

**PROJECT ON**  
**Cash recovery optimization model**

**ORGANIZATION**

**National foods ltd**

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## **ACKNOWLEDGEMENT**

All praise is for Allah, the most merciful and his Prophet Muhammad (SAW) for every torch of guidance and knowledge for humanity. We offer humblest and sincerest words of thanks to GOD Almighty WHO blessed us with potential and ability to make material contribution of already existing ocean of knowledge.

I am humbly grateful to my honorable and respected teacher **Muhammad Naveed**, who furnished us with the opportunity to complete this Project Report, and thereby consolidating our concepts, enriching our knowledge, establishing our skills and strengthening our confidence.

## **DEDICATION**

We dedicate this humble effort to our loving parents and facilitators whose guidance, strength of character and spiritual learning showed me the lights, in dark movement of life.

## **ABSTRACT**

This project focuses on the practices of inventory management in the National Foods Pakistan. The main focus is on the cash recovery system of National Foods Pakistan. This project also focuses on the reduction of inventory and to fill the gap between supply and demand. The main purpose of doing this project is to find out what are the major factors which are influencing the recovery system in distribution, what are the draw backs and why is this recovery so slow. The project will go ahead with a detail view of collection system which is currently used in National Foods Pakistan.

The project goal is to clearly identify that what are the main hurdles which are coming in the way of cash recovery in national foods distribution. The main objective of a project is to propose a cash recovery model for FMCG industry. Other objective is to minimize risk in cash recovery system and maximize revenue by secure cash recovery. The project will be benefit to the National Foods not only in terms of minimizing risk in cash recovery system but it will be useful in modeling diverse types of problems in planning, routing, scheduling and design.

This project will help the FMCG industry to manage its cash recovery systems efficiently. Management of cash recovery systems is one of the most essential factors. By efficiently managing this system not only increases the revenue but also built good reputation. Optimization of the cash recovery has an effect along the whole supply chain.

The research method will be carried out considering both qualitative and quantitative. Pakistani market is very complex to understand with any single method. The complex habits of people in the competitive market and the making sure how can they help to make it work able. There is also need of in depth study to understand the nature of market and how it reacts to certain constraints that we want to apply.

## **TABLES CONTENTS**

<b><u>CONTENTS</u></b>	<b><u>PAGE NO.</u></b>
Acknowledgement	ii
Dedication	iii
Table of Contents	iv
Approval Certificate	v
Abstract	1
<b><u>CHAPTER 1</u></b>	2
Introduction	2
Strategies	3
Competitors	6
Departments	7
Significance of Study	8
<b><u>CHAPTER 2</u></b>	10
Problem Statement	10
Inventory Classification Theory	13
Vendor Manage Inventory (VMI) Approach	16
Relationship between Inventory Management and Financial Performance	19
Supply Chain Misalignments	21
<b><u>CHAPTER 3</u></b>	24
Research Methodology	24
Types of Research Methods	25
<b><u>CHAPTER 4</u></b>	26
Analysis of Data	26
<b><u>CHAPTER 5</u></b>	29
Recommendations	29
Action Plan	29
References	30
Annexure	34

## **APPROVAL CERTIFICATE**

It is certified that the research work presented in this project, entitled **Cash Recovery Optimization Model** has been carried out by **Muhammad Arsalan (01-120102-034) Bilal Tariq (01-120102-016) Ali Hafeez (01-120102-009)** under my supervision for the partial fulfillment of the requirement for the degree of Master of SUPPLY CHAIN MANAGEMENT during the session Fall 2010- Fall 2013 and is accepted in the present form. It is here by recommended for evaluation.

Prof Muhammad Naveed.