

## **Abstract**

### ***Thesis Title: Reengineering the Operating Processes as an Approach for Developing the Egyptian Companies***

***(A case study on “Nissan” company)***

This thesis represent both a theoretical and a field study aiming at recognizing the importance of the Reengineering of the operating processes' approach in the development of Egyptian companies , as one of the methods of modern management, where was the problem of the study in an attempt to answer the following question: what extent it contributes to the entrance of the re-engineering operations in the development of Egyptian companies for the automotive industry, and what are the requirements of the successful application of this technique, and what is it's effect on these companies' performance .

#### **We can specify the goals on which this study depends in the following:**

- 1- Highlighting the Reengineering of the processes approach and its basic principles as one of the most recent trends in developing the operating processes.
- 2- Displaying and analyzing the importance of the Reengineering of the operating processes' approach and its most important attributes in order to reduce the operating cycle.
- 3- to clarify the nature of the relationship between the nature of the organizational structure and application of the approach re-engineering operations.
- 4- to clarify the nature of the relationship between the operations and activities of the operation and application of the approach re-engineering operations .
- 5- identified to clarify the nature of the relationship between the application and use of information technology and the application of the approach re-engineering operations.
- 6- to clarify the nature of the relationship between the application of the entrance re-engineering operations and increase the ability to improve and develop performance.
- 7- Helping the Egyptian car manufacturing companies in supporting its performance by applying the Reengineering of the operating processes' approach.

**In the light of the above points, the hypotheses of the study are as following:**

**The first hypothesis:** There is no significance statistical relation between the studies's set of verities and the Reengineering of the operating processes' approach applied .

**The following three sub-hypotheses are breaching from this hypothesis:**

- ☐ There is no significance statistical relation between the organizational structure and the Reengineering of the operating processes' approach.
- ☐ There is no significance statistical relation between the operating processes and activities, and the Reengineering of the operating processes' approach.
- ☐ There is no significance statistical relation between the application and usage of information technology and the Reengineering of the operating processes' approach.

**The second hypothesis:** There is no significance statistical relation between the Reengineering of the operating processes' approach and the possibility of reducing the productive operating processes .

**The third hypothesis:** There is no significance statistical relation between the Reengineering of the operating processes' approach and increasing the ability of developing and enhancing performance .

## **Study plan:-**

*The study plan is including six chapters:-*

**Chapter one** : The general frame of the study.

**Chapter two** : The theoretical frame of the Reengineering approach.

**Chapter three:** The various influences of the Reengineering of the operating processes' approach on the organizational and administrative aspects.

**Chapter four:** The influences of applying the Reengineering of the operating processes' approach on the operational aspects.

**Chapter five** : Field study.

**Chapter six** : The study's results, recommendations, and suggestions for future research.

**Concerning the results of the hypotheses validity examination, the approached results are as follows:**

**The first hypothesis:**

The first hypothesis was proven wrong as there is an significance statistical relation between the study's set of variables and the nature of the organizational structure, the operating processes and activities, and the application and usage of information technology (as an independent variable), and the Reengineering of the operating processes' approach (as a dependent variable), as the correlation) for each of the independent variables respectively; referring to a strong positive relation between the dependent variable in the first hypothesis and the independent variables at a significance level less than 5% ; both Nissan and a sample of other companies meaning that when there is interest in the organizational structure, the operating processes and activities, and the usage of information technology, this will lead to the application of the Reengineering of the operating processes' approach.

**The second hypothesis:**

This hypothesis was proven wrong as an significance statistical relation between the Reengineering of the operating processes' approach (as an independent variable) and the possibility of reducing the productive operating cycle (as a dependent variable) was proven, as the correlation coefficient), referring to an opposite relation between the dependent variable of the hypothesis and the independent one at a significance level of less than 5%; both Nissan and a sample of other companies meaning that the increase of the independent variable leads to a decrease in the dependent one, so as long as there is interest in the Reengineering of the operating processes, this will lead to the reduction of the productive operating cycle.

**The third hypothesis:**

This hypothesis was proven wrong as an significance statistical relation between the Reengineering of the operating processes' approach (as an independent variable) and increasing the ability of developing and enhancing performance in the company (as a dependent variable) was proven, as the relation analysis resulted in a correlation coefficient), referring to a strong positive relation between the dependent and the independent variable of the hypothesis at a significance level less than 5%, both Nissan and a sample of other companies meaning that as long as there is interest in applying the Reengineering of the operating processes' approach, this will lead to increase the ability of developing and enhancing performance.

Concerning the hypotheses' examination results of the sample extracted from the companies working in the study's field such as (General Motors/ Prima for structural Industries/ Suzuki Egypt / Egyptian- German Company for Cars), the field study results have proven no eccentric (genuine) differences in the study's results compared to the case study company (Nissan).

### **The researcher most important recommendations:**

- 1- The company's administration must take care of developing the organizational structure contributing in simplifying the procedures leading to achieving high connectivity between the company's administrations and departments, activating the role authority delegation in giving way to applying the Reengineering of the operating processes' approach.
- 2- The necessity of clarifying the concepts and principles of the Reengineering approach, convincing the company's administrations and departments with it in order to decrease the intensity of change resistance, and gaining their approval and support for applying this approach.
- 3- The best use of the companies' available human sources by enhancing the skills, abilities, and experiences qualifying for analyzing and participating in applying the Reengineering of the operating processes' approach in companies.
- 4- Benefiting from the modern approaches and techniques in business administration field to simplify the processes and procedures, applying a surveillance system to discover defaults, and reducing the losses eventually helping in developing performance.
- 5- Benefiting from computer applications in preparing the necessary designs for the manufacturing processes, leading to the reduction of the operational works cycle to reach a high quality product.
- 6- The importance of providing all the administrations and departments with the necessary data and information in the right form and speed in order to make wise decisions.
- 7- Administrators' realization of the importance of reducing the productive operating cycle, its working environment, and the process's executing working

**teams, and the means and techniques necessary for reducing the productive operating cycle.**

- 8- Taking care of the training programs in a form that suits the current and future needs of the companies.**
- 9- The importance of discovering and specifying the obstacles and problems which stand in the way of applying the Reengineering of the operating processes' approach and working on solving it and reducing its intensity.**
- 10- The importance of benefiting the international pioneer examples in the car manufacturing industry to simulate it, acquire experience, and achieving the target uprising for companies working in this industry taking into consideration each company's circumstances and capabilities.**
- 11- Promoting the importance of using the car industry's quality exact specifications in conformity with the customers' needs (requirements).**
- 12- The importance of the advanced technological and technical information for the decision makers in administrations and departments, helping in achieving excellence and meeting the competition resulting from sharing these information which reflect on the company's eventual performance in the market.**