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Abstract

The aim of this study is to determine the impact of purchase strategies upon the profitability of business industry organizations, because of the importance of the purchase of materials in industrial organizations, and more than 60% of the purchase costs of raw materials, manufactured and semi-manufactured that needed in the industry.

The main question raised in this study is: What is the contribution of purchase strategies to achieve profits for the industrial business organizations? From this question, five sub-questions concerning (independent variables) which are components of purchase strategies (quality, quantity, sources of supply, price, timing) and these variables affect the dependent variable (profit), the study assumed, based on the five hypotheses is that, there is a relationship significance between the independent variables (purchasing strategies) and dependent variable (profit) of the Industrial Works Organization, the tool using the questionnaire to gather information and after the field study and statistical analysis and hypothesis testing for all the language contained in the five pillars:

- Purchase strategy with right quality.
- Purchase strategy with right quantity.
- Strategy purchase from the right source of supply.
- Purchase strategy at the right price.
- Purchase strategy at the right time.

The validity of this relationship improved through the presentation of data and results of the study, namely that the practice of

purchase strategy in business organizations lead to increased profits, The study concludes with some recommendations for business organizations in general and the companies case studied (GIAD for tractors & Agricultural equipment and GIAD for cars) in particular, were these recommendations represented in the interest strategy purchase adequate quality according to international standards, and then follow the purchase method of the right amount, because the omission of this method leads to losses. Interest in cooperating with the sources of supply to ensure continuity of supply, as well as to follow the system of negotiations and contracts and commissions of purchase until the price is less than what can be instead of system trade-offs between the three bills, as well as the study recommended that strategic planning of production until companies be aware of time-appropriate for purchase.

At the level of the two companies the subject of the study, the study recommended the adoption of a checklist and inventory system is zero, to facilitate the documentary credits quickly supply of materials and sources of supply and activation models for evaluating suppliers, and research facility for payment of external suppliers, and reduce the steps of purchase, and contribute to the research and future studies especially on the subject of purchase.