TO DETERMINE THE IMPACT OF ERP IMPLEMENTATION ON SUPPLY CHAIN PERFORMANCE AT YOUNGS FOOD PAKISTAN

By

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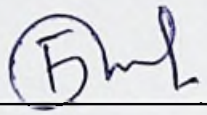
DECLARATION OF AUTHENTICATION

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: 

DEDICATION

I would like to dedicate my thesis project to my Parents as I am able to do this with their continuous support, I also dedicate this dissertation to my many friends who have supported me throughout the process. I would also like to dedicate this to my teachers who have always helped me during me time at Bahria University. I also dedicate this dissertation to my many friends who have supported me throughout the process.

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ABSTRACT

Purpose: this research is carried out to examine, the effects of ERP on supply chain performance of Youngs Food Pakistan. ERP is a technology led software that enables automation, streamlines processes and hence, improves performance.

Methodology & Design: The study was carried out using quantitative research methodology in order to examine the impact of ERP implementation on supply chain performance. The research variables identified during analysis of the literature includes: Process automation, lead time, reducing cost and managing deliveries) Studies have identified that, ERP influences all these variables with reference to the firm performance. The data on the above research variables is collected using primary data collection method i.e. through survey questionnaires. For the purpose of analysis, the researcher uses Regression test which aids in determining the impact.

Findings The findings from the tests shows that, 71.6% of the total impact in supply chain performance is due to ERP implementation (Process automation, lead time, reducing cost and managing deliveries) at Youngs Food. It is important to note that, previously the Youngs food maintains their records manually and after seeking export orders for Honey and Mayonnaise they tend to implement ERP for managing inventory, cost and improving deliveries. Furthermore, the Regression test also identifies that, among all the research variables, process automation and reducing cost has the higher impact having higher beta i.e. 0.36 and 0.30 respectively.

Keywords: *ERP, Supply Chain Performance, Process automation, lead time, reducing cost and managing deliveries*

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