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"DIAGNOSING OPERATIONAL INEFFICIENCIES AT INSPIRE: FROM FORECASTING TO FRAGMENTATION"

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Firstly, we would like to thank our ***Supervisor, Ms. Javeria Aftab,*** *who helped us a lot in completing this project and* guided us throughout the semester.

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We especially want to appreciate and show my gratitude to the supply chain department team at Inspire Electronics who helped us a lot in providing useful insights on how the supply chain functions in their organization. We have addressed the key challenges faced by the organization in our FYP titled "Diagnosing Operational Inefficiencies at Inspire: From forecasting to fragmentation.*"*.

Lastly, we are especially thankful to our honorable ***Bahria University Islamabad Campus*** for giving us this opportunity. We truly appreciate all the work my faculty members have done.

ABSTRACT

This research aims to identify and analyze the operational inefficiencies within Inspire Electronics, a home appliances and electronics retailer operating in Rawalpindi and Islamabad, Pakistan. Despite having a strong market presence and a wide product portfolio, the company faces several internal operational challenges that negatively affect its performance and customer satisfaction. These issues mainly relate to inventory management, demand forecasting, supplier coordination, workforce skills, use of technology, and logistics operations. The study adopts a qualitative case study approach, with data collected through direct observations, informal interviews with employees, and analysis of internal operational practices. The findings reveal that outdated record-keeping systems, limited use of technology, weak interdepartmental coordination, and informal supplier arrangements result in stock-outs, delays, increased operational costs, and service quality issues. Based on these findings, the study recommends improving supply chain coordination, strengthening inventory management practices, gradually adopting basic digital systems, formalizing supplier management, and providing employee training. These recommendations are expected to enhance operational efficiency and help Inspire Electronics strengthen its competitive position in the electronics retail market.

DEDICATION

This project is dedicated to our families, with special gratitude to our parents, whose unwavering support and tireless efforts have been pivotal in our academic and career achievements. Their hard work and steadfast dedication have been the foundation of our success, enabling us to reach this milestone and complete this project

CERTIFICATE BY ORGANIZATION:

Inspire
HOME APPLIANCES

Certificate

This is to certify that the project report titled *"Diagnosing Operational Inefficiencies at Inspire: From Forecasting to Fragmentation"*, prepared by Muhammad Talha Muzammil (01-111221-161), Syeda Ayesha Tayyab (01-111221-104), and Moazzam Ali Baluch (01-111212-125), has been submitted in partial fulfillment of the requirements for the degree of Bachelor of Business Administration at Bahria University, Islamabad, Pakistan, for the Fall 2025 academic session. This report is a genuine account of the work conducted under our supervision and approval.

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CHAPTER 1: INTRODUCTION

1.1 Study Background

Any business would desire to operate in a well-run and efficient manner in an attempt to save time, cut down on expenditure and maintain satisfied customers. But, the issues of control over the operations of many businesses arise especially when the business expands and opens new branches. Problems such as ineffective planning, inaccurate forecasting, poor coordination and manual system can reduce performance and enhance losses. Competition in the home appliances and electronics industry is extremely high. There are numerous alternatives among the customers and they demand fast service delivery, precision and quality products. To a company such as Inspire Electronics which has been operating in this business over three decades, it is quite important that its operations remain efficient and abreast with the new methods and technologies. Inspire began as a small company and expanded slowly to be recognized as a brand in Rawalpindi, Islamabad, and other cities. It has also acquired numerous customers, suppliers and branches over the years. However, some internal issues have been formed with this growth. The company continues to rely on the archaic record keeping, manual forecasting and simple methods of supplier and inventory management system. Due to the outdated and fragmented systems, the company has a number of problems such as stock unavailability, excessive ordering to customers, poor demand forecasts, delayed delivery, and lack of communication between different departments. Such issues not only impact on their profit, but also their image and customer satisfaction. Thus, this research paper will take a deep examination of how the operations of Inspire are being conducted and where the inefficiencies lie. The study will be aimed at identifying the primary weaknesses areas which are forecasting, supplier relations, technology application, staff competence, and supply chain integration. Through studying the areas, we can know what needs to be done to transform the performance of Inspire in the long-term.

1.2 Company Profile

Inspire is one of the finest and most reliable consumer electronics and home appliances retail chain stores in Rawalpindi and Islamabad with extended footprint in Jhelum. Established in 1986 with the name of New Chaudhry Traders (*https://ittefaqsay.com/about-us/*), has a history of more than 30 years in which we have been serving countless satisfied customers in the twin cities. Currently, our major retail stores are in different locations of the city and serving the needs of the customers and have successfully expanded through twin cities in 2000 and after a

long decade of success. They work under an esteemed Ittefaq Say group and have successfully carved a commendable market presence as a leading retail chain. They rebranded as “Inspire” in 2019, which marked the beginning of new chapter, with motive of inspiring customer trust and setting benchmark in electronic industry. Now they have presence in online store with the name of ITTEFAQ SAY to provide an ease of shopping for our customers.

The products of the company include a variety of home appliances including washing machines, air coolers, water heaters (gas and electric), cooking ranges, gas stoves, kitchen hoods, sewing machines and water coolers.

The primary goal of Inspire Electronics has never been other than to offer quality home appliances at an affordable price. Since inception, the mission of the company was not merely to make profit but also to have customer confidence and uphold community welfare. The founders were visionary by bringing the international level quality to the local market and at the same time making the home appliances affordable to all.

Today, they have more than 25+ stores *(https://ittefaqsay.com/about-us/)* in operation, and their legacy of expansion is visible through its strategic locations in commercial sites such as Main Murree Road, Gulnoor Market, Chandani Chowk and Sadqabad in Rawalpindi, as well as in the bustling area of Blue Area of Islamabad.

Every branch generally holds between 15 and 20 employees that deal with sales and customer service and stock handling. Head office, which is also referred to as Inspire Mall, is located in Sadiqabad, Rawalpindi where the key administrative and operational decisions are made.

The business model through which Inspire is operated is based on a strong vertical company which is strategically positioned as a manufacturer, wholesaler, retailer and after sales-service provider. They have their own transportation fleet which supports this end-to-end control and a central warehouse in Gujranwala, where they guarantee quality and allow their customers to have fast and reliable delivery and installation.

Their product portfolio is a careful mix of renowned international and trusted local brands including Haier, Samsung, and Sony alongside their own flagship brands like Inspire, Pell, Dawlance, and Wave. This diverse range caters to a wide clientele, from individual walk-in customers to corporate B2B clients.

The company's success is further amplified by its strategic global sourcing partnerships, with suppliers in China and a significant collaboration with the international brand Dawlance in Turkey. This global network ensures a consistent flow of quality products. Domestically, Inspire has earned distinguished partner statuses, standing second with brands like Inspire and Pell. Also positioned 11th as key dealers of Dawlance. Their success can be observed by their further expansion and creating new brand known as "Sane Star" which was established in recent 2024.

As part of its customer centric philosophy, the company has five days a week with open operating schedules of 10:30 AM to 9:30 PM and adds value by offering seasonal market sales where they are offering discounts on coolers and ACs in the summer and gas heaters and geysers in the winter. Since its initial branch to a network of 28-29, Inspire has served to energize homes and businesses, and in the process, has adhered to the value of quality, affordability and total service that has marked its path to success over the last 40 years or so.

1.3 Project Rationale

Although Inspire Electronics has established a good brand name and customer base, it is currently experiencing severe operation inefficiency that influences its performance. Expansion has made the operations of the company more complicated, and the manual ways used in the past are no longer effective. Ineffective inventory and forecasting management is one of the largest ones. Modern data-driven techniques are not employed by the company to forecast demand. The level of safety stocks is never addressed through analyzing the correct amount of stocks therefore leading to issues such as overstocking, understocking and late deliveries. The process of making predictions is usually performed manually which results in mistakes and incompatible supply and demand. The second one is poor supplier relationship and contract management. The majority of the supplier deals are informal and are carried out by verbal communication or personal trust. No proper contracts are present and suppliers are not assessed in terms of performance or quality. This leads to time wastes, inconsistency in product quality and supply continuity risks. The other significant problem is incompetence and poor integration of workforce and technology. The majority of employees (sales staff in particular) do not receive training in digital systems. Slowness and high human error rates of work are caused by manual records keeping and outdated processes. Little is done on ERP or sophisticated software coordination within the departments. Finally, there also exist supply chain integration and logistics problems. The supply chain of Inspire is disjointed, the

suppliers, transporters, and branches tend to be non-co-ordinated. Outside factors such as political instability or transportation strikes are also a way of postponing deliveries and efficiency. Due to all these issues, the operations of Inspire are not so effective as they might be. This is why this project is aimed at the diagnosis of such inefficiencies to know what causes them, what is the effect of this, and what solutions can be offered practically to optimize the work and the results.

1.4 Project Goal

The primary objective of the project should be to identify, interpret and learn the operational inefficiencies at Inspire Electronics. The paper will address all key directions such as foreignation, inventory control, relations with suppliers, personnel training, and logistics. It is on the basis of this analysis that the project will propose realistic solutions that can assist the company achieve efficiency, minimize the waste, and provide its customers with improved services.

1.5 Project Purpose

This project will aim at assisting Inspire Electronics to enhance its internal processes and introduce some change in the areas that are already weak or obsolete. The study will give unequivocal answers as to how and why operational inefficiencies happen. It will also provide recommendations that are realistic and can fit in the structure of the company, hence the company will be able to easily implement them. By conducting this study, Inspire will be in a position to appreciate the value of advanced forecasting software, appropriate assessment of suppliers, talented employees and combined supply chain management. Another aspect that will be brought out in the project is how technology can help ease and reliable daily operations.

1.6 Broad Statement of Scope

In this project, the central interest will be the operational and supply chain operations of Inspire Electronics. The research will include the following issues:

- Inventory control and demand forecasting.
- Contract management and supplier
- Employee output and technology application.
- Logistics management and supply chain coordination.

The analysis will not dwell on the marketing, HR or the financial aspects unless they have a direct impact on the operations. The findings will be supported using both primary data (interviews or observations) and secondary data (company reports or online research).

1.7 Project Objectives

To determine Operational Inefficiency.

The initial one is to discover the areas where the business is experiencing difficulties in its operations. This involves the identification of those areas like inventory, logistics, forecasting and supplier management, which lead to delays, high cost, or lack of communication.

To evaluate Forecasting and Inventory Problems.

This goal is involved in how Inspire is currently manufacturing demand and inventory management. It will discuss the causes of overstocking or stockouts and how this can be improved through the improvement of the forecasting process.

To Assess Supplier and Contract Management.

The third goal is to examine the selection and management process of suppliers. It will dwell on the absence of formal contracts, assessment systems, and how these loopholes lead to delays, quality problems and financial efficiency problems.

To Evaluate Labor Force Competency and Technology application.

This goal aims to verify the level of training of the employees and the extent of use of technology in day-to-day operations. It will also discuss the ways of using digital tools to enhance performance and accuracy.

To investigate Supply Chain Integration and Logistics.

This will be done to examine the current set-up of the supply chain at Inspire to determine whether it is operating in a coordinated manner. It will also dwell on the impact of logistics delays and fragmentation on delivery and customer service.

To Recommend Real-world Solutions.

Lastly, the research will provide feasible and cost-effective recommendations to address the issue of operational inefficiencies and enable Inspire to perform at a higher level and succeed with its customers.

1.8 Anticipated Benefits

The project will give a clear picture of what is wrong with the operations in Inspire Electronics and will help to rectify the operations. Through solving its inefficiencies, the company can make more intelligent choices on matters of inventory management, forecasting, and management of suppliers.

More accurate prediction will be used to prevent overstocking and understocking, which will save money and enhance consumer satisfaction. Employee education and the use of basic digital applications will ensure that the operations are conducted more quickly and more precisely. Enhancement of supplier relations will enhance quality and delivery time.

Overall, the results of the current study will assist not only in enabling Inspire to advance its day-to-day activities but also increase its brand recognition, profitability, and competitiveness in the market in the long-term.

