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“(Assessing Impact Of Factors Affecting Performance
Of Supply Chain In Retail Industry: A case of CSD
Canteen Store Department.)”



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ABBREVIATIONS

Following are the abbreviations used in this research proposal:

Abbreviations	Description
SCM	Supply chain Management
SCMP	Supply chain management Performance
CRM	Customer Relationship Management
SRM	Supplier Relationship Management
CSD	Canteen Store Department
SC	Supply Chain
SCRM	Supply Chain Risk Management

ABSTRACT

According to several researchers, it is deduced that the new paradigm for being a successful company, yielding high profitability, does not rely on its strategies and operations, but mainly on its supply chain. In other words, we can say that competitive advantage of a firm now lies on, how effective its supply chain is. Factors that affect performance of supply chain are being explored by many researches. However, few of many predefined factors affecting performance of supply chain includes Supplier Relationship Management, Customer Relationship Management and Information Sharing. In this study we will look at Supply Chain Management in context of retail industry of Pakistan. To narrow down the topic, this study is designed as case based study on CSD. A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The supply chain includes not only the manufacturer and suppliers, but also transporters, warehouses, retailers, and even customers themselves.

If we talk about Supply Chain Management Performance; then it is stated as the set of activities that links or integrates manufacturer, distributors, retailers and customers; better integration of all activities results in better Supply Chain Management Performance. In order to improve the performance of a firm, SCM is said to be the most effective way.

This research has three independent (Information sharing, Supplier Relationship Management, Customer Relationship Management) and one dependent variable (Supply Chain Management Performance). This research is based on quantitative data that includes questionnaires. This is a non-experimental research. Population under study is represented by Employees of Canteen Stores Department (CSD). Supply chain managers, procurement managers, logistic managers and inventory managers of above mentioned retail organization were contacted for the purpose of data collection.

The research concluded after all the tests and analysis that information sharing and customer relationship management along with supplier relationship management has strong impact on performance of supply chain. Furthermore, it concluded that there is room to improve information sharing and customer relationship more as compared to supplier relationship management.

Key Words: Supply Chain, Supplier Relationship Management, Supply Chain Performance.

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