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

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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

Table of Contents

2ND HALF-SEMESTER PROGRESS REPORT & THESIS APPROVAL STATEMENT i
DECLARATION OF AUTHENTICATION ii
LIST OF TABLES & FIGURES iii
List of Tables: iii
List of Figures: iv
LIST OF ABBREVIATIONS v
PLAGIARISM TEST REPORT vi
ACKNOWLEDGEMENT vii
ABSTRACT viii
CHAPTER 1 1
INTRODUCTION 1
1.1 Problem Background and Aim of Study 1
1.2 Problem Statement 5
1.3 Objectives 5
1.4 Significance of the Study 5
1.5 Limitations: 6
1.6 Scope of the Study: 6
CHAPTER 2 7
LITERATURE REVIEW 7
2.2 Hypotheses: 14
CHAPTER 3 16
RESEARCH METHODOLOGY 16
3.1 Natures of Research 16
3.2 Sampling Technique and Sample Size 16
3.3 Data Collection Method 16
3.4 Data Integration Method 16
CHAPTER 4 17
DATA INTEGRATION 17
4.1 Custom Tables 17
4.2 Frequency Tables 18

CHAPTER 5 28
DISCUSSION 28
CHAPTER 6 29
CONCLUSIONS & RECOMMENDATIONS 29
REFERENCING 30
APPENDICES 37
Apendix-1: Questionnaire 37