

Federal motor carrier essay



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Marketing in any transportation will always have an impact on organizational structure. The structure of a transportation company will change with the customer type and the contract marketed to the customer.

Some customers will require on site transportation. Others will only need infrequent pick ups or deliveries scheduled. Each of these venues an multiple others that fall between these two will dictate a change in the organizational structure. The biggest impact will come from a dedicated on site customer. Before the marketing department can aggressively pursue this line of business the organizational structure must be able to support the operation.

There will need to be a change in the training department to hire, train and support the operations staff according to the customer requirements. There will need to be operations managers put in place to support the dedicated customer. Driver managers will need to be shifted to the location for on site support. Human resources will have to hire drivers domiciled in the customers area. Corporate staffing will be adjusted to support the field operations.

Marketing will have to work close with the organizational safety team to ensure customer requirements can be met within US Department of Transportation (DOT) guidelines. Drivers hours of service (HOS) can not be violated to meet customer requirements. DOT HOS define clearly the 11, 14, and 70 hour rules with all commercial motor carriers. (DOT).

Swifts' own Code of Conduct states " Comply with applicable rules and regulations of federal, state, provincial and local governments, and other appropriate private and public regulatory agencies. " (Swift). The lessor

impact will come from irregular customers and routes. These will still have some impact on staffing and structure at the corporate level – but the impact will be minimal. The transportation community is one where the structure at the organizational level will be evolving to meet the frequent changes in customer base and requirements.

This is an industry where the organization may be called upon to establish a mini corporate office on site with the dedicated customer. With the highly competitive marketplace in transportation – the words the customer is right – never means more. BibliographyDOT. (2005).

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