% of the companies tracked a declining or flat customer satisfaction scores. Since then, American customers became even more dissatisfied. As of the fourth quarter 2021, almost 80% of the companies failed to increase the satisfaction of their customers since 2010. According to Zendesk's Benchmark Report of 2015, most developed countries have a slump in customer service satisfaction rating, a drop in the percentile for instance in Indonesia – 3.8% decrease, Vietnam – 2.6% decrease, India -2.3% decrease.

In sub saran Africa, over the past five years, customer experience service levels continued to decline in South Africa, as did customer loyalty towards brands according to African marketing confederation 2021.

In Kenya Research shows that more than 40% of customers walk away never to return because of poor service quality (Jaya, 2020). Similarly, in Tanzania Nyangarika, (2019), stated that he