

“Metro Logistics Management in Retail Industry”



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Dedication

We dedicate this study to our **parents & families, who** supported us during up and downs of our life, special feeling of thankfulness to our caring parents who always encouraged us and supported us throughout our studies.

Declaration Form

We, **Saeed Ahmed-01-222132-021** and **S. Wajahat Jamal 01-222132-020** hereby declare that the project has been submitted by us in the partial fulfillment of the requirement for the degree of MBA and this project present research carried out at Bahria University Islamabad Campus and aims encouraging discussion and comments. The observation and viewpoints expressed are the sole responsibility of the author. It does not necessarily represent positions of Bahria University Islamabad Campus or its faculty. We also understand that if evidence of plagiarism is found in my thesis at any stage, even after the award of our degree, the work may be cancelled and the degree revoked.

Date 18/02/2016

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ABSTRACT

In today's challenging competition in the consumer goods, the manufacturers strive for their products to reach final customers before they turn their heads to the rival's ones. This research attempts to understand and investigate how Habib Metro Pakistan manages its logistics activities, distribution and applying information technology to achieve competitive advantages. The purpose of project report, in retailing industry and retailing convenience store's perspective, to identify and describe the way Habib Metro manages and operates its retail convenience business focusing on several aspects.

The study is considered as qualitative single-case study. Data is collected from the interviewing the customers and employees of Metro Habib, Islamabad. Secondary data is retrieved from the information system, research and reports, publication sources as well as internet sources. SWOT Analysis, PEST Analysis and Marketing strategies and 4 P's has been applied and judged. By applying the synchronized strategies between supply chain members to adjust and modify the capabilities of firms, leads to supply chain benefits and competitive advantage for retail firm. The applications of IT and Distribution Centers enhance supply chain capabilities, reliability, and dependability which result in better service and market performance.

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