

**THE RELATIONSHIP BETWEEN SUPPLY CHAIN FAILURES AND  
CUSTOMER SATISFACTION. AMONG MURREE BREWERY**



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## ABSTRACT

The study was carried out to examine the relationship among failures in the supply chain and satisfaction of customer. And for that purpose, the study chooses the Murree brewery Rawalpindi to gather the related data and information from population. The research had four objectives to attain that is to determine the impact of bull whip effect on satisfaction of customers, to determine the impact of management of inventory on satisfaction of customers, to determine the impact of management of supplier on satisfaction of customers, to determine the impact of failures of supply chain on satisfaction of customers for Murree brewery Rawalpindi. The study conducted exploratory design of research for the research the data was gathered through interviews. 6 interviews were conducted from the experienced and concerned employees of Murree brewery Rawalpindi. After the interviews the information was analysed to draw a conclusion.

**Keywords:**

Murree brewery, Supply chain failure, Bullwhip effect, Inventory management, Customer satisfaction, Supplier management, VMI (Vendor Managed Inventory)