

"FACTOR AFFECTING MILK SUPPLY CHAIN IN ISLAMABAD"



By:

(MUHAMMAD WAQAS)

(01-220121-020)

Supervisor:

(AHMED HASSAN CHATTHA)

Department of management science

**Bahria University Islamabad
2015**

ABSTRACT

This study critically analyzed the impact of internal management and competitiveness on sustainable supply chains in dairy sector in Islamabad. All the efforts that are being done to comply with this new dispensation of sustainable supply chains was made. However, useful examples from two local companies have been given were also explored. The study made use of literature from textbooks and journals to examine the concept of sustainable supply chains and clearly highlighted the impact of corporate social responsibility on these supply chains.

Due to increasing pressures to be competitive in the markets, most companies are turning to international markets for competitive prices and quality for materials. This has however resulted in supply chains becoming more complex especially with the advent of mounting pressures for corporations to be more responsible socially and environmentally. According to Van Weele the idea of internal management and competitiveness responsibility “is to develop business solutions in such a way that requirements of the current world population are met without doing harm to the needs of future generations”.

ACKNOWLEDGEMENT

After acknowledging the blessing of All Mighty Allah in helping me in my efforts, I would like to thank all of the other helping hands who were with me in the making this thesis a possibility. I would like to thank specially my supervisor **SIR AHMED HASSAN CHATTHA** for his consistence, advice and support given during the writing up of this thesis, for giving me the opportunity to carry out this knowledge-full study.

DECLARATION FORM

I **MUHAMMAD WAQAS** ENROLLMENT NO **01-220121-020** hereby declare that the thesis which been submitted by me in the partial fulfillment of the requirement for the degree of MBA and this thesis present research carried out at BAHRIA University Islamabad Campus and aims encouraging discussion and comments. The observation and viewpoints expressed are the sole responsibility of the author. It does not necessarily represent positions of BAHRIA University Islamabad Campus or its faculty. I also understand that if evidence of plagiarism is found in my thesis at any stage, even after the award of my degree, the work may be cancelled and the degree revoked.

Table of Contents

CHAPTER NO 1	1
INTRODUCTION	1
1.1 Background	1
1.2 Problems with dairy sector of Pakistan	3
1.2 Problem Identification	15
1.3 Problem Statement	15
1.4 Research question	16
1.5 Research Objectives	16
1.6 Rationale of Study	16
1.7 Scope of the Study	17
CHAPTER NO 2	19
LITERATURE REVIEW	19
Nature of Products	23
2.2 Evolution in Milk industry of Pakistan	23
2.4 SC competitive strategies and uncertainties	28
2.5 Supply chain strategies	29
2.7 Core Activities of Dairy Supply Chain:	30
2.9 Sustainability	32
2.10 Internal Management	33
2.11 Competitiveness	34
2.12 Theoretical Framework	36
2.13 Hypothesis Development	36
CHAPTER NO 3	37
RESEARCH METHODOLOGY	37
3.1 Sample	38
3.2 Tools & Measures	38
3.3 Procedures	39
CHAPTER NO 4	40
RESULTS & DISCUSSIONS\	40

4.1 Levels of Implied Demand Uncertainty	40
4.2 Supply Chain Responsiveness & Cost.....	40
Table 4.5: Coefficients	43
Table 4.6: Correlation Matrix.....	44
CHAPTER NO 5	45
CONCLUSION & RECOMMENDATIONS	45
5.1 Conclusion	45
5.2 Recommendations	47
5.3 Future Research	48
5.4 Limitations.....	48
REFRENCES.....	49