1.9 Key Success Factors

Management Cooperation

Successful implementation of the project is largely reliant on the management at Inspire. Their openness to sharing data, open-mindedness to observations, and internal issues will significantly contribute.

Availability of Correct Data.

There is also a need to have accurate and updated data on the inventory, forecasting, sales, and logistics to carry out the analysis. In the absence of dependable information, it will be hard to identify actual causes of inefficiency.

Employee Participation

The employees work directly in the day-to-day operations and therefore their candid feedback is highly valued. Their involvement will facilitate the determination of the actual challenges encountered at work.

Practical and Reality Wise Recommendations.

The recommendations of the study should be easy, cost-effective, and compatible with the existing systems of Inspire. Impractical solutions would hardly be applied, which is why the emphasis will be on the practical improvements.

Use of Technology

Digitization of whole processes and different systems such as **ERP, data tracking, or forecasting applications,** and others will play a crucial role in the long-term operational success.

Continuous Improvement

Inspire will have to perform follow-ups and keep on improving its systems despite implementing the recommendations. This kind of attitude towards the never-ending improvement will guarantee sustainable efficiency and growth.

1.10 Quality Definition

The success of this project in achieving its objectives and its usefulness in enhancing the operations of Inspire Electronics will be used to measure the quality of the project. The following aspects will be considered as the primary quality indicators in order to make sure that the project will be within the high standard:

Relevance and Practicality

The study shall remain directly connected with the actual issues that Inspire Electronics is experiencing. Findings and recommendations must be realistic and practical, and can be applied to the current systems of the company without making significant and expensive alterations.

Precision and Trustworthiness of Data

Primary and secondary sources of data obtained must be precise, factual and trustworthy. The findings will be analysed and presented based on factual data and not assumptions and therefore, will reflect the actual picture of the company.

Clarity and Simplicity

The presentation of the information of the project will also be one of the points which will determine the quality of the project. This must be written in easy to understand language to ensure that the person who reads it can easily understand the main points irrespective of whether he is a student, a manager or a supervisor.

Consistency and Logical Flow

The report must be well structured with one section leading into the other. All the parts of the problem statement, objectives, analysis and recommendations must be coherent to each other and form a clear narrative beginning to end.

Depth of Analysis

It is not appropriate that the study remains on the surface but it should offer substantial information about the problems of operations of Inspire. A quality project will demonstrate in-depth knowledge by indicating the underlying cause of the issue instead of listing the problem.

Presentation and Formatting

Quality evaluation will also include proper formatting, professional layout, accurate citation and clean presentation. A structured and properly formatted report enhances the ability to read it and also shows the seriousness of the research work.

1.11 Major Deliverables

The key outcomes or results of the given research that will be delivered at the end of the research are the major deliverables of this project. These deliverables indicate what this study will be practically attaining and deliver to Inspire Electronics.

Report on Operational Inefficiencies in Detail

An entire and thoroughly organized report will be prepared and all the significant operational inefficiencies within Inspire Electronics pointed out. This will involve problems in forecasting, stock management, supplier relationship, logistics and performance of workforce.

Data Analysis and Findings

The data that will be obtained by interviewing, conducting surveys and making observations will be analyzed by the project. This will assist the company to know the underlying reasons of the inefficiencies and performance lapses.

Suggestions of Improvement.

A set of practical and low-cost recommendations will be one of the key deliverables. These recommendations will dwell on how forecasting, coordination of the supply chain and application of technology can make operations more efficient and smooth.

Implementation Framework

The report will also entail a basic framework or plan that can be followed by the Inspire in implementing the recommended improvements in a step-by-step approach.

Presentation of Findings

The last deliverable will consist of a presentation summarising the principal findings, conclusions, and suggestions of the project, which will be distributed among supervisors and potentially the management of Inspire.

1.12 Assumptions

All research projects have some assumptions on which they are guided. This project is assumed to have the following:

Access to Company Data

There is an assumption that the Inspire Electronics will provide the access to the basic operational data like sales records, inventory data, and suppliers data, which will be needed in the course of analysis.

Open and Collaborative Participants

The assumption is that employees, managers, and suppliers that will be involved in interviews or survey will provide truthful and correct information on their work processes or challenges.

Business Operations Stability

The research assumes that the business activities of Inspire will proceed normally in the course of research and that it will not face any significant causes of interference such as closing of branches and change of management.

Availability of Resources

The research team is supposed to have enough time, instruments, and assistance to obtain and process the needed data efficiently.

1.13 Potential Risks

In the process of implementing this project, there are some risks that might occur which may influence the schedule, the accuracy of the data or the general quality of work. The identification of these risks aids in planning in the future in order to minimize their effects.

Limited Data Availability

The data on some of the companies might be confidential or unfinished thereby restricting the level of analysis. To manage this, the project will be based on the data available and will use other sources, such as observations or secondary information where necessary.

Employee Cooperation Absence.

The staff may be reluctant to divulge the internal issues or simply have no time to take part in interviews. The team will attempt to develop trust and clarify that the research is aimed at improvement and not criticism.

Time Constraints

Because of university due dates and tight work schedules in companies, time may be minimal to carry out data collection and analysis. This risk will be dealt with by proper time management and early planning.

Bias in Responses

There is a possibility of some respondents providing biased or incomplete responses to save their image or department. To minimize this, several sources will be used to cross-check the data to make it reliable.

Implementation Challenges

The company may not implement the recommendations as soon as they are made or not at all because of budget priorities or other management priorities. The report will thus have simple and less expensive solutions incorporated to ensure that implementation is at ease.

CHAPTER 2: LITERATURE REVIEW & PROBLEM IDENTIFICATION

2.1 Literature Review:

2.1.1 Problem 1: Ineffective Inventory and Forecasting Management

Supply chain resilience, customer retention, and profitability are all dependent on efficient inventory management and precise demand forecasts. Reliance on outdated manual processes frequently leads to stock imbalances, high operational costs, and lost sales opportunities, as mentioned in the problem statement. The groundbreaking potential of digital technology, particularly the Internet of Things (IoT) and artificial intelligence (AI), in addressing these systemic inefficiencies has been highlighted in recent literature. To show how automation and smart systems solve the problems of manual record-keeping and imprecise forecasting; this study summarizes the results of three important investigations.

IoT and Real-Time Visibility (Rehman & Charles, 2024) argue that the integration of IoT technologies is critical for modernizing Small and Medium-sized Enterprises (SME) supply chains. IoT and Real-Time Visibility (Rehman & Charles, 2024) argue that the integration of IoT technologies is critical for modernizing Small and Medium-sized Enterprises (SME) supply chains. Manual tracking techniques lack flexibility needed in dynamic market environments and are prone to human mistakes. Businesses can obtain real-time stock level visibility by implementing RFID tags and smart sensors, which immediately reduces the risk of overstocking and stockouts. According to the authors, IoT-powered automation lowers operating costs and improves customer satisfaction through timely deliveries by streamlining procedures and providing the precise, real-time data required for informed decision-making.

AI and Advanced Analytics While IoT provides data, Artificial Intelligence (AI) provides the analytical power to interpret it. (Ünal et al., 2023), conducted a systematic review of AI applications in inventory management, identifying a significant trend toward Machine Learning (ML) and Deep Learning (DL) algorithms over traditional methods. Their analysis reveals that AI techniques, such as Random Forest and Neural Networks, are increasingly preferred for their ability to process large, diverse datasets and improve demand forecasting accuracy. These technologies allow inventory management to evolve into an intelligent process that balances supply and demand more effectively than manual calculations, ultimately minimizing system costs.

Specialized Forecasting Models addressing the specific challenge of "frequent stock imbalances" requires robust forecasting tools capable of handling complex demand patterns. (Benhamida et al., 2021) highlight the limitations of standard statistical methods when dealing with intermittent demand or new product introductions. For lumpy demand, they suggest specialized solutions like the "Comb-TSB" hybrid method; for items with no sales history, they suggest clustering-based alternatives. Businesses may significantly cut down on supply chain inefficiencies and delivery delays brought on by inaccurate forecasts by putting in place a pipeline that automatically chooses the most accurate model for a particular product.

2.1.2 Problem 2: Weak Supplier Relationship and Contract Management

Supplier relationship management plays a vital role in ensuring consistent quality, timely deliveries, and operational stability. Recent literature stresses that informal and trust-based supplier relationships, without structured contracts and evaluation mechanisms, expose firms to performance risks (Zhao et al.,2018) and more recent sustainability-focused studies emphasize that supplier trust alone is insufficient unless supported by clear governance and contractual frameworks.

Recent studies in emerging economies show that structured supplier integration improves both operational and environmental performance. (Yeung et al.,2009) further argue that supplier trust improves coordination only when supported by transparent contracts and clear performance expectations. Excessively complex or absent contracts can weaken accountability and increase opportunistic behavior.

Contemporary research highlights the importance of supplier scorecards, formal contracts, and regular performance reviews to balance trust and control. These practices help firms reduce uncertainty, manage risks, and build long-term supplier partnerships. For Inspire Electronics, adopting formal supplier evaluation and contract management systems aligns closely with recent academic findings.

2.1.3 Problem 3: Limited Workforce Competence and Technological Integration

The rapid adoption of digital technologies has significantly altered workforce requirements and operational processes. Recent literature suggests that firms failing to align employee skills with technological advancements experience reduced productivity and operational inefficiencies. (Wadley, D.,2021) notes that while automation and digital systems improve efficiency, their benefits are limited if employees lack the skills to effectively use these technologies.

(Frey&Osborne,2017) argue that routine, manual tasks are increasingly being replaced by digital systems, shifting workforce demand toward analytical and technology-oriented skills. More recent studies emphasize the need for continuous training and skill development to ensure successful technology adoption. Technology should be viewed as a complement to human labor rather than a replacement, provided employees receive adequate training and system support.

Current research supports the implementation of integrated POS, inventory, and CRM systems combined with structured employee training programs. Such integration reduces human error, improves coordination, and enhances service quality. For Inspire Electronics, improving workforce competence alongside technological integration is essential for achieving operational efficiency and sustaining competitiveness.

2.1.4 Problem 4: Supply Chain Integration, Logistics, and Market Competitiveness Challenges

Supply chain integration and logistics capabilities are widely recognized as key drivers of competitive advantage, particularly for SMEs operating in developing economies. (Tukamuhabwa et al.,2023) highlight that firms with integrated supply chains and strong logistics coordination achieve superior performance in cost, delivery reliability, and customer satisfaction. Fragmented supply chains, on the other hand, lead to delays, inefficiencies, and weakened market positioning.

Recent studies emphasize that logistics integration acts as a mediating factor between supply chain management practices and competitive advantage. (Wiengarten et al.,2014) and more recent findings confirm that real-time information sharing, coordinated transportation, and centralized planning significantly enhance responsiveness to market disruptions. Additionally, digital tools such as ERP systems, GPS fleet tracking, and route optimization software strengthen logistics resilience, particularly in politically unstable or high-traffic regions.

The literature consistently supports the view that SMEs can improve market competitiveness by integrating supply chain partners, strengthening logistics coordination, and expanding digital sales channels. These findings strongly support the recommendations proposed for Inspire Electronics, including ERP implementation, logistics optimization, and enhanced online presence.

2.2 Problem Identification:

2.2.1 Problem 1: Ineffective Inventory and Forecasting Management:

Problem Statement:

Outdated inventory procedures and manual record-keeping negatively impact on customer retention and profitability due to frequent stock imbalances, higher operation expenses, and lost sales opportunities.

Explanation:

In an era where speed, accuracy, and flexibility are paramount for successful supply chain management, the reliance on manual processes can significantly impede efficiencies. The negative impact can manifest in various ways, ranging from increased operational costs and errors to jeopardizing the timely delivery of goods and services. Here Inspire's total reliance on outdated manual procedures and lack of innovative, data-driven technologies and approaches are the fundamental problems. This most basic flaw trickles down into each component of inventory control, creating an endless loop of inefficiency and error. Safety stock mismanagement and poor forecasting practices result in company issues.Poor planning can wreck supply chain operations, increase costs, and frustrate customers. Supply chain forecasting refers to the process of predicting demand, supply, or pricing for products within an industry, using data from suppliers to anticipate stock availability and timing. That’s why supply chain forecasting is no longer optional; it’s essential.

