

Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region

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Abstract

This research aims at studying the Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region. The researchers used the qualitative research as the study method by collecting the data from the documents to conduct the descriptive analysis. It was found that freight transportation management is one of the logistics activities that plays a significant role in business planning and decision-making. Road transportation is the most popular method for businesses due to its convenience, speed, and direct delivery to the destination without transshipment or changing vehicles. It offers flexibility in terms of time, good scheduling, the ability to transport the required volume, frequent trips, and wide service coverage. However, many businesses also find that managing transportation themselves results in higher costs and expenses, such as fuel costs, maintenance costs, tire costs, and investments in electronic or information technology systems as well as route planning and environmentally conscious management systems. Therefore, businesses should prioritize service to improve transportation efficiency. The findings of this research can be used as a guideline for businesses in the trucking industry or within the same supply chain to formulate policies for developing their organizations to be more efficient and able to cope with the rapid changes in today's competitive environment.

Keywords: Guidelines/ increasing efficiency/ potential entrepreneurs of trucking/ Bangkok

Introduction

Logistics is a system for managing the delivery of goods, information, and resources from the point of origin to the point of consumption according to demand. It involves the integration of information, transportation, inventory management, raw material management, and packaging. Logistics is one channel in the supply chain that adds value by utilizing time and place. The logistics process involves transportation activities in many parts, including inbound logistics (National Economic and Social Development Council, 2017), which brings production factors to manufacturing plants and sends the finished products to distribution centers before outbound logistics activities occur, simultaneously bringing goods to market through retail stores before reaching consumers. (Thompson, James D, 2010).

Trucking companies are experiencing rapid growth due to changing consumer purchasing trends and the increasing number of online orders. (Kosharnaya, G. B., Yurasov, I. A., Korzh, N. V., Karimova, L. F., Tarkhanova, E. S., & Danilova, E. A, 2019). Freight forwarding plays a crucial role in distributing goods from producers to consumers, and rapid delivery is essential. However, the current trucking industry faces intense market competition, necessitating organizational improvements for greater efficiency and effectiveness (Schermerhorn, Hunt & Osborn, 2001). This heightened competition makes

trucking operations more complex, fraught with challenges and various contextual factors. Businesses and personnel in trucking companies must be aware of these impacts and prioritize finding solutions to mitigate these obstacles, ensuring smooth operations and ultimately improving the company's efficiency. Efficiency in trucking refers to the ability of a company to increase productivity from available resources or to achieve higher results with the same investment (Adeyinka & Umar, 2013).

The researchers were studying this the Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region because trucking companies act as intermediaries in the transportation process, their efficiency enables them to better meet the needs of customers and stakeholders.

Research Objectives

To study the Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region

Methodology

In the research the Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region, the researchers used a qualitative research study to collect the data from documents (Documentary Research) by reviewing concepts and theories from related documents and researches.

The researchers analyzed the data from the documents with content analysis by studying various documents and researched related to the study to be analyzed and compared to obtain accurate and reliable data. The data validation and reliability was tested with the triangular data validation process to consider consistency and differences in the data from time, place, and personal sources.

Results

The research the Guidelines for increasing efficiency potential entrepreneurs of trucking in Bangkok metropolitan region results that freight transportation management is one of the logistics activities that plays a significant role in business planning and decision-making. Road transportation is the most popular method for businesses due to its convenience, speed, and direct delivery to the destination without transshipment or changing vehicles. It offers flexibility in terms of time, good scheduling, the ability to transport the required volume, frequent trips, and wide service coverage. However, many businesses also find that managing transportation themselves results in higher costs and expenses, such as fuel costs, maintenance costs, tire costs, and investments in electronic or information technology systems as well as route planning and environmentally conscious management systems. Therefore, businesses should prioritize service to improve transportation efficiency.

The efficiency of a trucking company depends primarily on its management methods and, secondly, on the proper and genuine involvement of its employees in achieving its strategic objectives. Strategic goals are achieved through adhering to established plans and procedures, such as building and accumulating new knowledge. Trucking companies act as intermediaries in transporting goods to consumers. Their efficiency enables them to better meet the needs of customers and stakeholders. Trucking companies are experiencing rapid growth due to changing consumer purchasing trends and the increasing number of online

orders. As a means of distribution, the efficiency of trucking, particularly in the highly competitive market, is crucial for business success and increased competitiveness in this dynamic environment. Therefore, trucking businesses aiming for greater efficiency are necessary. However, several factors influence trucking efficiency. The growth of the trucking industry is partly driven by large-scale government infrastructure investments, leading to increased private sector investment in the sector. Including the gradual economic recovery, which will support truck freight transportation, businesses in the trucking industry should focus on developing the potential of their human resources, especially the capabilities of their entrepreneurs. This includes employee engagement, integrated technology, information technology capabilities, organizational learning, and total quality management, in order to increase the organization's competitiveness and adopt modern information technology. Prioritizing intellectual capital will result in more efficient truck freight businesses.

Conclusion and recommendations

From this research, the researchers found that Businesses in the trucking industry or within the same supply chain can use this guideline to formulate policies for developing their organizations to be more efficient and competitive in today's rapidly changing world. Furthermore, management should set clear and tangible organizational goals that employees can easily implement, and should provide opportunities for employees to collaboratively find ways to improve operational quality. Finally, there should be promotion and allocation of budget for the application of technology to maximize the efficiency of existing resources within the trucking company.

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