

Human capital  
management  
steelbird enterprise  
business essay



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My chosen company is `` STEELBIRD ENTERPRISE " a company which is renowned and is fabricating and retail based helmet and trim parts selling company. In this undertaking I would speak about the HR policies of the company, enlisting procedure, how to actuate the employees present in the company.

I would besides look into the occupation specifications of the company, the assorted degrees of the HR section of the company. Training strategies of the company and how the company looks into the direction degree and safety of the company, effectual methodological analysis, the pay construction of the company.

Looking into the model how the company runs its mercantile establishments or its retail shops all across the state and particularly in the metropolis.

STEEL BIRD ENTERPRISE ( PRITAM ASSOCIATE COMPANY )

History: -

Steel bird hello tech ltd. A Pritam associate company was established in 1964 and was the first retail sector company which started fabricating helmets in the state for the people of the state. The company `` Steel Bird " was named by the laminitis Mr. Jagat Singh Sachdev who started the trade name by merchandising the trim parts in the bosom of the state Delhi. The company was originally known as `` Pritam Exports " which was established in the twelvemonth 1959 and was the lone trim portion trading company nowadays in the metropolis. In the twelvemonth 1969 the started fabrication side

boxes for motorcycles and scooters and other 2 Wheelers present in the state.

In the twelvemonth 1979 the company had a tie up with an Italian company `` Bieffe '' old know as `` Finim S. P. A '' which is now a portion of the Pritam group and bring forthing helmets, side boxes and other accoutrements for 2 Wheelers and 3 Wheelers which are present in the state.

The company besides produces trim parts for assorted reputed companies like Bajaj 2 and 3 Wheelers, Hero Honda, Honda, Yamaha, Mahindra 2 Wheelers ( antecedently known as Kinetic ) etc.

The company has a turnover of around 650 crores per annum and is the universe 's figure 1 company in bring forthing helmets and trim parts for the assorted companies and for the market besides.

The company has the 3rd largest O. E. M ( original equipment maker ) seller ship in the state and has captured more than 60 per centum of the trim portion market and 80 per centum of the helmet and 2 Wheeler accoutrements market in the state.

The company is ever known for its best quality merchandise and has won assorted awards for its best quality awards in the state like pride of the state award for most merchandise merchandising and best quality in trading market, best quality maker award, Galion award for best merchandise and after market gross revenues.

The company has ever produced goods harmonizing to the European ( SNELL ) and the American ( DOT ) criterions so as the merchandise the company is <https://assignbuster.com/human-capital-management-steelbird-enterprise-business-essay/>

bring forth should be suited to the people all across the Earth and besides people in the state because company focuses on quality of the merchandise and safety of the client maintaining the clients safety as the precedence the merchandise is designed and produced.

In the short clip of 5 old ages the company has started exporting and became the largest exporter after Hero group ( Hero Honda group ) in the state in exporting the spare parts and helmets in assorted other states like Columbia, Peru, Japan, south Africa, Afghanistan, Pakistan, Dubai, north America, London, Switzerland, Australia, Vietnam, Bahrain, Austria, Iraq, Iran, and assorted other Asiatic and European states etc.

Director 's message: -

`` Bing the taking trim portion and helmet fabrication trade name and after market leader in the state want to function our clients and fulfill them to the fullest by our best attempts and our clients satisfaction we will be renowned world-wide and would be come ining into the full bike edifice section shortly like the other bike makers and large participants present in the state '' ( SR. Pritam Singh Sachdev )

Talking about the H. R policies of the company we would take retail mercantile establishment which the company which the company has in the metropolis New Delhi.

Human resource: -

Human resource of an administration can be said as the resource which deals with the enlisting, direction of the administration or can be said as <https://assignbuster.com/human-capital-management-steelbird-enterprise-business-essay/>

hiring and organizational development and health of the company, motive of the employee, communicating and preparation of the employee.

