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LEAD TIME MANAGEMENT WITH REFERENCE TO RELIANCE COMMUNICATIONS

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ABSTRACT

In supply chain management, the amount of time between a supplier receiving an order and its delivery to the distributor or customer. This is important for both custom-made products and mass production, and suppliers are expected to know the lead times for their different products. It is particularly important for just-in-time supply chains, in which each step in the supply chain is expected to know precise lead time. It is also called turnaround time.Lead time the time between placing an order or reorder and the goods being received into stores. STOCK CONTROL systems take the lead time into account when deciding upon reorder levels, placing orders whilst there is sufficient safety stock or BUFFER STOCK to meet production requirements during the lead time. Lead time to manufacture is the time calculated to manufacture a component or final product.

Keywords: Team Management, Reliance Communication

1. INTRODUCTION

Customer satisfaction:

Measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goal.

Lead Time:

The amount of time that elapses between when a process starts and when it is completed. Lead time is examined closely in manufacturing, supply chain management and project management, as companies want to reduce the amount of time it takes to deliver products to the market. In business, lead time minimization is normally preferred.

In the past decade, practitioners have focused on speed as the basis of competitive advantage (Stalk and Hout, 1990; Blackburn et al., 1992).

Companies use three main strategies based on speed to attract customers: to serve customers as fast as possible; to encourage potential customers to get a delivery time __quote‘‘ prior to ordering, and to guarantee a uniform delivery lead time for all potential customers (So and Song, 1998). Many companies, specifically in the service and make-to-order manufacturing sectors, are adopting the third strategy of advertising a uniform delivery time for all customers within which they guarantee to satisfy most. While this strategy may attract many customers, there is a risk that demand may exceed the firm‘s capacity to respond. This can lead to a penalty cost for the manufacturer or it might lead to a decrease in repeat business. With this strategy, it is important to have some internal mechanism in place to ensure that the promised delivery times are feasible and reliably met.

According to Blackburn et al., (1992) today's customers around the globe demand product as they want it, when they want it, and at the best possible price. In today's highly competitive global marketplace they are placing greater value on quality and delivery time.

Providers of services similarly have begun to place more value on quality and delivery time and companies are trying to gain a competitive edge and improve profitability through cutting cost, increasing quality and improving delivery. However it is safe to say that the more competitive the industry, the more shortened lead times will help. In competitive industries, short lead time will differentiate a company from its competitors, leading to increase sales (Blackburn et al., 1992).

In the telecommunication industry, lead time management is very important since the sector is highly dependent on very recent technology which is capable of drastically reducing lead times. Customers are also highly informed and their demands and expectations are high. Customers want instant solutions when it comes to telecommunication services. It is therefore important for telecommunication companies to effectively manage their lead times to achieve higher levels of customer satisfaction.

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2. REVIEW OF LITERATURE

Lead Time Management through Expediting in a Continuous Review Inventory System Hamed Mamani

We consider a continuous review inventory system where delivery lead times can be managed by expediting in-transit orders shipped from the supplier. First, we propose an ordering/expediting policy and derive expressions for evaluating the operating characteristics of such systems. Second, using extensive numerical experiments, we quantify the benefits of such an expediting policy. Third, we investigate a number of managerial issues. Specifically, we analyze the impact of the number of expediting hubs and their locations along the shipment network on the performance of such systems and offer insights into the design of the shipment network. We show (i) a single expediting hub that is optimally located in a shipment network can capture the majority of cost savings achieved by a multi-hub system, especially when expediting cost is not low or demand variability is not high; (ii) when expediting time is proportional to the time to destination, for small-enough or large-enough demand variations, a single expediting hub located in the middle of the shipment network can capture the majority of cost savings of an optimally located hub; and (iii) in general, hubs close to the retailer significantly drive down costs, whereas hubs close to the supplier may not offer much cost savings.