The other associated issues can be eliminated to a greater extent if the problem of manual record-keeping gets solved and a suitable fix is put into place.

Looking into the safety stock levels set up by Inspire, we notice that most were intuitive rather than based on quantitative analysis. The critical variables of demand variability, supplier lead times, and target service levels are completely ignored. Overstocking and understocking enter a vicious circle. Influenced by the "just-in-case" mentality, overstocking increases handling and storage costs and uses a lot of assets in dead inventory. Then again, we can see understocking of essential products leads to frequent stockouts, which result in lost sales. The delayed ordering fulfillment due to placing orders without a log ensures the inventory either arrives too early to meet the demand or too late, laying idle and wasting value.

The same happens if we conduct a deep analysis about the poor forecasting that Inspire is conducting. They primarily include the fact that forecasts are often wrong, which leads to lose-lose situation with two expensive outcomes. First of all, things don't get sold whenever they make too-high guesses; hence forcing businesses to lower the prices and ultimately reduce the profit. Similarly, whenever they estimate on the low side, the shelves get emptied, especially

for the essential products. The customers aren't happy as a result, and the companies are not able to fill the potential orders.

Inspire has overlooked the main problem of manual record-keeping since the beginning of the company, which has led to severe issues. Here all inventory and sales data are tracked manually by untrained staff it is visible when the stock is delivered. The related staff counts them manually and store data on softwares (Ibrahim solutions, CANDLA) making the whole system prone to human error. Longer delays result from the recounting procedure, which also takes two to three weeks. Invoices and other physical documentation are often lost, which results in inaccuracies in financial reporting and a complete absence of accountability. This manual environment ensures that management never has a clear, up-to-date image of the actual inventory position, and hence strategic decision-making has to suffer badly.

2.2.2 Problem 2: Weak Supplier Relationship and Contract Management

Problem statement:

Due to this, inspire electronics in Rawalpindi it fails to improve their weak ties with suppliers because of the contract issues in inspire electronics Rawalpindi, leading to a poor quality control system in inspire electronics inventory.

Explanation:

In today’s complex business environment, managing supplier relationships is critical for success. Poor supplier relationships can have severe consequences, including supply chain disruptions, quality issues, and increased costs. On the other hand, strong supplier relationships can lead to greater innovation, improved efficiency, and competitive advantages. And because of not having a systematic approach to evaluation of the suppliers, the decisions in Inspire Electronics are very likely driven by superficial considerations such as price or simply because of previous good performance, rather than a multifaceted evaluation. Therefore, it fails to have a quantitative evaluation of on-delivery performance, product quality, which is a highly critical parameter in semiconductors, and after-sales service. Therefore, they are stuck with poor suppliers which have a direct impact on stockouts of high-demand products or receipt of poor-quality semiconductors. As they do not have a scoring system in place, they do not have any objective information with which they can quarry during a trade negotiation, nor do they get a chance to tap into better-performing strategic partners they require in order to attain sustainability.

The informal contractual practice in Inspire Electronics results in immense operational and legal risk, along with minimal hope of attaining supply chain stability. With an informal contrasting setup in which contracts are mostly verbal, sparsely documented, or based on generic purchase agreements that lack minutely drawn-up contracts, it is unclear in which way the legal repercussions or financial consequences of a company's inability to deliver goods on time, based on quality specifications, or in accordance with mutually predetermined pricing will be drawn up. Such an informal setup will attract immense instability in pricing, an event in which companies without prior notice can fluctuate their pricing structures, resulting in illogical financial forecasting. Annis

A combination of poor supplier evaluation and informal contracts consequently affects financial effectiveness in a direct manner for Inspire Electronics. With a lack of competitive bidding based on performance evaluation, the organization ends up incurring higher-than-required charges for components and services. Where informal contracts affect financial outcomes, the organization ends up with additional expenditures in terms of poor quality, including returns in case of defective goods, cost of rework or repair, and additional losses in terms of missed sales opportunities in case of stock shortages resulting from poor suppliers. In the long run, these additional expenditures push up the cost of goods sold and dilute the net profit margin in the Rawalpindi operations of Inspire Electronics.

2.2.3 Problem 3. Limited Workforce Competence and Technological Integration

Problem Statement

The absence of training for the employees and their acclimation with new technology would impede the way towards efficiency in operations and customer satisfaction.

Explanation:

Competencies are not just an extension of skills but a comprehensive concept that factors in applying skills within a particular role or setting. Whilst skills could be perceived as the tools we use, competencies are the craftsmanship with which we apply these tools, demonstrating a nuanced understanding and aptitude for job-specific tasks.

Beyond mere skill proficiency, competencies encapsulate knowledge, attitudes, and behaviours contributing to successful job performance. Think of them as a blend of practical and theoretical knowledge, people skills, problem-solving ability, and attitude towards work. They paint a fuller picture of an individual’s ability to perform within their role.

Inspire electronics have shortages and challenges in their operations since the employees do not have necessary skills to operate in such complex machinery and plants. The impact of not carrying out production and manufacturing activities because of a lack of training and experience among employees meant that no one will be in place to operate such complex machinery and technology. This impacts all the plants and machinery to be unused, thus resulting in a lack of production. Therefore, the products are not available or distributed. The impact of not distributing and making products available at Inspire Electronics therefore means that customers will be dissatisfied. As a result, sales, revenue, and profit is lost. The customers then switch to a new company and will purchase their electronics appliances from a different place.

Apart from this inadequate staff training issue is experienced. A state where the employees lack relevant education and training in order to do their work successfully or, in other words, where the training they have is outdated and of no use to them. Lack of knowledge and skills in this manner creates a critical problem in operations. They have chances of committing more errors, resulting in production waste, customer complaints, and non-compliance with standards.

The problem in this case is the nature of these systems being highly human resource intensive, with physical paper work and non-computerized methods of carrying out business operations. This can be classified from simple paperwork such as entering logging information into a spreadsheet, inventory tracking using a clipboard to basic file handling and communication. The major problem with this fundamental problem of handling information using these systems is their inefficiency and error margin due to human handling. Taking into consideration entering information into a computer system compared to manual systems, this takes a lot longer and is prone to error.

Lastly, lack of digital transformation is when an organization fails to incorporate digital technology into all functions of the organization, in a manner that fundamentally changes how they operate and deliver value to their customers. Technology Integration is the blending of different tech tools and systems so they function as one cohesive unit. It's not just about having state-of-the-art tools; it's about ensuring these tools amplify each other’s strengths.But here's a critical point: There's a vast difference between simply using technology and “integrating” it. Using technology might mean employing separate tools for separate tasks.However, when we talk about integration, we're speaking of a symbiotic relationship where multiple technologies communicate, collaborate, and streamline processes. In other words, it's the difference between

a group of solo artists and a harmonized orchestra. A lack of digital transformation means more than simply maintaining a website and/or simply acquiring a new piece of software. A lack of digital transformation in an organization can present a challenge in working with old technology systems that are not easily incorporated or developed in a manner to make such an organization agile and innovative.

2.2.4 Problem 4: Supply Chain Integration, Logistics, and Market Competitiveness Challenges

Problem Statement:

Inspire Electronics is struggling because of operational challenges, with a fragmented supply chain, disrupted logistics, a lack of market visibility, which is currently hampering efficiency, customer satisfaction, and business growth.

Explanation:

Nowadays economic environment is defined by a very strong competition between companies. The Earth has become a big marketplace, with customers acquiring a big amount of information via internet, with companies selling directly to clients, no matter where they live.

Logistics refers to the planning framework that enables businesses to store and transport their goods to their customers. It covers **procurement, inventory management, distribution, warehousing, transportation, packaging** and **risk management**.

The disorganized and unintegrated supply chain is another serious challenge being faced by the organization, since different dealers, storage managers, transporters, and suppliers conduct their operations without an organized system in place. Moreover, this lack of coordination results in an unequal level of inventory in different channels, poor transfer of goods inventory, and poor communication, making it very difficult to make sure that goods are available in equal proportions in all different branches. The different business functions of Inspire Electronics can neither be synchronized in procurement, distribution, and sales and hence storage.

Apart from this, another factor which is creating circumstances for fragmentation in Inspire Electronics is the disruption in logistics in a manner that affects them especially in terms of political instability, anti-government rallies, and roadblocks in Rawalpindi-Islamabad. As a result of this, they have faced delays in delivery, lack stability in transporters, and have not met their expected schedule with a direct impact on customer satisfaction. They do not have an

effective logistics network; therefore, any small hitch leads to increased delays and logistics issues.

To make matters worse in regard to the challenges in carrying out its operations, the firm is further threatened by being in the market and in a location where it lacks competition. With a very low online presence, outdated methods of promotion, and insufficient application of digital marketing technology, it really limits the chances of being inspired by Inspire in a digital environment where consumers have both heavily used digital platforms to search for products and have an increasing preference for shopping online. Moreover, most retail stores are not considered and strategically not placed in terms of demand density and foot traffic, making it less accessible to interact with customers and brand in a negative way in comparison to Japan Electronics and large electronics stores with an ideal location and digital branding.

CHAPTER 3: SOLUTIONS AND RECOMMENDATIONS

3.1 Solution for Problem 1: Ineffective Inventory and Forecasting Management

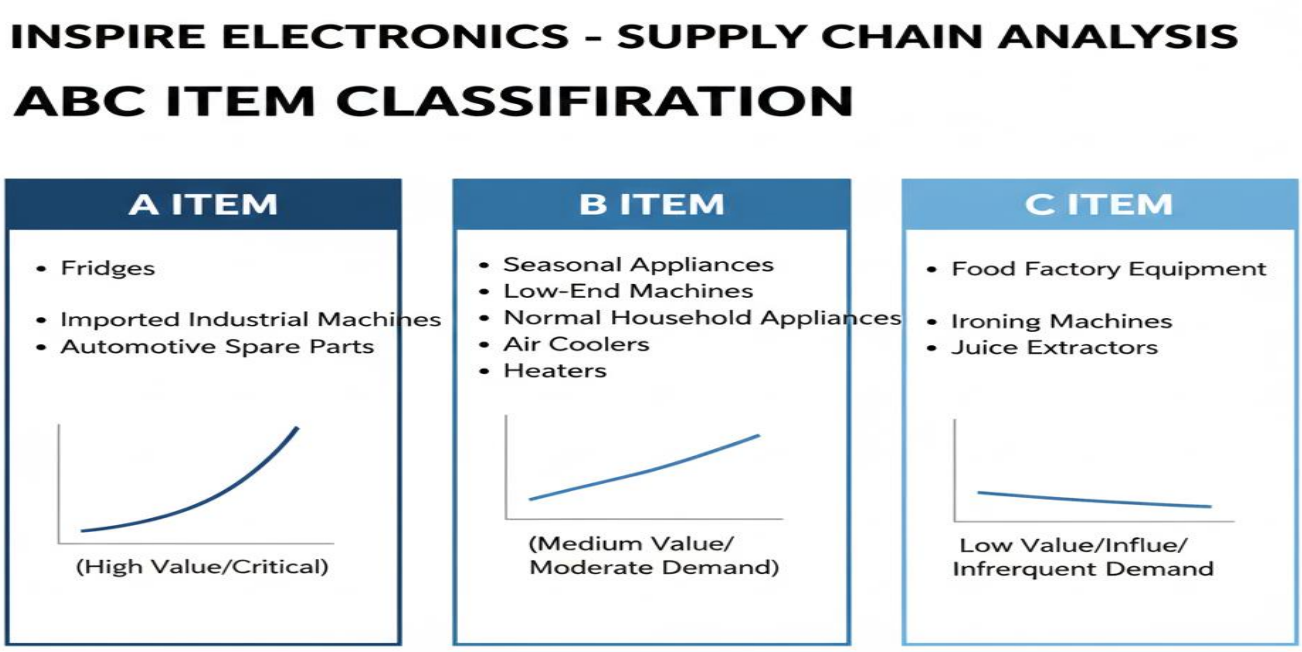
The main issue experienced was no use of quantitative analysis when **setting safety stock**. In practical terms, essential variables like demand variability, lead times, or service level targets were ignored. In order to nip the root cause, Inspire lost opportunities for profit and growth because it simply didn't know its true inventory position at any time. For this Inspire must consider SAP, Oracle and related ERP software to manage and integrate company's core business processes be it the record keeping, scheduling of tasks or even stock level maintenance. Specifically, if I talk about SAP and Oracle, these are the system software that apply to every industry and are efficient at optimizing and integrating systems and functions of company. But at the same time, they are costly to equip. Thus, at the initial stage Inspire may and at least start off with cost saving initiative by using Google sheets to manage. Respectively, they can equip low-cost, cloud-based solutions like Zoho Inventory, QuickBooks Commerce, or Inflow. These are user-friendly and can be deployed within weeks, these are Ai tools and website that manage operations for company (this removes the manual errors and gives real time information).

