Abstract

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Enhancing the downstream supply chain of the Egyptian national companies

National products signify great importance to any nation’s economic growth and stability. The goal of this research is to produce new knowledge and a deeper understanding of the current situation of national local companies operating in Egyptian FMCG sector and to investigate the applicability of improving their downstream supply chain performance through electronically linking these manufacturing local companies to a vast number of retailers by introducing an online application platform. To understand the current complex situation the case study approach was selected to investigate the inadequacy of the Egyptian national products among retailers. First, qualitative data collection was used to focus on understanding the current status and the challenges facing Egyptian Food Industries Holding Company (FIHC) as the main case study in this research. Second, quantitative data collection and analysis methods were used to identify and measure variables affecting retailers’ acceptance level and willingness to trade in Egyptian products using an e-commerce business model. The results indicated that the implantation of the proposed business model taking into consideration the influencing variables and the retailers’ preferences can help local manufacturing companies such as FIHC overcome challenges and can lead to real enhancement in their downstream supply chains. Keywords: downstream supply chain, retailers, Egyptian FMCG market, e-commerce, case study