Major: SCM

S. No. 07

“Impression of Supply Chain Risk Management and Outsourcing Logistics on Supply Chain Performance and Business Performance on Telecom sector of Islamabad: An Empirical Study”

By:

Aimen Saeed (01-221172-053)

Supervisor:

Dr. Bakhtiar Ali

Department of Management Sciences

Bahria University Islamabad

Fall 2018

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voice Examination

Date 23/01/2019

Topic of Research:

"Impression of Supply Chain Risk Management and Outsourcing Logistics on Supply Chain Performance and Business Performance on Telecom Sector of Islamabad: An Empirical Study"

Names of Student:

Name: Aimen Saeed **Enrollment No: 01-221172-053**

Class:MBA 1.5

Approved by:

_____

Dr. Bakhtiar Ali

Supervisor

_____

Khalid Mumtaz

Examiner-I

_____

Salman Ali Khan

Examiner-II

_____

Dr. Sarwar Zahid

Research Coordinator

_____

Dr. ArifKhattak

Head of Department - Management Sciences

Acknowledgement

I would like to show my gratitude to the many people, in many countries, who so generously contributed to the work presented in this thesis.

Special mention goes to my enthusiastic supervisor, Dr. Bakhtiar Ali. My thesis has been an amazing experience and I thank Sir Bakhtiar wholeheartedly, not only for his tremendous academic support, but also for giving me so many wonderful opportunities. He has been a truly dedicated mentor. I am particularly indebted to him for his constant faith in my work.

I am also hugely appreciative to Mr. Moosa Shafiq (AM-HRBP North, PTCL), especially for sharing his analytical expertise so willingly, and for being so dedicated to his role as an overseer.

Special mention goes to Mr. Rafe Ahmed Siddiqui and Mr. Waqas Ahmed Siddiqui, for going far beyond the call of duty and helping me in the collection of data.

Finally, but by no means least, thanks go to Mom, Dad and Waleed for almost unbelievable support. They are the most important people in my world and I dedicate this thesis to them.

Abstract

In my opinion, outsourcing the logistics function can help in pacing up the supply chain responsiveness. It helps in decreasing the risk factor in supply chain process and also helps in the efficiency of supply chain department. Companies who outsource logistics function are known to more efficient and also their lead time is less as compared to other companies. Outsourcing functions help in efficiency of other operations of the company as they do not have to focus on some of the functions so it also helps in increasing the efficiency and effectiveness of the company. Outsourcing logistic function helps in decreasing the risk factor of the company and hence helps to increase the overall performance of the company. The industry that was chosen for this research was Telecom Industry and the companies selected were Huawei, PTCL, Jazz and Ufone. Geographical region was limited to Islamabad for this study. These companies outsource some of the parts of their logistics function. It was proved that their efficiency has increased after they outsourced their logistics function. Moreover, these companies tend to be more proactive towards supply chain risks to manage and control them. These proactive approaches help supply chain department to perform well and business tends to be more profitable.

Keywords: *Supply chain risk management (SCRM), outsourcing logistics (OL), supply chain performance (SCP), business performance (BP).*

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