“The impact of logistics system of Dawn group of Companies on its warehouse management”

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ABSTRACT

In the dynamic business world there is an intense competition exist between the manufacturing companies in Pakistan. The organizations are in search of new methods and techniques to enhance the effectiveness of their logistics. More emphasis is given on identifying further components of logistics and supply chain management that can be the game changer for the companies. The primary focus of this research is finding the impact of logistics of Dawn Group on its warehouse management and how to improve the efficiency through the results. For this research the organization selected is Dawn Group, a leading food and bakery items manufacturing company in Pakistan. The findings of this research were that there is a significant impact of the logistics components of the firm on its warehouse management. There were three components identified in the literature review of logistics that were tested for the impact on firm's warehouse management and the most significant relationship was of information system of logistics and warehouse management of the firm.

Key Words: Logistics, Warehouse management, Supply Chain Management.

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DEDICATION

“I dedicate my efforts to my family and my respected teacher.”

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