

ABSTRACT

The impact of supply chain integration on the operational performance of the Sierra Leone beverage industry will be the subject of this research. The study aims to see if supply chain integration generates mutual value for all supply chain partners and to add the knowledge bank on supply chain integration and operational performance, which enable the manufacturers to have further knowledge on whether the Company performance is affected positively by managing the supply chain integration. A mixed methodology (qualitative and quantitative analysis) was employed in this study. According to the qualitative analysis, two (2) participants were interviewed, and fifty (50) participants' data were collected for the quantitative analysis. This mixed-method research found a considerable impact of supply chain integration on operational performance. Sierra Leone's beverage manufacturing industry places a great deal of emphasis on the operational performance of its organizations. Results from a survey of beverage manufacturing industry managers, supervisors, and senior staff in Sierra Leone show that they understand the criteria and dimensions for evaluating performance as well as consistently use these criteria and dimensions to help their organizations grow and develop.

Keywords: Supply Chain Integration, Internal Integration, Supplier Integration, Customer Integration, Operating performance , Sierra Leone Beverage Industry

