

# **Application of Value Stream Mapping Tool in the Beverage Industry**

**( Soft drink company) of Pakistan**

**Thesis report of MS Supply Chain Management**



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## **DEDICATION**

All the praises are for ALLAH ALMIGHTY who is the Master of judgment day and Who is Merciful, Beneficent to His creation and to our Holy Prophet Hazrat Muhammad (PBUH) Who is forever a model of guidance and knowledge to humanity.

I wish to express my deepest gratitude to my honorable teachers who motivated and encouraged me and under whose supervision I have been able to complete this report, my parents for their unconditional love, prayers, care, cooperation and value able guidance which helped me in every path of my life. My husband who has been a great support. My sister who helped and encouraged me throughout my work. My 8 months son whose smile brightens up my day.

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## **ABSTRACT**

The purpose of this thesis is to show the application of VSM tool in the beverage industry. The approach used is case study. Data has been collected through semi structured interviews. Data validity has been done using the secondary documentation and plant visits. The study starts with introduction of VSM and highlights its importance in big as well as small manufacturing firms, offices, service industry and healthcare sector.. It also shows that the previous studies have been done using VSM and significant decrease in lead time was observed. The parameters used are efficiency, effectiveness and lead time.

The second portion shows the literature review on all the parameters used in this study. The third portion elaborates that qualitative research using case study has been done. The sampling technique used is purposive sampling and the unit of analysis is managers at strategic and tactical level. Four in depth interviews have been conducted. Data triangulation has been done using semi structured interviews, direct observation and document analysis.

The results reveal that VSM is not implemented in beverage industry and lead time is the major issue company is facing and to overcome this problem safety stock is kept. Uncertainty and space constraints are other issues. The current state and future state map have been drawn which shows a significant reduction in lead time.

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