

# Sustainability practices in pakistans fmcg sector management essay

[Business](#), [Management](#)



Main objective of our research is to study and analyze the gap between sustainability practices followed by Multi National and Local FMCG companies operating in Pakistan. To gain the better idea of Sustainability practices in FMCG sector of Pakistan, the research technique that we have used is "exploratory research". We chose this method because: Exploratory research is conducted, when the problem is not clearly defined; in this case the exploratory research is useful and meaningful. It helps to define the problem in precise form. It also helps us to gain insights for developing an approach to the problem. Always set priorities for further studies. Our research nature is Qualitative and totally depends upon primary data. For this purpose, we have designed a questionnaire which consists of some basic and technical questions about sustainability practices. Questionnaire sample is attached in the section of Appendix for reference.

## **Procedure**

In our research, information from different managerial level employees of Multi National and Local Companies is gathered. We met with different managerial level employees of Multi National and Local Companies to fill this questionnaire by hand and also designed E-questionnaire. To fill E-questionnaire we approached concerned people through " Email", " LinkedIn" and " Facebook" and got better reply through this medium. After gathering complete data, industry information and identification of the current practices that are being followed by these companies is compared and analyzed.

## **Population**

Our research population consists of FMCG companies operating in Pakistan.

## **Sample Design**

Our research sample size is eight FMCG companies operating in Pakistan. In our research the respondents of the study were from different departments of FMCG companies listed below: Human Resource Supply

Chain Procurement Brand Management Production Department Sales

## **Sources of Data**

The source of data collection in our research is: Primary source Primary

Source: The new research which we have conducted from the respondents.

The eight FMCG companies which we have selected for our sample size comprised of four Multinational and four Local companies and questionnaires are filled by their one or maximum two managerial level employees each.

The Companies are:

## **Multi National Companies**

Unilever P&G Coca Cola Beverages Pakistan Limited Kraft Foods IFFCO Nokia

## **Local Companies**

Engro Foods Shan Foods National Foods Pearl Confectionary BP Industries

## **Research Instruments**

The research instrument that we adopted is questionnaire. In our questionnaire there are 24 questions filled by managerial level employees of Multi National and Local Companies of FMCG sector.

## **Treatment of Data**

The data we collected from our research is recorded, analyzed, tabulated and interpreted. We use PIE charts and Bar charts for illustration of our data.

## **Software's employed**

The software's which we have used to conduct our research are: Microsoft Excel, Microsoft Word, Acrobat Reader

## **Chapter 3: Literature Review**

## **Chapter 4: Analysis**

## **Chapter 5: Closing up**

## **Summary of findings**

## **Conclusion**

## **Recommendations:**

## **Appendix**

## **Questionnaire**

Note: All responses to this survey are completely confidential, and only used for educational purpose. We are genuinely interested in your response, Please take few minutes to complete this survey. Thanks in advance for you time. Please enter your Name, Company Name and Designation in the columns below:

**Name**

**Company Name**

**Designation**

Questionnaire: Sustainability Practices in Pakistan's FMCG Sector. Do you think the importance of sustainability in FMCG sector has increased in recent years due to:

**Customer Demand**

**Global Warming**

**Competitive Pressure**

**Strict Regulations by Government & other authorities**

**Scarcity of Resources**

Sustainability creates value for their stakeholders:

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

Are your stakeholders well aware of the overall company sustainability practices?

**Yes**

**No**

**Don't Know**

Does your organization follow any report writing or SOP from the following list to achieve sustainability?

**ISO14001**

**ISO26001**

**GRI**

**ISO5000**

**Other \_\_\_\_\_ (Please Specify)**

Is sustainability becoming an important factor for organization in Pakistan to increase their:

**Market Share**

**Profitability**

**Customer Satisfaction**

**Good-Will/Image**

**Operational Excellence**

Best practices of sustainability provides competitive edge to the organization in Pakistan:

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

Sustainability and growth always go hand in hand:

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

Does your organization follow sustainability practices?

**Yes**

**No**

**Don't Know**

Does your organization closely monitor their suppliers and distributors in sustainability context?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization execute activities by following environmental protection standards by all means?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Is your organization following the sustainability practices to dispose off the wastage?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization provide priority to human safety measures during production?



**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Sustainability helps organizations to optimize their resources:

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization recommends/enrolls sustainability training programs for employees?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization follow any road map to reduce the carbon emission in coming years?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization employ energy saving techniques in production, offices, etc.?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Are your suppliers collaborating with your organization for green objective(s)?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

Does your organization conduct any Environmental audit?

**Yes**

**No**

**Don't Know**

Does your organization manufacture products that can reuse or recycle?

**To Greater Extent**

**Somewhat**

**To Little Extent**

**Not At All**

In Pakistan, all organizations should be bounded to focus/follow on Corporate Social Responsibility?

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

In social perspective, your company supports any cause that improves society?

**Yes**

**No**

**Don't Know**

Do you think organization profit is important than environmental and social factors?

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

Sustainability is rarely embedded in decision making:

**Strongly Agree**

**Agree**

**Neutral**

**Disagree**

**Strongly Disagree**

Does sustainability have the right priority in your organization?

**Yes**

**No**

**Don't Know**