



ABSTRACT

Spatial distribution of resources, skills and customers causes to create supply chain which origin and destinations are separated by significant geographical distances. This raises the need to enhance the logistics service efficiency and effectiveness to cater for global trade. Lean logistics is one of the supply chain strategy used in order to gain higher competitive advantage over rivals.

Objective of this research is to identify practices affect to Lean Logistics Performance (LLP) in Brandix Apparel Ltd and to assess the extent of impact of factors on LLP. After a comprehensive review on literature main factors affect on Lean Logistics were identified. In order to fulfill the said objectives data gathered through primary data sources distributing a questionnaire to sample of 40 employees and secondary data sources using company annual cost report and monthly performance report for a period of 36 months. Data which collected through simple random sampling were analyzed using SPSS statistical software. Mainly, descriptive analysis, multiple regression analysis and chi-square analysis were carried to identify the association between selected variables.

Findings of this research is more valuable, as the apparel companies seek to reduce their overall supply chain cost to compete with countries with low labor wages such as mainly, China, India and Bangladesh. Based on the findings of the research appropriate recommendations have given to harness more benefit of the concept.

Key words: Supply Chain, Logistics, Lean Logistics, Lean Logistics Performance