

MANAGING ENTERPRISE IN THE 21ST CENTURY

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Executive summary

It can be identified through operation management that it oversees the organization's system accurately and completely as it places various roles to develop COVAM in internal and external ways. It can be observed that it is important for the organization by aligning a few strategies, the operation management strategies, and the whole utilization and identification of company data. With technology, the business world can be driven forward and for long-term success, digital transformation should be embraced. It has been identified how the attention of the global audience is grabbed through digital marketing. Cloud computing helps the company to grow in long-term goals. With VoIP, the remote team can be managed easily. Optimizing everything for mobile can be beneficial as it has endless possibilities. By having big data analytics it can be succeeded with the right amount of information. By networking with more clients, partners can be connected and the company can expand more.

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Operational management

It has been identified that the operation management can help the COVAM in various ways. The operational management oversees the operating system of the organization completely. It has been observed that operation management is found to be essential for the organization to manage its data and activities seamlessly. As they control the whole process while handling any issues regarding their operation designs and maintenance while improving the capability of their system. Administers the business's activities while accomplishing its goals and achieving a higher productivity. While following these methods it enhances the profitability of COVAM which is a company of hand sanitizer and gels. The company managers have their branches by administering the production with a separate timeline and they input stages by providing them with a plan it also supervises the operation and the production process (Reid and Sanders, 2019). The operation management has a goal to oversee all the preparation which leads to the products having a desirable outcome with high quality while meeting the demands of all the customers.

It has been identified that the organization has a core aspect regarding their business projects which manages unique specifications from beginning to end. It involves the activities of COVAM which have been produced on a long-term output by supplying the service of manufactured products. It defines operation management as a field of essentiality which is identified to be vital in all aspects.

Roles of operation management

The operation management constitutes various responsibilities to develop their products which are:

Product design involves generating innovative ideas while creating a certain product which ensures that it could be helpful for the customers while meeting all their expectations. Hand sanitiser and gels must have designed packaging which could attract customers and they must have efficiency which ensures the customer's needs (Lee, 2018). Process improvement or Optimization involves the steps to evaluate a certain product accurately so that there are no problems in that product which could be harmful to their customers. Supply chain management involves the process of maintaining control over supplies inventory management distribution, the production process and sales at an affordable price bracket so that all the customers do not have any issues with them and they could have a loyal customer as well.

The capacity planning involves the operation management to evaluate the accurate numbers of products which should be produced so that they could all be sold or distributed in a certain time bracket without wasting any single product (Barnes, 2018). Quality control involves the management of quality provided in the product while monitoring the service of products in all the steps thoroughly to produce a perfect product which has a great quality so the customers do not have any issues regarding their product.

The importance of operational management

The operation management for the company explains the importance:

- It manages the essential information for the company daily.
- It helps to improve the reputation of a company so that it could have a positive influence in the market while having the capability to achieve a certain stability and growth.
- It includes recognition and optimization of processes to produce a great product which is value-based. So that it facilitates selling much more products at a low price bracket which could eventually enhance the growth of the company.
- It ensures the product's quality and Standards which are going to be provided to the customers on whether the consumers are satisfied regarding their products or not.
- It motivates their employees toward improving their productivity in terms of their role as an employee for the company.
- It oversees the system for the company.
- It manages to control all the processes and handle any issues smoothly and effectively so that the product's services are in a raised position.

Strategies of operation management

It can be identified that the operation management involves various changes on a large scale to devise the strategies and execute their tasks accordingly. Strategizing the operation management helps to utilize the data which identifies the department or any specific department that possesses the need for overhauling (Choi *et al.*, 2018). Handling of data inventories, analysis departments, collaboration, social accountability and human resource management can be included in strategizing the operation management.

Different types of operation strategies

The different types of operation strategies which are based on the business model for the company to achieve the long-term goals are

The core competence strategy which involves identifying the businesses core practices in the company which has an existing strength to maximize its profitability the company must establish a reputation to provide a high-quality product and a service consistently so that their customers do not have any issues regarding their customer service and ensure the sustainable growth.

A comparative strategy which involves distinguishing the business from other species and requires a consideration of what the competitors do (Tura *et al.*, 2019). The strategy consists of finding and quantifying different ways to differentiate those businesses and set them apart.

The customer-driven strategy involves the experience of the customer. The operation decision must be determined or looked at from a marketing and sales perspective by involving the engagement of customers and their feedback.

