



**Final Year Project Showcase Batch 2018
Year 2022**

Department: Economics and Management Sciences		
Programme: Management Sciences		
1	Project Idea	<p>The retail sector of Pakistan has a significant contribution to the country's economy. However, the operations of the retail businesses in Pakistan do not have the same kind of focus and implementation as done in the West. Moreover, we failed to find any existing study covering the relationship of supply chain management (SCM) practices with Supply Chain Performance (SCP) and Firm Performance (FP) in retail firms of Pakistan. So, this came as an important point of study for us to look at the importance of supply chain in retail businesses of Pakistan considering that retail is an important stage of the entire supply chain structure.</p> <p>Furthermore, the existing literature talked about retail benefits to the economy of the country. However, there are certain benefits enjoyed by consumers which need to be studied so that business improvements can be made for an even better corporate environment. For this reason, we decided to investigate the benefits of retail businesses from the perspective of consumers.</p>
2	Process	<p>After deciding on the topic, we went across several literature pieces to design a perfect methodology for the study. We first designed the survey questionnaire for both our phases (retail and consumer side). The questionnaire for phase 1 was adopted from an existing questionnaire used in a similar study in the context of another country. This ensured the reliability of the data collection instrument although we also found the reliability of the questionnaire.</p> <p>Using the literature, we then developed the questionnaire for phase 2. With the help of both the questionnaires, we collected data for further development of the study. Phase 1 questionnaires were distributed via LinkedIn whereas, phase 2 questionnaires were given as google forms via WhatsApp groups and physical distribution in university canteens.</p> <p>Data analysis was done as soon as the responses were obtained from both phases.</p>
3	Outcome	<p>From our study, it is apparent that SCM practices have a positive impact on SCP and FP. Moreover, each of the practices have a significant effect on FP when SCP is introduced as the mediating variable. This shows that retail businesses of Pakistan should focus more on the adoption and implementation of SCM practices for improved operational performance.</p>



4	Evidence (Theoretical Basis)	<p>We investigated the relationship between five supply chain management (SCM) practices, supply chain performance (SCP) and firm performance (FP) of FMCG retail firms in Pakistan. The five practices are information sharing (IS), information quality (IQ), supplier relationship management (SRM), customer relationship management (CRM) and goal congruence (GC). The practices were obtained after a thorough overview of the existing literature. Along with this, we also looked at the benefits of retail firms from the perspective of consumers. This study was divided in two phases: phase 1 looked at the retail side in which we gathered data from supply chain managers of retail firms whereas phase 2 was the consumer side which involved data collection from consumers of retail firms. Survey questionnaires were used as the main data collection instruments for both phases. Phase 1 involved quantitative data while hybrid data was obtained for phase 2 (both qualitative and quantitative). Linear and mediation regression tests were run on SPSS to obtain the relationship between each of the practices, SCP and FP. The conceptual framework developed for this study identified SCM practices as independent variable while FP was the dependent variable. SCP acted as both the dependent variable and mediating variable for linear and mediation regression, respectively. The results of phase 1 demonstrated a significant positive relationship between each of the SCM practice, SCP and FP. Through our study, it is indicated that firms that invest in improving strategic operations enjoy an efficient and effective performance which contributes to profitability. The quantitative part of phase 2 was analyzed using descriptive statistics, that is, mean and frequencies were obtained to ascertain the visits of consumers to big retail outlets in comparison to next door grocery shops. Thematic analysis for the qualitative part identified affordability, convenience, product availability, product variety and quality as the main benefits of retail shopping for consumers.</p>
5	Impact on Sustainability of Urban Regions or SDG-11 "Sustainable Cities and Communities"	<p>Big retail firms are mainly located in urban cities and communities. Investments in technology will improve the quality of information hence enhancing the process of information sharing across the supply chain of retail firms. An efficient and responsive supply chain is more likely to promote proper resource usage than one which lacks coherence to function in an efficient and responsive manner. Moreover, technologically updated businesses maintain a certain level of market competitiveness giving them an edge over their respective counterparts. This, in turn promotes sustainability in a way that retail firms</p>



