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**“Impact of Supply Chain Management Practices on Competitive
Advantage - A Case of Restaurants in Twin Cities”**



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ABSTRACT

The purpose of this study is to find how strategic supplier partnership, Customer relationship, Information sharing and overall supply chain management practices have impact on competitive advantage of a restaurant. Between these variables the cause and effect relationship is find out through Causality approach. The restaurants sectors in Pakistan is targeted for this research. The Managers, procurement managers and owners etc. of the restaurants in twin cities are targeted for the collection of data. Techniques used for data collection is convenient sampling. Likert scale questionnaire was designed for data collection. For analyzing the statistical data SPSS software was used to find correlation and regression. The results shows that strategic supplier partnership, information sharing, customer relationship and overall supply chain management are strongly and positively related to competitive advantage of Restaurants sectors.

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