

*Majors: SCM  
S.No RMT-698*

*Impact of supply chain on the Productivity performance in pharmaceutical industry of Pakistan*



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**Fall-2020**

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Viva Date 18 /02 /2021

Topic of Research: (Impact of supply chain on the productivity performance in pharmaceutical Industry of Pakistan)

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## **Acknowledgement**

First of all, I would like to thank Almighty ALLAH for the unconditional love He has shown me throughout my life and the strength He has provided me to cope with any challenges that come across in my life. I would like to thank and appreciate the effort of my supervisor Mam Izza Shehzad who has shown her devotional commitment towards the accomplishment of this dissertation. Her professional guidance, overwhelming attitude, and irresistible support has made this dissertation a possibility within a limited time allowed. I would like to thank my family and friends as I am very grateful for their love and support through every thick and thin phase of my life. My family has been the prime reason behind the success and achievements that I have in my master's degree.

## **Abstract**

The major purpose of this study is to identify the impact of the supply chain on the productivity performance of the pharmaceutical industry in Pakistan (Companies operated in Islamabad & Rawalpindi). Furthermore, to get an idea that which variables and processes are more important for the pharmaceutical companies supply chain in this era of uncertainty. There are so many variables the supply chain explain the literature. Moreover, the importance of each factor is also defined for this study. Quantitative research approach used for this study and collect information with the help of questionnaire design. Six different pharmaceutical companies were selected and all the respondents were from the Supply chain, Operations, Inventory, Logistics and procurement department which have direct relation with the supply chain and operations. Total 150 respondents were contacted. Analyzing has been done with the statistical methods though SPSS software. Tables and their analysis were used in descriptive analysis and regression method has been used in inferential analysis so that hypothesis can be tested easily. These methods have been selected to know more about the topic in detail and according to the nature of the topic.

## **Findings**

The general findings from this research is to examine the impact of the supply chain on the productivity performance of pharmaceutical industry of Pakistan.

## **Keywords**

Supply Chain, Productivity performance, pharmaceutical Companies

## **Abbreviations**

<b>SC</b>	Supply Chain
<b>SCM</b>	Supply Chain Management
<b>CRM</b>	Customer Relationship Management
<b>SRM</b>	Supplier Relationship Management
<b>SCI</b>	Supply Chain Integration
<b>IC</b>	Information and Communication
<b>PP</b>	Productivity Performance
<b>TCF</b>	Trillion Cubic Feet
<b>TOC</b>	Theory of Constraints
<b>SCP</b>	Supply Chain Productivity
<b>SQ</b>	Supplier Quality
<b>SO</b>	Supplier Output
<b>VS</b>	Vendor System
<b>KSM</b>	Key Supplier Managers
<b>ERP</b>	Enterprise Resource Planning
<b>MRP</b>	Material Requirement Planning

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