IMPACT OF SUSTAINABLE PROCUREMENT ON THE CORPORATE IMAGE: A
CASE STUDY OF BILBOES HOLDINGS PRIVATE LIMITED

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ABSTRACT

The introduction of indigenisation in Zimbabwe brought an expansion in the mining industry of which many of the mines are privately owned, however this raised eyebrows of the community, government and other interested organisation to deeply investigate organisations’ sustainability practice and its benefits. This study was aimed at investigating the impacts of sustainable procurement on the corporate image of Bilboes Holdings Private Limited which is a private organisation located in Bulawayo Zimbabwe. This study also examines the relationships between sustainable procurement and corporate image. It explores the main effects of different dimensions of sustainable procurement on corporate image. Corporate image is an important organizational resource that enables to create, strengthen and sustain competitive advantage. The researcher targeted 20 staff members who are directly linked with sustainability aspects, and a sample of 20 community members was used. The study found that a section of sustainable procurement that is environmental consideration, quality products delivery and stake holder satisfaction have got a great impact on the corporate image of an organisation. Sustainable procurement appears to be builder of a health corporate image. The research also found that incorporation of other concept like green procurement in sustainable procurement assist in building corporate image. However the research findings also assisted in concluding that it is not only sustainable procurement that builds a healthier corporate image as sustainable products are unavailable in the market and they are too expensive when they are available. The study recommended that to ensure a healthier corporate image, organisations should look at the requirements of the environmental agents, satisfy stakeholders, look at the barriers of sustainable practise and other factor like green procurement and corporate social responsibility.