

**ROLE OF INFORMATION SHARING ON SUPPLY CHAIN
PERFORMANCE**



BY

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Dedication

“This is dedicated to all those who helped me in making this research complete, and there is no doubt that without their help and support, I was unable to complete my this Research. Their inspirational instructions guidance and their experience made my work Precious”

Acknowledgements

In the name of Allah the most Merciful and Compassionate, All Praises be to Allah the Almighty for the strengths and his blessings in Completing my Thesis. First and from the core of my Heart, I would like to Thank my Respected supervisor 'Miss Sabeena Shirazi' and our Research Coordinator Mr. Kashir Asghar for their guidance and constant support throughout the research Thesis.

I would also like to Thanks my Respondents for their precious and valuable time. Due to their opinions and thoughts I was able to draw interpretations for my research Thesis. I am grateful to my family and Friends specially Mian Qaiser Akber for their continuous motivation, help and patience.

“Khurshid Alam”

ABSTRACT

The scope and Purpose of this study is to find and evaluate 'The Impact of Information Sharing on Supply Chain Performance'. This research will analyse the importance of information sharing that how it will effect the Supply chain process while enhancing better the performance of an organization. This research will also anlyse the role of information sharing by different managers while making key decision for the betterment of Their organization. This research also focus on relationship between the linking party of supply chain in an organization, along with the importance and level of information that has been shared with these Parties. It has also been in focus in my research the role that information sharing is making in building competitive edge for the an Organization. The targeted area on which my research is in focus are; The Impact of information sharing on supply chain performance; The role of information sharing while managing inventory; and The role of information Sharing while managing Warehousing. For the purpose to conclude the result and analysis different sort of interviews and survey method has been injected while using convenient sampling technique. These interviews has been conducted in different retail-outlets of D.Watson at Islamabad, While different Questionnaire has been distributed by some reference at Nestle Dairy Product Rawalpindi and as well at Uniliver Beverages Company Khanewal through Survey method.

From this result we generated two hypothesis; One is Null hypothesis which mean that there no positive role of information sharing on supply chain performance through inventory management, transportation management and facilities. and is represented by Ho; and the other is Alternative Hypothesis which mean there is a positive role of information sharing on supply chain performance, inventory management and as well as warehousing management and represented by H1. From our these hypothesis it is concluded that information sharing has positive role on inventory management, transportation management and facilities to enhance the Performance of supply chain. From which it is concluded to accept our Alternative Hypothesis(H1) and to reject our Null Hypothesis(Ho).

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