ABSTRACT
Since the mid 1990s, a new concept in the supply chain, Supply Chain Management (SCM), emphasizes the importance of forming collaboration between suppliers who together, can provide a much better customer service to their customers has attracted attention from both firms and academics. The research is entitled as “Practices of Supply Chain Collaboration and the Customers Service: A study on Ethiopia’s Manufacturing Companies. In order to investigate on status of supply chain collaboration, the study is aimed to scrutinize the orientation of the manufacturing companies to make use of the dynamic and multidimensional role of supply chain collaboration for the responsiveness to the customers’ request and to enhance the customers’ service. To achieve this objective descriptive research method was used. The relevant data was gathered. Both qualitative and quantitative data analysis tools were used. Accordingly, the major finding of this study shows a positive effect between the collaborative supply chain practices and customer service. The finding also disclosed poor application of both information technology (IT) and information systems (IS) that resulted with less information sharing across the functional unit of the companies and with the external partners of the companies.

KEY WORDS: Customer service, Supply chain collaboration, Supply chain management.