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**Report**

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**ABSTRACT**

 The methodology describes that this study involved two sources of information while the preparation of this report. The primary sources include personal learning and co-operative group members. And the secondary sources of the report writing are previous internship reports, internet and the annual report of Warid telecom in Abu-Dhabi. “In this report, I conclude that warid telecom has the infrastructure, business set-up, and campaign management expertise to facilitate customers in building a solid reputation through the delivery of reliable technologies and services, along with dedicated management and customer service personnel”. The main area which is important to improve is the operation performance, training, and development of the employees. Most of the time training is conducted by the outs side of the organization. So we need to better develop their system hiring and maintaining the local staff. This can be achieved if the practical operations management scenario develops their procedures for the training and development of the employees.

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**“Executive Summary”**

In the first chapter, the purpose of the internship, scope of work, method of the information and scheme of the report has been described.

In chapter second, the historical background of warid, mission and vision statement of warid, ethical values, branch expansion strategy, organizational structure, and organizational structure of warid (franchise) is given.

In the third chapter, the HR activities of warid telecom, including an overview of HR, Job description, Job Specification, Job Evaluation and including HR functions Recruitment, Selection, Training, Development, and employee motivation, compensation strategies, Administration benefits, and international HRM aspects. In chapter four, including a SWOT analysis of the organization (Warid). And at the end of the report, the conclusion and the recommendation have been given.

**1. Introduction**

This report is aimed at studying and analyzing the telecommunication sector and different activates holding about operations management practices and policies in Warid telecom, Abu-Dhabi (Annual report, 2017).

“This is the report on an organization “Warid Telecom” came into existence in 23-May-2005. This corporation started by Sheikh Nahayan Mabarak Al-Nahayan”.

**1.1 Scope of Work/Report:**

Telecommunication is a very broad field to learn and experience due to the short period. I couldn't learn every aspect of managing operations strategies and HRM practices in the telecommunication sector. Evaluation of certain departments is carried out. Recommendations are given for the analysis. Accordingly, due to the short time frame, the scope of the internship was very confined.

**1.2 Sources**

* **Primary Sources:**

There are two ways such as,

· Discussion with the employees of the HR department from time to time.

· Personal learning

* **Secondary Sources:**

· Newspapers, Journals

· Annual reports

· Websites.

**1.3 Limitations of the Report:**

Due to the limited time frame of report, it was not possible for me to learn every aspect of telecommunication sector. The management also doesn’t allow the employees to describe every secrets of organization to an internee and operational performance in the organization. But the main factor that limits the areas of my report was the organization’s secrecy policy as well as the ethical responsibilities on my shoulders.

**1.4 Vision**

“The vision statement of warid is,

To be the leading national communication provider with a strong international presence.

Warid Telecom believes in working with strategic partners and employees for long term relationships.

**1.5 Mission Statement of organization (warid):**

The mission statement of warid telecom is,

With a reflection of a new strategy, the company mission is to be perceived not only as a telecommunication operator of voice services but also as a universal provider of comprehensive communications services for both residential and business customers.

**1.6 Objectives**

* “Warid Telecom establishes the principles of total quality management which, blended with the tenets of active leadership ensures that the entire workforce dynamically participates in the company-wide efforts to achieve superior customer satisfaction. To ascertain that nothing important is neglected or overlooked and that everyone is an active participant in the overall process”.

**2. Description** **of the company**

The main idea, in this case, was that in the course of activities it is impossible to simultaneously achieve equally high results in all respects (Best *et al*., 2007). Focusing requires first of all determining development priorities, and then to concentrate management efforts on those company resources that allow achieving goals. The ethical values of the company are

Ø customer satisfaction

Ø Integrity

Ø Teamwork

Ø Commitment

Ø service

**2.1 Product and Service**

**2.1.1“Quality:**

Quality is a significant driver for its continuing success as well as that of its customers. The commitment to quality and the continuous improvement of services and processes enables us to consistently exceed customers' expectations. Management's active leadership assures that all employees participate in the company-wide total quality environment.

**2.1.2 Hajj Service:**

In this organization have started a special campaign for special Hajj package for this purpose they made special contracts with the Saudi Organizations i.e Aljawaland Etihad Al-Etisalat.

**2.1.3 Al-Jawal:**

For the subscribers who will choose the network of Aljawal, they have the facility of receiving an Incoming SMS free of cost from anywhere in the world.

**2.1.4 Ethical Al Etisalat:**

For using Etihad Al Etisalat network, 5 Outgoing SMS to all over the world are free of cost”.

**2.2 Managing Operations Strategies:**

Operational strategies are divided into types depending on the priorities allocated to the functioning of the business operating system. These priorities include cost minimization;

* Development of flexibility of the operating system in terms of expansion
* Nomenclature, assortment or changes in output. Development of the quality of aompany processes, products or services;
* Minimizing lead time for custom orders.

