

A STUDY ON PROBLEMS FACED BY CUSTOMERS

AT REDOVA LOGISTICS PVT LTD

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

MEKALADEVI R

(40740204)



DEPARTMENT OF BUSINESS

ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAARNAGAR, RAJIV GANDHI SALAI, CHENNAI-600119

APRIL-2023



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www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work
MEKALADEVI R (40740205) who carried out the Project Training at "REDOVA
LOGISTICS PRIVATE LIMITED" under our supervision for a period of 3 months
from January 2023 to March 2023.

DR. JOHNPAUL M

Internal guide

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Jeppiaar Nagar, Rajiv Gandhi Sala
Chennai-600 079

MR. HARIHARAN N

External Guide

Dr. BHUVANESWARI. G, MBA., Ph.D

Dean – School of Management Studies

Submitted for Viva Voce Examination held on 08.05.2023

Internal Examiner

External Examiner



20-03-2023

TO WHOMSOEVER IT MAY CONCERN

Sub: Completion of Academic Project

We wish to confirm that **Ms. MEKALADEVI R (Reg.Num: 40740204)**, who is pursuing final year B.Com in Sathyabama Institute Of Science And Technology, Chennai, has successfully completed the final year Marketing project in our concern titled **“A STUDY ON PROBLEMS FACED BY CUSTOMERS AT REDOVA LOGISTICS PVT LTD”** from 02-01-2023 to 20-03-2023.

During the tenure with us, her conduct & behavior was observed to be good.

We wish success in all the future endeavors.

For Redova Logistics Pvt Ltd,


Hariharan.N



Recruitment Lead - HR

REDOVA LOGISTICS PRIVATE LIMITED

#43, 8th Cross Street, Thiru-Vi-Ka Industrial Estate, Guindy, Chennai - 32

| www.Redovalogistics.com | Info@Redovalogistics.com |

044 - 22441234

DECLARATION

I MEKALADEVI R (40740204) hereby declare that the Project work done by me under the guidance of DR. JOHNPAUL M (Internal) and MR.HARIHARN N (External) at REDOVA LOGISTICS PRIVATE LIMITED is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:29.04.2023

PLACE: CHENNAI



SIGNATURE OF THE CANDIDATE

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MEKALADEVI R

ABSTRACT

This study titled “ problems faced by customers of Redova Logistics Pvt Ltd ” helps the company in managing the interactions with customers, clients, and logistics prospects. It involves using the customer feedback to organize, automate, and synchronize business processes—principally transporting activities, but also those for marketing, customer service, and support. The overall goals are to find, attract, and win new clients; nurture and retain those the company already has; entice former clients back into the fold; and reduce the costs of marketing and client service. It describes a company-wide business strategy including customer-interface departments as well as other departments.

The primary objective of this project is to conduct a study on problems faced by customers of Redova Logistics Pvt Ltd for the Logistics industry. The study can be carried through by getting the feedback from the customers and compare those results with the expected results.

Population size	:	330
Sample Size	:	112
Sampling Technique	:	Convenience Sampling
Graphical Tools	:	Bar Charts, Pie Charts

By studying and comparing the perception of the customers of Redova Logistics Pvt Ltd we can get an effective relationship with the customers. It is important that to maintain a strong relationship with customers. This will help Redova Logistics Pvt Ltd to establish a reasonable share in the market place.

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CHAPTER - 1

INTRODUCTION

INTRODUCTION :

The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – *the customer*. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc.

All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers. The process of developing a cooperative and collaborative relationship between the buyer and seller is called customer relationship management shortly called CRM. The idea of CRM is to know the individual customer intimately, so that the company has a customized product ready for him even before he asks for it.

Customer relationship management is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies

that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of CRM is technology, viewing CRM as a technology-only solution is likely to fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people.

WHY – CUSTOMER RELATIONSHIP MANAGEMENT FOR TODAY?

A satisfied customer in 10 years will bring 100 more customers to the company.

