

According to Mzoughi et al. (2008), SCM applications such as; strategic supplier partnership, customer relationship, information sharing and information quality level, provide significant competitive advantages for the companies. Selection and development of suppliers' activities, improved communication between the institutions will promote mutual trust, making the sharing of information and provide long-term partnerships, establish a balanced partnership and also provide an understanding of the strategic orientations for the partners' expectations (Mzoughi et al., 2008). Without taking into account the global market enough for the firms to capture the entire success, by only integrating; the design, procurement, manufacturing and distribution processes within the new methods and also the management, in accordance with the implementation of advanced technology. In various research activities, SCM implementations were described as; supplier partnership, customer relationship, customer service management, foreign procurement, purchasing, information sharing, information technologies sharing, etc. SCM Practices Logistics chain competence to improve their competitive advantage (Mzoughi et al., 2008). Li et al. (2006) has set-up their works on five activities; strategic supplier partnership, customer relationship, level of information sharing, information sharing quality and delay (postponement). The development of management capacity depends on the long-term cooperation, to ensure excellent product quality, availability and co-quality and selection of the supplier (Vonderembse et al., 1999). Partnerships reduce the transaction costs and provide advantages for the suppliers and firms and also allow technology transfer (Ramsay, 1996). In order to ensure satisfaction of customers, companies designate suitable suppliers for each c companies increase their performance by destruction of the useless knowledge stage of the chain level, increasing the flow of material and information and the establishment of long-term relationships with clients. Suppliers' performance has a significant impact on the product quality, production costs, delivery time, technology, innovation and the development of the .firm and also strongly affects the competitiveness and profitability of the organization