The cost carried out had increased due to unnecessary storage, lost sales, and were needed for special promotions to move old stock. For this given scenario of **Safety Stock Mismanagement**, Inspire must calculate the re-order point for the stock. This includes proper calculations and understanding of stock levels; usually companies have reorder point of 1-2 weeks (generally they should place order when stocks fall below 2-week supply). Similarly, if Inspire wants to maintain its responsiveness, lead time and quality in service level they must consider calculating accurate re-order point for their company. They can also consider categorizing Inventory using **ABC Analysis**:

· A-Items (High Value): Forecast more frequently (e.g., monthly).

· B-Items (Medium Value): Forecast quarterly.

· C-Items (Low Value): Use a simple blanket rule



Source: Author

Additionally, in case of **Poor Forecasting Practices** because the forecasting was based on guesswork, not robust analytics or software tools, predictions were often wrong. Other than technological aspects mentioned before. New steps can be considered like optimizing supply chain to understand what area creates delays thus integrating operations and interlinking the internal functions like taking say or key decisions from finance and operation department (meeting with staff sales operations, functions of organization are aligned). Annual sales-based calculations or seasonal previous sales comparisons can most likely solve the issue.

Lastly, if we consider the scenario of **Manual Record-Keeping.** Basically, all inventory and sales data were tracked entirely by hand, typically by employees without proper training in inventory control or logistics. Here employees' input should be minimized by equipping software and they should only be considered for supervising purposes. They should use barcoding and RFID for all goods to automate data. This can mitigate this issue to a greater extent. Also, mandating comprehensive staff training and stock cycle counting practices.

Recommendations:

Calculation of ROP (Re-order Point):

Should calculate ROP for immediate fix i.e.

ROP= (average weekly sales* 2) +25% buffer.

Conducting ABC Analysis:

Calculating ABC analysis and making into effect i.e.

- **A** items (they are usually luxury items and make up 20% of items present at firm so, should know worth
  A item: 20% of items=80% of value
- **B** items (they come next item after luxury like they are of medium worth. The percentage they make is 30%)
  B item: 30% of items=15% of value
- **C** items (they fall under category of very day regular products and come next to the medium category. Usually make up 50 % of worth)
  C items:50% of items=5% of value.

Make suppliers responsive.

Have regular site visits and have immediate contact with suppliers at every given point of time (5-tier direct suppliers). To maintain stock level real-time data is to be shared. Inspire must have related software (Toyota using Kanban Cards) sharing real-time stock conditions to avoid stockouts and disruptions.

Zoho transforming the digital transition issue:

As recommended Zoho platform can be best suited to nip the issue at initial stage thus digital transition does play an important role. For this they should set up a basic account and structure their databases like products, suppliers and customers. Respectively, enter top 50 products with current stock level and figure ROP with categorized type of item at last.

Barcoding and automating systems:

Barcoding technology should be implemented. Related machines who read barcodes, print labels and updated systems installation with lastly trained staff onboard who know how to scan in/out can resolve inventory issues.

3.2 Solution for Problem 2: Weak Supplier Relationship and Contract Management

The issue experienced by Inspire was that there was no set framework for evaluating or selecting suppliers. Decisions were made mostly on word-of-mouth and past reputation rather than factual performance criteria leading to product or component quality dropping. Poor-

performing suppliers were rarely replaced since there was no regular review process. In this given scenario of **Lack of Supplier Evaluation System,** this issue demanded immediate SOP creation which highlights clear parameters of contracts and should enforce legal contracting for each operation they conduct. A very efficient Supplier Management System can also solve the problem to a great extent. On the other hand, using supplier scoreboard for evaluating suppliers can ensure quality and on time delivery with cost efficiency. At an initial start as we see Inspire being strategically acting as warehouse, retailer, distributor, to resolve the internal issues of supplier delays Gantt charts is efficient to schedule tasks accordingly.

Respectively, if we keenly observe the issue of **Informal Contract Practices,** where Inspire deals with suppliers were typically sealed with a handshake or verbal agreement, rarely written down formally. Thus, Inspire should consider making standardized contracts for each supplier category. They must shift to legal contracts with brief contracts including escape clauses when supplier is not performing up to the mark and go for dual-sourcing and multi-sourcing to avoid reliance on old suppliers whom they keep onboard even when they underperform. This can more likely manage the supplier for them who offer same product/service. Similarly, they must implement a Vendor Rating System to make supplier selection and retention on an objective note.

Lastly addressing the issue of **Financial Inefficiencies** experienced by Inspire. This issue mainly involved company relying heavily on credit terms provided by suppliers. Sometimes it did help manage short-term cash needs, it often led to unpredictable cash flows. Also, unclear terms increased the risk of running out of funds at critical moments and made planning for expenses almost impossible. To nip the root cause certain measures, I recommend is to firstly hold quarterly business reviews so, they can understand the business position and profitability. SOP creation in terms of payment policy should not be ambiguous. Credit based payment should be neglected, if somehow, they prefer going for credit, then take 30 % and rest should be covered through profit. Alternative finances bank loan can help as a cushion. Lastly, optimizing the Cash-to-Cash Conversion Cycle by strategically managing payables.

Recommendations:

Conduct supplier assessment:

They should first conduct an emergency supplier assessment to get a clear view of supplier relationship for longer term and that they align with Inspire's long-term goals.

Maintenance of Google sheets for supplier Database:

Supplier Database_should be maintained on Google sheets. The specifications may include Supplier Name, Contact Person/Number, Products/Services Provided, Current Payment Terms, Verbal/Written Agreement? (Yes/No), Last Performance Issue.

Identify critical suppliers and flag suppliers:

Identify critical suppliers and flag suppliers based on categories like Products with no alternative source, high-spend categories (top 20% of spend), Recent quality/delivery issues, No written contracts.

Develop a supplier scorecard:

After this conduct monthly Supplier Scorecard and rate suppliers' performance. The rating level or scale (1-5) should be standardized for all. Rating and evaluation can be done on basis of Quality, on-time delivery, Cost-effectiveness, Responsiveness etc. After this immediate action should be conducted, i.e. suspend orders from any supplier scoring around 1-2.

Creation of payment policy (SOP):

Create payment policy SOP. Set criteria of payment policy (30-70, 80-20).

3.3 Solution for Problem 3: Limited Workforce Competence and Technological Integration

The widespread problem of poor training of staff at Inspire Electronics can be resolved only through the immediate establishment of a Continuous, Role-Based Certification Program. This will replace the ad hoc, generic orientation sessions with a requirement to develop practical curricula relevant to identified key functions, such as advanced repair troubleshooting, complex product features, and effective use of the new POS system. The successful introduction of such a program requires a blended learning methodology, where accessible digital resources, including short videos for training or e-learning modules, are combined with practical, hands-on workshops and mentorship from senior staff. This is a strategic initiative aimed at converting the labor force from passive handlers of products to active, informed solution providers, thereby directly impacting error rates, raising service quality, and keeping the technical competencies of the team always current with market needs.

Inspire Electronics needs to focus on implementing one unified POS and inventory management system to eliminate the restrictions brought about by manual operational systems. It forms the technological backbone necessary to eliminate the inefficiencies inherent in physical paperwork, spreadsheets, and clipboard tracking. The system should be able to capture

data in real time: updating stock levels automatically at the very moment a sale is scanned, creating digital service tickets when a device is dropped off, and creating auditable trails of every transaction. This automation reduces human error dramatically, speeds up transaction times considerably, and-most importantly-breaks down information silos provided by isolated paper records, ensuring accurate data is instantly available across the sales floor, repair workshop, and purchasing departments.

This fundamental lack of digital transformation requires the strategic development of a Customer-Centric Digital Ecosystem, with initial focuses on e-commerce and data utilization. First is the need to launch a robust, mobile-responsive online storefront fully integrated with the new automated inventory system so that services such as in-store pickup and product availability checks are accurate across the larger Rawalpindi region. The organization should also be introducing Customer Relationship Management (CRM) technology to track and leverage sales and service data. In so doing, the business moves from a simply reactive buying and marketing posture to a proactively managed one where managers can anticipate demand, isolate high-value customer segments, and execute effective digital marketing campaigns based on real purchase history, fundamentally changing how Inspire Electronics interacts with and delivers value to its customer base.

Recommendations:

Internal & accessible system

Inspire Electronics must utilize an **internal, accessible** system which would include a simple shared drive or local cloud solution. This would be used for training videos and documents.

Continuous reinforcement & evaluation

Inspire electronics should use **continuous reinforcement & evaluation.** This would include link certification completion and high training scores directly to performance bonuses and career advancement.

Process mapping

Inspire electronics should use **process mapping**. They would map the life cycle of repair jobs from customers drop off to pick up

Point of sales

inspire electronics would integrate **point of sales.** This system must be capable of scanning barcodes to update the stock levels.

Standard operating procedures

Inspire electronics can create **standard operating procedures.** They would develop a clear SOP that knows how to use new systems.

Define a vision

Inspire electronics would define a **vision,** such as becoming the most reliable and digital accessible electronics dealer in Rawalpindi.

E commerce website store

They would launch a localized **e commerce website store,** with real-time inventory synchronization from the system implemented in step 2. They can implement customer relationship management to track customer purchase history.

Use of CRM and POS

Inspire electronics can train key managers to use the new **CRM and POS** data to make smarter business decisions. This would shift focus from intuition to data driven inventory and marketing.

3.4 Solution for Problem 4: Supply Chain Integration, logistics and Market Competitiveness Challenges

To overcome these related lapses in operation, Inspire Electronics must take an integrated approach that would consolidate its supply chain, logistics business and competitive edge in the markets. The initial segment of the solution is centered on the **integration of the supply chain**, in which a centralized ERP will maintain links between all the branches, the main warehouse, dealers, and the transportation fleet on one digital platform. This will eliminate communication lapses, delays in the movement of stocks as well as correct forecasting of seasonal products. Real-time visibility will also contribute to managers being able to track performance, cut stock imbalance, and enhance order accuracy that will eventually provide a leaner and more coordinated flow.

The second section of the solution focuses on **logistics resilience**, which is necessary because of frequent political unrests within the Rawalpindi-Islamabad area. Inspire needs to implement route optimization software, dynamic dispatching, and standby courier relationships to maintain uninterrupted deliveries. The company can cushion its activities against the Islamabad

city closures and road blockages by pre-positioning high-demand inventory in the major stores and establishing a micro-hub. These measures will eliminate reliance on one path or fleet and make sure that even in an unstable environment, the customers will be delivered the products in time, which increases the general reliability.

The last section is to improve **market competitiveness** with the help of a stronger digital presence, improved branding, and smarter location choices. Inspire needs to invest in a new e-commerce platform, do some targeted digital advertisements, and enhance on-store presence through LED displays and optimized Google Maps entries. Location analytics will be based on data to expand to promising regions like GT Road, DHA, Bahria Town or I-8 Markaz to enable Inspire to attract more customers and compete with the long-established companies. Together, these measures will raise the awareness of the Inspire brand in the market, get more customers and create a better and more updated brand image.

Recommendations:

Implement a Centralized ERP/SCM System

The introduction of ERP system (SAP, Odoo, Zoho) will unite branches, the central warehouse, and dealers in a single online platform. This provides the real-time status of inventory, minimizes inventory discrepancy and assists in better decision making towards replenishment and order planning.