Now we would assorted Human Resource constabularies of the company and the retail mercantile establishment: -

Service regulations: -

There are assorted service regulations which the employees follow in the administration.

The employee has to carry through the client needs satisfy the consumer.

The employee at assorted degrees weather the employee is at higher station or at lower station has to be loyal to the company and have to listen to the companies ' regulations and ordinances.

Distribution of work equally among the employees.

Training and assisting the employees.

Management and coordination among employees

Care of order and co-ordination of work among employees

Care of order and subject among work and employees

Promotion policy and regulations: -

The company has assorted publicity policies and regulations that is the company has assorted regulations for advancing the employee is the employee should hold work experience and should be good qualified in the

peculiar field to work. Like in the retail mercantile establishment of steel bird the employee to acquire promoted from being a provider to a director should hold equal cognition of the market in which he or she is selling the merchandise and should be wise able to manage the consumer and to manage the people coming to purchase the merchandise of the company at the retail Centre.

The employee should be educated should hold experience in the retail sector or the market or can be sad as how to work, how to pull the consumer towards the merchandise, should be expert in its field.

Wage construction: -

The pay construction in the companies mercantile establishment is set harmonizing to the work which is done by the worker that is how much the work the employees is making for the companies mercantile establishment and how much is the employee advancing the company 's merchandise in the market.

But in the this company ( steel bird endeavor ) the wage or the pay construction goes harmonizing to the work assigned to the employee that is at which level the employee is employed in the retail shop for case is the employer at the managerial station, supplier station, or a carry and sending station of the retail mercantile establishment so harmonizing to it the pay construction of the employee is designed.

Employee motive and public assistance strategies: -

The most of import thing is to actuate the employee to make work and complete the undertaking given to the employers whether the undertaking is single or it is a corporate undertaking. In a automotive retail mercantile establishment the undertaking is ever corporate it is a joint attempt of the employers to pull the employer so sell the merchandise so conveying the merchandise from the mercantile establishment and so provide it at the consumers topographic point and so pack the merchandise for the consumer.

To actuate the employers there are ever assorted strategies like addition in the salary inducements at completion of marks, free vacation trips, bags etc to maintain the employees motivated.

Welfare strategies are those strategies which are made for the motive of the employee working in the mercantile establishment. To actuate them there are 2 types of public assistance strategies those are statutory strategies and non-statutory strategies.

Statutory strategies are those strategies which are compulsory or necessary like imbibing H<sub>2</sub>O, sitting installation, urinals, nutrient installation or allowance etc. These are few installations which are provided to the employers working for the company in the mercantile establishment this is done to maintain them fresh and to give them few installations while they are working for the company.

Non-statutory strategies are those strategies which are for the improvement and are non mandatory for the consumer but are for safety and wellness

attention strategies for the employees working in the administration like flexi  
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clip, torment policy, pregnancy leave etc. These installations are non given in the retail mercantile establishment of automotive sector of the company merely one installation is been given and that is the torment policy when of all time any of the employee is strong-arming the other employee merely so the bullied employee can go forth the work or can travel to the higher degree of the house or the retail merchant.

Health and safety regulations: -

The company when has opened up its retail mercantile establishment demand to take attention of the wellness and safety regulations of the administration and employees and the mercantile establishment nowadays in the metropolis. The company has to maintain its mercantile establishment insured from all sort of catastrophes and climes which could go on during the period. The people or employees working in the mercantile establishment should besides be insured for any sort of jobs go oning to them like operation of any organic structure portion, febrility, or any diseases etc, and the merchandises besides insured like fire, devastation or any breakage or loss in the merchandise so the merchandise should be insured.

The company besides gives its employees a regular monthly cheque up for its employees working in the retail mercantile establishment, for safety of the employees the company has kept a guard for look intoing for no larceny of the merchandise in the mercantile establishment nowadays in the market and fire dismaies in the mercantile establishment to avoid any sort of hazards for the mercantile establishment.

