Abstract

INVENTORY MANAGEMENT AND ITS IMPACT ON CUSTOMER RETENTION IN COMPETITION ENVIRONMENT

This study indicated the role of inventory management to meet the needs of customers, especially in competition environment, as applied to this study in the pharmaceutical industry of Jordan, where was taking a sample of 16 single, and use factor analysis to verify the authenticity of the variables and their association factors for the variables of the study, this study showed several conclusions, notably that the poor planning of materials the company needs more than the size of losses from idle stock, and the role of inventory management in strategic planning and marketing, which allows customers to achieve the benefit of right place and right time of their needs.