

PROJECT TITLE

STRATEGIC MANAGEMENT IN MARGALLA TEXTILE MILL

ORGANIZATION

MARGALLA TEXTILE MILL HASAN ABDAL RAWALPINDI PAKISTAN



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BAHRIA UNIVERSITY, ISLAMABAD 2010

Abstract

Many companies are facing a huge problem of decrease in profitability in their annual returns. The reasons are several, of whom one is the credit crunch which erupted from unite states of America and has hit many markets worldwide. Demand has decreased worldwide for different products and many companies are either merging or being supported by the governments to run properly because of weak financial position. Textile plays an important role in Pakistani economy as it forms a major portion of exports. But the decrease in demand has also affected the Pakistani industry especially the textile industry. In addition Pakistan is also facing energy shortage due to which numerous business activities are affected and textile is one of them. But nowadays textile units are either closed or are running on loss.

This study looks at one of the leading textile company, Margalla textile mills whose profitability has decreased due to above mentioned and many other problems. The study looks upon various problems internally and externally and recommends a strategy using strategy formulation framework.

Acknowledgement

All praise is for Almighty Allah, the most merciful most compassionate who helps his poor creatures in the time of crisis and bestowed upon it, his unfathomable kindness and guidance.

We felt satisfaction to write this page as this project is on the way of its destination. We are grateful to our Professor **Sir Zafarullah Siddiqui** for his most cooperative attitude, valuable comments constructive suggestions and step by step guidance. Without his help it would have been impossible to complete this task.

Last but not least we wish to express our feelings and passion of gratitude to our parents who always prayed for our success, health and brilliant future. Our words cannot express the deepest thanks to our parents whose love and sacrifices are invested and written on every page.

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