

STRATEGIES FOR PAKISTAN TEXTILE INDUSTRY TO SUSTAIN THE BUSINES

By

**UMAIR BUTT
20398**

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



FALL, 2015

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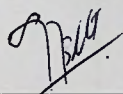
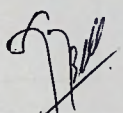

FALL, 2015

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	16/12/16	Cubicle	Back Ground & Problem	
6	07/01/16	Cubicle	Research Approach	
7	19/02/16	Cubicle	Conclusion	

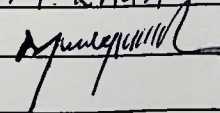
APPROVAL FOR EXAMINATION

Candidate's Name: UMAIR BUTT Registration No. 20398
 Thesis Title: Strategies For Pakistan Textile Industry To Sustain The Business.

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: Mr. Naveed M. Khan

Head Of Department Singnature:  Date: _____

ABSTRACT

Title: Strategies for Pakistan Textiles Industry to Sustain the Business

Writer: Umair Butt

Supervisor: Mr. Naveed M. Khan.

Date: Mar 1, 2016.

➤ **Purpose:**

The purpose of this research is to explore the challenges faced by Pakistan Textiles industry as a developing market from Multinational Companies of Bangladesh, China & India. To find out the suitable strategies and policies which will adopted by the executives & managers of this industry to counter these challenges.

➤ **Method:**

In this study qualitative data is used that is collected through unstructured interview and questioners have been used to have desired findings.

➤ **Findings & Conclusion:**

From findings that internal problems of Pakistan textiles industry such as energy crisis, increase in input cost, political volatility, investment return is very low are the core problems of this business. To cope up these challenges, their strategic tactic should be Collaboration in product growth and strategic alliance with attacking companies.

➤ **Recommendation for Future Study:**

This study is focused on the challenges faced by Pakistan Textiles Industry. For the future readings study can be completed to find out the strategies for the companies from Pakistan Textiles industry to done the business in global market and how these firms can enter in Global Market with presence of other multinational companies of the world.

➤ **Key Words:**

Multinational Companies, Emerging Markets, Transformational Management Model, Globalization, Market Context.

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