



PERFORMANCE OF THE OPERATIONS FUNCTION AT DAMCO LOGISTICS

UGANDA LIMITED

ABSTRACT

The study was motivated by continued questioning of the performance of the operations function at DAMCO logistics Uganda limited. The study was guided by three major objectives; to evaluate the performance of the operations function, to examine the challenges faced by the operations function in achieving its objectives and to recommend strategies that may be employed to improve the performance of the operations function. The study adopted a cross sectional survey design which was correlational in nature. It used primary data sources and later analysed using the statistical package for social sciences version 20 to generate frequencies and descriptive statistics. The findings revealed that the declining performance was largely attributed to the low involvement of employees in setting logistical targets. When staffs are involved in setting their performance targets, alignment happens and as such every individual/employee understands the role they play that lead to organizational performance and excellence. True alignment implies each employee has measurable targets and knows why those targets are strategically important. Among the challenges facing the company included; experiencing a challenge of costly IT system development and maintenance, constantly fluctuating trucking prices, cumbersome coordination of various functions was reported as a challenge at Damco Logistics that affect the performance. Among the strategies included; the customer relationship platform and these increases on the performance of the firm, a need to improve the quality of information sharing within the organization, a good working relationship with the clients will enable the organization in logistics increase the effectiveness in distribution. The study

recommends that all employees are trained in management and customer service skills to sustain performance as well as establishment of multi-communication channels to enable the clients of Damco Logistics Limited to have full time communication and interactions with the company clientele.