

ABSTRACT

The textile and apparel sector is one of the most significant and dynamic contributors to Sri Lanka's overall economy. Currently around 800 companies in Sri Lanka produce a wide range of products, most of them catering to the international market. Building competitive advantage to satisfy consumer demand is essential in the new market. This put force on speed and product margins which drives companies to find out most efficient and effective business solutions via partnerships with stakeholders such as suppliers.

The selection of right suppliers is not an easy task and it involves several critical decisions and support from many people. It is one of the most significant functions in manufacturing firms as it helps in achieving high quality products and customer satisfaction. Therefore this study aims to find out factors influencing supplier selection and organizational awareness of supplier performance evaluation in Sri Lankan apparel export industry.

It is not uncommon for the industrial buyers to evaluate the ability of their suppliers in terms of the delivery of satisfactory quality, quantity, service objectives and price. Some of the important supplier attributes related to purchasing objectives include past history, facilities and technical strengths, financial status, reputation, communication and location.

Results of this study provide a comprehensive analysis of the important factors for supplier selection in this industry. The analysis confirms the significant positive relation of cost, quality, delivery, service & support and organizational profile criteria. These factors expected to play a great role during the supplier selection in apparel export industry.