Hire a Supply Chain Coordinator

A coordinator working full-time at Head Office will oversee the stock levels, transfer between the branches and make sure that the stock is replenished in time. This position lowers miscommunication and assists in keeping the inventory in balance in each of the stores.

Make use of GPS Fleet Tracking and Optimization Tools

GPS-tracking and applications such as Sygic or Truck sense will allow staying out of blocked paths in case of political unrest. This makes delivery vehicles use whatever paths available to them and seems to be the fastest and safer ones, decreasing the delays and enhancing customer services.

Pre-Position Fast Moving Products in Major Stores

The availability of additional stock of ACs, coolers, and geysers in high demand locations such as Saddar, Chandni Chowk, and Sadiq Abad will make sure that they sell despite the roads being blocked. This will avoid stockouts and customers will not be forced to wait.

Establish Backup Partnerships with couriers

The agreements with TCS Cargo and Leopards provide a backup measure in case of an emergency. In case the own fleet of Inspire is stuck, the deliveries can be made by these couriers and the service is guaranteed in case of urgent delivery.

Enhance Online Sales and Strength

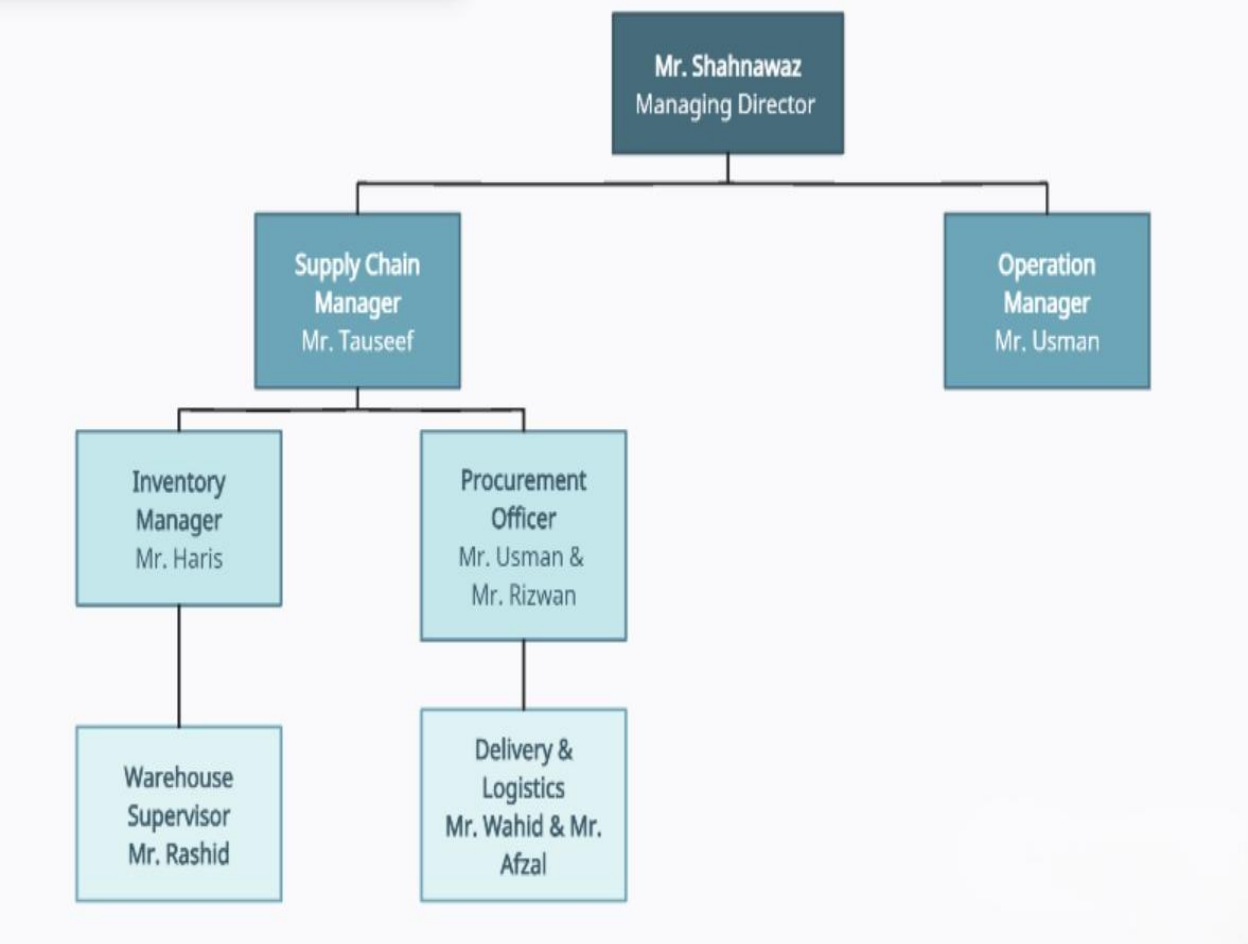
Online traffic would be improved by a modern e-commerce web site, improved Google Maps display, review of customer testimonials and specialized Meta/Google advertisements. Also, ads can be run on YouTube or social media platforms like Facebook, twitter TikTok etc. These assists Inspire in competing with superior brands and appeal to customers outside the store footfall.

Expansion with Location Analytics

A study of such parameters as foot flow, demand, competitor density, and rent rates will allow finding locations of profitable expansion. Setting up a branch in GT Road, DHA, Bahira Town or I-8 Markaz will grasp new layers of customers and expand the coverage of Inspire in the region.

CHAPTER 4: REQUIREMENT ANALYSIS

4.1 Organizational Hierarchy of Inspire



Source: Author

Managing Director:

At the high level executive position Mr. Shahnawaz is responsible for leading and overseeing overall operations and also designs business strategy for Inspire. As a managing director he makes important decisions , approves the significant functions and task , making sure that they contribute effectively towards the goal

And vision of the company .At this position , he deals with supply chain problems which also covers the scope of vendor and import interruptions. Deals with overall growth and customer satisfaction.

Supply Chain Manager:

Mr. Tauseef is deployed at the position of Supply Chain Manager , he overlooks procurement , inventory and logistics operations. He is responsible for making communication efficient with suppliers inclusing warehouse functions. His responsibilities include minimization of risk in terms of supplier delays create a plan to overcome and ensure smooth functioning of supply chain operations

Operation Manager:

Mr. Usman is given responsibilty to manage the position of operation manager. He is strategically overseeing the production processes that takes place within and outside of the organization. His duties involves inspecting the production lines, ensuring smooth tansition of raw materials to finished goods. His role also involves optimizing operational(day to day) activities. The main focus that his duty requires is implementing strategies to increase overall productivity of Inspire

Procurement Manager

The procurement at Inspire Electronics, Rawalpindi, is dealt with primarily by Mr. Usman and Mr. Rizwan, who ensure that each purchase is well-planned and executed. They initiate their work by inquiring about the stock position of the electronic items and determining the demand for each product. Following this, they prepare a list of products to be purchased and seek management approval. Then, different suppliers are contacted with the purpose of collecting quotations; prices, quality, and delivery timelines are compared. After the selection of the best supplier, better rates or credit terms are negotiated, and the issuance of a purchase order is made. Upon the arrival of goods, both officers inspect them with care to ensure that everything is according to the order and the quality standards. Inventory is updated in the warehouse, while vendor payments are handled and cleared by the accounts department after verification. Mr. Usman and Mr. Rizwan also gettrack of the performance trends of the suppliers and the sales to enhance future buying decisions. Their efficient planning and understanding of the market allow the company to ensure the stock is smoothly maintained, the timely availability of products, and good relations with the vendors.

Delivery & logistics

Inspire Electronics, Mr. Wahid and Mr. Afzal really value delivery and logistics since they make sure that every product, whether at the showroom or being delivered to the customer, is right on time and in perfect condition. Once the procurement team confirms a purchase, they

coordinate with suppliers to schedule deliveries and arrange suitable transport. They make sure vehicles are properly loaded, items are safely packed, and routes are planned to avoid delays or damage. Mr. Wahid develops a record of all inward and outward shipments, checking delivery notes and verifying quantities with the warehouse. On the other hand, Mr. Afzal manages liaison with drivers and ensures that deliveries to customers take place on time and with proper documentation. In case there are any issues, like late arrivals, damage to the product, or wrong deliveries, they handle them by managing quick replacements or claims. Both of them maintain daily records of the number of deliveries, fuel used, and vehicle maintenance to keep control over costs. Continuously, they monitor the performance in logistics for ways to improve the speed and efficiency of the company. Due to their teamwork, Inspire Electronics has maintained a very good reputation amongst clients regarding its reliable service and smooth supply operations throughout Rawalpindi and the surrounding areas.

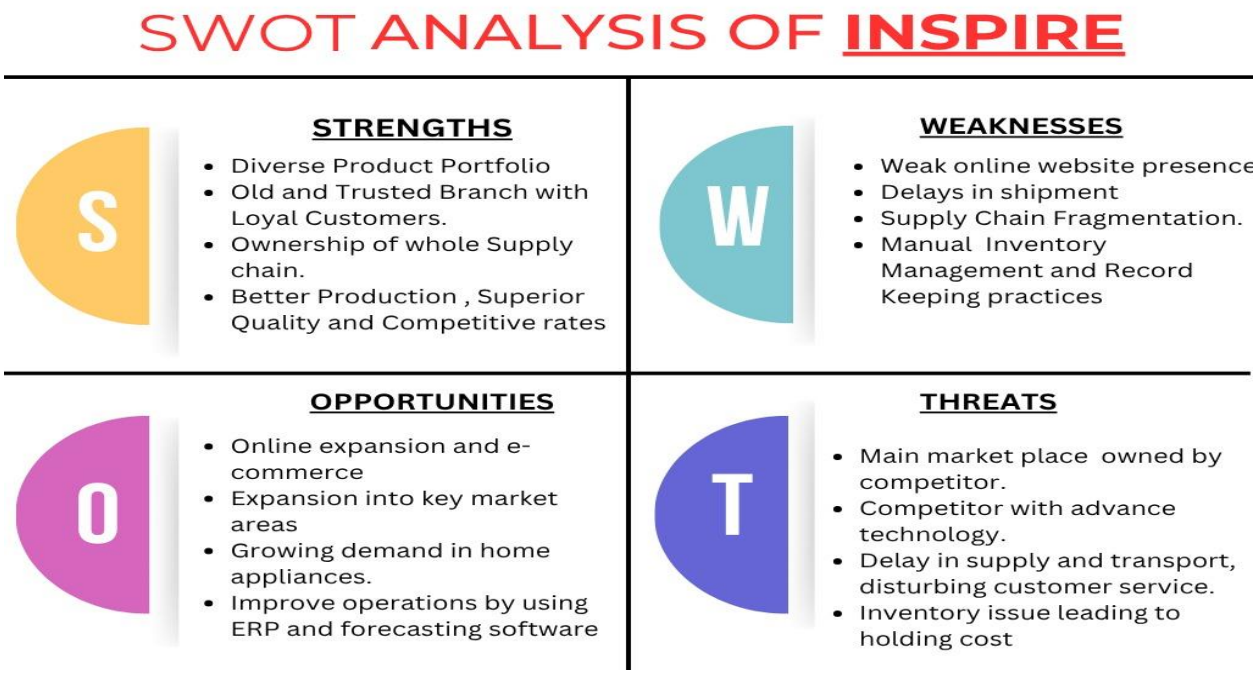
Inventory Manager:

Mr. Haris has the role of dealing with the general inventory at the inspiration electronics. He records the stocks daily and ensures that the stocks of most demanded goods are kept. He collaborates with the procurement department to give them notice of what requires rearranging. He also checks stocks frequently to prevent disparity between recorded and real stocks. He checks and corrects records in case of missing, damaged or additional products. His position enables the company to have no stockouts and continuous supply flow to customers.

Warehouse Supervisor:

Mr. Rashid takes care of everything in the warehouse in Inspire electronics. When the stock arrives he checks it and arranges it and ensures that it is being put in the right place. He manages the warehouse employees and makes sure that things are picked and packaged properly to deliver them. He also maintains the cleanliness of the warehouse and in a manner that makes the products easily accessible. His work makes the deliveries easy as well as prevents errors on stock treatment.

