

Major: SUPPLY CHAIN MANAGEMENT

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**THE IMPACT OF LOGISTICS IN THE EFFECTIVENESS OF
SUPPLY CHAIN IN MANUFACTURING INDUSTRY PEPSI AND
COKE (LAHORE)**



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ABSTRACT

This study is focused mainly on identifying the impact of logistics in the effectiveness of supply chain. This study has selected manufacturing industry Pepsi and Coke of Lahore and targeted the officials of manufacturing firms of Lahore to collect the data to be used within this study. This study has considered inbound logistics, outbound logistics, reverse logistics, and logistics integration, representing logistics, as independent variables. Whereas, supply chain management is considered as the dependent variable in this study. Research instrument used within this study for the collection of data from respondents has been the structured questionnaire. Various statistical instruments that are used primarily to analyze the relationship between these variables includes descriptive frequencies, reliability, correlation, regression, ANOVA, coefficient etc. The results interpreted through correlation and regression by the help of SPSS software have shown the significant impact that logistics (inbound logistics, outbound logistics, reverse logistics, and logistics integration) has on effectiveness of supply chain (supply chain management). It has been found that inbound logistics, outbound logistics, reverse logistics, and logistics integration (independent variables) have significant positive impact on the supply chain management (dependent variable) in manufacturing industry Pepsi and Coke of Lahore.

Key Words: Logistics, Inbound Logistics, Outbound Logistics, Reverse Logistics, Logistics Integration, Supply Chain, Supply Chain Management, etc.

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