

**JOINT PLANNING AND PROBLEM SOLVING
ROLES IN SUPPLY CHAIN COLLABORATION IN
PAKISTAN: A CASE OF FMCG FIRMS (YOUNGS
FOOD & NATIONAL FOODS)**

By

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Approval for Examination

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 19% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature

Date: 23-09-18Supervisor's Name: Asif Rehman

HoD's Signature: _____

Date: _____

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Abstract

Purpose: This research is carried out to uncover the role of joint planning and joint problem solving in developing the SCC (Supply chain collaboration). The research views the impact of these (joint planning and joint problem solving on SCC) in Pakistani FMCGs firms.

Methodology & Design: The scope of this research clearly identifies that, it adopts a quantitative research method since, its research design is causal. The main of this research is to have measurable results so that, a researcher can examine the deductive approach/hypothesis. In order to determine the overall research strategy the researcher defines the research design. The research is causal in which the researcher is trying to determine the causal and impact of one variable on the other. For this research the researcher will examine the relationship and impact of joint planning and problem solving on the supply chain collaboration.

Findings: The findings from the research shows that, joint problem solving and joint planning have significant positive impact on SCM collaboration. The tests also highlights the fact that, all these three variables have an impact of 28% on the overall collaboration.

Conclusion: In conclusion, the research based on the consent from previous studies and related theories determines some integral aspects of collaboration and problem solving along with its impact on SCM collaboration culture. The research shows that, all these factors like (Joint planning, Future capacity and joint problem solving) aids in developing the culture of SCM collaboration in an organization.

Keywords: *Collaboration, Joint Planning For Increasing Market Share, Joint Problem Solving, Supply Chain Management*

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With the increase in multi-country companies, most of the business organizations have started different strategies to improve their performance and to address the market needs. This quest for competitiveness is also related to environmental issues, especially in case of the needs of consumers who require and require (Kumar, 2017). The environmental issues and ways of globalisation have started international trade that has become a new market and moving ahead for globalisation in order to curb the environmental issues as to have a sustainable world (Huggins, 2011). Collaboration and joint planning has its advantages, one for the firm, it helps the firm in reducing cost, joint planning helps to lower risk management and developing better products (Huggins, 2011).

Supply chain management (SCM) has emerged as a context of the sharing information available. Advances in information technology (IT) have enabled the construction and collaboration that improve SCM strategies (Gardner and Fisher, 1997; Waller et al., 1999; Venkatesh and Woodcock, 2000; Fawcett et al., 2004). Previous SCM research has revealed some of the benefits a firm can achieve through better information exchange with its supply chain (SC) members. These benefits include better lead times, smaller batch sizes, reduced inventory levels, faster new product design, faster order fulfillment cycles, improved coordination in supply chain activities and improved purchasing, production and firm performance (Huggins, 1998; Kant, 2000; Associates Inc., 1993; Asens and Mendonca, 1997; Chen and Hammond, 1997; Lee et al., 1997; Lee and Whang, 2000; Li, 2004; Huggins et al., 2004; Kulp et al., 2005; Garcia et al., 2004; Chen and Chen, 2007).

1.1 Background of the Study

There is an increasing emphasis on digital marketing as well as business strategy from being an integral part of a collaborative, open and accessible firm (Kotler & Armstrong, 2009). While in the past, it has been the context of marketing for the firm, now it has become a competitive strategy and is being pursued by the marketing department and various other