

**“IMPACT OF LOGISTIC OUTSOURCING ON
EFFECTIVENESS OF SUPPLY CHAIN ACTIVITES”
A CASE STUDY ON ENGRO FOODS LTD (EFL)**

By

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	03-01-2016	Faculty Room	Chapter 3 Literature Review was discussed with papers of different Authors were studied and relevant points were mentioned in chapters	
6	10-01-2016	Faculty Room	Chapter 4 Research Analysis questionnaire development and Theoretical Development.	
7	17-01-2016	Faculty Room	Data Analysis, Data integration, SPSS results from primary and secondary data.	

APPROVAL FOR EXAMINATION

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A CASE STUDY ON ENGRO FOODS LTD (EFL)

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 14% 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: 7-5-2016

Name: Abdul Adnan

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Date: _____

Abstract

Purpose- The core emphasis of this study is on evaluating and analyzing impact of logistics outsourcing on effectiveness of supply chain activities through a case study on ENGRO FOODS LTD (EFL). The research evaluates how an organization opts to use 3PL and how it can help the company to reduce the costs associated with logistics activities followed by higher profits and increased sales volumes. It also helps in evaluating the factors that can be considered by an FMCG if they want to go for utilizing outsourcing services

Methodology/sample- The study comprises of analysis of survey questions that were distributed amongst the sample size of 100 employees. Their responses are analyzed in detail. All respondents were chosen from EFL. Moreover, interview findings were also analyzed in the light of literature. Four interviews were conducted from the top management of Engro Foods.

Findings- The analysis and comparative results clearly indicate that outsourcing logistics do help a company to create efficiency and effectiveness in its supply chain and other business operations. It was also concluded that there is a significance cost reduction by outsourcing supply chain activities to 3PL. Also, outsourcing can help a company in utilizing best expert resources and technology by outsourcing provider.

Practical Implications- Results obtained from this research will help potential researchers to understand and evaluate the impact of outsourcing logistics on supply chain management. Moreover, it will also help in analyzing companies to have a cost benefit analysis whether outsourcing of logistics is beneficial in the long run

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