

**FACTORS AFFECTING IMPLEMENTATION OF  
SCOR MODEL IN SUPPLY CHAIN EFFICIENCY: A  
CASE OF AUTOMOBILE INDUSTRY OF KARACHI  
(TOYOTA-INDUS MOTORS)**

**By**

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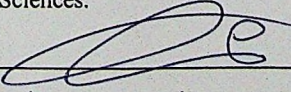
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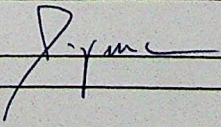
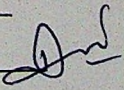
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## ABSTRACT

**Purpose of the Study:** Supply Chain Management is an emerging area around the globe. In Pakistan also, Supply chain Market is increasing day by day. The Supply Chain Operation Reference (SCOR) Model is a process reference model developed by the management consulting firm PRTM, now part of PricewaterhouseCoopers LLP (PwC) and authorize by the Supply Chain Council (SCC) as the cross-industry de facto standard diagnostic tool for supply chain management.

The purpose of the study is to implement the SCOR Model in automobile industry of Karachi (Toyota-Indus Motors). So, as the implementation occurs, Supply Chain Efficiency increases.

**Research Method/Sampling:** The research is exclamatory in nature. Total of 30 samples have been collected through questionnaire, which are filled the top management level professionals like, senior managers, managers, and assistant managers.

**Findings of the Research:** For research findings, statistical tools are used, such as, SPSS, Frequency Analysis, Correlation Analysis, and Custom Tables.

**Practical Implications of the Study:** This study help us in finding increase in reliability, increase in flexibility, increase in responsiveness, reduction in cost, reduce organizations fat, and increase in asset utilization of the organization.

**Keywords:** Supply Chain Management, Supply Chain Efficiency

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