

**Influence of Buyer-Seller Relationship in Performance of Manufacturing Enterprises in
Tanzania**

A Case of Moshi Cement Company

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The study sought to examine the management of buyer-seller relationship on organization performance. Specifically, it examined the challenges facing buyer-seller relationship, evaluated the effect of relationship between buyer-seller relationships to the performance of organization and analyse the management of each component of BSR to influence performance of an organization. This research used a case study design because it is suitable for small population, where both qualitative and quantitative research techniques can be used. The study conducted at Moshi Cement Industry in Kilimanjaro, located 48Km from Moshi Town along Himo-Holili road. The target population of this study included key persons from study area who were responsible with supply chain (Manager, transport managers, Accountant, production managers, stores keepers and Supply chain officers). Data analysis was done using quantitative and qualitative approaches. Qualitative analysis deployed interpretive and reflexive approach. Interpretive approach involved interpreting participant's responses and reflexive approach involves putting the views of the researcher on the data created. The study identified different challenges facing buyer-seller relationship, effect of relationship between buyer-seller relationships to the Performance of organization and the management of each component of BSR to influence performance of an organization. The study further recommended that organizations buyer-seller relationship agenda needs be engraved in its organizational policy to succeed. Very few organizations however, have put in place a policy committing their organizations to a programme of environmental improvement.