FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSESSMENT 1 & 2

FOR
TRANSPORT OPERATIONS MANAGEMENT

TOM611S
ASSIGNMENT 1 AND 2
ASSIGNMENT 1 MEMO

The students were expected to write the transport company project in the following format or as per the outline below. You are given a lot of latitude and freedom to show your creativity and ingenuity in this project. Therefore, the marker will not strict with the format.

For points 1 – 3 (10 Marks)

1. Title Page
The Title Page must include;

- The subject of the report,
- Who the report is for (University name, department, course, etc.)
- Who the report is by and the date of submission.

2. Table of Contents
The Table of Contents should be on a separate page. It helps the reader to find specific information and indicates how the information has been organised and what topics are covered. The table of contents should also include a list of figures and a list of tables or appendices if any are used in the report.

3. Introduction
Students were expected to give an overview of the report in general. You should indicate why the report is prepared, who requested it and for what it is requested.

You should also tell the reader what is discussed in the report, in most cases you should provide the findings the reader will encounter in the report as he/she reads through.

This part makes the report more readable and encourages the reader to read more.

4. Findings (30 Marks)
The students were expected to discuss the all the points as outlined in the tutorial letter. This information was to be obtained from the companies that were investigated, through interviews, web searches, personal experiences (for those investigating companies were they work),

These include:
4.1 Company background
You were expected to give a brief history and business operations of the transporter identified.

4.1.1 Company organizational structure.
You were expected to show the organisational structure of the transporter graphically, but focusing more on the transport or distribution department. Lastly, you could give brief descriptions.

4.1.2 Transport services.
Here, the students were expected to name and explain all the services offered by the transport. Pictures of trucks and warehouse facilities to be inserted here. This will attract marks.

4.1.3 Company customers.
You were expected to name or categorise the customers in this section. Provide reasons as to why customers outsource the service from the transporter.

4.3 Transport bookings
Transport booking system differs from company to company. The size of the company also determines the booking system to be used. For instance a small transporter may use only telephone and or emails for booking. Therefore, you were expected to find out the transport booking system used by the chosen transporter.

4.4 Fleet maintenance and service plan
Here, you were expected to simply discuss how the vehicle maintenance is handled and find out if the company fleet have service plans and what is a contractual obligation with insurance company.

4.5 Fleet management and dispatch
This is one of the most important responsibilities of the transport or distribution manager. You are supposed to look at how the manager is managing the vehicles, in order to reduce cost and improve service delivery. Again, how is the company making sure that their vehicles are environmentally friendly? How is the transport manager maintaining efficiency and effectiveness?
4.6 Accidents reporting procedures
The students were expected to discuss accidents reporting procedures in place. This could be the whole communication from the scene to the transport manager or even to management level.

4.7 Consolidation or deconsolodisation
Simply, consolidation means the process of assembling or grouping of several shipments or consignments in order to transport them at once. This is vital as it reduces cost. Then deconsolidation is the vice versa. Therefore, you are expected to find out it is handled by the chosen transporter.

4.8 Invoicing
The students were expected to explain how the invoices are processed and handled. They were given freedom to be creative, therefore the discussion on administration was considered valuable to this section of the project.

4.9 ERP system in place
This is where most of the students missed out. There are several Enterprise Resource Planning (ERP) Systems available in the market. Such as QuickBooks, Sage pastel Evolution and SAP system, etc. Therefore the students are expected to find out the system the transporter company is using and discuss.

4.10 Subcontracting/Outsourcing
You were required to find out if the company is subcontracted to carry out certain activities on behalf of other company. In cases where a transporter is perhaps is outsourcing a service from other companies, you discuss it here as well.
4.11 Fulfilment/PODs
The students were expected to describe the Proof of Delivery (POD) procedures or processes. Therefore, the students are supposed to explain the whole process from loading the consignment end the receiving of POD from clients and then to the office.

4.12 Challenges and recommendations
The students were supposed to discuss the challenges the company is experiencing and then narrow them down to the transport and/or distribution department specific challenges. Thereafter, you are expected to suggest what could be one tone reduce or eliminate the challenges you have discussed above. Your recommendations should be systematic and helpful to the company because you have acquired advanced knowledge of transport operations management.

