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The Effect of Product Quality on Organisational Performance of the Beverage Industry in Uganda: A Case Study of Nile Breweries Limited

The study was about product quality and organisational performance of the beverage companies in Uganda, with the case of Nile Breweries Limited (NBL). The study objectives were to: assess the effect of perceived quality on organisation performance at NBL, to identify the relationship between reliability and organisation performance at NBL and also to establish the relationship between responsiveness and organisation performance at NBL. The study adopted a case study method using both quantitative and qualitative approaches. Data was collected using questionnaires, interviews and documentary review, from a sample of 169 respondents. The study findings revealed that perceived quality positively affects organisation performance and were significantly related at 0.622**, there is a positive influence of reliability on organisation performance confirmed at 0.657** and there is a positive significant relationship between responsiveness and organisation performance at NBL which was confirmed at pearson correlation coefficient of 0.762**. From the above, it can be recommended that policy makers should focus on planning production processes, improved new products in order to respond to market signals in a timely manner through proactive support of branding activities. Reliability analysis to be carried out and this could be both qualitative and quantitative. Reliability management should also be addressed as this deals with the various management issues, design, manufacture and/or operation of reliable products and systems. Policy makers must pay attention to the factors affecting the quality of products such as price policy, store image, advertising, warranty, and brand image among other factors that may affect the perception of the customer.

Key Words: Product Quality, Organisational Performance, Beverage Industry, Nile Breweries Limited