

"(IMPACT OF CLOTHING BRANDS ON ECONOMY OF PAKISTAN.
(BRANDED LAWN))"



By:

(MUHAMMAD FAROOQ) (01-120112-051)

Supervisor:

(ZAFRULLAH SIDDIQUE)

A research project submitted in partial fulfillment of
the requirement for the degree of MBA

Department of Management Sciences
Bahria University Islamabad Campus

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Topic of Research: IMPACT OF CLOTHING BRANDS ON ECONOMY OF
PAKISTAN (BRANDED LAWN)

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ABSTRACT

The study investigates the impact of clothing brands on the economy of Pakistan. In this context few factors are considered like the energy crises, inflation rate and law and order situation of the country. The impact of these factors is analyzed on the clothing industry. Quantitative and qualitative data is gathered from the employees and management of different clothing brands. The study has shown the negative impact of the economic factors on the clothing industry of Pakistan.

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