The first two groups of operational strategies (focused on minimizing costs and developing the flexibility of operating systems) are traditional strategies. They are used in a this company from the first years of the development of classical management to the present day. The last two groups of strategies (development of quality and minimization of time) are new strategies, the emergence of which is associated with the implementation of modern standards for operating system management (Mutumba *et al.,* 2016).

In this warid tel focuses on reducing the time for executing orders, business processes are carried out using the ideas of direct-flow movement of objects of labor based on the flow form of organization of activity. As a rule, this focused on the mass or large-scale type of operating systems that do not have high flexibility in terms of response to changes in the volume and content of demand. Similarly, it is rather difficult to ensure the flexibility of operating systems operating within the framework of a strategy of minimizing costs, which is largely achieved also based on activities of mass and large-scale type. In this company will achieve higher revenues and low costs are an undoubted advantage in developing a priority for product quality. In general, it can be said that no company should count on the fact that at the same time it will achieve the highest results in all performance indicators, namely in terms of cost, product quality, production flexibility, speed of development of new products, lead time for custom orders. On the contrary, each company must fulfill a limited number of tasks, and those that would best contribute to the realization of its main corporate goals (MUKORAKO, A., 2013).

**2.3 “Purpose of Strategic Planning In Warid Tel”:**

“The purpose of strategic or long-range planning is to assist a Warid Tel in establishing Priorities and to better serve the needs of its constituency. A strategic plan of organization is flexible and practical and yet serves as a guide to implementing programs, evaluating how programs are doing, and making adjustments when necessary. A strategic plan reflects the thoughts, feelings, ideas, and wants of the developers and molds them along with the organization's purpose, mission, and regulations into an integrated document”.

Warid is facing a lot of competitors in the telecommunication industry so due to that very reason strategic planning of Warid is very good (Annual report, 2018).

**3. Analysis**

Overview of practical operations management scenario in Warid Telecom:

The main direction of the restructuring of the management structure and its radical improvement, adaptation to modern conditions has become the massive use of the latest computer and telecommunication equipment, the formation on its basis of highly effective information management technologies.

**3.1 Rules in Warid Tel:**

“Managers and employees need to share a clear understanding of what is and what is not acceptable behavior within the organization. Unfortunately, in today’s workplace, an employer can be held liable for the bad behavior of an employee, especially when that bad behavior affects other employees, clients or individuals. Having a clear set of behavioral expectations is critical to establishing that we are not contributing to that bad behavior as an employer”.

**3.2Consequences of rules violation in Warid Telecom:**

“It is important that we clearly state consequences for violations of the behavioral standards so that employees know what to expect and have fair warning of those expectations”.

**3.3 Tools:**

The modern tool should manage the production process and continuously monitor its parameters to deviate from the acceptable values, starting from the planning stage of the sales order to the shipment of finished products to the consumer

The modern tool in an organization should implement a cost management methodology and cost centers. This technique requires planning the cost of products, approval of planned standards and monitoring deviations of actual costs from their standards for timely action. Cost accounting should be carried out at the places of their occurrence and allow management personnel to conduct analysis (Sabri, E.H. and Beamon, B.M., 2000). Based on the production plan and standard cost, the system must calculate the estimated cost of production. The system should ensure the unity of financial and management accounting data. In modern conditions of operation of the enterprise, it is essential that the data entered into the system be available immediately after the registration of the business transaction to everyone who needs them: from the accountant in the workshop to the manager of the enterprise. For example, the unity of financial and management accounting data. Financial and business operations should be registered in the system immediately after their completion. This will allow for the control of production at the level of production estimates.

**4. SWOT Analysis:**

The basic purpose of SWOT analysis is, that first to analyze the key strengths and then compare them to the competitors to gain a competitive edge against the competitors and then to sustain it. And to remove the weaknesses of the organization.

**4.1 Strength:**

**The Network:**

“Warid are partners with some of the leading vendors in the telecom industry, who help us in providing the best and latest network solutions for the businesses. These vendors include cellular giant Ericsson, Nortel, Siemens, Cisco, and Hawaii”.

**4.2 Weaknesses:**

Although along with some of the major strengths, there are some major weaknesses that the warid need to overcome. These weaknesses are described below.

**4.2.2 Message problems:**

This is the one problem, that warid recently is facing for its users. The message delivery is not good. Most of the time, the message cannot be delivered to the other operators.

**4.2.3 Service delivery:**

This is another very critical problem with warid telecom. Its service that they are given to the users is not effective. Most of the areas, the call is not connected by the users of warid, or even if it will get connected, during the call, it will be ended automatically.

Right now the series of warid is 0323. It’s also not effective. Some times, in some other net works including Paktel, PTCL, it will not be connected.

**4.2.3 Promotional campaign**

Although, the warid has started its promotional campaign, it’s not as effective, as its competitors have. Warid telecom is not adopting effective tools for their promotional campaign.

