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**Impact Of Information Technology on the supply chain
performance of FMCG sector of Pakistan**



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Abstract

The main purpose of this research is to find the impact of information technology on the supply chain performance of FMCG sector in Pakistan, this research was conducted on the city of Rawalpindi and Islamabad Pakistan, this research was conducted in order to check and get the idea whether the factors of the information technology like Barcoding, EDI, RFID impact on the supply chain performance or not.

There are four dependent variables I have chosen for this study and one independent variable. For this research I have used the quantitative research method of study and the data was gathered with the help of questionnaire, The questionnaire is designed into the six sections, First, section relates to the Demographic study of the literature, next four sections are related to the independent variables and the last section is the section of dependent variable. In order to conduct this research, the questionnaire was filled by the different employees of the supply chain of the 5 major grocery stores of FMCG sector. The number of respondents in order to conduct this research were 150, after getting them fill the questionnaire the analyzation was done through SPSS software. The table and their analysis was used in descriptive analysis and regression method has been used in inferential analysis so that hypothesis can be tested easily, these methods were used in order to know deep about the nature of the topic and to check the authenticity of the research.

Findings/Conclusions/Recommendations

The finding which of this research is to find the impact of the information technology on the supply chain performance of FMCG sector and the result of this research is that it has the information technology has the positive impact on the organization and it is a good return on investment. The businesses dealing in FMCG goods should invest in this technology.

Implications

This research can be of significant importance for the businesses dealing in the FMCG sector, it tells the factors and ways through the implementation of which can increase the supply chain performance of the FMCG sector.

Abbreviations

ES	Enterprise Systems
ERP	Enterprise Resource Planning
MRP	Material Requirement Planning
RFID	Radio Frequency IDentification
EDI	Electronic Data Interchange
MSME	Micro, Small & Medium Scale Enterprise
FMCG	Fast Moving Consumer Goods
CRM	Customer Relationship Management
POS	Point Of Sale

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