It costs 7 times more to attract a new customer than to serve an old one. 20% of the company's loyal customers account for 80% of its revenues. (Pareto's principle).

The chances of selling to an existing customer are 1 in 2, the chances of selling to a new customer are 1 in 16.

BENEFITS OF CUSTOMER RELATIONSHIP MANAGEMENT

1. A CRM system consists of a historical view and analysis of all the acquired or to be acquired customers. This helps in reduced searching and correlating customers and to foresee customer needs effectively and increase business.
2. CRM contains each and every bit of details of a customer, hence it is very easy for track a customer accordingly and can be used to determine which customer can be profitable and which not.
3. In CRM system, customers are grouped according to different aspects according to the type of business they do or according to physical location and are allocated to different customer managers often called as account

managers. This helps in focusing and concentrating on each and every customer separately.

4. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an 'Opportunity of Business'. The Sales and Field representatives then try getting business out of these customers by sophisticatedly following up with them and converting them into a winning deal. All this is very easily and efficiently done by an integrated CRM system.
5. The strongest aspect of Customer Relationship Management is that it is very cost-effective. The advantage of decently implemented CRM system is that there is very less need of paper and manual work which requires lesser staff to manage and lesser resources to deal with. The technologies used in implementing a CRM system are also very cheap and smooth as compared to the traditional way of business.
6. All the details in CRM system is kept centralized which is available anytime on fingertips. This reduces the process time and increases productivity.
7. Efficiently dealing with all the customers and providing them what they actually need increases the customer satisfaction. This increases the chance of getting more business which ultimately enhances turnover and profit.
8. If the customer is satisfied they will always be loyal to you and will remain in business forever resulting in increasing customer base and ultimately enhancing net growth of business.

HOW TO INTRODUCE CRM IN THE COMPANY?

There are four key steps for putting one to one marketing program to work:

Step 1:Identify your customers

To launch a one to one initiative the company must be able to locate and contact a fair number of customers or at least a substantial portion of its valuable customers. It is crucial to know the customer details as much as possible, not just their names or address, but their habits, preferences and so forth.

Step 2:Differentiating your customers

Customers are different in two principal ways; they represent different levels of value and have different needs. Once the company identifies its customers differentiating them will help the company to focus its efforts to gain the most advantage with the most valuable customers.

Step 3:Interacting with the customer

Interaction is also a crucial component of a successful CRM initiative. It is important to remember that interaction just not occur through marketing and sales channels, customer interact in many different ways with many different areas of the organization so to foster relationship all the areas of the organization must be accessible to the customer.

Step 4:Customize your enterprise's behavior

Ultimately to lock a customer into a relationship a company must adapt some aspect of its behavior to meet customer' s individually expressed needs this might mean mass customizing a manufactured product or it might involve tailoring some aspect of the service surrounding the product.

1.3 NEED FOR THE STUDY

1. To identify the existing problems faced by the customers.
2. To understand the customer expectations.
3. To improve the overall customer satisfaction.

4. To improve the business relationship.
5. To understand the customer intention towards availing Redova Logistics Pvt Ltd services in future

1.4 RESEARCH OBJECTIVES :

PRIMARY OBJECTIVE

To study the problems faced by the customers of Redova Logistics Pvt Ltd in Chennai

SECONDARY OBJECTIVES

1. To compare the expectations of the customers of Redova Logistics Pvt Ltd with the actual services delivered by the company.
2. To identify the customers opinion on Redova Logistics Pvt Ltd resolution of complaints.
3. To determine the customers' satisfaction on Redova Logistics Pvt Ltd services and their intention towards availing of Redova Logistics Pvt Ltd services in future.

