

Major: SCM

S. No. 3

“Boom of Logistics Industry in context of CPEC”



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ABSTRACT

The research study is being done on “Boom of Logistic industry in context of China Pakistan Economic Corridor (CPEC)”. This topic is taken due to strong requirement of validating/measuring the impact of supply chain strategy on the performance of firms in terms of marketing, logistics and financials. China Pakistan Economic Corridor (CPEC) is the new era of prosperity of not only of Pakistan in fact the whole Central Asia mainly including China, Russia, Afghanistan many others. The major activity performed in CPEC is the Logistics and the region of CPEC i.e. provinces Baluchistan and Khyber Pakhtunkhwa is significantly affected by terrorism. Many research studies are available on supply chain uncertainty and risks and Logistics in recent five (5) year. The supply chain strategy has impact on marketing performance under the China Pakistan Economic Corridor. That means when supply chain strategy is formulated the consideration should be kept in mind that it is strongly positively related to the marketing performance and goal should be to enhance the marketing performance such that decreasing the marketing costs, increasing the market share. The supply chain strategy has impact on financial performance under the China Pakistan Economic Corridor. That means when supply chain strategy is formulated the consideration should be kept in mind that it is strongly positively related to the financial performance and goal should be to enhance the financial performance such that decreasing the operation costs, increasing return on investment. Also it is recommended the supply chain strategy should be China Pakistan Economic Corridor specific in such a way that your organization strategy scalable, sustainable and cater all type of future regulation changes without effecting the logistics, marketing and financial performance.

DEDICATION

VERY RESPECTFULL AND HUMBLY,
I DEDICATE THIS WORK TO MY BELOVED
PARENTS AND BROTHER

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