Integrated Marketing and Sustainable Logistics at Fauji Foods



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Bahria University Islamabad Spring

2026

Major: ***Marketing*** **Major** Number: **MBA 1.5**

FINAL YEAR PROJECT



Integrated Marketing and Sustainable Logistics at Fauji Foods

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Acknowledgment

To start with, we would like to say our utmost gratitude to Allah Almighty whose blessings, guidance and strength brought us through this successful project proposal. It is due to His mercy and support that I would not have been able to finish this academic work.

It would be a great privilege to us, given that our respected supervisor, Ms. Naimah Khan, held a very significant role in the development of this project proposal by taking due guidance, continuously supporting and influencing it with constructive feedbacks. Her drive, scholarly instinct and knowledge had been of paramount importance in how we formed our own thoughts over marketing-supply chain integration and sustainable logistics practices.

We also appreciate the Department of Business Studies, Bahria University as it has facilitated a proficient academic learning experience that enabled our theoretical and practical knowledge in the concepts of supply chain management, sustainability, and marketing as part of the MBA program.

In addition, we also recognize the works of industrial practitioners, researchers and published research that have given our research a good background. They were also useful in enabling us to analyze the issues related to the integration of marketing and supply chain in the Fauji Foods Ltd., especially in sustainable transportation and logistics in the FMCG sector of Pakistan.

We would also wish to acknowledge our families and friends with the understanding of their unshaken patience, support, and moral support in this academic experience. This motivation was a major success factor that resulted in the successful execution of this project.

FINAL PROJECT/THESIS APPROVAL SHEET

Open Defense Examination

Open Defense 22/06/2026

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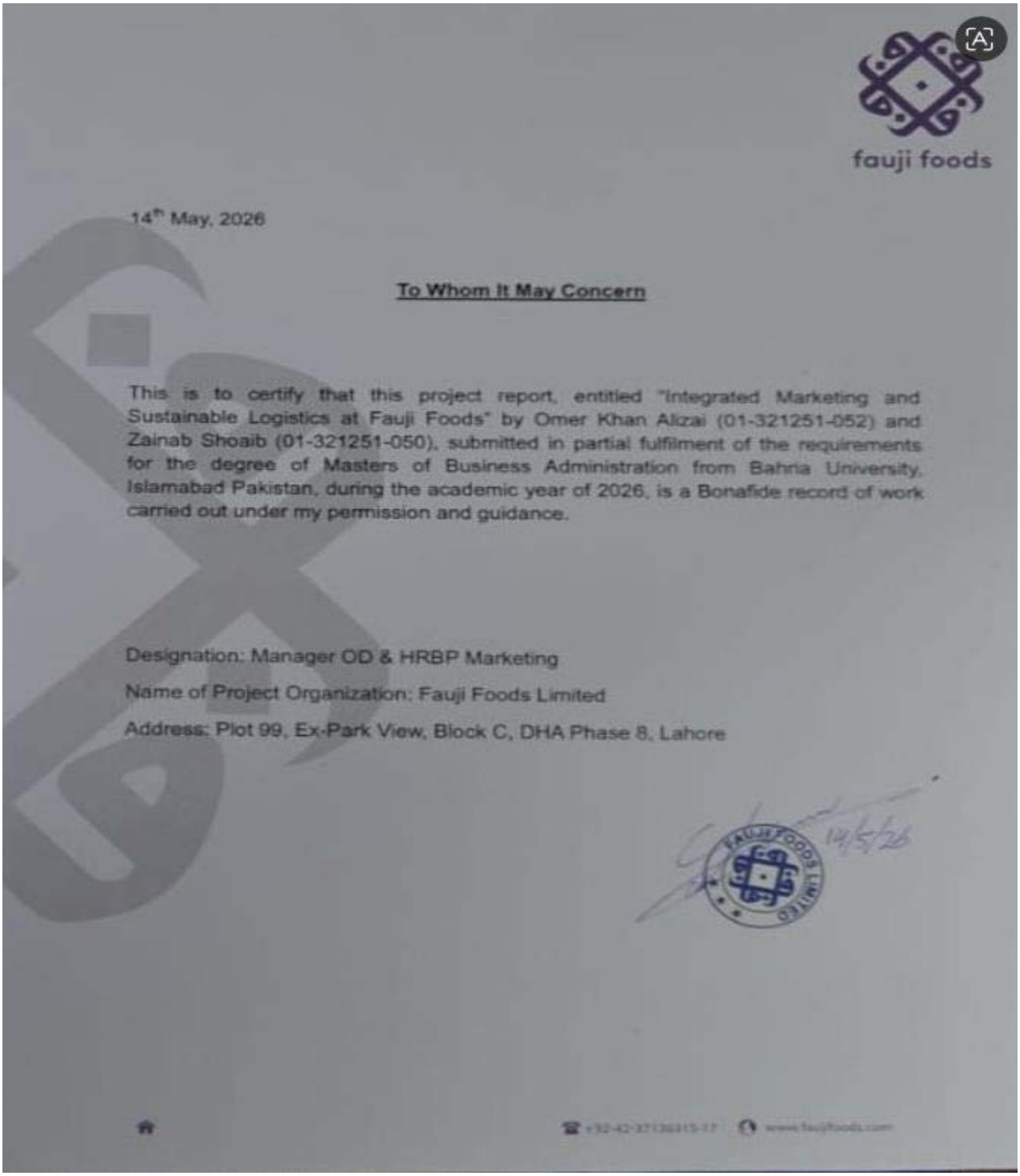
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Integrating Marketing and Sustainable Logistics at Fauji Foods



fauji foods

14th May, 2026

To Whom It May Concern

This is to certify that this project report, entitled "Integrated Marketing and Sustainable Logistics at Fauji Foods" by Omer Khan Alizai (01-321251-052) and Zainab Shoaib (01-321251-050), submitted in partial fulfilment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of 2026, is a Bonafide record of work carried out under my permission and guidance.

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FAUJI FOODS LIMITED

Integrating Marketing and Sustainable Logistics at Fauji Foods

Abstract

In the modern fast moving consumer goods (FMCG) markets, synchronization of marketing operations and supply chain management has been made to be a decisive factor in organization performance. The present paper reflects, based on the example of Fauji Foods Ltd. as one of the most prominent dairies and FMCG firms in Pakistan, on how marketing strategies and supply chain operations are connected to each other. The study examines the role of operations in creating operational inefficiencies that lie between the marketing driven demand generation and the supply chain implementation, such as stock-outs, overstocking, high logistics expense, spoilage of products, and loss of customer confidence.

Renowned operational, technological, strategic and human forces, affecting these challenges have been identified through the study which is especially evident in handling perishable dairy products including milk, butter, cheese and beverages. The research identified the necessity to have demand-driven planning, real-time visibility, cold chain optimization, and sustainable logistics practices using a structured problem and requirements analysis. To resolve these problems, a comprehensive and sustainable model of green transportation is suggested which takes into account the optimization of routes, green fleet management, carbon control, and efforts introduced to establish transportation management systems.

The suggested model is likely to lead to better coordination between marketing and supply chain activities, lower costs of operation, enhance the product awareness and freshness and facilitate the goals of environmental sustainability. The results of the research highlight that proper merging of marketing and supply chain management is necessary in building brand credibility, enhancing customer satisfaction, and reaping competitive benefits and sustainable development in the FMCG sector in Pakistan.

Keywords: green transportation, sustainable logistics, FMCG sector, demand forecasting, cold chain management, supply chain optimization, TMS, CAGR, enterprise resource planning (ERP)

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