A corporate strategy which involves the company's mission statement to develop the initiated production. The KPI and the process of decision-making help them to reach a desirable mission so the teams may work by implementing those initiatives in the process which are measured and analyzed for the necessary changes.

Product or service strategy which involves the requirement and quality control of the products and their services and developing a new offering system (Anchan, 2018). As can be observed that the production manager has to play a great role in this approach as it consists of the services and products.

Technology Plan

A technology plan can help the company to grow. By applying various kinds of technical strategies and environments to reach the goal of the company is established. It is a combination of tools, management strategies, technological governance and organizational structures focused to ensure (Anchan, 2018). That the application of technology across the team is optimized to meet the demands of customers and expectations.

Social media marketing

Digital marketing can be at the first front of growth strategy, as it is one of the most powerful techniques to achieve long-term goals. As the world has become connected very much to the web, social media and other devices through a lot of applications. According to the trend, it is a golden opportunity to grab the attention of the global audience and advertise it globally and easily. All kinds of digital marketing methods should be applied for the achievement of the company. And special attention should be paid to social media. Around the world, social media is on the top and unique opportunities are presented to make a loyal brand following and build a strong bond with the customers (Nyagadza, 2020). And a good marketing approach will attract the attention of the followers to the website of company and engage them. Through digital marketing money paid for the ads will be stopped as it will achieve lifelong customers.

Networking

Networking is a process of doing interaction with a group of people to share documents and information, store data and send emails. A network can be limited to computers only within a single office connected with multiple officers (Aurelia *et al.*, 2018). Networking is needed in business as it allows contact with others in connected sectors to get new clients and partners as well as expand the company.

Cloud computing

As business leaders are looking for long-term goals and benefits of migrating operations to the cloud, cloud computing is all overspread for some time. Through cloud computing, operational efficiency is increased with various applications and the enhanced form of cyber security. Whether it is a small business or a large one, every business is migrating increasingly to the digital platform. For the successful transition to the cloud, a professional team is required to handle the process of migration. For the availability of service and maintaining efficiency so that the company will be online and stay product most of the time without wasting any resources, a professional team is needed (Attaran and Woods, 2019). After completion of the migration process or benefits of cloud computing can be enjoyed that include technologies according to the needs of the employees that will help the firm for long-term achievement.

Enhance communication with VoIP

Communication is another pillar of the success and growth of a company. There are two ways good communication will help the company to grow externally as well as internally. The first one is about good communication grading and the second one is about the technology of communication. The technology that is needed is voice over internet protocol or VoIP. It is a solution that is cloud-based and acts as a fully digital phone system for the entire company. A good VoIP service and provider should not offer national and international calls at a low cost. But a full optimization with mobile should also be provided. And multiple features like call forwarding and scheduling a link video conferencing and virtual assistant and many more should also be provided. Once a view IP is integrated remote teams will be managed easily, sales of the department will be strengthened, and PR and HR will be enhanced and help to grow (Saenger *et al.*, 2020). By establishing ties with effective commercial communication businesses connect with organizations and customers via mobile systems and communication. This allows personal dealing, efficiently and quickly with customers. Effective communication with the staff members and great customer service will lead the company to build a strong reputation and expand in the long term.

Optimize everything for mobile

As mobile technology is the trend right now and it is not surprising to see customers and employees using mobiles for communication purposes online shopping, surfing the web or leading their life efficiently. So the benefit of this mobile Trend should be obtained to optimize the processes for the demographic of mobile (Usman *et al.*, 2020). Whether it is mobile recruiting or a mobile-friendly site or mobile marketing or mobile sales, the possibilities are never-ending.

Inventory control system

To manage the inventory of the whole company an inventory control system is used. It keeps tracking accurately the products including how much it is in stock, keeping the system up to date on the arrival of new inventory. After selling out, keeping a record of the details is also included (Erameha and Odoh, 2021). Maintaining the balance of things in the warehouse, understanding what is left and examining the finances, an adequate and organized system is needed in a business to manage inventory.

Leverage Big data analytics for success

By the very fable and relevant data the growth strategy should be backed up, which means that big data analytics should be utilized. By combining big data analytics with artificial intelligence as a lot of information is on the web nowadays, collating and collecting large amounts of data can be obtained with these things without any loss of money and wasting time (Hung *et al.*, 2020). By having the right strategy that is needed, strategy can be adapted easily as well as the tactics and entire approach instantly which can enhance the productivity effectively accordingly.

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