

Supply chain

Business



Supply Chain al Affiliation Supply Chain Company Profile Based on the economic vision of the United Arab Emirates and taught to promote economic and social development through economic diversification and build a knowledge-based economy. Vision also identified 12 strategic sectors, including transportation and logistics, and in this context, it was the Etihad Rail is defined as one of the main economic projects. Etihad Rail Company founded based on the Federal Decree No. 2 of 2009, to develop, construct and operate the rail network to transport passengers and goods of the United Arab Emirates. It also will create a rail network in stages in order to link the most important residential and industrial centers in the state, which will form an important part of the railway planned for the GCC network.

Etihad Rail Vision: Safe and Sustainable Rail Transport.

Etihad Rail Mission: Provide a safe and sustainable passenger and freight transport railway system in the UAE through innovation and continuous improvement of technologies and practices. Etihad Rail is committed to three guiding principles: Safety and security, effective connectivity and economic growth and efficiency and sustainability.

Dimensions of Quality (Table1)

Dimension

Rate

Reasons

Performance

9

...Etihad Rail is the most preferred by customers who cite its impressive speeds of up to 120km/hr. and punctuality of departure and arrival times.

The reason behind this is the availability of several electromotive engines at <https://assignbuster.com/supply-chain-essay-samples-3/>

any one time thus preventing any delays. (Morgan 2014)

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Features

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Good quality of customer care and the prompt acting on customer’s feedback that augurs well with customers. According to Etihad, the customers come first and they aim to satisfy them fully (John, 2011).

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Reliability

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Etihad has several electromotive engines on standby at any one time in case of any breakdown in the ones on operation. This facilitates immediate substitution in case of any delays... Additionally, it connects most of the centers of population in United Arab Emirates, assuring customers on the reliability of delivery.

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Conformance

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Etihad rail conforms to customers’ expectations of good transport system. It is fast with speeds approaching 120 km/hour and departs and arrives on destinations in time. The prices are also relatively fair suiting most of the middle income travelers that make up most of the population. (Morgan, 2014).

Durability

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Etihad rail is made out of high tensile strong steel intended to tolerate a lot of weight and harsh weather. It gets its steel from Emirates Steel and Al Dara companies.

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Serviceability

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.....Being a high profile project in the United Arab Emirates, there is provisions for making it very satisfactory. This means equipping it proficient technical staff and engineers that respond promptly in the event of mechanical breakdown.....

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Aesthetics

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The artistic presentation of the rail road and services rendered in the Etihad offices is uniquely different from other companies. Gold plated labels in the offices provide an attractive sight for the customers...

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Perceived Quality

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The outward image of Etihad is that one of efficiency, care and commitment. It reflects the true nature of Etihad where it takes care of its customers from <https://assignbuster.com/supply-chain-essay-samples-3/>

the moment they seek their services. However, Etihad continues to strive to live up to more of the expectations of the customers.

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ADNOC Profile

The company that have chosen and which will have a direct deal with Etihad Rail is the Abu Dhabi National Oil Company (ADNOC). ADNOC was established in 1971 in order to work in all areas of the oil and gas industry. Since then widened activities ADNOC broadly, where worked on the establishment of a group of affiliated oil companies and established an integrated industry in the areas of exploration and production and logistics services, oil refining and gas liquefaction chemical and petrochemical industries and maritime transport in addition to the products of public oil and oils in the Emirate of Abu Dhabi and distribution.

The ADNOC choose the Etihad Rail Company because it will have a transportation logistics services adequately and high efficiency taking into account the commitment to move products in a timely manner. It will "ADNOC" during the next 30 years on the operation, management and maintenance of all facilities on the rail network length, will also be responsible for the sulfur loading in vehicles at each station and emptied at the treatment plants, while " Etihad Rail Company" will manage and maintain rail facilities the network the same path, and will be responsible for the transfer of sulfur where the sulfur will transfer the network of sources in stations " Shah" and " Habana" path to " port Ruwais" for export.

There are many values that will be working on Etihad Rail Company, which had a positive impact in attracting ADNOC, including:

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Safety and security

Effective Connectivity and Economic Growth

Efficiency and sustainability

Value

Rate

Reasons

Quality

8

...Etihad high standards of performance, its impressive features, durability, conformatibililty and serviceability appeals to most of the customers' needs. Thus, making it provide high quality services to customers.(Etihad, 2013).

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Cost

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Despite high costs of construction, projected future costs of maintenance will be lower as a result of fewer staff and government subsidiaries. Talks with the UAE administration are likely to result in decreased taxation of Etihad Rail to promote its inception.....

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Flexibility

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The Etihad rail is highly flexible designed to accommodate any form of pressure or event. The double track nature prepares it to deal with mixed-use traffic while it is also built to be able to accommodate double stack

containers. (John, 2011).

Delivery

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The Etihad rail links three principal centers of population and industry in the United Arab Emirates. The wide network together with its quality services assures the customers of delivery of goods to preferred destinations.

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Innovation

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Etihad boasts of a large workforce comprising various types of engineers that are constantly working to innovate new designs to make Etihad Rails more effective. Most of the innovations are customer tailored as they arise due to customer needs. There is budgetary allocation from the UAE to fund innovation department of the Etihad Rail (John, 2014).

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Value (Table 2)

References

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