

CATALYSTS TO GREEN SUPPLY CHAIN EVOLUTION IN FMCG SECTOR OF PAKISTAN

By

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



FALL, 2016

Bahria University Karachi Campus

Acknowledgement

First of all we would like to thank All Mighty Allah for giving us strength to work hard with full dedication and bringing us through all the hurdles we faced while conducting our research. Secondly a big thanks to our advisor Sir Mumtaz Khan without his guidance nothing seems possible in this regard, he has been our motivating force from the very first day of the semester till the last day of submission of report, he has been always our support structure and showed us way towards the possibilities.

ABSTRACT

Purpose: The main aim of this research is to determine the critical importance of green supply chain management and its evolution in the FMCG sector of Pakistan. For this research the FMCG firm selected is Unilever Pakistan. Unilever has been the biggest FMCG in Pakistan as well as internationally too. The mantra of green supply chain management can clearly be witnessed at Unilever. Research reveals that, green supply chain management is pillared on the aspects of reverse logistics, green procurement and green manufacturing.

Methodology: The research is quantitative in nature and therefore, the data is collected with the help of questionnaire distributed among the respondents from Unilever Pakistan. This research depends on non-probability sampling procedures and convenience sampling will be utilized. Unilever Pakistan Ltd utilizes stratified irregular sampling as it is viable and proficient and gives precision in result. The sample size for this research is 300 respondents.

Findings: the findings from the research suggest that, all these variables got accepted as they come under the limit of 0.05 while, this means that all of them have significant positive impact on environmental sustainability. One important aspect of this research is that, Unilever is the giant player in the market and therefore, follows all the rules and regulation and defined policies regarding environmental sustainability. Other local firms are moving towards adopting these concepts in order to standardize their processes and move towards attaining sustainability.

Keywords: *Green Manufacturing, reverse logistics, supply chain management, unilever*

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