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DEPARTEMENT: MARKETING AND BUSINESS MANAGEMENT

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“ENTERPRISE MANAGEMENT”

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INTRODUCTION

Man and organizations are closely related to each other, this relationship may be direct or indirect. The organization dates back to the initial stages of social development. Enterprise is an environment where man meets his social needs. Governance of the company as the system is the enterprise addressing different goals, which are in function with general purpose. Government briefly sets out the process of coordination in the utilization of human resources, information, material and financial resources to achieve specific organizational goals.

OBJECTIVE

The overall objective is the study of the enterprise in relation with its management. Through the study to evidence that good management and good governance is a factor for ensuring the sustainable growth of economic growth, the necessity of reviving the economy by supporting management and governance for the productively use of material and human resources. The evidence of necessity of preparing new managers able to govern and manage the conditions of a market economy. This paper will serve students, businesses and various firms.

METHODOLOGY

To realize this paper a methodology that consist a combination of primary and secondary data is used.

Secondary (secondary research) which is used to study the theoretical concept of the enterprise, to better understand the way the enterprise operates as through literature.

Primary (primary research) is based on data and information in the field. Sources of this information are by close observation of the implementation way of KEDS.

CONCLUSION

Dynamic and turbulent environment, rough competition and technological change is pushing many companies to create sustainable strategies and also flexible in facing these changes. Managers know that to successfully achieve the goals in their enterprise environment in which it operates they must be capable entrepreneurs. So besides knowledge and experience they can have in the planning and strategies of the enterprise, organization, coordination and harmonization of activities with the necessary resources like financial, physical and human, definition, analysis and specification of duties and tasks necessary and recruitment and the selection of individual knowledge, resourcefulness, skills and knowledge whose work requires the requirements, creating a functional organizational structure through employee communication and motivation to effectively implement the operational plans of creativity and innovation in generating ideas and new projects and transforming them into products, services or processes that will maximize the profitability of the company and the value of its shares on the market. Such a result can be achieved, above all, the will, accountability, standards, principles and moral behavior. "Success requires a combination of skills, abilities and knowledge."

Managers fail in the start of their career which occurs due to the failure of several tactics in such a manner, the management team has not exercised control in an efficiently way in the business operation. Poor manager can bring the consequence of a poor job performance and not the implementation of the enterprise and the failure to realize higher results in the performance of duties. So the job of the manager today is very difficult and complex. The requirements are very high and with an ever greater orientation of the people, social and technological process, especially in handling relations with people. So required of him every day is to have more professional competence, high capabilities to qualify and motivate people at work. To manage the company in a competitive way, in today's conditions and the prospects, we need to possess managerial skills activities and functions, to bring performance and be productive in performing their duties.

KEDS is today a consolidated company and has the respect of citizens. In fulfilling its mission, they provided electricity for consumers and increased the quality of services. Thanks to continuous investments, consumers have more energy, while thousands of them have services with quality. Such investment is also launching the device in hand reading, where KEDS has made in order to improve services. This way of reading is applied in all of the territory of Kosovo and its performance is very positive. This way of reading is also more flexible and minimizes errors in reading and makes reading and printing of invoice on the spot in the presence of the customer. From this project mostly benefiting are consumers because the possibility of errors is very low, even for digital meter has no mistakes, because the meter digital does not need to be marked any number only approaching the appliance and automatically register the situation and the invoice will be printed immediately. While at electromechanical counters the situation should be written in the device and it immediately

prints the invoice, where consumers are surprised for good from this system. In this way the quality and the results are achieved in the firm for the benefit of the firm and consumers.

We believe that the new wooden poles will play an important role in establishing the sustainability of on-site equipment taking into account that the wooden poles are replaced with concrete ones. Furthermore, the wooden poles will improve safety conditions during distribution and general security of citizens. Investments made in order to reduce losses in the distribution of electricity, raising the capacity of distribution, as well as improving the customer with the supply of electricity, improving the overall distribution network and ultimately the purpose of lighting in every part of the Republic of Kosovo where they are.

- Improve the quality and increase the sustainability and security of supply customers with electricity;
- Support of growth of the load;
- Elimination of bottlenecks;
- Reduction of technical losses;
- Reduction of voltage drop;
- Reduction of hours lost per customer

Together with concrete wooden poles and cables the electric meter in wooden poles are also placed. From the placement of meters there is reduction of technical and commercial losses. This strategy is also winning for consumers who receive services with high quality, even for KEDS, because there is less energy loss in the system. In this neighborhood the old network is completely changed with a new one. In the "Lagjia e Re" project are located 60 electrical wooden poles on the 4.5 kilometer cable. Installation of meters in electrical wooden poles had started as a pilot project in sub district of Drenas. In the Orllat village of Drenas commercial losses had fallen from 70% to 5%. Previously the voltage used to drop up to 70 volts. Now, after the investment it goes from the standard 215-220 volt, where the customers are very satisfied with the investment. Now consumers have a better supply of electricity and more qualitative services. Investments in the electricity network bring lots of benefits, increase security of supply, quality of services and reduce losses.

Justification of hypothesis

Researches which have been made in the field are outdated network of distribution inherited from KEK in KEDS does not guarantee the quality and security of energy supply. As a result of outdated network and increasing the number of household and commercial customers, and therefore increase energy consumption, current capabilities do not meet the technical criteria and as a result the quality of supply to the last consumer is not at a satisfactory level and within the technical limits requested. Moreover, around 5200 customers will be directly affected by the projects that are being implemented together with this project. Customers who will benefit from these projects are supplied through long lines and old 0.4 kV and currently are being faced with declined voltage, especially during peak hours of electricity.

When we talk about investment projects, KEDS is in the process of the change of conductor of electricity poles in Kosovo. Wooden poles are changed in order to improve the distribution network and minimizing technical losses and other losses during distribution.