

**ROLE OF INFORMATION SHARING ON DEMAND**  
**AMPLIFICATION**



BY

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## **Dedication**

*“This is dedicated to all those who helped me in making this research complete, and there is no doubt that without their help and support, I was unable to complete my this Research. Their inspirational instructions guidance and their experience made my work Precious”*

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*“Khurshid Alam”*

## **ABSTRACT**

The scope and Purpose of this study is to find and evaluate ‘The Role of Information Sharing in reducing the Demand Amplification of supply chain. This research will Conclude its analysis toward the importance of Sharing information that will falls on supply and demand forecasting and its amplification of the company Nestle in this context of Supply Chain. Along with this it will also be analyze that how its performance will be boost up. The purpose of this study will also guide the manager about the importance of information sharing and their decision making in the key areas for the best result of the organization. This research also focus on relationship between the linking party of supply chain in an organization, along with the importance and level of information that has been shared with these Parties. It has also been in focus in my research the role that information sharing is making in building competitive edge for an Organization. The targeted area on which my research is in focus are; The Role of information sharing on Demand Amplification of supply chain. For the purpose to conclude the result and analysis survey method has been injected while using convenient sampling technique. Different Questionnaire has been distributed by some reference at Nestle Dairy Product Rawalpindi through Survey method.

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