Lead Time Management Strategies and Performance of Pharmaceutical Manufacturing Firms in Kenya Authors! Dr. Samuel Muli

Purpose: The purpose of this study was to examine the impact of lead-time strategies on performance in pharmaceutical manufacturing firms in Kenya.

Methodology: The study employed a cross sectional survey approach and concentrated on 30 Kenyan registered pharmaceutical companies. Officials working in production, distribution, logistics, and warehouse functions in all pharmaceutical registered enterprises in Kenya would be the unit of observation. The study employed census and purposive sampling methods. The data was obtained through the use of a questionnaire. The pilot data was validated for completeness, consistency, and reliability. The collected data was sorted, coded, and then put into the Statistical Package For social sciences (SPSS version 28). Tables were used to present the study's findings.

Results: The findings revealed that lead time management strategies namely customer integration, supplier rationalization, product standardization, and inventory optimization had a positive significant influence on performance of pharmaceutical manufacturing firms. The study concluded that Pharmaceutical Manufacturing firms in Kenya had implemented the aforementioned lead-time strategies with the aim of improving their firm performance.

Unique Contribution to Theory, Practice and Policy: Supply chain management theory is advanced by studying lead-time methods and pharmaceutical manufacturing performance. It adds to current understanding by providing Kenyan-specific theoretical and empirical insights. The research also advances operations management theory by studying how lead-time strategies affect pharmaceutical manufacturing organizations. It fills a literature gap by providing insights into Kenya's pharmaceutical sector's operations and results. Kenyan pharmaceutical manufacturers may consider the study's lead-time strategy. With the research's insights, managers can improve supply chain operations, lead times, and operational performance. The study's findings can inform government plans to enhance Kenya's pharmaceutical manufacturing industry. By examining lead-time plans and performance, policymakers can target actions to improve the sector's competitiveness, efficiency, and public health. The report underlines the importance of industry standards for pharmaceutical lead time management. The study's findings can help industry groups and regulators set lead-time standards and best practices, improving performance and competitiveness. Scholars, legislators, and businesspeople share knowledge through the project. By spreading research findings through conferences, workshops, and publications, it encourages stakeholders to work together to tackle pharmaceutical production lead-time strategy difficulties and possibilities.

RESEARCH GAP:

The design of this study will be a cross sectional descriptive survey. The design will be the most convenient since it will ensure that the data obtained will give appropriate answers to the research questions. A cross sectional descriptive survey will enable the researcher to examine the effect of lead time management on customer satisfaction in all the telecommunication companies operating in India. It will also offer the opportunity for a logical structure of the inquiry into the problem of study.

OBJECTIVES:

- To establish the lead time management practices in the India Telecommunication Companies towards Reliance Communications.
- To determine the relationship between lead time management practices and customer satisfaction.
- The chapter will discuss each category of the study first and later correlate the findings of all the categories.

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- To highlight the principles of time management.
- To identify common time-killers and techniques for dealing with them.

3. RESEARCH METHODOLOGY

Need For the Study

Lead time is the amount of time that elapses between when a process starts and its completion. Lead time is examined closely in manufacturing, supply chain management and project management, as companies want to reduce the amount of time it takes to deliver products to the market. This project on Time Strategies will enable us to realize the importance of time and to determine how it should be invested to achieve the results they desire. The ability to prioritize, determine dependencies and overcome procrastination gains value when the investment of time as a precious resource is understood.

Scope of the Study

With the development of nations, each with its own monetary system, and international trade, a foreign exchange mechanism became necessary and was developed. By means of foreign exchange, goods produced in one country can be purchased in another country. Regardless of its direction, such an international transaction must be denominated in a currency other than that of either the seller or buyer; that is, one party to the transaction must either buy or sell a foreign currency. It does so through the international banking system, and the result is a foreign exchange transaction. The problem that then arises is convertibility, or the relative values of two different currencies. Despite the existence of an international monetary system, changes in the value of one currency in relation to another are common, and they make the management of international business more complex.