**4.2.4 Management problem**

One of the most important problems, due to which all of the above problems are occurring, is the problem of management. Although the warid telecom has invested a large amount in Pakistan. But they have skillful people to manage all their activities but not as competent as their competitors have. Warid is a very well known Organisation so they are not hiring competent or skill full employees. This is the most important problem. The warid telecom needs to overcome this problem and most of the above problems automatically vanished due to effective management (Izaguirre, A.K. and Perard, E., 2008).

**4.2.5 Call Rates:**

One of the major weaknesses of Warid is its call rates. Their call rates are very expensive as compare to their competitors. Their call rates to other networks are very much expensive as compare to their competitors.

**4.5 Opportunities:**

Warid is offering different opportunities to its potential employees.

**4.5.1 Job opportunities:**

This is the main opportunity that fresh graduates looked with some organization. Over time, as warid is working on a branch expansion strategy, there are opportunities for searching for a job with warid telecom.

**4.5.2 Hajj services:**

At the upper post of warid telecom, warid gives the services of employees to get the facility of hajj services on the head of warid. Recently, one employee from warid head office has gone at hajj on warid expenses. Even the salary of that person is not deducted.

**4.5.2 Threats:**

Every organization has some threats from the competitors.

* Warid also have some threats currently facing from other mobile operators.
* As technology is improving over time, warid needs to remain up to date with the new technology. Otherwise, it would not be possible to be run with the competitions.
* There is another threat that, the different problems like service delivery, message problem, promotional campaign and call rates.

The weaknesses of warid telecom, the warid must need to resolve those problems, else it should be difficult for warid to continuously sustain its users.

**4.6 Compensation Management:**

Organization gains a powerful competitive advantage from a well designed compensation strategy, as part of an integrated approach to human resources. A poorly designed rewards program, on the other hand, can contribute to dissatisfied employees, excessive workforce turnover, and the inability to attract quality candidates.

Compensation strategy means taking an informed approach to rewarding employees relative to organisation competitors, in support of business culture and objectives. organisation help the clients establish the purpose of each component in the compensation package (including base salary, short-term and long-term incentives, benefits, perks, and recognition programs) as well as how the total package should be positioned versus the market.

**5. Conclusions:**

“Warid Telecom’s main aim is to provide the latest, cutting-edge technology, yet affordable.

Means of communication, catering to people from all walks of life. They have the infrastructure, business set-up and campaign management expertise to facilitate us in building a solid reputation through the delivery of reliable technologies and services, along with dedicated management and customer service personnel.

As fixed and mobile technology constantly evolves, excellent resources will enable the organization to develop new solutions that can enhance the demands and offerings by bringing new and innovative services to the market first.

With the world of business becoming increasingly sophisticated, the requirement for rapid, reliable and cost-effective solutions is critical to the success of the corporate clients and individual customers. Most businesses have a common range of requirements, but many have far more complex needs. As a dynamic company, Warid Telecom takes pride in its ability to respond rapidly and with great flexibility to meet individual customer needs”.

**5.2 Recommendations:**

Although Warid telecom is going at its best, still I would like to recommend something which I have observed that there are some flaws in the procedures and policies during my internship in Warid.

* The network of Warid Telecom is not as superior as it could be. There are many problems with the network coverage. However, due to poor network coverage users are afraid to take the services of Warid Telecom. So I would like to recommend Warid Tel that Warid management should work on the network problems, so it should concentrate to improve the network coverage in all areas.
* “Employee involvement and employee empowerment enable people to make decisions about their work. Employee involvement and employee empowerment increase loyalty and foster ownership. Warid not take as many inputs from their employees and not involve the employees in organization decision making”.
* Another problem that I have seen in the organization is extensive paperwork. Managers and employees for issuance of anything even for a pen must fill the forms after approval they take that very thing so I recommend warid must minimize that vary thing. Gave authority to employees to use the things without using extensive paperwork.
* “The external recruitment of Warid Telecom is not so effective and impressive. External recruitment and proper campaigns increase the popularity of the organization on the job market, which helps to improve the position for further expansion. On the other hand, eternal recruitment takes a lot of energy from the HRM to handle all the job candidates in the selection process. Thus Warid should improve its external recruitments campaign”.
* Warid hiring criteria is not so much effective. They should hire only those employees who are competent and are highly qualified. The education criteria should be like a four-year Graduation or Masters Degree, thus not hire those employees whose qualification is less than four years of Graduation and Masters.
* The turnover rate of employees in private sector organizations is more. However, the turnover rate of Warid is also high so Warid should use strategies to overcome the turnover rate. The organization can only be successful by retaining the best talent. Warid should more motivate its employees to retain the employees. If turnover is increasing ultimately productivity will suffer.
* Job insecurity is another major problem in Warid Tel. The organization must minimize or overcome the job insecurity problems, Thus, I recommend to Warid must concentrate on the job insecurity problem.

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