

The Impact of Supply Chain Management Method On Competitive Advantage in Rasht Municipal Development Projects

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The aim of this study is to assess the relationship of supply chain management , competitive advantage in the city of Rasht northern projects,The study population included managers and engineers, including 100 projects are northern city of Rasht, According to the statistics using the sample size to 80 were determined. To distribute the questionnaires random sampling method is used, The results indicate the existence of a relationship between suppliers of strategic cooperation projects with a competitive advantage in the city of Rasht, the relationship between customer relationships and competitive advantage in the northern city of Rasht project communication, information-sharing relationship between the level of competitive advantage in projects concluded that aspects of the supply chain associated with a significant competitive advantage in the northern city of Rasht projects.

Keywords : competitive advantage, supply chain, information sharing level

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