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**“Impact of Supplier, Internal and Customer Integration on Supply Chain  
Performance in Textile Industry of Pakistan”**



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***DEDICATED TO...***

**My parents, My Teachers and My Friends!**

**It would not have been possible without them.**

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## **ABSTRACT**

One of the most useful approach is supply chain integration which is used to improve various measure of supply chain performance. This investigation is used to evaluate the relationship of supply chain performance and supply chain integration of textile industry of Pakistan. To address research objective, the study employed quantitative research, in textile companies of Pakistan. The target population of employees was 100. Therefore, by census method 100 employees were enlisted for the study. To collect proper information about internal integration, and customer integration and supply chain performance of the firm these questionnaire help. To avoid inconveniencing during working hours drop and pick questionnaire method was used to collect the data. By using SPSS data was edited and analyzed. The results show that there is a constructive and important relation between the performance of supply chain, internal integration and customer integration. The study recommended that managers of textile companies should guarantee that the extents of integration of internal integration, supplier integration and customer integration variables will be improved. Further the study recommended for the future research will be the challenges which affect the supply chain integration in the textile industry of Pakistan or some other industry of Pakistan.

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