ABSTRACT

Consumers seek quality products with no delays. Manufacturers rely on raw material procured to produce desired finished products. Here comes the role of the suppliers to provide the ordered raw material on time. The material which adds the maximum value to the finished product is the most important one and so is its supplier. The association to give and take the material does not halt here only. This transaction takes the shape of ‘relationship’ when the sense of commitment to sustain the bond between the buyer and the supplier originates. The relationship orientation fuels the fervor to work collaboratively so as to produce the best in class products at the earliest with competitive price offerings. The supply chains become responsive and efficient with this fervor. But the suppliers coordinate when the buyers are also ready to cooperate and the buyers cooperate when they could see the benefits reaped through this relationship orientation. Therefore, to investigate the relationship existing between the buyer and key-input supplier, the various aspects have been identified in this study so as to get a comprehensive view which may help further to streamline the relationship management practices adopted by the manufacturing and service organizations.