

# **Abstract**

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## **EXAMINING THE IMPACT OF THE RADIO FREQUENCY IDENTIFICATION TECHNOLOGY IMPLEMENTATION ON THE SUPPLY CHAIN PERFORMANCE A case study of the multinational fast moving consumer goods companies in Egypt**

The objective of this research is to propose and assess the feasibility of implementing the RFID technology in the multinational FMCG companies in Egypt in order to enhance their overall supply chain performance and to increase their productivity and profits. The research hypothesis is that the implementation of the RFID technology in the multinational FMCG sector in Egypt will highly impact the performance of the supply chain. Intensive analysis of the FMCG companies was conducted in order to understand the nature of the IT tools that they used in their operations and explore their potentials to implement the RFID technology. A case-study methodology was used for this research in order to gain an understanding and an exploration of the research issues being studied. In order to analyse the problems facing these FMCG companies that resulted from the lack of not using the RFID technology, the research proposed a quantitative model to analyse and assess the benefits and impact of the RFID implementation in the multinational FMCG supply chain and its processes in Egypt. In order to test the results from the model, unstructured interviews were conducted to target the Egyptian manufacturers and retailers to investigate their feedback regarding the results which have been presented by the researcher. The findings of the model and the interviews revealed that the RFID technology could be a good gateway for improving the supply chain of the multinational FMCGs in Egypt, however, a number of problems render the benefits from such to be a challenge to achieve. Therefore, the research has focused on outlining the RFID benefits through a quantitative model to enhance the supply chain of the FMCG companies in Egypt and to overcome the obstacles in achieving a competitive position within the retailing sector in Egypt. A number of recommendations are made concerning the need for further investigation in the subject.