



Integrated Supply Chain Management Practices & Associate Challenges in Superstores of Karachi

**A thesis
Presented to
The Faculty of
Management Sciences
Bahria University Karachi**

**In Partial Fulfillment
Of the Requirements for the
Degree of Master of Business Administration**

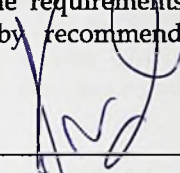
By

**SYED HASSAN HASAN ZAIDI
REG# 13048**

RECOMMENDATION FOR THE ORAL EXAMINATION

This Project/thesis hereto attached, entitled, **"Integrated Supply Chain Management Practices & Associate Challenges in Superstores of Karachi"** Prepared and submitted by **SYED HASSAN HASAN ZAIDI**, in partial fulfillment of the requirements for the degree **MASTER IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

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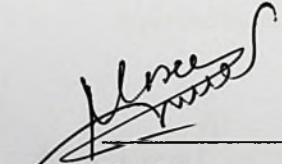


Advisor
Name: Firdous Ahmed Shah

PROJECT/THESIS COMMITTEE

In partial fulfillment of the requirement for the **MASTER IN BUSINESS ADMINISTRATION**, this thesis entitles, **"Integrated Supply Chain Management Practices & Associate Challenges in Superstores of Karachi"** is hereby recommended for
Oral Examination.

Chairman
Name: _____



Member
Name: Naveed N. Siddiqui

Member
Name: _____

Member
Name: _____

Date

Abstract

The study meant to explore the external and internal factors which influence the integrated supply chain management practices in superstores of Karachi. In this research I have taken questionnaire as an instrument to find out the variables that influence the integrated supply chain in superstores by using correlation analysis .Data has extracted from questions asked to the supply chain manager of super stores. Data collected from the 14 number of stores located in the different area of Karachi. Due to few number of stores results shows the less reliability of instrument. By using reliability analysis technique result has found which represent that instrument is reliable and also Pearson correlation analysis is use to find the relationship of variables that for the integrated supply chain management.

Results show that information sharing, supply chain strategic alliance with vender or supplier, return management and also business integration process is highly correlated with the integrated supply chain management. Customer satisfaction correlation with the return management shows that the retail industry keeping the customer satisfaction in their first priority. For the profitability of the retail stores vender management is the key part in the integrated supply chain management. This research study has been attempted to explore and examine the importance of the practices of Integrated Supply Chain Management (ISCM) in the retail industry of Karachi. This research is based on the qualitative study conducted by the researcher. This study will provide a concept related to the contemporary practices as well as the challenges affiliated with the Integrated Supply Chain Management (ISCM).

CONTENTS

Abstract i

Acknowledgment ii

Dedication iii

CHAPTER I Introduction 1

1.1 Background 2

1.2 Statement of the Problem 3

1.3 Research Question 4

 1.3.1 Primary Question..... 4

 1.3.2 Secondary Questions 4

1.4 Research Hypothesis 4

1.5 Research Objective..... 4

1.6 Purpose of the Research..... 4

1.7 Scope..... 5

1.8 Limitations 5

1.9 Significance of the Study..... 5

1.10 Justification.....5

Chapter 2 Literature Review 7

2.1 Supply Chain Management 7

2.2 Supply Chain Integration 9

2.3 Challenges and Obstacles of Supply Chain Integration 12

Chapter 3 Methodology 21

3.0 Research Methodology 21

3.1 Qualitative Research 21

3.1.1 Phenomenology.....	21
3.2 Research Design.....	22
3.2.1 Descriptive Research Design	22
3.3 Research Approach	23
3.4 Research Purpose	23
3.5 Research Strategy.....	24
3.6 Characteristics of Qualitative Research.....	24
3.7 Sample	24
3.8 Data Collection Techniques	25
3.9 Sources of Data	25
3.9.1 Primary Data	25
3.10 Research Model.....	26
3.11 Variables	26
3.12 Data Analysis.....	28
3.13 Trustworthiness.....	28
3.13.1 Credibility.....	28
3.13.2 Transferability	28
3.13.3 Dependability & Conformability	29
3.14 Summary.....	29
Chapter 4 Data Analysis.....	30
Chapter 5 Conclusion	33
5.2 Recommendation.....	34
References	35
Appendix A Research Instrument	41
Appendix B Research Instrument	43