

# **STAKEHOLDER'S PERCEPTION REGARDING FACTORS RESPONSIBLE FOR CREATE BULLWHIP EFFECT IN THE CONSUMER MARKET**

**By**

**MUDDASSIR FURQAN**

**15704**

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



**SPRING, 2015**

**Bahria University Karachi Campus**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	1.05.15	FR-10	<u>INTRODUCTION</u>	M. Abbas
6	15.05.15	FR-10	LITERATURE REVIEW	M. Abbas
7	01.06.15	FR-10	SPSS	M. Abbas

#### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 12 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 17/8/15

Name: ASIM RAZA

HOD'S Signature Date: \_\_\_\_\_

## ABSTRACT

**Purpose-** An important aspect in supply chain management, the bullwhip effect, suggests that fluctuation in demand increases as one moves up a supply chain. The target of this research is to benchmark or quantify the existence of bull whip affect in companies and if successful then leaping ahead on how to reduce this effect. In this paper research is being done through wholesalers, retailers and SCM Managers. Their perceptions on bullwhip effect and its factors

**Methodology/Sample-** This research involves use of questionnaire disseminated personally to wholesalers and retailers. Fifty questionnaires have been distributed to wholesaler and retailer. The respondents belong to different companies, social classes and areas of residence. We have selected departmental stores and the target respondents from city of Karachi. The collected data has been passed through t test, frequency distribution and pie charts. The collected data has been analyzed to stakeholder's perception regarding factors responsible for create bullwhip effect in the consumer market

**Findings-** The analysis and t test has clearly resulted that supply matrices has play a vital role to retain and improve the stakeholder's perception regarding factors responsible for create bullwhip effect in the consumer market in industry of Pakistan

**Practical Implications-** This research will help the SCM Managers to set appropriate Stakeholder's perception regarding factors responsible for create bullwhip effect in the consumer market. So that the effectiveness of supply chain could be achieved.

**Keywords-** Supply chain management, Bullwhip effect, Order Batching, Demand Forecasting, Price Fluctuation

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