

ABSTRACT

This project focused on the effects of outsourcing strategies on organization performance with special reference to Nigeria Breweries Plc. The importance of outsourcing strategies in organizations cannot be overemphasized, hence the need for this research work. The objective of this study were to examine the relationship between outsourcing and organization performance and to assess uses of outsourcing by organization to gain competitive advantage over its competitors. Based on these objectives, data were sourced through the use of survey research method and data was collected from a sample size of 99 respondents which was arrived at through the use of quantitative method. The study found out that outsourcing strategy help organizations to cut cost, increase profitability and productivity which in turn leads to higher organizational performance. Therefore, it was recommended that organizations should embrace the outsourcing strategies and improve service delivery to their customers. Also, organizations should continue to monitor the contractor's activities and establish constant communication.

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