

Technological Implementation for Increasing the Production Effectivity

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Abstract: This study seeks to assess benchmarking in enhancing organizational performance. For the study, a survey research model has been adopted. Questionnaires have been issued to 60 DALMIA Cement management staff. The formulated theories are evaluated using the application of Pearson's correlation. The outcome revealed that benchmarking helps in improving product quality, increasing customer's satisfaction level, increasing profitability and enlarging market share. In order to make appropriate use of benchmarking technique and enjoy its benefits, the research recommended that organizations should follow meticulously the steps in the benchmarking process, effectively communicate the requirements for change to employees in the organization, maintain the ethics of conduct in benchmarking and successfully eliminating the challenges and barriers in benchmarking to ensure that the cost of benchmarking is not higher than the benefits thereof.

Keywords: Benchmarking, Hypothesis, six sigma.

I. INTRODUCTION

Benchmarking is the process of comparing your own organization, operations or processes with other organizations in your industry or the wider marketplace[1]-[6]. Benchmarking can be applied against any product, process, function or approach in business. Common focal points for benchmarking initiatives include measures of time, quality, cost and effectiveness, and customer satisfaction.

Benchmarking helps to contrast your own operations with competitors ' operations and generate ideas to enhance procedures, strategies, and technology to reduce costs, increase profits, and reinforce customer loyalty and satisfaction. Benchmarking, like Six Sigma, is an important component in performance and management programs[7]-[10].

II. OBJECTIVES

The main goal of this research is to review the impact of benchmarking on the organizational performance. However, the specific objectives are

i. To determine whether benchmarking helps in improving product quality in Dalmia Cement.

- ii. To determine whether benchmarking helps in increasing customer satisfaction level in Dalmia Cement.
iii. To determine whether benchmarking helps in improving profitability in Dalmia Cement[11]-[15].
iv. To determine whether benchmarking helps in increasing market share in Dalmia Cement.

III. RESEARCH METHODOLOGY

Research questions are objections that arise from stating the research objectives. They are questions which the study seeks to answer. Therefore, the research questions relating to this work are:

- i. To what extent does benchmarking help in improving product quality in Dalmia Cement?
ii. To what extent does benchmarking help in increasing customer's satisfaction level in Dalmia Cement?
iii. To what extent does benchmarking help in improving profitability in Dalmia Cement?
iv. To what extent does benchmarking help in increasing market share in Dalmia Cement?

IV. RESULTS AND DISCUSSIONS

The responses gathered from the field via the questionnaire are presented and analyzed using the tables below:

Response	Frequency	Percentage (%)
Strongly agree	19	38
Agree	25	50
Disagree	5	10
Strongly disagree	1	2
Total	50	100

Table – 1 Respondents view as to whether it is important for Dalmia Cement Plc. Plant to benchmark product quality of its competitors.

It can be seen from table 1 above that 44 respondents, 88% of the respondents, agreed that it is important for Dalmia Cement Plc to benchmark the product quality of its competitors, while six respondents representing 12% disagreed[16]-[21].

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Response	Frequency	Percentage (%)
Strongly agree	17	34
Agree	32	64
Disagree	1	2
Strongly disagree	-	0
Total	50	100

Table- 2 Respondents view as to whether it is important for Dalmia Cement Plc has been benchmarking the product quality of its competitors.

From table 2, 98% of the respondent constituting 49 respondents agreed that Dalmia Cement Plc has been benchmarking the product quality of its competitors while the remaining 2% which constituted one respondent disagreed.

Response	Frequency	Percentage (%)
Strongly agree	10	20
Agree	39	78
Disagree	1	2
Strongly disagree	-	0
Total	50	100

Table – 3 Respondents view as to whether benchmarking has helped improved the quality of Dalmia Cement Plc.

Table 3 showed that 49 respondents agreed that benchmarking has helped Dalmia Cement Plc improve the quality of its products. This makes up 98% of the respondents, while the remaining respondents making up 2% of the respondents disagreed.

V. RESULTS AND DISCUSSIONS

This study assessed benchmarking in enhancing organizational performance with focus on dalmia Cement Plc. The study revealed that enormous benefits such as improvement in product quality, increased customer satisfaction level, increased profitability and increased market share derived from the application of benchmarking in corporate organization like Dalmia cement .Dalmia cement plc, has benchmarked its products, services and operation. Therefore, it is important to stress that, benchmarking is the best practice generates and teaches organization new lessons in competitiveness[22]-[25]. It exposes them to new marketing strategies, production and operations techniques, and techniques in human resource management.

VI. CONCLUSION

The focal point of the study is to assess benchmarking in enhancing organizational performance. It was found that application of benchmarking in corporate organization indeed helps in improving organizational performance in areas of product quality, customer satisfaction, profitability and market share of any business organization.

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