

Management

[Business](#), [Company](#)



DHL world wide is one of the leading logistic companies in the world recognized for its high standard and effective services. It's head quarters located in the State in the United States of America in a serene and quiet environment suitable for such business. Its main aim is to provide quality, relevant and affordable services with the view of providing world class services that can fit who in all the economics fronts of the world. To achieve this, it offers a wide range of packages that would fit customers all over the world. In addition it has well trained and highly skilled workforce.

Leadership Chief executive Officer is the head of the company. The CEO has all the powers to lead the company. He is the head of all departments and is entitled to chair all the major meeting of the company. Nothing is allowed to happen in the company without his knowledge and his instructions. After the CEO, each department is headed by a manager. The manager is assistance to the CEO who helps him in knowing the progress of each department in the company. This happens to all its world wide branches. (Siliconfareast. com, 2008)

Management is the most important factor that determines the viability of any organization operation. Good management is responsible for growth of the organization while bad managements can be held responsible for collapse of organizations. The organization is currently being held at ransom by the kind of leadership structure. There are many kinds of leadership that are used in running organizations depending on the kind of the organization. The authoritative kind of leadership as used in the DHL has been responsible for some of the problems like making of decision for the organization.

In this regard it is clear that there is a problem in making decision since they are made from the top and the managing director has to be consulted before any decision is made and implemented despite the fact that there are other people in the company who are more experienced in this work. Authoritative leadership holds the organization to the management and it discourages innovation since the margin director has to be consulted on all matters regarding the operation of the organization.

The managing director acts to provide guidance for the organization and one of the duties of managing director are to delegate duties of the office. In this regard, the managing director has to give some of the authority to other managers in the organization in order to decentralize decision making process. DHL Company has therefore been facing a number of challenges in implementing a number of strategies in order to achieve its organizational goals. In order to overcome this, DHL Company has therefore been in the frontline in implementing strategies that would propel the Company to the next generation in logistics industry.

There strategies that are to be implemented are to help the company evade some challenges that it has been facing in the market. (Siliconfareast. com, 2008) Human resource Human resource management has become one of the most important aspects of running a company. It has been realized that having a competent and a motivated workforce can help a company create a competitive advantage which other companies may find hard to replicate in the market. Therefore there is need for the DHL Company to take bold step in order to address issue of hiring and retaining a competent work force.

It will begin by changing the style of leadership from the authoritative rule in order to give the workers more freedom to make their own decision as pertains to the operation of the organization. But the most important thing is for the organization to come up with a human resource plan that will be integrated in the overall growth strategy. A strategic human resource plan will define issues on hiring, retaining, training and development of the workforce in order to maintain a competitive workforce.

According to the famous McGregor's theory x and y, in x managers assume workers are lazy and irresponsible and require constant supervision and external motivation to achieve organizational goals. The theory y managers assume workers want to work and can direct and control themselves. In advocating for theory y, managers who allow opportunities for individual challenge and initiative and who encourage participation would achieve superior performance. Through the years, DHL Company have consistently practiced and emphasized the development of human relations to achieve individual goals.

Through practice, the company has managed to achieve notable achievements in attraction of new and retaining current customers. Giving a great consideration in strengthening relationships between the customers and the company brings about a great growth in sales both locally and internationally. Planning a strategy to be followed by leaders and employees that would avoid differences in interpretation of issues and ideas that may favor the relationship between them hence the set rules govern all issues

addressing any human relation in the company therefore saving money and time.

Marketing Advertisement is one of the most important components that characterize the operation of the market since it raises the awareness of the consumers about the availability of the products in the market. Therefore a well planned marketing strategy is an important component that helps a company to penetrate the market especially when introducing a new product. Lack of a planned marketing may have limited growth of the company which in return may cause a drift in the company.

Keeping in mind that the company is operating in a very competitive market, there is a need to plan strategies to follow to avoid any sort of dissatisfaction to the customers which may lead to a drift. Example, after an extensive and a well planed advertisement, DHL Company is believed to have the best services though there are companies offering the same type services. This sets a map to be followed by both managers and employees to avoid drift. (Susan, 2006) TQM Strategy There are three ways to implement the TQM strategies.

This would help the company in achieving the set goals of development. Review of the service delivered and the needs of the consumer The company has to assess and review the needs of the consumers in the banking sector. The banks should also assess it overall service delivery mode in order to determine whether it is offering the service the satisfaction of the consumers. This means that the company will have to assess the mode of

service delivery and try to match it with the demands of the consumers.

(Annetter, 2000) Planning of the needed activities

After this initial assessment, the management can therefore come with important activities that are likely to improve the quality of service delivered.

The company will need to come up with both day to day and long term activities that will need to be implemented in the service delivery structure.

(Annetter, 2000) Establishment of the process to deliver these activities The next important process in the implementation of TQM model would be the establishment and the stabilization of a process that would ensure that there is efficient delivery of the activities as outlined by the management.

This will ensure that there is procedural delivery of these services so that the overall process can be improved. It will also ensure that there is an overall control of the processes as the management implements the needed changes. (Annetter, 2000) Implementation of systems to improve the process, product and services One the management has put in place an improve logistic service structure, it will need to carryout from time to time review of the process in order to ensure that there is effective implementation of the process.

In this case the company will need to put in place effective systems that will ensure that changes that have been made remains to be implemented.

(Annetter, 2000) Conclusion The TQM model is one of the most important models that are applied by companies in order to improve their service delivery structure. TQM model can be well applied to the logistics. This has been contributed by the low level of quality in the delivery of the service.

TQM model can be used to raise the consumer perception of the model and improve the service delivery structure to achieve higher rate compliance in the use of logistic service delivery.