4.2 SWOT Analysis



Source: Author

Strengths:

1. **Diverse product Portfolio:**

Inspire has wide ranges of products from basic everyday necessities to luxury items. They include:

- Washing machines
- Air coolers
- Water heaters (gas and electric)
- Cooking ranges
- Gas stoves
- Kitchen hoods
- Sewing machines

- Water coolers
- All varieties of electronic items (wedding packages), i.e food factory.

The variety of products make them customer favorite, enabling them to select electronic products of their choice with all facilities available under one roof.

Not only restricted to products only, but also Inspire sells international brands (Samsung, Haier, Sony) along with **its own brands like Inspire, Pell, Wave & Sane Star**, which increases their market flexibility to a very markable extent.

2. **Old and Trusted Branch with Loyal Customers:**

Inspire have marked a history of more than 30 years in which they have been serving countless satisfied customers. As they have finest and most gigantic stores with all services under one roof, they have always been personal favorite of all. Over these years they have built people's trust with premium products and services, this has helped them retain customers and maintain strong market reputation.

3. **Ownership of Most Supply chain stages:**

Inspire has strategically positioned themselves as manufacturer, wholesaler, distributors retailer and after sales-service provider. They design most of the hot-selling models for Inspire, including engineering and parts assembling in their manufacturing plant situated in Gujranwala. Ownership of more than 25+ stores are efficiently switching roles acting simultaneously as wholesaler and retailers. Along with this they own fleets for transportation and go for rental services too.

4. **Better Production, Superior Quality and Competitive rates:**

This combination of value turns out to be their biggest strength among others. Better production amongst the competitors is because they work with multiple brands also due to their own efficient production and engineering capabilities, they have the best production practices delivering the top-notch quality products that meet the customer satisfaction level. The end product and especially the customized ones are always above the customer expectations. They have competitive rates as they care for every individual belonging to any class. They allow 3 installments of payment facilities and offer wedding packages at the best prices in market at a discounted rate. They often have seasonal sales too.

Weaknesses:

1. **Weak online website presence:**

One of the areas of improvement is having smooth and optimized online websites. They are not well maintained to cater customer requests. They need to develop 24/7 customer helplines and well maintained and connected vendor management system and stock data. To ensure stocks are always there for order fulfillment and also keeping all vendors on board to understand the real-time-data analytics.

2. **Delays in shipment:**

Particularly the Ocean freight shipment from China takes months or two. Even delays are also spread to longer times. Changing policies and Duties also effect the shipment. This is one of the most leading issues to be resolved yet. As a result, they have to satisfy demand with local products as a substitute. Also, Dawlance is turkey-based company. Thus, delays in shipment ruin the image and reputation of brands.

3. **Manual Inventory Management and Record:**

The company still relies on manual record keeping practices, as a result company experiences stockouts, overstocking and slow service. At times the manual counting does not match with the software data entries which leads to waste of time. The software that they use is also monitored by humans, this means the wrong data entry can lead to greater fuss and tension.

4. **Supply Chain Fragmentation:**

They manage their own supply chain, yet the coordination among branches like warehouses and suppliers is weak, leading to long delays and poor communication. Optimizing their supply chain effectively can work in favor and prevent disruptions.

Opportunities:

1. **Online expansion and e-commerce:**

As discussed previously, in this fast-growing era of Businesses, online expansion has proved to be remarkable in terms of sales and profitability for organizations. If they want to sustain their market presence for long, stepping into online and e -commerce platforms can scale their business.

2. **Expansion into key market areas:**

Despite ownership of more than 25+ stores, majority of them are situated in side areas. To scale the business profits the expansion into key market areas can expand the business and increase its profitability and even reach the levels of their competitors.

3. **Growing demand for home appliances:**

The rapid growth in Population and rising urban lifestyles have increase demand for affordable home electronics. If inspire places themselves strategically they can be top preference brand of customers.

4. **Improve operations by using ERP and forecasting software:**

Inspire can scale and capitalize on rising online shopping trends. Keeping pace with marketplaces trends and having firsthand information can help them reach more customers and satisfy more and more demand both offline and especially online.

Threats:

1. **Main marketplace owned by competitor:**

As mentioned before, the competitor to Inspire like Japan, Friends, Umer Electronics have covered main market areas i.e in Islamabad and main Rawalpindi. This way they are more accessible and easier to find for customers. If inspire doesn't expand to main areas with running roads and parking. They may lose their market presence in near future.

2. **Competitor with advanced technology:**

The competitors to Inspire are well equipped with software and advance technological tools. Most of their operations are optimized and managed by rigorous Softwares that has minimized the use of human aid. On the other hand, Inspire still struggles with traditional methods. They do have Softwares like CANDLA, Ibrahim solutions and Active book. Yet they still need human aid for entries and management that makes them less efficient and weak compared to competitors.

3. **Delay in supply and transport, disturbing customer service:**

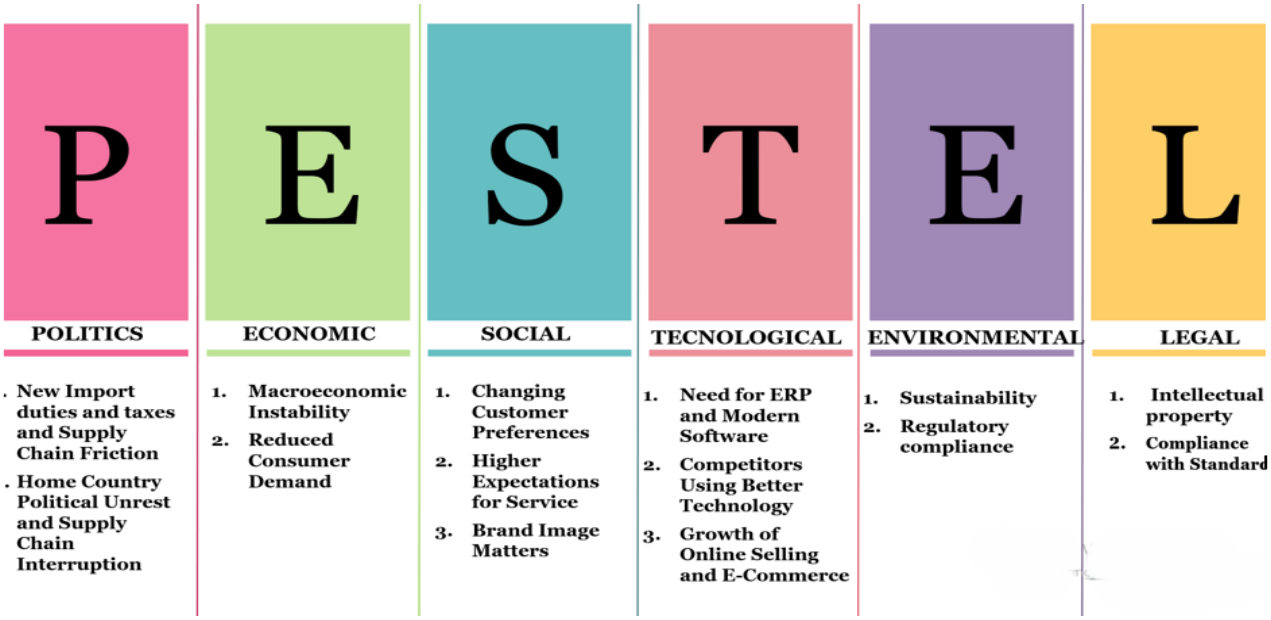
Not only is supply and shipment delay weakness to the company but also ignorance and no effective solution to cater for this issue has grown as a setback for the company. Eventually the

delays leave small portion of options from which the customers are to be satisfied and especially those interested in imported electronic products don't prefer substitutes. This leads to loss of sales, loss of customers and customer dissatisfaction in some scenarios.

4. **Inventory issue leading to holding cost:**

This is interlinked with manual inventory recording practices and fluctuations in delays of supply. The reason can be delays due to government policies, duties, inflation, economic instability (covid) and many other numerous reasons lead to holding cost.

4.3 PESTEL Analysis



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1. **P-Political Factors:**

New Import duties and taxes and Supply Chain Friction:

The recent increases in importation duties and taxes have had a direct impact of increasing the cost of production and reducing the profit margins. To make matters worse, the change in terms of trade with Chinese suppliers (particularly since they are major partners and suppliers to the business) of payment on receipt to cash-in-advance has put a strain on cash flow and heightened risks in finances. They paid on a former basis after delivery of product has occurred. These

aspects have resulted in logistical delays and tend to compel Inspire to sell current inventory in warehouse at constant prices to keep its prices low to customers, instead of setting prices per shipment.

Home Country Political Unrest and Supply Chain Interruption:

Transportation networks are regularly disrupted by political upheavals such as strikes and trader demonstrations in major ports such as Islamabad and Rawalpindi. The resulting impact in these protests is a major delay in delivery and bottlenecks in the supply chain which are commonly precipitated by governmental policy shifts and consequently, inventory control and just in time distribution remains a persistent challenge.

2. **E-Economic Factors:**

Macroeconomic Instability:

Pakistan is experiencing high inflation and devaluation of currency which puts severe pressure on the business of Inspire Electronics. The low rupee increases the prices of importing components, and inflation increases the prices of all the costs. Protests and festive shutdowns still expose the business to the impacts of interruptions and the residual post-COVID weaknesses in the supply chain leading to frequent delays.

Reduced Consumer Demand:

The sales are being seriously affected by the sharply falling consumer purchasing power. With inflation draining the money in the hands of households, their expenditure on products that are necessities rather than luxuries like electronics. This has resulted in a decline in the demand of the appliances which affects negatively on the sales performance and revenue of the company.

3. **S-Social Factors**

Changing Customer Preferences:

Customers now want modern, stylish, vintage yet luxury items combined with customizable preferences and energy-saving appliances that look good and work efficiently.

Higher Expectations for Service:

People expect quick delivery, proper installation, and polite staff behavior, which increases pressure on the company to perform well and invest more in their training programs of their staff.

Brand Image Matters:

If customers are satisfied, they recommend it to others. If they are unhappy due to delays or bad service, they spread negative feedback which hurts the brand and Inspire is more reliant on the reputational based profit generation method, this situation creates a tension for the business if negative reputation is created.

4. **T-Technological Factors**

Need for ERP and Modern Software

Using digital systems for inventory and forecasting can reduce human mistakes and make daily work faster and more accurate. Especially in inventory recording and to optimize business to function smoothly without disruptions.

Competitors Using Better Technology

Competitors of Inspire electronics are using advanced billing and tracking systems, so if Inspire stays on manual work for inventory management, it may fall behind in speed and service quality.

Growth of Online Selling and E-Commerce

Customers nowadays want to order appliances online or through mobile apps. If Inspire improves its website and online services or make an easy-to-use mobile app, it can reach more customers and increase its sales and generate more profit.

5. **E-Environmental factors:**

Sustainability:

Inspire Electronics focuses on sustainability as a policy. They aim at reducing waste through recycling of products and re-processing faulty or old electronic equipment in the most appropriate manner. Have suppliers onboard that are energy efficient appliances producers and sustainable technologies. The customers are also encouraged by the team to use the products that are power saving and long lasting. Mr. Wahid and Mr. Afzal plan their delivery routes in a

way that does not consume a lot of fuel and carbon emissions. They endorse green practices and minimize waste

Regulatory compliance:

Inspire Electronics pays much attention to the compliance with all the environmental and business laws of Pakistan. All their imported appliances or sold are examined to ascertain that they adhere to the official quality and safety standards. The company also keeps good records of customs, importation duties as well as certification of products. Periodical checks are conducted to ensure that the storage, handling and disposal practices comply with the local requirements. All the records are transparent and organized in case of audits. Such dedication towards compliance assists Inspire Electronics to continue having a reputation of being a trustworthy company and one that does not break the law in the market.