4.14 How reverse logistics
Here, the students were expected to discuss how the transporter handles reverse logistics.

5. Conclusion
The Conclusion should be as brief as possible and straight to the point. Should be presented in descending order of importance and should not suggest actions. Your conclusions should not contain further discussion of points not raised in the project.

6. Recommendations
The Recommendations should follow naturally from the conclusions. They should be offered in descending order of importance and may be in point form when several recommendations are being made. It is where students are expected to provide recommendations to management of the transporter for improvement and implementation purposes.

7. References
The list of References is an accurate listing, in strict alphabetical order, of all the sources referred to. You are expected to visit the library for clarity on APA referencing.
8. Appendix/Appendices
The students are expected to attach the interview questionnaire (if used) and any other important data, explanatory and illustrative material not included in the findings.
ASSIGNMENT 2 MEMO

The students were expected to write a transport company report in the following format or as per the outline below:

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Students were expected to give an overview of the report in general. You should indicate why the report is prepared, who requested it and for what it is requested.

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This part makes the report more readable and encourages the reader to read more.

(30 Marks)

4. Findings

The students were expected to discuss the all the points as outlined in the tutorial letter. This information was to be obtained from the companies that were investigated, through interviews, web searches, personal experiences (for those investigating companies were they work),

These include:

4.1 Company background.

- You were expected to give a brief history and business operations of the transporter identified.
4.2 Company organizational structure.

- You were expected to show the organisational structure of the transport graphically, but focusing more the transport department. Lastly, you give brief explanations.

4.3 Transport services.

- Here, the students were expected to name and explain all the services offered by the transport. Pictures of trucks and warehouse facilities to be inserted here. This will attract marks.

4.4 Company customers.

- You were expected to name or categorise the customers in this section. Provide reasons as to why customers outsource the service from the transporter.

4.5 Competition

- You were expected to identify two competitors. Name and give an overview of their business operations. Lastly, you are supposed to explain how the transporter differentiates itself from the two competitors mentioned.

4.6 Competitive advantage

- The students were expected to identify and describe the competitive advantage of the chosen company or transporter.

4.7 Challenges

- The students were supposed to discuss the short term and long term challenges the company is experiencing. You first categorise them and explain why you think they are likely to be the challenge for the transporter.

4.8 Segmentation strategies

- Segmentation strategy is defined as approaches to subdivision of a market or population into segments with defined similar characteristics or needs.
Segmentation strategies are behavioural, benefit, demographic, geographic, and psychological segmentation. Therefore, you are expected to find out which of the above strategies are implemented by the transporter you investigated.

4.9 Factors affecting operational costs

- The students are expected to find out the factors affecting the operational costs incurred by the transporter and discuss in detail.

4.10 Alternative strategies

- After discussing 4.9 above, the students were expected to recommend alternative strategies to overcome the operational challenges mentioned.

4.11 Personal recommendations

- You were supposed to recommend the things that you will do different from what you have seen and heard from the transporter. You discuss this as a transport management graduate with advanced knowledge of transport management.

4.12 SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

- You were expected to write down what you considered to be the Strengths, Weaknesses, Opportunities and Threats which apply to a transporter you have visited.

- Remember that strengths and weaknesses are internal, while opportunities and threats are external factors.

**Overall:**

Students were expected to shorten the headings indicated above.

In an investigative report, this part would consist of all the information required to convince the reader that the conclusions and recommendations are valid/reliable.

This information must be presented in a systematic way and numbered properly.
5. Conclusion
The Conclusion should be as brief as possible and straight to the point. They should be presented in descending order of importance and should not suggest actions. Your conclusions should not contain further discussion of points not raised in the report.

6. Recommendations
The Recommendations should follow naturally from the conclusions. They should be offered in descending order of importance and may be in point form when several recommendations are being made. This is where students are expected to provide recommendations to management of the transporter for improvement and implementation purposes.

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END OF MEMO