



ENHANCING THE PERFORMANCE OF OBL PROCESS IN HERO MOTOCORP LTD

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ABSTRACT :

This paper based on Hero MotoCorp Limited at Haridwar Plant under Outbound Logistics ,paper includes how an OBL Department works, what are the possible distribution in OBL, Process of OBL etc. I also worked on the project to reduce the TIMING of OBL process which also include reduction of Transit damage ,Invoice creation on SAP and Permit generation on E-WAY bill website of government . Paper is focusing in damage control with proper solution of that, is transfer of M/C'S From PDI to warehouse there I analyze that the shifting person are not following the Standard Operating Procedure for transferring the M/C's from PDI To warehouse.



KEYWORDS : Logistics, Invoice creation, permit generation.

INTRODUCTION

Reducing the timing of OBL (OUTBOUND LOGISTICS) Process

The project is all about reducing the overall timing of OBL Process taken from PDI Conveyor till Dispatch of truck from plant.

For understanding the Project first understand what is Out Bound Logistics?

LITERATURE REVIEW

OBL Management in Manufacturing Companies in Ghana

By: K.OWUSU Kwantung et al/RBFS

The optimization of OBL Operations through consolidation and collaboration using a third party logistics provider has potential to contribute to the profitability of an Organization by lowering the cost of Warehousing and Transportation. The purpose of this paper is to access Outbound Logistics of a Manufacturing Company (Guinness Ghana Breweries Limited) using the services of third party Logistics provider (DHL). Empirical research was employed to explore OBL performance of the manufacturing company. Structured Questionnaires were used to explore OBL Performance of the manufacturing company. Structured Questionnaire was used to explore OBL Performance of the manufacturing company. Structured Questionnaire was used to capture the perception of the staff of GGBL regarding OBL Performance of the service of the third party logistics provider. The study revealed there was not much significant change in the supply chain performance measure of Outbound Logistics activities for the services of DHL to GGBL.

Suggestion for improving the issues captured is provided. The performance measurement construct obtained from the study can be used by the management of GGBL to perform routine assessment and evaluation of OBL activities to improve OBL Performance of the organization.

Improving the OBL process at KLM Engineering and Maintenance

By: Porozantidou, Feb. 2015-september 2015.

Within this report, a process of Improvement framework is developed and applied in the case of OBL Process at KLM engineering and Maintenance. The methodology proposed for the improvement of the process includes a synergy of 3 different, but related theories:

Lean, Six sigma and Engineering Design. The integration of their critical steps are followed in order to developed improvement recommendations. These are to define the current state and the existing point, measure the process performance in terms of the predefined performance metrics making use of reliable data, develops analyze improvement techniques.

In the context of the analysis phase and due to certain limitations, a specific work scope has been chosen and an algorithmic approach has been applied in order to develop personnel's scheduling scenarios, text and evaluate them in terms of turnaround time, Quality and Cost. Next the improvement steps include the proposal of feasible solutions based on the analysis performed. Finally, the control phase helps the continuous improvement of the OBL through performance management tools.

OBJECTIVES

- 1) **Increased Sales:** Increased sales are of course, a major goal of Inbound and Outbound Logistics by keeping products in Stock, delivering shipment on time and efficiently moving products through the warehouse, you can avoid losing Sales and Capitalize on existing orders.
- 2) **Improved Customer Service:** Going hand in hand with the idea of better relationships through healthy interactions is a focus on customer service. Whether dealing with Inbound or Outbound Logistics, Satisfying Customers Should is at the heart of everything you do.
- 3) **Reduce the Transit Damage:** Transit Damage also acts as a barrier in the overall performance of OBL as it result in too much Time Wastage and Cost to Company. So reducing the Transit Damage will definitely enhance the Performance of OBL Process.

RESEARCH METHODOLOGY

The target population comprised if Section Head, Team Manager, Planning Team, Operation Team, Supervisor and the Staff of OBL in Hero MotoCorp Limited. The Sample Population was selected by both convenience and purposive sampling techniques i.e. without any prior criteria except that the person should be a Manager, assistant Manager, Planning Team or Junior Staff of the Company and also ensuring heads of departments was included.