		will be better able to consider the human impact of their product and service offerings, from the sourcing of raw materials to production, storage and delivery.
6	Competitive Advantage or Unique Selling Proposition (Cost Reduction, Process improvement, Attainment of any SDG (Sustainable Development Goal), increase of market share or capturing new market or having superior performance over a competitor. In summary, any striking aspect of the project that compels the industry to invest in FYP or purchase it. Some detailed description is required in terms of how, why when what. You can select one or more from the following dropdown and delete the rest of them). Please keep relevant options, delete the rest of them, and correct the sequence	
a	Attainment of any SDG (e.g. How it is achieved and why it is necessary for the region)	<p>SDG#8: Decent Work & Economic Growth Global economic recovery has witnessed a setback following the pandemic, market fluctuations as well as the recent Ukraine crisis. Supply chain disruptions have contributed to a decline in economic recovery. SDG 8 aims to promote sustainable economic growth and decent work for all. The retail industry of Pakistan plays a major role in the economy of the country and so, improvements in supply chain operations as a result of the adoption and implementation of SCM practices.</p> <p>SDG#9 Industry Innovation & Infrastructure: This study identifies the use of technology and improved infrastructures for better communication leading to resilience in crises such as the pandemic, and improved performance. Higher-technology industries are abler to adapt to crisis situations as compared to their lower counterparts. In this study, communication software such as SAP is shown as a major contributor of proper information sharing. SDG 9 encourages to build resilient infrastructure and foster innovation. The use of SCM practices can be identified as useful for retail businesses to adapt to changing market conditions and innovate for improved performances.</p>
b	Environmental Aspect (e.g. carbon reduction, energy-efficient, etc.)	Investing in practices such as information sharing and supplier relationship management will allow retail firms to act more economic and environmental-friendly in the products that they offer. That is to say, raw material sourcing can be improved by looking for suppliers that offer products which have a minimum impact on the environment. Furthermore, partnerships can be made with the supplier to improve the production process and delivery. This reduces carbon emissions by investing in environment-friendly production technologies.
c	Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process (e.g. What is the issue is current process and what improvement you suggests)	<p>The strategic role of supply chain management in business operations is widely known in the West. However, this concept of importance is still neglected in the corporate world of Pakistan. Businesses in Pakistan lack the knowledge of proper resource utilization and so, implementation of SCM practices has mainly been an issue, owing to the lack of communication between entities within a supply chain structure.</p> <p>With our study, it is clear that SCM practices contribute greatly to an improved firm performance and so, retail</p>



SUSTAINABLE URBAN REGIONS

NED University of Engineering & Technology



unesco

Chair

		businesses need to focus on improving their relationship with the suppliers and customers for an improved reputation in the market as well as competitiveness against counterparts.
d	Expanding of Market share (e.g. how it expand and what is the problem with the current market)	The retail sector has a significant share in the market of Pakistan. An already flourishing sector in the country's economy is likely to expand even further with proper investments and efficient utilization of resources. Moreover, improvements in firm performance and supply chain performance enhances customer experience with the businesses and so, this contributes to an expansion of market share as people continue to enter the market.
7	Target Market (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service	Retail businesses mainly target middle-income households. Consumers are end-users of products provided by retail businesses and so, they are the target market.
8	Team Members (Names along with email address)	Urwah Mansoor (urwahmansoor4@gmail.com) Saleha Mairaj (salehaali45@gmail.com) Anem Ali (anemali19989@gmail.com) Nuzaifa Zaim (nuzaifazaim02@gmail.com)
9	Supervisor Name (along with email address)	Prof. Dr Raza Ali Khan (alikhan.raza@gmail.com) Mr Adnan Khalil (adnankhalil56@yahoo.com)