

The impact of logistic management on organizational performance in Hormuud Telecom at Mogadishu

Background

The impact of logistics management on organizational performance has become a critical focus for businesses, including telecommunications companies like Hormuud Telecom. Effective logistics management ensures efficient resource allocation, timely service delivery, and cost control. In Mogadishu's challenging environment, Hormuud's ability to optimize logistics directly influences its operational success and customer satisfaction.

Objectives

- To determine The Role of Strategic Network Design logistic management of HORMUUD Telecom in Mogadishu.
- To investigate the influence of Transportation Planning in Logistic Management of HORMUUD Telecom in Mogadishu.

Results

The study showed The impact of logistics management on organizational performance as shown by the respondents, become agree 9 (45.0%), strongly Agree, 3(15.0%) neutral 5(25.0%), Disagree 1(5.0%) and strongly disagree 9 (10.0%). so that most respondents of the study are agree.

Conclusion

Effective logistics management in Hormuud Telecom has a direct positive impact on organizational performance by optimizing operational efficiency, reducing costs, and improving customer satisfaction. Streamlined logistics processes enable better resource allocation, leading to faster service delivery.

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