

## **STRATEGIC SUPPLIER PARTNERSHIP AND ITS IMPACT ON BUSINESS PERFORMANCE: A STUDY ON THE SELECTED HOSPITALS IN NAGPUR REGION**

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### **ABSTRACT**

Strategic Supplier Partnership plays an important role in optimizing the costs and improving the quality of material being provided to the organisation. Service organisations like hospitals also have their purchase departments that focus on the cost reduction, quality improvement and customer satisfaction through proper supplier identification and supplier management. This paper aims at studying the Strategic supplier partnership practices of the hospitals in Nagpur city, where in specifically the private multi-specialty hospitals of the region are studied. The impact that strategic supplier partnership has on the business performance of the hospitals in terms of market share, profitability, customer satisfaction through responsiveness and reliability is also studied through the perception based data collected from the hospital respondents.

**KEYWORDS:** Health Care, Strategic Supplier Partnership, Supplier Relationship Management, Supply Chain Management & Collaborative Strategy