Methodology

The data collected will be analyzed using statistical package for social sciences (SPSS), and according to descriptive information following research questions. Percentages, means and frequency scores will be calculated. Descriptive statistical analysis will be employed in order to enable the researcher to summarize, organize, evaluate and interpret the numeric information. Qualitative data measuring personal feelings and attitudes will also be measured using inferential statistical methods according to the objectives. Regression analysis will be done to establish the relationship between lead time management practices and customer satisfaction.

This chapter gives the methodology that will be used to accomplish the already established research objectives and questions. Here the research design, target population, data collection, t, instrument validity and reliability test, data collection, and data analysis

Research design

The design of this study will be a cross sectional descriptive survey. The design will be the most convenient since it will ensure that the data obtained will give appropriate answers to the research questions. A cross sectional descriptive survey will enable the researcher to examine the effect of lead time management on customer satisfaction in all the telecommunication companies operating in India. It will also offer the opportunity for a logical structure of the inquiry into the problem of study.

Data Collection

Data collection will be done through a structured questionnaire from company managers and customers. The researcher will target senior managers from supply chain departments. In their absence the deputy manager or any other senior manager who actively engaged in outsourcing decisions for the company will respond to the questionnaire. The questionnaire will have three sections. Section A will deal with the profile of the company, section B will contain information on the lead time management practices among the telecommunication companies and section C will seek data on the relationship between lead time management practices and customer satisfaction. The researcher will drop and pick questionnaires from the respondents once they are filled in.

DATA ANALYSIS & INTERPRETATION:

Response Rate

Category	Study sample size	Returne	Percentage
Telecommunication companies in India	4	1	1.7%
Registered internet service providers	55	38	64.4%
Total	59	39	66.1%

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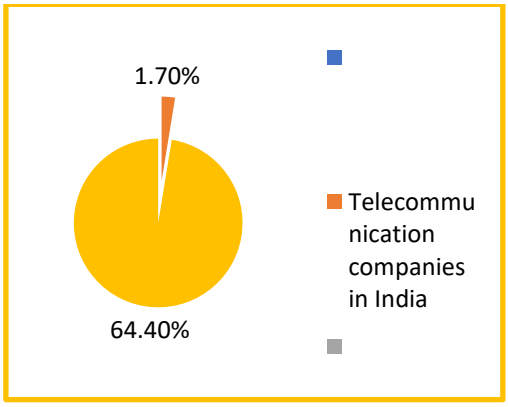
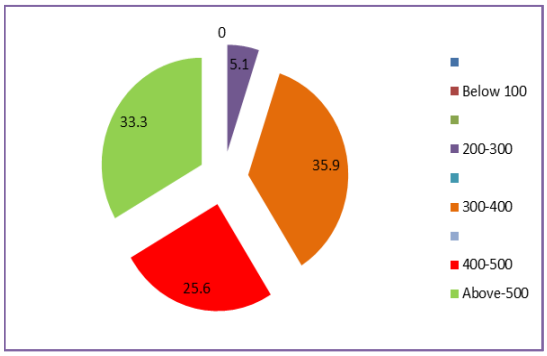


Interpretation

The research had targeted 59 registered internet service providers in India, hoping to get the required information from the selected companies. During questionnaire collection only 66.1% (39) of the administered questionnaires were filled.

Demographic information the companies

Category	Frequency	Percentage
Below 100	-	-
200-300	2	5.1
300-400	14	35.9
400-500	10	25.6
Above-500	13	33.3
Total	**39**	**100**



Interpretation

According to the summary on table majority 14 (35.9%) of the interviewed companies indicated that they had employed 300-400 employees while 13 (33.3%) claimed they had employees more than 500. Meanwhile 10 (25.6%) and 2 (5.1%) had 200-300 and 400-500 respectively. None of the interviewed company indicated less employees than 100.