6. **L-Legal factors:**

Intellectual property:

At Inspire Electronics, the management realizes the need to safeguard intellectual property in any business transaction. The company also does not sell copied electronic products to prevent any issue. They deal directly with licensed distributors and make sure that no brand names, logos and trademarks are used in violation of the law. The authenticity of the sources of all product manuals, software and brand materials. The company would not also share or reproduce any design, catalogues or any confidential information of a supplier without permission.

Compliance with Standards:

At Inspire Electronics, product quality and safety are strictly adhered to according to the national and international standards. All appliances on their shelves are reviewed on the certifications like ISO and Pakistan Standards (PSQCA). They ensure that the method of handling, storage and transportation is within taking safety and electrical standards to prevent damage and hazards. The procurement department only associates with suppliers that deal with certified and approved goods. Checks are regularly performed to ensure that all items are in warranty, voltage and performance requirements and then they are sold out. The firm also develops its employees to manage products as per the standard procedures.

CHAPTER 5: TESTING AND DEPLOYMENT

5.1 ABC Analysis

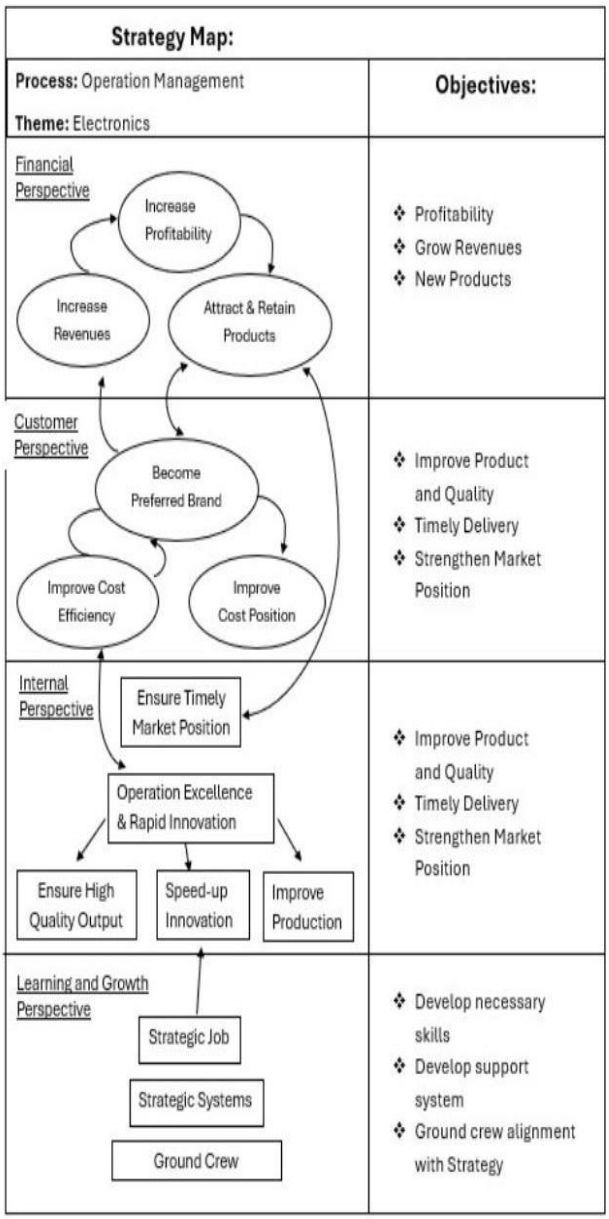
Item Code:	Product Description:	Annual Units Sold:	Unit Cost (PKR)	Annual Sale Value (PKR)	% of Total Value:	Cumulative %	ABC Category:	Brands
IN-101	Split AC 1.5 Ton	180	87,227	1,57,00,860	26.2%	26.2%	A	Gree, Haier, Dawlance
IN-102	LED TV 55" Smart	220	68,896	1,51,57,120	25.3%	51.5%	A	Inspire, Pel, Waves
IN-103	Refrigerator	150	78,109	1,17,16,350	19.6%	71.1%	A	Dawlance, Pel, Haier
IN-104	Washing Machine 10kg	120	59,724	71,66,880	11.9%	83%	B	Dawlance, Haier, Orient
IN-105	Microwave Oven	200	16,539	33,07,800	5.5%	88.5%	B	Haier, Kenwood, Westpoint
IN-106	Electric Geyser	160	13,780	24,04,800	3.7%	92.2%	C	GFC, Waves, Eco Star
IN-107	Electric Fan (Stand)	300	5,973	17,91,000	2.9%	95.2%	C	Pak Fan, Royal, Super Asia
IN-108	Juicer Blender	250	6,431	16,07,750	2.7%	97.9%	C	Westpoint
IN-109	Iron (Steam)	180	4,135	7,44,300	1.2%	99.2%	C	Westpoint
IN-110	Toaster/Griller	150	3,216	4,82,400	0.8%	100%	C	Phillips

Source: Author

- **Total Annual Value: PKR 59,880,160 (approx. 6 Crore)**
- **Number of SKUs: 10**

The ABC Analysis enables prioritized management and control by classifying inventory items according to their yearly sales value contribution to the overall income. Items in Category A are the most valuable, comprising approximately 70-80% of total annual value; here, these include IN-101 (Split AC), IN-102 (LED TV), and IN-103 (Refrigerator), which together account for about 71.1% of total sales. Category B items, representing the next 17% of value, include IN-104 (Washing Machine) and IN-105 (Microwave Oven). Category C consists of lower-value items making up the remaining 11%, such as IN-106 (Electric Geyser) through IN-110 (Toaster/Griller), which require simpler monitoring due to their smaller financial impact.

5.2 Supplier Score Card



Supplier Balance Scorecard	
Measurements	**Targets**
❖ Gross Profit Margin ❖ Market Value ❖ Customers	❖ ≥ 40% ❖ 40% ❖ Turnover
❖ Repeat Customers ❖ # Customers ❖ Manufacturing Cost/Unit ❖ Inventory Ranking	❖ 70% ❖ Increase 12% annually ❖ ≥2% ❖ ≥6%
❖ On ground time ❖ On-time Departure	❖ 30 minutes ❖ 90%
❖ Strategic Job Readiness ❖ Info System Availability ❖ Strategic Awareness ❖ % Ground crew	❖ Yr 1-3: 70% Yr 4-5: 90% ❖ 95% ❖ 100% ❖ 99%

Source: Author

A technique for evaluating and tracking supplier performance across important variables like quality, responsiveness, cost effectiveness, and delivery dependability is the Supplier Score Card. Organizations may find high-performing suppliers, fix shortcomings, and promote ongoing supply chain development by measuring performance in these areas. Procurement teams can make data-driven decisions, improve supplier relationships, and reduce risks related to supply disruptions or variable quality by using this visual dashboard, which usually includes ratings, trends, and score summaries.

5.3 Supplier Rating Template

Supplier Name:	*Sample Name*
Address:	*Sample Address*
Phone:	*xxx-xxx-xxxx*
Email:	*email@gmail.com*

ELECTRONICS SUPPLIER OVERALL RATING:

CRITERIA	RATING	COMMENT
Component Quality	★ ★ ★ ★ ☆	*Insert Comment here...*
On-Time Delivery	★ ★ ★ ★ ☆	*Insert Comment here...*
Technical Support	★ ☆ ☆ ☆ ☆	*Insert Comment here...*
Pricing Competttienizes	☆ ☆ ☆ ☆ ☆	*Insert Comment here...*
Lead Time Reliability	★ ★ ★ ★ ☆	*Insert Comment here...*
Compliance & Certifications	★ ★ ★ ★ ☆	*Insert Comment here...*

Source: Author

The Supplier Rating Template offers a methodical framework for regularly assessing suppliers according to predetermined parameters such service support, competitive pricing, on-time delivery, and quality standards. Organizations may maintain quality control and operational efficiency by using this standardized form, which guarantees objective assessment and makes

comparison across numerous vendors easier. In order to support strategic sourcing and supplier development activities, businesses can use this template to methodically document performance, identify areas for improvement, and match supplier competencies with business requirements.

5.4 Maintain google sheets for supplier database

Supplier ID	Supplier name	Contact person	Contact number	Products & services provided	Category	Current payment terms	Lead time of delivery
SUP-001	ABC electronics traders	Ahmed khan	0301-1234567	Mobiles, spare parts, ICs	Spare parts	Cash on delivery	3-5 days
SUP-002	Tech zone suppliers	Ali Raza	0322-9876543	Laptops, accessories, chargers	accessories	30 days credit	5-7days
SUP-003	Power tech Pvt Ltd	Salman Shah	0333-446667	Power adapters, batteries	Power equipment	Advance payment	2-3 days

Source: Author

Explanation:

Supplier ID:

Unique code for supplier (for instance, SUP-001). This aids in keeping records.

Supplier Name:

Full name of the supplier or the company.

Contact Person:

Name of the Person You Usually Talk To.

Marko Petrović

Contact Number:

Contact telephone/mobile number of suppliers.

5.5 Develop Supplier scorecard

Supplier name	Quality	On time delivery	Cost effectiveness	responsiveness	Total score	Overall rating	remarks
ABC electronics traders	4	5	3	4	16 /20	Good	Reliable quality, time delivery
TechZone suppliers	3	3	4	3	13 /20	Average	Price reasonable time delays
Power Tech Private Ltd.	5	4	3	5	17 /20	Very Good	High quality and responsiveness

Source: Author

Quality

This criterion focuses on the consistency and reliability of the goods or services delivered. This can range from the rate of defects, the robustness of the components, as well as meeting set specifications. For the Inspire Electronics, quality is a fundamental consideration, as low-quality components result in failed repairs

On-Time Delivery

This is an indication of how regularly the supplier is delivering the material within the stipulated time. This is because failure of delivery within the set timelines might result in a shortage of stock, which in turn might affect repair services, thus hindering customer satisfaction.

Cost Effectiveness

The cost-effectiveness evaluation is concerned with whether the supplier is cost-effective in comparison to the going rate, while still providing a tolerable level of quality. This is not concerned with cost alone, but with value for money.

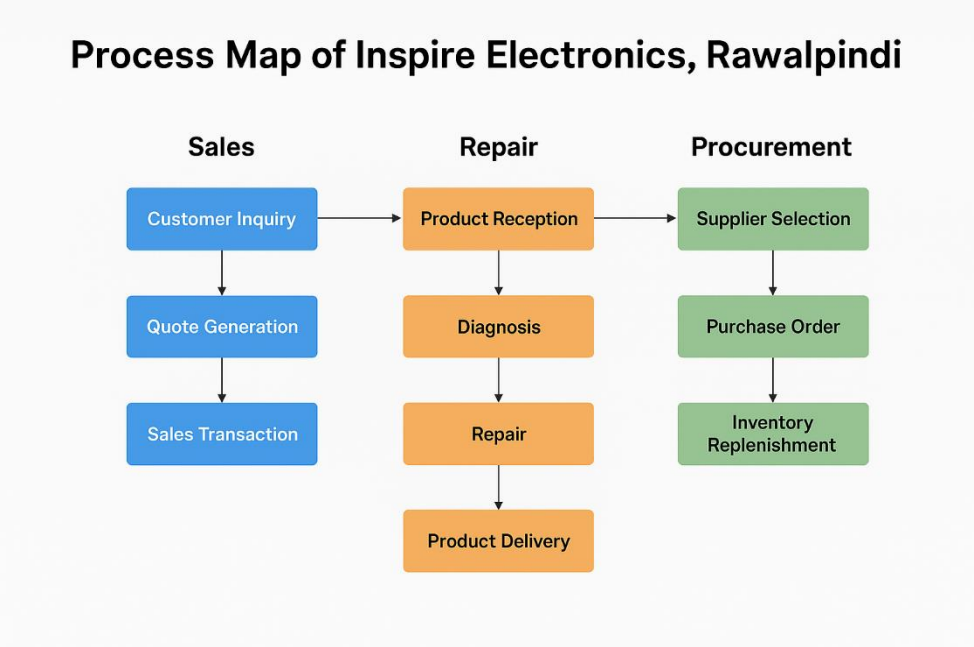
Responsiveness

This is a measure of how responsive the supplier is with regard to inquiries, complaints, urgent orders, or changes in requirements. Responsive suppliers assist Inspire Electronics in ensuring that the business runs smoothly when faced with unexpected demand or supply challenges.