Training and development: -

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The company has different preparation agendas for the employees and development of the company and besides the development of the employees and the mercantile establishment nowadays in the metropolis or all across, the employees are trained to sell the merchandise and are made good equipped to pull the consumer and sell the merchandise to the consumer. The employee is besides made work and is set to see the field and other mercantile establishments to sell the merchandise from the company and is taught how to handle the consumer when the consumer comes to the mercantile establishment.

There are 3 types of occupation degrees which divide the employees into different degree of the administration: -

Entry degree: -

In this degree the employees who work in the retail mercantile establishment are drudges or which do the upper occupations of the mercantile establishment like guarding the mercantile establishment and being a labor or a individual to present goods or the merchandise from one mercantile establishment to the other. These sorts of occupations are entry degree occupations in the retail mercantile establishment of the company.

In-between degree: -

In this degree the employees who work in the retail mercantile establishment are directors pull offing the mercantile establishments or the providers of the mercantile establishments who get orders from the client and provide them

the merchandises present in the mercantile establishment or acquire the merchandise from the company and sell the merchandise.

Senior degree: -

In this degree the employees who work in the retail mercantile establishment are proprietors of the mercantile establishment or the CEO ( co-owners ) of the mercantile establishment and are trained or are at that place merely to give order to the other 2 degrees of the mercantile establishment working under them so this is the most powerful degree among the 3 degrees.

There are few H. R schemes which have to be followed with regard to the occupations given they are: -

Job description and occupation specification: -

A occupation description may include relationships with other people in the retail mercantile establishment nowadays in the metropolis or anyplace across the state and manage the state of affairss at Supervisory degree, managerial demands, and built relationships with other co-workers.

Job specifications summarizes the human or the employee features needed to finish the undertaking given to the employee and the undertaking which the employee has to finish in the retail out f the company is maintaining the other employees work in a squad and maintain them motivated so as they sell the merchandises in the market and pull more and more consumers to the mercantile establishment of the company.

Detailed enlisting and staffing process: -

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The elaborate enlisting includes proper process and taking the best employee who is eligible for the companies ' mercantile establishment and who is capable and good trained to sell the merchandise of the company in the market.

Staffing process includes what sort of staff is needed to run the mercantile establishment how many skilled and unskilled employees are needed in the company 's mercantile establishment to run it successfully and how many employees should work in the mercantile establishment to acquire best end product of the mercantile establishment of the company.

Incentives and benefits: -

Incentives are given to the employees to actuate the employees to work for the company and advance the mercantile establishment or the retail shop of the company.

Benefits are given to the client and to the employee besides the benefit to the employee is that he would acquire wages for selling the merchandise of the company and costumier would acquire benefit by acquiring price reductions on the merchandise he has bought from the mercantile establishment of the company.

Effective preparation methodological analysis: -

There are different methods to develop the employee and to sell the merchandise given by te company to sell. The assorted methods of preparation procedure are: -

Organizational Aims

Needs Assessment

Is There a Gap?

Training Aims

Choose the Trainees

Choose the Training Methods and Mode

Choose a Means of Measuring

Administer Training

Measure the Training

5. Suitable direction system: -

The direction system is chosen harmonizing to the work assigned to the employees the employees have to pull off how to finish the mark given by the company and actuate the other employees to finish the mark and pull off the staff to make the work in a proper and organized mode and pull off the staff in a peculiar manner to look into the merchandising of the merchandise.

**Decision: -**

The company Steel Bird is the oldest fabrication and trading company who has its ain retail mercantile establishments all across the state

Has a really organized and a trained staff for pull offing the mercantile establishments

The company is ever concentrating on safety and security of the staff and employees he

The employees work hard to acquire benefits and inducements from the company

The company has a good direction system to pull off the employees

occupation analysis of the company is systematic and employees know how to manage the state of affairss.