

**THE EVALUATION OF THE  
EFFECTIVENESS OF SUPPLY CHAIN  
MANAGEMENT TO CREATE STRONG  
CUSTOMER RELATIONSHIP AND  
SATISFACTION IN PERSONAL CARE  
FAST MOVING CONSUMER GOODS  
INDUSTRY IN MALAYSIA**

BY

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## ABSTRACT

Today manufacturing companies face head to head competition in order to stay ahead of the game. Especially, Fast Moving Consumer Goods Industry (FMCG) is highly competitive and all the products offered in the market are almost the same in terms of quality, price, packaging and so on. Consumers have high demands on price and quality, and are increasingly disloyal to brands, quickly choosing a different brand or product if the other offer appears better. At the meantime, Supply Chain Management also plays main role in manufacturing companies to satisfy customers and gain competitive advantage.

Firstly, the research illustrates background of Supply Chain Management, clarify the research rationale, research problem and research objectives; then, based on previous studies, a conceptual framework for this research was developed as the base for hypotheses development; after that, a survey was conducted focusing on consumers who buy personal care products, and coefficient and regression analysis were conducted based on the data collected from the survey to verify the research hypotheses; lastly, discussion, conclusion and recommendations were given to provide guideline, feedback and business performance improvement for personal care manufacturers about consumer relationship and satisfaction towards personal care products.

The result of this research indicated that for personal care manufacturers, to create strong relationship and satisfaction focusing on manufacturing, Information Technology and Demand Management were suggested in order to increase the level of consumer satisfaction in order to stand out of the highly competitive industry.

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The research contributed to the theoretical and managerial knowledge of related researches. Based on previous studies, this research conducted a conclusive study on factors that could positively influencing customer relationship and satisfaction towards personal care products in Malaysia.

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