Examining the Critical Success Factors of Egyptian Manufacturing Firms

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EXECUTIVE SUMMARY

This paper seeks to investigate the critical success factors of Egyptian manufacturing firms. It presents the state of the art of the critical success factors of supply chain management (SCM) practices in Egyptian manufacturing firms. So, it will add to the operations management literature additional empirical contributions in the area of SCM practices implementation in less developed countries. The analysis was based on a survey of 132 Egyptian manufacturing firms which are related to three different Egyptian manufacturing industries, which are: Textile industry, pharmaceutical industry and electrical appliances industry, the survey was composed of three main questionnaires. Relevant responses were received from Egyptian manufacturing firms had a response rate of 66 percent. Surprisingly, the findings indicated that there is significant difference among Egyptian manufacturing firms concerning the impact of logistics management on customer relationship practices and also, there is no significant difference among Egyptian manufacturing firms concerning the impact of information technology on customer relationship practices. More importantly, there is no significant difference among Egyptian manufacturing firms concerning the impact of supplier’s relationship on customer relationship practices. Managerial implications for the critical success factors of SCM implementation are provided, and finally avenues for further research are recommended.

Key words: Supply chain management, Critical success factors, Manufacturing firms, Practices, Egypt.