

**IMPACT OF ERRATIC ENVIRONMENTAL FACTORS  
ON LEAN MANUFACTURING PRACTICES IN FMCG  
SECTOR FOLLOWING A SUPPLY CHAIN  
PERSPECTIVE' 'A CASE OF UNILEVER 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



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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	01/feb/2015	Bahria University Library	Conceptual Framework & variables of thesis.	Sumbal Saleem
6	20/feb/2015	Gloria Jeans	Data Analysis & Presentation	Sumbal Saleem
7	19/April/2015	Bahria Cafeteria	Result & Discussion & conclusion.	Sumbal Saleem.

#### APPROVAL FOR EXAMINATION

Candidate's Name: Sumbal Saleem Registration No. 20299  
 Thesis Title: Impact of Erratic Environmental Factors on Lean Manufacturing Practices.

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 09.1% 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: \_\_\_\_\_

Head Of Department Signature \_\_\_\_\_ Date: \_\_\_\_\_

## Abstract

With increased globalization, competition and technological innovations companies today are trying to achieve higher levels of profit and customer satisfaction by adopting new, updated and innovative techniques and methods for production. This insane and cut throat competition among companies has forced and pushed the manufacturing and FMCG sectors to revamp and reorient their strategies, procedures, approaches and policies to achieve and gain a competitive edge in their operations and competitive advantage in throughout their supply chain network.

**Purpose of the study:** This piece of research or study also aims at determining the impact that the erratic environmental factors can have on the lean manufacturing practices of FMCG sectors. This study aims at deducing the impact and effect of demand uncertainty, suppliers' volatility and information technology on the lean manufacturing practices of the firms. For this core purpose Pakistan's second largest FMCG Company Unilever Karachi Pakistan Ltd was selected.

**Research Methodology/Sampling:** The study followed a deductive approach. The nature of research is quantitative, and for data collection primary sources were used. This research study includes only primary data because of its explanatory nature. The sampling units for this research are the employees of Unilever Pakistan Ltd. The Sampling Technique, used is Stratified sampling technique with disproportionate sampling. Statistical tools have also been applied in this regard including Regression and ANOVA via SPSS.

**Findings:** All the hypotheses were statistically proved and studied in detail narrating the impact and effect of demand uncertainty, suppliers' volatility and information technology on the lean manufacturing practices of the firms.

**Practical Implications:** In the end, the conclusion of the study has been provided along with set of recommendations to suggest more room for improvements.

**Keywords:** environmental factors, FMCG companies, manufacturing techniques, Lean manufacturing, technological shifts.

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