

EXECUTIVE SUMMARY

Organizational performances are primarily measured based on its set strategic and financial objectives. The sales turnover of a company become a very important financial objective, not only to meet but also to beat continuously, by the managers of the organization. The organization which was under the discussion in this report was M/s Ceegeez Associate's (Pvt) Ltd (CGA), which had undergone an accusation with another conglomerate and had become a business unit of one of their clusters. CGA has been primarily into medical devices and implant business. The author analyzed the available data, to determine the operational level issues at the company. The methodology used to reach to the bottom of the issue was analyzing the available hard data of the organization. The sales turnovers of last three years was compared with previous three year slot, to determine the behaviors of the sales turnovers and gross profit levels of the organization.

This project report had done a comprehensive root cause analysis on the cause of the turnover drop in detail in order to draft the possible counter actions to mitigate the plummet of sales turnovers on the organization. It was revealed that a clear drop of sales between the base period of the project and the period under evaluation in the company turnovers. The primary source of sales turnovers for the company was from the tender business from the government sector. Additionally, the organization had a sizable revenue coming from the private sector sales too. The author has revealed few distinct areas which had contributed to the turnover drop. The level of contribution of each of those facets had towards the core problem of the project, has been discussed in detail. The total drop of the sales turnovers of the company was around 15% which is over 127 million of rupees in average.

Author had categorized the key problem areas under the category of training and development, inbound logistics and operational process in high level. These areas were referred with the global findings and research papers published by various authors, in order to establish the importance of these facets in conducting business. Once the theoretical significance of the key problem areas was established, it was then looked at the techniques used in achieving the project objectives in the project. The global usability of such techniques and the recognition given by different writers, researchers and scholarly bodies were referred with their findings and indicated in this report with due references as prescribed.

Thereafter, the project has elaborated on the objectives to be achieved based on the identified components, in order to address the performance gap which is the core discussion of this project. Parallely, the author has developed the expected solutions for each of the project component separately. The author has done abreast comparison between the present and proposed status-quo, for better understanding of the reader. The required resources were tabled, commensurate to the nature of the project component. The people, their duties task and the responsibilities had indicated in respect to the expected solution by implementing the decided technique in achieving the objectives. After the resource allocation, the benefits of the solutions and the related cost of the techniques have been evaluated to determine the viability and the benefit- cost ratio. All the developed solutions have been attached in detail for easy referencing of the reader, under the appendices. Project out come and the output has been tabled in respect to each project components for easy perusal of the reader.

Author had captured the glimpse of the project components and related solutions identified, reviewed under chapter 3.2 and 4.3 in order to develop suitable recommendations to the organization under discussion of this project report. The recommendations have been indicated by the author for each project component separately. Author had reestablished the significance of the identified components with most prominent global references. This had allowed the author to postulate the recommendation to most vital elements of the project. Recommendation was developed in line with the core objective of the project; training and development, inbound logistics, operational process etc. The author had emphasized the importance of some of the critical elements of the recommendation in order to make the objectives achieved as expected. The project had come to an end with a precise summary of the prescribed recommendations and related critics, which were mandatory to be implemented in order to achieve the forecasted results of this project.