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**"The Impact of Supply Chain Integration on
Operational Performance of the firm - A Study of
Restaurant Industry of Islamabad"**



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ABSTRACT

The purpose of research is to find out how Supplier Integration, Internal Integration, Customer Integration and overall Supply Chain Integration affects Operational Performance levels of organizations. Causality approach is used in this study to find out cause and effect relationship between study variables. This research paper is aimed at Restaurant sector of Pakistan. Data was collected from General Managers, Managers Operations, Procurement Managers, other Employees and Owners of restaurants in the vicinity of Islamabad through questionnaires. Convenient sampling technique is used for collection of data. Questionnaire was designed around closed ended and Likert scale questions. Sample size of 93 was used and response rate was 77 percent. SPSS Software was used for analysis of data by running regression and correlation. Results show that Supplier Integration, Internal Integration, Customer Integration and Overall Supply Chain Integration has strong and positive impact on Operational Performance of Restaurant Sector.

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