

Benchmarking, Standardization and Purchasing Characteristic and its impact on purchasing and business performance in Thailand Food and Beverage industry'

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Abstract – This project developed and tested a conceptual model of the purchasing and business performance by focusing on three main factors (Benchmarking in purchasing function, Standardization in purchasing function and Purchasing Characteristic) to have the better understanding on the purchasing function on the overall organization's performance.

In alignment with the previous research, this also represents the empirical efforts to explore and test the model of the relationships between Benchmarking, Standardization, purchasing characteristic, purchasing performance and business performance.

This project seeks the advance our understanding of the purchasing function within the organization in a broader context by focusing on Thailand context especially food and beverage industry. Also discussed about the impact of benchmarking, standardization, purchasing characteristic on purchasing and business performance.

Keywords – Benchmarking in purchasing function, Standardization in purchasing function ,Purchasing characteristic, Purchasing performance and Business performance.

Paper type – Research paper (Graduate project)