

**“ROLE OF INFORMATION TECHNOLOGY AND INVESTMENT IN SUPPLY
CHAIN INFRASTRUCTURE TO ACHIEVING COMPETITIVE ADVANTAGE
IN HOTEL INDUSTRY OF ISLAMABAD, PAKISTAN”**



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ABSTRACT

This final project is about the role of information technology and investment in supply chain infrastructure for achieving the competitive advantage. For final project we choose the hotel industry. We investigated the relationship of information technology and investment in supply chain infrastructure in the context of competitive advantage. For this purpose we circulated the 148 questionnaire in the different hotels of Islamabad. The response rate was 70% from the respondents. The random sampling technique was applied in this study and results are driven by the correlation and regression test. This study proves that the IT is strongly significant in relation to competitive advantage and the other variable Investment in the supply chain infrastructure is positively related with the competitive advantage but there is absence of significant relationship between investment in the supply chain infrastructure and competitive advantage. Both investment and information technology plays very important role in the organization success. Information technology plays an important role for retaining the customer and maintaining market share. The organization spends a lot of money into their supply chain structure to control their overheads and maintaining their inventory properly to minimize the waste material. The hotel industry is that industry where lots of inventory items are to be used regularly. This study also describes concrete recommendations which enable the stakeholders to make themselves as precious asset for the society as well as gaining high market share.