

*Majors: SCM*

*F.No. 31*

***"IMPACT OF SUPPLY CHAIN INTEGRATION ON SUPPLY CHAIN  
PERFORMANCE AND SUPPLY CHAIN PRACTICES OF POULTRY  
INDUSTRY***



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**Fall 2018**

**FINAL PROJECT/THESIS APPROVAL SHEET**

**Viva-Voce Examination**

Viva Date 24/01/2019

**Topic Reserch:** IMPACT OF SUPPLY CHAIN INTEGRATION ON SUPPLY CHAIN PERFORMANCE AND SUPPLY CHAIN PRACTICES OF POULTRY INDUSTRY

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## **ACKNOWLEDGEMENT**

First of all, Thanks to **ALLAH**, Who is  
most merciful and most Beneficent.

After that, I would like to state my special gratitude to **Dr. Sarwar Zahid**,  
my thesis supervisor, for conveying his expertise and knowledge into this research.

I feel no hesitation in saying that I would not be able to complete this study  
without his constant support and time to time instructions. I genuinely thank him  
for his guidance and encouragement in carrying out this research.

I would also like to thank my Family members, who encouraged and supported me  
and made it easy for me to complete this research.

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## ABSTRACT

This study examines the impact of supply chain integration on supply chain performance and supply chain practices. The industry chosen for this study is poultry industry of Pakistan. This study has included supply chain integration as an independent variable, whereas supply chain performance and supply chain practices as dependent variables. To identify the impact of supply chain integration over supply chain performance and supply chain practices, a structured questionnaire has been distributed amongst the officials of poultry industry of Pakistan in order to gather the data regarding literature study. Several statistical instruments such as descriptive frequencies, correlation, regression, etc. have been used to figure out the relationship between supply chain integration (independent variable) and supply chain performance and supply chain practices (dependent variables). Results of these statistical analysis has been interpreted by correlation, regression, level of significance, through a tool known as SPSS Software. It is evident through findings that there exists a strong positive relationship between supply chain integration (independent variable) and supply chain performance and supply chain practices (dependent variables) within poultry industry of Pakistan.

**Key Words:** Supply Chain Integration, Internal Integration, External Integration, Supply Chain Performance, Supply Chain Practices etc.