Calculation of Total Score

Total score is calculated based Now, add the scores on all four factors. Max. Score = 20 Suppliers with scores of 15 or more are identified as preferred suppliers The suppliers who score less than 12 need to be checked/changed

5.6 Process mapping



Source: Author

It begins in the sales department where customer interaction is viewed as the major feed. Customer interaction takes place at Inspire Electronics for either a purchase of any form of electronic product or gain access to medical repair services. Customer interaction is stated to represent inquiry into the customer where their requirements are identified, relevant information obtained. Quoting takes place where based on customer requirement, a quotation of the price, availability of service, and time for carrying out the service takes place.

At the same time, and in synchrony with sales, begins the repair process for customers who need technical support. A repair process begins with product receipt, where the defective electronic device is received and recorded for technical evaluation. At this point, the product enters the diagnosis stage, where the defects are evaluated, and based on these defects, a repair complexity level and parts needed for repair are determined. Then, after a successful diagnosis, the next stage of repair begins, where technical support, part repair or replacement, and system

calibration will be conducted. After a successful repair and evaluation, a product delivery stage completes the repair cycle, where the product is returned to the customer, hence ensuring service satisfaction continuously.

It will make sure that all requirements and materials are available in order to facilitate sales and repair activities in an efficient manner through procurement. To achieve this, there are different steps in procurement, which include selection of suppliers based on part availability, cost, and level of suppliers. The next step in this case will be in regards to purchase order, which will be a written requirement for procurement.

5.7 Implementation of a Centralized ERP/SCM System

Source: Author

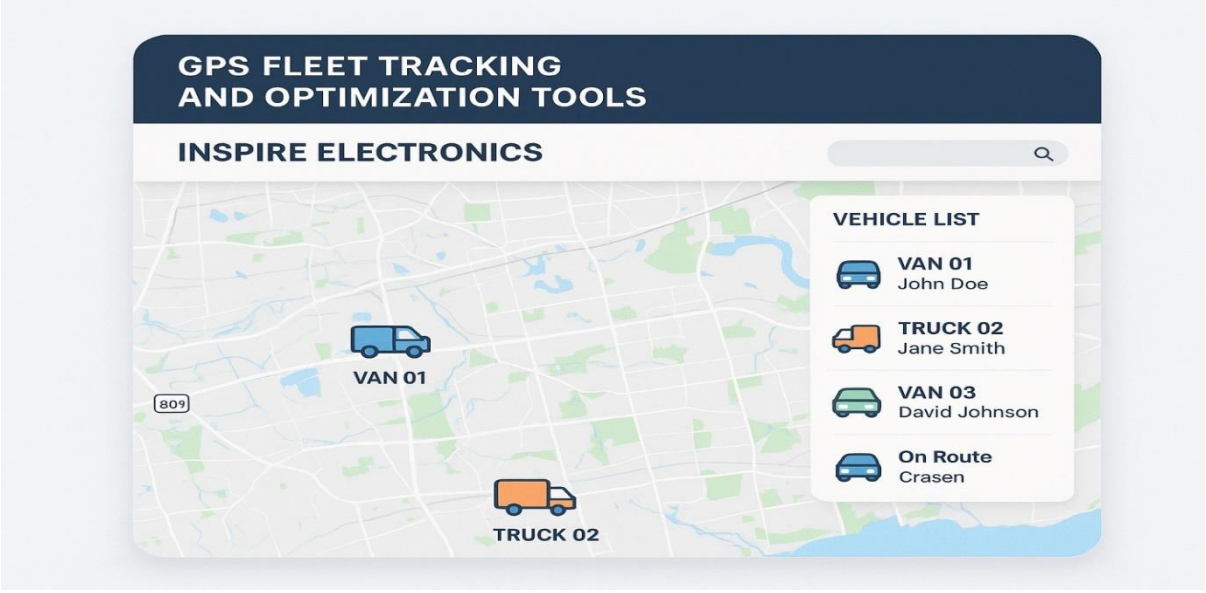
The application of a centralized ERP/SCM system will greatly affect supply chain coordination and efficiency. With a centralized system in which all branches, as well as the central warehouse and dealers, operate online, this organization will be able to facilitate a seamless flow of information from end to end in their supply chain. With this application, they will have a real-time view of inventory positions, sales, and order status.

In operational terms, when goods are received, transferred, or when a sale is made, the stock level will be automatically updated by the ERP/SCM system. This will make record-keeping simpler and will prevent stock level discrepancies being caused by human error or delays in stock level information being reported. Additionally, this will enable management to keep up with fast and slow moving stock.

As far as planning and decision-making, the system facilitates a data-driven replenishment and order plan. Past sales trends and current demand data enable managers to make better forecasts concerning demand and plan replenishments accordingly. The project will improve co-ordination between the central warehouse and dealers, ensuring products are available when and where they are required.

On a whole, a centralized ERP/SCM system is the backbone of an efficient supply chain integration. Such a system is used to improve responsiveness to demand variations and improve market competitiveness through efficient supply chain operations.

5.8 Use of GPS Fleet Tracking and Optimization Tools



Source: Author

GPS fleet tracking and route optimization tools improve efficiency in transport and the reliability of delivery. Installation of GPS devices on all delivery vehicles will enable management to track the location of vans or trucks in real-time through a centralized dashboard. This helps in gaining visibility across logistics operations and thus exercising better control over fleet movements.

On the operational front, the system offers route optimization, as it gives the shortest routes with less traffic congestion. These features cut down on wasted time in travel, fuel, and delays in delivery. If, for some unforeseen circumstance, there is an issue with roads, such as congestion or blockades, managers can take alternative routes to make sure vehicles reach their dealers or customers in time.

GPS tracking even enhances drivers' accountability and performance monitoring. Information such as speed, idle time, and route deviations assists the management in evaluating driver behavior and enforcing discipline in operations. Reduced operational costs, along with improvement in safety and delivery schedules, are thus assured.

Overall, GPS fleet tracking assumes the role of an important logistics optimization tool. It enhances supply chain responsiveness, cuts down on inefficiencies in transportation, and helps to make delivery operations timely and transparent to support better customer service.

CHAPTER 6: CONCLUSION

The Final Year Project was realized with the aim of analyzing and comprehending the processes of operational inefficiencies of Inspire Electronics and to suggest effective ways of enhancing its overall performance. Inspire Electronics is a reputable and long-standing brand in the home appliances and electronics sector; it is over 3 decades old and established in Rawalpindi and Islamabad and surrounding areas. Although the company enjoys a good brand image, diversified product line, and a large base of customers, it has been experiencing numerous operational problems in the recent past as a result of high rates of growth, competition, and use of conventional working procedures.

The analysis showed that ineffective inventory and forecasting management in Inspire Electronics is one of the key issues. The company is to a large extent relying on manual records keeping and forecasting based on judgment as opposed to data-based methods. This means that Inspire will experience frequent problems with stockouts of the fast-moving products, high inventory of the slow-moving products, and high holding costs. The lack of adequate reorder point computations, safety stock planning and inventory categorization also undermines the capacity of the firm to make a correct response to the market demand. Such weaknesses not only raise the operation cost but also impact on customer satisfaction and quality of services.

The other critical problem realized during this study is poor contract and supplier relationship management. Inspire most of its supplier transactions are informal and verbal as opposed to written contracts. It has no standard supplier assessment strategy or efficiency measurement directions. This has led to poor quality of products, delays in supplying products and financial setbacks particularly when the suppliers cannot deliver as expected. Cash flow has also become unstable due to over-reliance in transactions based on credit, and this makes financial planning a harder task in the organization.

One more limitation identified in the research was the competency of the workforce and technological integration. Inspire Electronics dedicates little training to its employees, particularly where digital tools and modern systems are concerned. Lots of works including inventory control, sales and service management remain either handwritten or semi-automatic and it is more likely that human factor will come in to play and slow down the daily routine. There is no standardized POS, inventory, and customer management system, which causes information gaps between departments and lowers coordination and efficiency.

Besides the internal operational problems, Inspire Electronics has serious supply chain integration and logistics problems. The supply chain is not integrated and coordination between the suppliers, warehouses, branches, and transport is weak. Coupled with political instability, road blocks and transportation hindrances within the Rawalpindi-Islamabad area also increase the time in which deliveries take place. Such logistics problems directly affect the trust of customers because low delivery and installation times make the services less reliable. In addition, the poor digital and online existence of Inspire limits its competitiveness with technologically savvy competitors, who are keen on utilizing e-commerce and online marketing platforms.

In order to remedy these challenges, this project presented some realistic and affordable solutions. It was suggested that a centralized ERP/SCM system should be introduced to connect all the branches, warehouses, dealers, and logistics activities in a single platform. Such a system would give real-time access to inventory, minimize variations, and help to make improved decisions. GPS fleet tracking and route optimization software were proposed to enhance the efficiency of delivery and minimize waiting periods due to traffic, political and other factors.

Additionally, the study proposed better supplier management by signing contracts with suppliers, their supplier scorecards, and periodic review of performances. ABC analysis and reorder point calculations were suggested as the inventory planning methods to optimize the stock level and minimize the unnecessary costs. It was recommended to apply employee training programs as well as introduce unified POS and inventory system to improve competency of the workforce and minimize errors in work. Another aspect that the project focused on to enhance its market competitiveness was consolidating online sales channels, introducing a sophisticated e-commerce webpage, enhancing Google Maps visibility, and conducting targeted internet ads in various search engines like Google, Facebook, YouTube, and Tik Tok.

Finally, the operational inefficiencies experienced by the Inspire Electronics are more of an old system, poor processes, and underutilization of the modern technology instead of market potential. The company already has impressive backgrounds in the form of brand image, product quality and customer trust. The gradual implementation and strategic approach of the suggested solutions will help Inspire Electronics to achieve a high level of operational efficiency, lower costs, increase levels of customer satisfaction, and improve its competitiveness in the market.

Generally, this project offers a clear road map of operations improvement to Inspire Electronics. These recommendations will not only eliminate the existing inefficiencies but also equip the organization to be in a sustainable growth position as the business environment continues to become competitive and technology oriented.

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RC-04

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Name of Student(s)	Muhammad Talha Muzammil, Syeda Iyesha Tayyab, Muazzam Ali Baluch
Enrollment No.	01-111221-161 , 01-111221-104 , 01-111212-125
Thesis/Project Title	Diagnosing Operational Inefficiencies at Inspire- from forecasting to fragmentation-

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	2/10/25	Supervisor office 4rth floor	Project Discussion, Outline & Introduction	Talha mAli
2	9/10/25	Supervisor office 4rth floor	Diswssion of Problem & Requirement Analysis	Talha mAli
3	16/10/25	Supervisor office 4rth floor	Topic Name and Project formatting	Talha mAli
4		Supervisor office 4rth floor	Discussion of proposed Solutions	Talha mAli

Progress Satisfactory ☑ Progress Unsatisfactory ☐

Remarks: Satisfactory Performance throughout the FYP.

Signature of Supervisor: _____ Date: 17/12/2025

Name: Javeria Aftab Note:

Students attach 1st & 2nd half progress report at the end of spiral copy.

Bahria University
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RC-04

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	Muhammad Talha Muzammil , Syeda Ayesha Tayyab , Muazzam Ali Baloch
Enrollment No.	01-111221-161 , 01-111221-104 , 01-111212-215
Thesis/Project Title	Diagnosing Operational Inefficiencies at Inspire: from forecasting to fragmentation

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	13/11/25	Supervisor office 4th floor	Solutions and Recommendations	mAli Talha
6	27/11/25	Supervisor office 4th floor	Deployment and Testing	mAli Talha
7	16/12/25	Supervisor office 4th floor	Conclusion and Approval	mAli Talha

APPROVAL FOR EXAMINATION

Candidates' Name: Talha, Ayesha, Muazzam Enrollment No: 01-111221-161
01-111221-104
01-111212-125

Project/Thesis Title:
Diagnosing Operational Inefficiencies at Inspire: from forecasting to fragmentation

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Name: Javeria Aftab.

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