



# **ANALYZING THE IMPORTANCE OF VERTICAL INTEGRATION IN TEXTILE SECTOR OF PAKISTAN**

A thesis  
Presented to  
The faculty of  
Management Sciences  
Bahria University Karachi Campus

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In Partial Fulfillment  
of the Requirements for the  
Degree Master in Business Administration

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**BY**

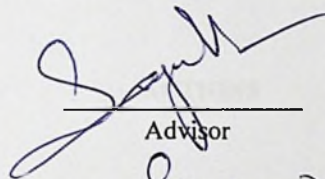
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RECOMMENDATION FOR ORAL EXAMINATION

The Thesis hereto attached, entitled, "Analyzing the importance of vertical integration in textile sector of Pakistan", prepared and submitted by Maria Khan, in partial fulfillment of the requirements for the degree MASTER IN BUSINESS ADMINISTRATION, is hereby recommended for appropriate action.

Dare: 28 Sept 13

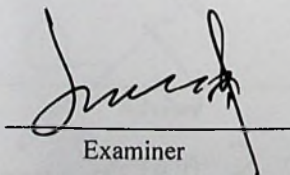
  
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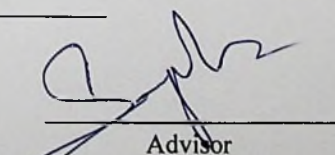
In partial fulfillment of the requirement for the degree of MASTER IN BUSINESS ADMINISTRATION, this thesis entitled "Analyzing the importance of vertical integration in textile sector of Pakistan", is hereby recommended for Oral Examination

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Abstract

Vertical integration seems to be one of the best strategies in current business environment as there are a number of benefits as compared to the risk but if we analyze the risk factors it becomes high, for example: if the company goes for vertical integration and it needs to have strong management and expert people and they are not available then it is not possible for the company to run in an effective manner. Specifically in textile sector where textile mills are having different departments and units e.g. Spinning, Weaving and Dying etc. the management of the entire department and their integration with each other is the most important thing if the company is going for vertical integration. It involves a huge cost as well, but this cost gives the benefit of long term as we have the example of Gulahmed and Alkaram textiles they have setup their own vertically integrated setups to ensure timely delivery, low cost and better quality all these combine to give customer satisfaction.

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Analyzing the Importance of Vertical Integration in Textile Sector of Pakistan

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