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Milestone 1 Company

**Maersk History**

Maersk is a Danish business conglomerate having operations in logistics, transport and energy sectors. The full name of the company is listed as A.P Moller –Maersk A/S, but it is simply known as Maersk. Maersk is the largest container ship and supply vessel supply operator in the world since 1996. The company has been founded 115 years from now in the year of 1904 by Arnold Peter Moller and Peter Maersk Moller. The key people of the company Soren.S who is the CEO of the company while Hemmingsen is the Group vice CEO. Maersk is based in Copenhagen, Denmark. The company has several offices in 130 regions in the world, as well as Maersk, has 88,000 employees in all of its offices. In 20116, The Company announced splitting into two divisions, which are energy and transport & logistics (Fremont, p.p. 431-442).

History of the Maersk states that the company has been founded in 1904 by captain Petter M.M and his son Arnold P.M. After 35 years (in 1939), the children of A.P Moller became partners while the elder one became head of the company after the death of his father. In 1993, he got succeed and promoted to the position of CEO. As well as, he continued as chairman of the company until he got 90 years old. At the time, he had gained a huge amount of expertise in the field and contributed a lot to the growth, expansion, and success of Maersk.

During 2017, Maersk was hit by one of the major victims of the NotPetya ransom malware attack and it hugely disrupted the company in terms of its performance, operations, and growth. But, Maersk had a strong presence in the world with having successful business operations in the world. So, the company took itself out from the trouble efficiently and continued its operations and business in a better way than the past (Fremont, p.p. 431-442). Hence, now the Maersk has been listed as the largest and top company for transportation & logistics and energy services all over the world.

**Quality Issue of Maersk**

Maersk is the leading company in the world with having outstanding operations and performance, but gaps exist everywhere. In very recent time, Maersk had a quality issue which was concerned about the safe delivery of goods to final customers. The company faced the problem of providing quality services. Maersk always focuses on testing and improving the transport & logistics, but the quality issue because of using beaching facilities in some countries impacted services inversely instead of the expected benefits for the company.

Maersk is facing the biggest quality issue which is the uncertainty of its supply chain circle. This issue is considered the most critical and huge by the company and management because it is a barrier in the process regarding supply chain improvement. Most of the customers and even all customers have been found dissatisfied with the services of Maersk. The recent occurrence that happened because of this quality issue is the situation “Six Ships Scrapped” faced by the company in June 2019, where six ships of Maersk are scrapped. This happened due to the poor quality of shipping services and the uncertainty of the chain circle. Due to the issue, the services of Maersk are going down in up to some extent too (Madar, and Nicoleta, p.p. 139-148). But, the company's management and Quality Assurance (QA) Teams of Maersk putting the best of their efforts to cover the problem from all aspects.

**The Rationale for Choosing Maersk**

Several companies and businesses are there that could be chosen but Maersk has been chosen instead because of some crucial reasons which are;

1. The company is the top in the industry of its operations with having strong presence and performance so analyzing such an organization adds a lot to knowledge of business students.
2. Being a top company with a strong presence, the company badly survives with the aforementioned quality issue which is an interesting thing to bring under discussion.
3. According to my view, choosing Maersk was a perfect fit as per the nature and tasks in the assignment as well as Maersk is the expert in its industry.
4. To know the actual logic behind how and what (e.g. quality issues) affect a top company/business and its performance or operations inversely.
5. Maersk is the leading company that is surviving with an issue which is not known to every person (Mangan, and Chandra, n.p). So choosing and identifying a unique issue can be found more interesting than the common ones.

Work Cited

Fremont, Antoine. "Global Maritime Networks: The Case of Maersk." Journal of Transport Geography 15.6 (2017): 431-442.

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