

Role of achievement of strategic fit to increase productivity in SMEs in Pakistan

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Dedication

To my parents, siblings, whole family, friends and teachers as they were the one who always supported me and never let me down. Thank you for all your love and support

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Abstract

The ultimate objective of this study was to found the role of achievement of strategic fit to increase productivity. For this purpose quantitative research was conducted in small medium enterprises of Pakistan and results are obtained. Research shows us that achievement of strategic fit in terms of controllable external factors increases productivity more as compared to achievement of strategic fit in terms of uncontrollable external factors.

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