

**“THE IMPLEMENTATION OF E-COMMERCE ON LOGISTICS AND SUPPLY
CHAIN: A CASE OF MSA POULTRIES”**



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2. Abstract

This study contributes to the implementation of new technology in the poultry industries of Pakistan, though less contribution of the past researchers and studies have made it a little difficult for writing recommendations and future action plans. This study is based on the empirical methodology for finding some of the results, which includes in depth interviews; brain storming sessions, direct and indirect observations and questionnaires contributes to the findings and the empirical analysis. Past trends shows that there has not been sufficient work done with new technologies in the poultry industries of Pakistan and. Relationships amongst the supplier and client has been one of the issue which creates irregular supply chain system and contributes to one of the factor related to the security concerns. This paper mainly concerns with the solution contributing to efficient inventory management system. Other analysis tools includes past researches, case studies, articles and logical models.