

How international business can effectively compete in the global market

[Business](#)



Managing logistics internationally (Affiliation) Globally, the marketplace has been expanding and efficient management of resources and proper strategies will enable competition in the environment. Managements have developed complex logistics to enable constant growth of their companies. Organizing for international logistics has been on specific areas to maximize company profit (Pienaar and Vogt, 2012). All these always come with several challenges and there is the need of skilled and certified logistic managers with the knowledge to manage the challenges. Factors to consider in international competition are together with supply chain, cost, processes, technology and the target group for the product (Harrison and Hoek, 2008). International logistics involves proper targeting and tiering. In the process, instead of applying a standardized supply chain services, the supply chain is marched with the requirement of each segment. Theories have found out that supply chain does not bring any competition to companies (Harrison and Hoek, 2005). International competition requires targeting and tiering as this will improve the supply chain, versatility and also improves the profit of the company making it great. There is also set by the managers to look keenly on human factors of international supply chain (Harrison and Hoek, 2008). Factors for competition in the market such as government instability, strikes by workers, holidays, unfavorable weather conditions and other unpredictable factors are only worsened when there are done in an international setting.

Effective logistic function in an international marketplace is also done through evolving role and individual plants. In the current study the three main components that lead to success in the international setting are human

resources, the processes used by the managers and the technology that is applied in the processes. Management of the relationship that a company has with the others also helps in effective competition in a marketplace (Pienaar and Vogt, 2012). The relationship will improve agreements on labor, environment implications and community development. Managers who are logistically skilled do not only consider packaging in their company but also focus on needs of the community for effective competition.

Reconfiguration of process internationally supports the growth in the goals in a global marketplace. It involves the reconfiguration of technology that is used in the processes of the company. Critical and creative skills are needed in solving challenges that occur in international marketplace (Pienaar and Vogt, 2012). The skills enable the managers to access the weaknesses in the supply and reconfigure the processes as fast as possible with minimal interference with the supply chain that is used. Solving of challenges increases profitability of a business (Locke, 2006). There is need to analyze what is working and those that do not work to help in integrating the entire system and bring back the processes that were there in the long-term company goals.

There has been much complexity in logistic managers' roles as they have grown exponential. To achieve success in the international marketplace, there is need to recognize the need of advanced technology with a highly specialized supply chain (Locke, 2006). Human resources are also important in making sure that the goals and objectives that are set goes hand in hand with competition from other companies with the same products in the process.

References

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