



**Factors Affecting the Supply Chain Management Success: A study  
of FMCG Sector Lahore**

**By**

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## **ABSTRACT**

The purpose of this study was to empirically examine the factors affecting supply chain management success in Lahore FMCG sector of Pakistan. In Pakistan most of the companies are running their businesses without supply chain management departments. If companies run their businesses by focusing on supply chain management and with the affecting factors such as advance technology, risk management and cost management then companies can earn more profit as study shows. In order to evaluate the effect of these factors and their relative importance, multiple regression analysis was conducted on the data collected through questionnaires from 150 employees of selected FMCG companies. The results showed that cost management, advanced technology and risk management affect positively on the success of supply chain. This study has significant implications for the FMCG sector of Pakistan and helps the companies to run their supply chain in effective manner. Such study not conducted before in Pakistan, this study will helps the companies to make their supply chain departments effectively. Companies can gain insight into most important dimensions of these factors and helps improve their supply chain functions. This research can also help the FMCG companies to improve their supply chain management process.