Data for the study was obtained from interviews and questionnaire as well as secondary sources like SOP, Reports, Projects, Journals, books and Internet. Questionnaires and interviews were developed based on the outlined objectives and serve as the main instrument of data collection. Primary data were obtained by using Questionnaires, Personal Observation and interviews with staff of the company and the transport staff. The method used for data collection was a Self-administered Questionnaire. This helped collect information on the performance of Hero MotoCorp Limited with regard to Outbound Logistics when they engaged the services of the third party Logistics. The Questionnaire was structured such that it contained both closed and open questions. This then focus on the assessment of Outbound Logistics of Hero MotoCorp Limited and how it can be improved.

Analysis

Table showing Improvement in timing in various activity of OBL

Activity	Average time taken(in min.)		Difference
	Before	After	
Moving M/C's from PDI to Warehouse	2	2	0
Pick list Creation	2	2	0
Searching Pick list Variant and shifting to Ramp	15	10	5
PDT Scanning	12	8	4
Verifying PDT Scanning in system	1	1	0
Loading M/C's to Truck	12	12	0
Truck Waiting at Ramp after Loading	15	4	11
Invoice and Permit Generation	2	2	0
Accessory Collection	10	5	5
Accessory Loading to Truck	3	3	0
Truck Security and Finance Checking	8	3	5
Finally Truck Dispatch	1	1	0
Total Time Taken	83	53	30

Findings

- 1) We can save our time in Searching vehicle variant according to pick list by avoiding Mix-model parking of motorcycles in storage area. For example, by keeping a specific place in warehouse for specific model of M/C and a board for the same is hang on that storage place. By doing the there is no need to search for any model of motorcycle as ail the models of motorcycle will already be parked at their assigned place. So we can save time by allotting specific place of storage for specific model of motorcycle in warehouse. by doing this we can save about 2minutes.
- 2) We can also save our time by making aisles and gangways near each storage space for motorcycle's model wise, as it become easy for the shifting person to move the bike through gangway.
- 3) Avoid parking of old vehicles with new vehicles as it lead to high searching time, there should be old vehicle area defined for proper FIFO and it result in lesser time to search old vehicle, by doing this it will result in time saving of 1 min.
- 4) Avoid parking vehicle very close to each other in warehouse as it leads to difficulty in vehicle movement and increase time of vehicle retrieval. Instead of parking too close we can do box marking on floor with adequate spacing, so that vehicle can be parked with proper spacing for facilitating fast vehicle retrieval. Distance maintained between vehicles reduced searching process and time saving of 1 minute.
- 5) All lights should be in working condition that will improve illumination and help in reducing tracking time.
- 6) All the Dock number should be visible on side of wall in front of Dock because vehicle retrieval on wrong dock leads to time loss.
- 7) Each Dock should be divided with chain to avoid mixing of vehicle on the dock, that will result in wrong loading to truck and when caught in security check took time in unloading the same truck, so it's better to take precaution from before for the same.
- 8) We can also save the time of truck standing on ramp for too long even after loading, that we can do by calling the next truck from parking on time when the previous truck just parked on ramp, as outside parking is at a long distance from plant so if the next truck was informed earlier then it will come on right time.
- 9) We can also save time in accessory receiving to driver by shifting accessory store near to permit delivery room as accessory room is at a long distance from permit room so driver will have to cover a long

distance to collect accessory and due to this truck at plant parking standing for long time and due to this truck on ramp after loading of M/C's can't able to move forward due to non availability of space in parking inside the plant.

- 10) Accessory store person should take a proper count of accessory before giving that to driver as it leads to time wastage if driver not receive right quantity of accessory while inspecting by driver.

CONCLUSION

From the above graph showing the comparison of timing of OBL process before and after improvement, we can see that in total we can save 30 minutes per truck (Time taken from truck entry inside the plant and truck leave from the plant after loading) .

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