

Effect of Supply Chain Flexibility Strategies on the Performance of Floricultural Firms in Kenya

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Abstract

The aim of this study was to investigate the effect of supply chain flexibility strategies on the performance of floricultural firms in Nakuru County, Kenya. The study used descriptive and correlation research design with a sample size of 197, multiple regression was performed between performance as the dependent variable and supply chain flexibility as the independent variable measured by supply chain re-engineering, production flexibility and delivery flexibility. The results indicate the predictors explained 74.7% of the variance ($R^2=.747$, $Adj R^2=.734$), $p<0.05$; $t=16.222$; supply chain re-engineering significantly predicted performance of floricultural firms ($B=0.055$, $P<0.05$) $t=2.798$ as did production flexibility ($B=0.159$, $P<0.05$) $t=2.596$ and also delivery flexibility ($B=0.015$, $P<0.05$) $t=3.224$. The study established that supply chain flexibility significantly enhance performance of floricultural firms. The study recommends the setting up of policies that promote prior re-engineering supply chain flexibility by firms to integrate readiness and allow efficient and effective response to disruptions. Production and transportation flexibility will quicken response to changes in flower production due to order variations or uncertain transportation respectively as a result of unforeseen events.

Key words: Floricultural Firms, Supply Chain flexibility Strategies, supply chain re-engineering, production flexibility, delivery flexibility, Performance Kenya