

MBA FINAL YEAR PROJECT

*The Impact of strategic planning in supply chain of telecom (NAYATEL) to
gain competitive advantage*



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NAYATEL (Pvt) Ltd. (NTL)

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ABSTRACT

Strategic Planning is an important for supply chain management for almost all businesses, as it improves efficiency. The keyword is speedier i.e. planning about how to get raw materials, then planning where to get it and when to get it. It all contributes in goal of efficiency.

This report is useful in identifying the problematic area of the company (which we have discussed under the heading of analysis of the company) as well as develops analytical abilities. Since small and large enterprises differ in their approach to strategic planning, this implies potential conflicts regarding planning involvement in the telecom supply chain. They will try to find out how NAYATEL manage to cater competitive strategies throughout its supply chain, how these results in competitive advantage and what are the difficulties it faces and how they overcome it. Moreover it can help future researchers to analyze the effects and carry this research further in different perspectives for the telecom industry.

The study is conducted to determine an impact of strategic planning on the supply chain of NAYATEL. For the purpose data was collected through open ended questions interviews with the employees of NAYATEL. For this we have adopted the deductive approach with exploratory research.

Some limitations which NAYATEL has regarding their supply chain processes were been discussed and how they cope up with them are been illustrated.

A detailed intensive literature survey has already been conducted in the area of marketing department of NAYATEL but our research basically focussed on the managerial implications that what strategically decisions are need to be made in case of supply chain management of the company.

NAYATEL may follow the horizontal integration strategy by opting for a decision of merger or may be an acquisition with any one of its competitors. It will help in such a way that not only the assets and skills of NAYATEL will flourish but the market share increases as well.

TABLE OF CONTENTS

Contents	Page #
1. INTRODUCTION OF A PROJECT	6
2. INTRODUCTION OF A COMPANY	8
o Focus on Facilities	9
o Focus on Business	9
o Support	10
o Infrastructure	10
o Dedicated Services	10
o Custom Engineered Services	10
o Fastest	11
3. LITERATURE REVIEW	12
o Supply Chain Management	12
o Strategic Planning	14
o Integrating Strategic Planning with Supply chain management	15
o Competitive Advantage	16
o Integrating Strategic Planning with Supply chain management to gain competitive advantage	17
4. PROBLEM STATEMENT	20
5. OBJECTIVE OF THE STUDY	21
6. SIGNIFICANCE OF THE STUDY	21
7. METHODOLOGY	22
o Respondent of the Study	22
o Research Instrument	22
o Data collection through Interviews	22
o Sources of Data	23
8. SCOPE	23
9. LIMITATION OF THE STUDY	23
o Time constraints	23
o Availability of manager	23
o Tough schedule	23
o Secrecy issues	23

10. ETHICAL ISSUES	24
○ Consent	24
○ Harm	24
○ Privacy	24
○ Deception	24
11. ANALYSIS OF A COMPANY	25
○ Infrastructure	25
○ How it works	25
○ Logistics	28
○ Customer Services	28
○ Software	29
○ Inventory	29
○ Swot Analysis	31
○ Competitors	33
○ Limitations	34
12. SURVEY CONDUCTED TO FIND RESPONSES OF SEVERAL DEPARTMENTS VS. SUPPLY CHAIN DEPARTMENT	36
13. PROPOSED RESEARCH FRAMEWORK	39
14. CONCLUSION	42
15. RECOMMENDATIONS	44
○ APPENDIX A	45
○ QUESTIONS	45
○ Questionnaire Regarding Specific Problem areas	46
○ APPENDIX B	48
○ BIBLIOGRAPHY	49