

# **CROSS DOCKING AS AN ENABLER OF LEAN WAREHOUSING IN PEPSICO PAKISTAN**

**BY**

**FOUZIA MEHBOOB**

**20147**

A research proposal submitted to the Department of Management Sciences, Bahria University Karachi Campus, in fulfilment of the requirement for the MBA degree

Thesis



**SPRING, 2015**

**Bahria University Karachi Campus**

**MBA Thesis**  
**2<sup>nd</sup> Half- semester Progress Report & Thesis Approval**  
**Statement**

**Supervisor- Student meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	3 May	BUKC	Literature Review Analysis and Discuss Data Collection Methodologies	
6	17 May	BUKC	Done with CHAPTER # 4 Data Collection Methodology, SPSS Analysis and Data Interpretations	
7	31 May	BUKC	Finale Review of Thesis	

**APPROVAL FOR EXAMINATION**

Candidate's Name: Fouzia Mehboob Registration No. 20147

Thesis Title: -----Cross Docking as an Enabler of Lean Warehousing in PepsiCo Pakistan-----

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 ----- 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: \_\_\_\_\_

Name: \_\_\_\_\_

HoD's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**MBA Thesis**  
**2<sup>nd</sup> Half- semester Progress Report & Thesis Approval**  
**Statement**

**Supervisor- Student meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	3 May	BUKC	Literature Review Analysis and Discuss Data Collection Methodologies	
6	17 May	BUKC	Done with CHAPTER # 4 Data Collection Methodology, SPSS Analysis and Data Interpretations	
7	31 May	BUKC	Finale Review of Thesis	

**APPROVAL FOR EXAMINATION**

Candidate's Name: Fouzia Mehboob Registration No. 20147

Thesis Title: -----Cross Docking as an Enabler of Lean Warehousing in PepsiCo Pakistan-----

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 ----- 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: \_\_\_\_\_

Name: \_\_\_\_\_

HoD's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Acknowledgement

First and foremost, our utmost **GRATITUDE TO ALLAH**, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this research paper.

Secondly I would like to thank my respected teacher Sir Muhammad Jiyad Shaikh for his guidance to complete this research. This research paper would not have been possible to complete without the guidance and the help of Sir Jiyad, who motivates and guide me to work on an independent study of supply chain management, to exploring modern areas of logistics *Cross docking as an enabler of lean warehousing.*

We also appreciate and honor those people who gave us this opportunity to understand and explore our knowledge about the Pepsi CO and its logistics operations. We are especially thankful to **Bahria University management** who grew up spiritually, mentally and groom our abilities to work on this research paper.

## Abstract

The aim of this study was to evaluate the impact of logistics modern strategy of cross docking on lean warehousing in PepsiCo Pakistan. Cross docking deals with logistics operations and its efficiencies to enhance its distribution process to end customer. The success factor of cross docking that implemented in PepsiCo is the information technology which helps to drag the customer product requirement and leads to meet their demand, the coordination between inbound and outbound supplies and shipment become more reliable. It is also include to minimize the storage space which enables to maintain lower inventory in warehouse.

The study involved use of questionnaires filled by 25 respondents and financial data of PepsiCo. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Regression, ANOVA and Correlation tests were applied. Data from three different PepsiCo from annual reports was conducted to determine their growing profits by applying this strategy.

The analysis and comparative results clearly suggested that cross docking which leads to lean in PepsiCo Pakistan become more successful and bring efficiency in their logistics system to optimize supply chain cost and provide best services to its end customer.

The outcomes of the research might help the corporate decision makers, government policy formulators and other related quarters to understand the impact to successful logistics operations PepsiCo in Pakistan and to understand the overall dynamics and mechanism of upcoming information technology of supply chain management.

**Keywords:** CD (Cross Docking), lean warehousing, inbound and outbound supplies, shipments, and optimization. JIT (Just in Time)

## Table of Contents

Supervisor- Student meeting Record.....	i
Declaration of Authentication.....	ii
List of Tables.....	iii
List of Figures.....	iv
List of Abbreviations.....	v
Plagiarism Test Report.....	vi
Acknowledgement.....	vii
Abstract.....	viii
Table of Contents.....	ix
<b>CHAPTER# 1</b> .....	1
INTRODUCTION.....	1
1 Introduction.....	1
1.1 Background of the study.....	1
1.2 Problem Statement.....	3
1.3 Aim of the Study.....	4
1.4 Significance of the study.....	4
<b>CHAPTER # 2</b> .....	6
RESEARCH METHODS.....	6
2.1 Research Methodology selected.....	6
2.2 Research Design.....	6
2.3 Sampling Techniques and Sample Size.....	6
2.4 Data Collection.....	7
2.5 Data integration Method.....	7
2.6 Presentation Analysis.....	7

<b>CHAPTER # 3</b> .....	8
LITERATURE REVIEW .....	8
3.1 Introduction.....	8
3.2 Cross Docking and Supply Chain at glance.....	10
3.3 Hypothesis .....	11
 <b>CHAPTER # 4</b> .....	 12
ANALYSIS OF EMPIRICAL STUDIES AND DATA .....	12
4.1 Questionnaire Data.....	12
4.2 Introduction.....	13
4.3 Data Reliability.....	13
4.4 Hypothesis Test.....	14
4.5 Statistical Model application for Hypothesis testing.....	15
4.6 Hypothesis Assessment Summary .....	23
 <b>CHAPTER # 5</b> .....	 24
DISCUSSION, IMPLICATION AND FUTURE RESEARCH .....	24
 <b>CHAPTER # 6</b> .....	 25
CONCLUSION .....	25
6.1. RECOMMENDATION.....	26
6.2. FUTURE RESEARCH .....	26
 REFERENCES.....	 27
 Annexure: Questionnaire .....	 A