

**THE USE OF REVERSE LOGISTICS ON WASTE MANAGEMENT IN PAKISTANI
WHOLESALE STORE**



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ABSTRACT

Purpose: Reverse Logistics contributes to the environmental awareness, which involves all the process, preservation of the resources, goods and reducing the pollution created by the disposal of goods in the procedure. Solid waste goods are happening at a speedy pace. In developing country's economies are facing several fiscal developments and swift urbanization, it's probably that the share of solid waste can increase over the consequent few years. To overcome and beat the challenges of solid waste management, sustainability of Reverse Logistics is the way to solve the problem is to recycle or reprocess/recycled the return goods which are refunded to the "wholesale stores".

Approach: A self-completion questionnaire was designed, and data was collected from different Retail companies within the vicinity of Islamabad. A total of 120 questionnaires were sent to the companies out of which (100) respondents fill out the questionnaires and returned. The respondents were employees from different departments of the Retail companies. Statistical techniques like frequency tables, descriptive statistics, correlation coefficient and linear regression were used to analyse the data.

Findings: The results of the study explain that Reverse Logistics has a very strong impact on its factors, and they have a positive impact on the Retail companies. It states that retail firms should work on reverse logistics and its factors in waste management. Like any other research, the research has recommendations the end and regarding future research based on the results of the research conclusions of the study.

Key Words: **Reverse Logistics, Retail, Wholesale, Sustainability, Environment, Waste Management**

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