



“BULLWHIP EFFECT OVER FMCG MANUFACTURING INDUSRY OF PAKISTAN”

A Thesis submitted to Department of Management Sciences in
part fulfilment of the requirement for the MBA degree

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I _____ being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

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ABSTRACT

Purpose - The purpose of this thesis is to escalate the understanding related to bullwhip effect over manufacturing industry of Pakistan. We cannot neglect or ignore bullwhip effect in supply chain management because bullwhip is the phenomenon which is the root cause of all the major problems in supply chain management.

Methodology/Sample – Data collection is conducted with the help of Questionnaire, which is developed with care keeping in view the requirement of the research. Questionnaire has 10 relevant questions, related to the impact of bullwhip effect. 31 employees are selected from different departments of the organization. Data has been analyzed by means of statistical methods of descriptive and inferential analysis through SPSS. In descriptive, analysis, graphs for analyzing each of the selected variable and their implication. In inferential analysis chi square and cross tab to test the hypothesis.

Findings- The analysis and comparative results show that the information flow can mitigate the bullwhip effect over manufacturing industry of Pakistan, it has been concluded that if we want to control bullwhip effect then information flow should be increased so that manufacturing industry perform better every time. It is requisite for the firm to focus and diagnose bullwhip causes and try to diminish its impact over supply chain management because it is for so sure that bullwhip cannot be fully eliminated.

Practical Implications- In this thesis, reader would surely explore in-depth understanding based on the bullwhip effect over manufacturing industry in Pakistan. The study can help to control these factors (excess inventories, quality problem, lead to dissatisfaction of customers, expense of overtime, because of large variance in demand, lost sales because of poor customer service, turning back of orders, longer lead time) by controlling the bullwhip effect

Keywords- Bullwhip effect, Manufacturing Industry, Pakistan.

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