

*The Impact of Supply Chain Management Practices on
Procurement Process of Retail Industry of Rawalpindi
and Islamabad (Metro Cash and Carry)*



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In the name of Allah, most merciful, most compassionate

All praise is unto Allah, lord of the worlds and the sustainer of each and every atom in existence.

Exalted is he, above all which is associated with him. There is none like unto him, and he is the all hearing. All seeing. He knows what a person holds in his heart his deepest dearest desires that linger in the hearts of mankind. He is the light of heavens and the earth. And I bear witness that our master, the beloved prophet of Allah (PBUH) - Muhammad, is his servant and messenger. He was sent with the message of truth and purity. He was sent to as a witness, a bringer of glad tidings, A Guide to illuminate and show the path a light. May the peace and blessings of Allah SWT and his beloved prophet forever continue to shower on his followers and bring those who have defected from the path of truth and justice may their hearts be filled with the light and grant them courage to redeem their souls and spirits.

Ameen

Declaration

I hereby declare that this thesis titled “The Impact of Supply Chain Management Practices on Procurement Process of Retail Industry of Rawalpindi and Islamabad (Metro Cash and Carry)” is a benefice work undertaken by me and it is not submitted to any other university and institution for the award of any degree Diploma / certificate or published any time before and there will be no identical research available on the internet which would be identical to material submitted in the report.

Signature:

Muhammad Usman Saqib

Certification

This is to certify that the thesis report title, “The Impact of Supply Chain Management Practices on Procurement Process of Retail Industry of Rawalpindi and Islamabad (Metro Cash and Carry)” submitted in partial fulfillment for the award of MBA (Masters of Business Administration) degree to Department of Management and Social Sciences, Bahria University, Islamabad were carried by Muhammad Usman Saqib under my guidance. This has not been submitted to any other university and Institution for the awards of and degree/diploma/certificate.

Mr. Firdous Ahmed Shehri

Thesis Supervisor

Signature

Abstract

The relationship and impact of supply chain management practices on procurement process of Metro Cash and Carry is discussed in this case study. There are two main aims of this study. It is to reveal the extent to which Metro Cash and Carry is applying supply chain management practices in their firm and the impact it has on their procurement process. A consensus study survey type was adopted to carry out the research design. A questionnaire was floated to 248 respondents which were 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 Metro Cash and Carry 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.

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