Abstract

Prof. Islam El-Nakib

Supply Chain Maturity Assessment for an Egyptian Fast Food Chain

Abstract Purpose – The purpose of the research is to examine the supply chain maturity of a fast food chain in Egypt with using The Supply Chain Maturity Assessment Test (SCMAT). SCMAT is a tool to quickly assess the maturity of a firm's supply chain activities to highlight the areas of potential improvement which could support the business competitiveness in the market. Design/methodology/approach – The main aim of this research is to examine the supply chain maturity of fast food chain in Egypt by applying the SCMAT. A focus group was conducted with six managers in one of the top Egyptian fast food chains: operations, procurement, customer service, human resources, information technology and logistics. The researcher Selected the focus group as a data collection tool because it allows the participants to express clear ideas and share point of views that do not typically come out in a quantified survey. Findings – The overall maturity level of the processes investigated gave the implication that the supply chain used to gauge the maturity level were used in the process management of the company. In addition, to achieve and gain better performance results the firm must find ways to ensure that most of the practices that were not always used be enhanced to obtain the benefits that comes with their usage. Research limitations/implications –The use of this research approach has been validated in several previous research studies in organizational self-assessment and business management. Originality/value – This research examines one of the contemporary performance measurement systems. It is more oriented perspective by reporting on the origins of maturity models and presenting the main empirical contributions through the use of the business process maturity model and supply chain operation reference model. Keywords: Supply Chain Management, Performance Management, Maturity Test, Egypt. Paper type: Research paper