

"The impact of buyer - supplier relationship and purchasing process on the supply chain performance: A conceptual Framework"



By:

MOHAMMAD UMAIR SAJID 01-120151-013

MBA

SUPPLY CHAIN MANAGEMENT

Supervisor:

DR. SARWAR ZAHID

Department of Management Science

Bahria University Islamabad

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Abstract

This study examines the influence of buyer supplier collaboration on supply chain performance in FMCG sector of Pakistan. Primary data has been collected through structured questionnaire from different FMCG firms operating in the area or Rawalpindi and Islamabad. 92 employees of FMCG sector participated in the study. A convenience sampling technique used to collect the primary data. Each question had five option; each of them was assigned a value from one to five. Rating “one” was strongly disagree and “five” was the strongly agree. Questionnaire for this has been adopted from past study. SPSS 17 has been used for statistical calculations. In particular, the investigation inspected buyer-supplier collaboration measurements of trust, commitment and pricing strategy and supply chain performance the greater part of which were found to have a positive and critical relationship. It is concluded that buyer supplier collaboration has a noteworthy positive effect on supply chain performance in FMCG sector of Pakistan. This investigation recommends that restricted FMCG industry can enhance relationship progression is through producing nearer linkages with suppliers. By creating commitment and adjusting to each other's needs and enhancing correspondence and co-task, a more grounded relationship ought to rise which at last will make a nearer holding amongst buyer and supplier.