



IMPACT OF ENERGY CRISIS ON GARMENT INDUSTRY EXPORT OF PAKISTAN

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

Student Name: Syed Hube Habib

Student ID: 24184

JULY, 2014


Bahria University, Karachi Campus

MBA DEGREE THESIS SUBMISSION FORM
BAHRIA UNIVERSITY, KARACHI CAMPUS

I SYED - HUBE - HABIB Registration No. 24184

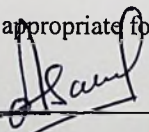
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EXPORT OF PAKISTAN in the management science department as part of fulfillment of the
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ABSTRACT

The Purpose of this study is to analyze the impact of the energy crisis on readymade garment industry export of Pakistan. The Pakistan readymade garment industry contributes 13% of the total textile export of Pakistan. Pakistan exports readymade garment to major countries like United States of America and European countries. This sector faces electricity shortfall due to which its annual export declines. In order to check the impact of electricity crisis on the readymade garment industry export, regression technique is used, the sample period is 1995 to 2013 data on energy generation and readymade garment industry export is collected from the handbook of statistics on Pakistan economy. After analysis it was found that readymade garment export of Pakistan is affected by energy crisis. The readymade garment industry can regain its global image only if government takes serious measures in reducing the energy crisis and normalized and sustain the supply of electricity to the readymade garment industry in order to increase the export of the country.

TABLE OF CONTENTS

Chapter # 1	Introduction	4-10
	1.1 Intro	4
	1.2 Problem statement	9
	1.3 Research question	9
	1.4 Objectives	9
	1.5 Hypothesis	9
	1.6 Scope of study	10
	1.7 Limitations	10
	1.8 Variable	10
Chapter # 2	Literature review	11-18
Chapter # 3	Research methodology	19
	3.1 Research design	19
	3.2 Data sources	19
	3.3 Data analysis	19
Chapter # 4	Result & discussions	20-21
Chapter # 5	Conclusion & recommendations	22-23
	5.1 Conclusion	22
	5.2 Recommendations	23
	References	24-25
	<u>Appendices</u>	26-28
	Figure 1	26
	Figure 2	27
	Figure 3	28