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Impact of Supply Chain Management Practices on Organizational Performance of Tehwaar Event Management



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Abstract

The relationship and impact of supply chain management practices on organizational performance of Tehwaar Event Management is discussed in this case study. There are two main aims of this study. It is to reveal the extent to which Tehwaar Event Management is applying supply chain management practices in their firm and the impact it has on their organizational performance. A consensus study survey type was adopted to carry out the research design. A questionnaire was floated to 248 respondents which was carefully analyzed. The respondents include the employees, suppliers, and customers. Using the SPSS software, the data was analyzed through descriptive analysis and regression model. It was found in this study that Tehwaar Event Management has knowingly or unknowingly adopted supply chain management practices and is getting benefits out of it. It has been helping them maintain healthy relationships with their customers as well as suppliers, increased their market leadership, improved overall costs and customize their products and services. The two variables taken for supply chain management practices are supplier relationship management and customer relationship management. These independent variables showed a positive and strong relationship with the dependent variable. This study concluded and recommended that supply chain management practices must be adopted to improve the performance of the organization. Findings of this study are limited and furthermore studies can be conducted for better reviews.

Keywords: Tehwaar Event Management (TEM), Supply Chain (SC), Supply Chain Management (SCM), Customer Relationship Management (CRM), Supplier Relationship Management (SRM), Just in Time (JIT).

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