BUSINESS PROCESS RE-ENGINEERING IN MANUFACTURING AND SERVICE INDUSTRIES-SOME PERSPECTIVES

DR.CH. VENKATAIAH*; SRILALITHA SAGI**

* Associate Professor
GITAM School of International Business, GITAM University, Visakhapatnam, Andhra Pradesh, India-530045

** Assistant Professor
GITAM School of International Business, GITAM University, Visakhapatnam, Andhra Pradesh, India-530045

ABSTRACT

In today’s ever changing world, the only thing that doesn’t change is “change” itself. In a world of competition driven by the three C’s: Customer, Competition and Change, companies are looking out for new solutions for their business problems. Recently, some of more successful business corporations in the world seem to have hit upon incredible solution: Business Process Reengineering (BPR). The reason behind so many success stories of Organizations like Wal-Mart and Taco Bell’s sales is the same concept of BPR. Reengineering is the fundamental rethinking and radical redesign of process of business for remarkable improvements in critical, contemporary measures of performance such as Cost, Quality, Service and Speed to meet Customer’s requirement. The purpose of this paper is to clear out the confusion on BPR by reviewing various literatures of different authors. It also discusses co-existence of BPR with TQM, Organizational Process Understanding, Reengineering challenge and redesign of Organization.

KEY WORDS: Business Process Reengineering, TQM, Redesign