

# **REVERSE LOGISTIC ENABLES GREEN ENVIRONMENT - A CASE OF UNILEVER PAKISTAN**

**By**

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### Abstract

**Purpose of the study:** The purpose of this study is to find out that how reuse, redesign, remanufacture and recycle help reverse logistic to enable sustainability.

**Research method/sampling-** Deductive approach was followed .Quantitative data is collected through questionnaires on a five point likert scale. Stratified random sampling technique is used. A total of 100 questionnaires were distributed and data of 100 questionnaires was used in the analysis. The data was analyzed using SPSS. Friedman Test and Cronbach's Alpha is used.

**Findings of the research:** The findings of this research advocate that the all the five drivers have a significant positive relationship with reverse logistic in enabling sustainability.

**Practical implications of the research:** This research can guide that reverse logistics is now booming with enormous pace and has highly great importance these days in FMCG sector, majorly those companies who can provide their customer and society a polluted free environment will build positive image in minds of customer and which will lead to improvement in bottom line of the company.

**Keywords:** Reverse Logistics, Sustainability, Reuse, Redesign, Remanufacture, Recycle, Just In Time, Bottom Line Effect, Supply Chain Management, Logistics, FMCGs and Green Supply Chain Management.

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