Various types of products and services offered by companies

Category	Frequency	Percentage
Multi service networking Telecommunications, security solutions, ICT	16	41
Multi service networking Telecommunications, security solutions Project implementation	11	28
Multi service networking Telecommunications, security solutions , managed infra structure and other	12	31
Total	**39**	**100**
Category	**Frequency**	**Percentage**

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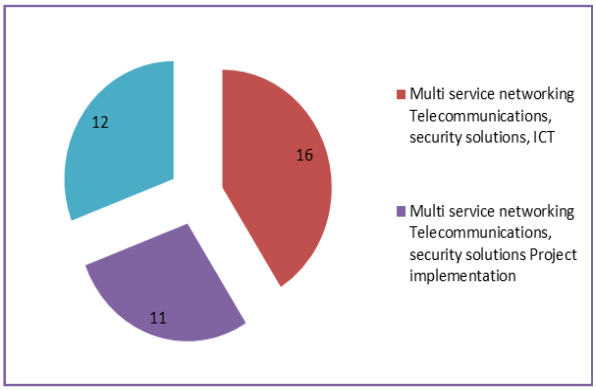

Interpretation

According to the findings on figure 1 it is indicated that majority 16 (41%) of the companies that were interviewed offered multiservice networking, telecommunications, security solutions, ICT consultancy and other products/services while 11 (28%) and 12 (31%) of them indicated multiservice networking, telecommunications, security solutions, project implementation and other and multiservice networking, telecommunications, security solutions, managed infrastructure and other products/services. The other products/services indicated were enterprise systems, software and satellite, business management.

Regression analysis on lead time management and customer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	Upper Bound
	B	Std. Error	Beta			Lower Bound	
(Constant)	3.961	1.099	-	3.604	.001	1.725	6.197
The company has multiple suppliers of various products and services	-1.243	.213	-.718	-5.837	.000	-1.676	-.810
The company tries as much as possible to reduce variability	.485	.187	.358	2.596	.014	.105	.866
There is proper queue control to avoid delays	-.126	.198	-.066	-.638	.528	-.528	.276
Some processes are expedited to avoid delays	-.029	.167	-.024	-.172	.865	-.368	.311
The company uses multi modal transportation to avoid delays	**.421**	**.144**	**.334**	**2.918**	**.006**	**.127**	**.715**

Interpretation

The regression formula is as follows

Y= 3.961 -1.243X1+ 0.485X2-0.126X3-0.029X4+ 0.421X5 + 1.099

From the formula above it shows that supply of various products/services, queue control, expediting processes has an inverse relationship to customer satisfaction. From the model, the companies'customer satisfaction practice that significantly related with lead time management practice included working with multiple suppliers various products/services (t = -5.837, p = .000). Reducing Variability (t= 2.596, p= .014) was also statistically significant. Using multiple transport options was another statistically significant factor (t= 2.918, p= .006). Having proper queue control to avoid delays (t=-.638, p=.528) and expediting processes some processes (t=-.172, p=.865) didn't have significant.

From the findings we clearly find that for an inter providing company to fully practice lead time management, it is therefore highly recommended to seek to know the various practices that indicates customer dissatisfaction to be to reduce them and increase profitability in terms of retaining customers.

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4. CONCLUSIONS

Based on the findings of the study there is need to for institutions of higher learning in India to link with telecommunications companies in India and identify gaps in the knowledge, values, skills and attitudes of their graduates. This will help in tailoring programmes that will ensure that Indian graduates can compete for positions in the companies located in India. The CEOs and other organization managers should strive to ensure good lead time management and good customer satisfaction with the telecommunication industries. This will ensure that the organization environment is conducive for economic growth resulting to higher productivity in investment. In an environment that is well managed, owners of companies will be more comfortable employing people from colleges as a way of safeguarding their investments.

Based on the findings of the study, further research has been recommended on more lead time practices that affect customer satisfaction other than the ones identified in the study. Other areas of further research on supply chain strategies that telecommunication companies can adopt to increase customer satisfaction.

5. REFERENCES

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[3] www.leadtime.com