1.1.5 SCOPE OF THE STUDY :

The service industry forms a backbone of social and economic development of a region. It has emerged as the largest and fastest-growing sectors in the world economy, making higher contributions to the global output and employment. Its growth rate has been higher than that of agriculture and manufacturing sectors. It is a large and most dynamic part of the Indian economy both in terms of employment potential and contribution to national income. It covers a wide range of activities,

such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

The service sector is receiving much deserved attention resulting from its inevitable role in a country's economic development. With increased globalization, competition, higher customer turnover, growing customer acquisition cost and rising customer expectations in today's competitive world, CRM has become an important tool for several service providers in order to retain their customers for long period. Researchers found that developing a CRM strategy with the help of timely service, one-to-one marketing, and producing customized services would be a life saver for the services industry. This study opens up the relationship between the customers and the management. From the study organization can develop better CRM policies with their customers.

1.1.6 HYPOTHESIS :

A supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation

TESTING OF HYPOTHESIS

Test of hypothesis are of two types

NULL HYPOTHESIS

ALTERNATE HYPOTHESIS

NULL HYPOTHESIS: H_0

The null hypothesis asserts that there is no true difference between assumed and actual value of the parameter.

ALTERNATE HYPOTHESIS: H₁

The hypothesis that is different from or complementary to the null hypothesis is the Alternate hypothesis.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Reports of previous studies done in the same area:

Ernst Holger, Hoyer, Wayne D. Krafft, Manfred Krieger, Katrin (2011)¹. In this article authors say that Customer Relationship Management (CRM) is widely accepted as an effective approach for collecting, analyzing, and translating valuable customer information into managerial action. CRM's potential to aid in future new product development (NPD) has been neglected. Authors developed a conceptual framework in which multiple facets of CRM are linked to new product and company performance. Authors provide evidence that CRM has a positive effect on new product performance.

Battor & Moustafa (2010)¹. In this article authors examine the direct impact of both CRM and innovation on firm performance. They support the fact that there is a

¹ “Customer relationship management and company performance-the mediating role of new product performance” [*Journal of the Academy of Marketing Science*](#); Apr 2011, Vol. 39 Issue 2.

direct impact of CRM and innovation on performance. Also, the findings indicate that the indirect effect of CRM on firm performance through innovation is significant. These results reinforce the view that developing close **relationships with customers** enhances a firm's ability to innovate.

Jeff Solomon (2010)². In this article the author says that it is necessary to understand the unique differences between B2B and B2C CRM. All CRM systems are not created equal. However, it's crucial to understand the differences between B2B and B2C CRM in light of each company's individual requirements. He also says that CRM solutions have a long history of helping B2B marketers achieve greater ROI from their leads. He also says that marketers should form CRM strategy that is suitable for a B2B form of business

Steve Greechie(2009)¹. This article is about how CRM is essential for services marketing and how it helps service industries to retain their customers. Author tries to say that, the services offer unique CRM opportunities to get to know and retain the customer. He identified three universal facts about nature of service like inseparability, intangibility and non standardization. He explains how CRM helps to meet customer expectations and creates word- of-mouth. He also says that an effective CRM leads to customization of products and predicting Customer behavior.

Helgesen(2006)³. In this article the authors says that Customer loyalty is supposed to be positively related to profitability. The link between satisfaction, loyalty and profitability is perceived to be so self-evident that the relationship often is taken for granted. Here the focus is on the individual customer with respect to the links between customer satisfaction, customer (action) loyalty and customer profitability. They provided a fact that more loyal a customer tends to be, the higher customer profitability is obtained.

² “B2B Vs B2C CRM. What is the difference?” *CRM Buyer, Feb 2010*

³ “Are loyal customers profitable? Customer satisfaction, customer (Action) loyalty and customer profitability at the individual level” *Journal of Marketing Management, ApRedova Logistics Pvt Ltd 2006, Vol.29, Issue3/4.*

Adrian Payne & Pennie Frow (2005)¹. In this article, the authors develop a conceptual framework for customer relationship management (CRM) that helps broaden the understanding of CRM and its role in enhancing customer. The authors emphasize the need for a cross-functional, process-oriented approach that positions CRM at a strategic level. They identify five key cross-functional CRM processes: a strategy development process, a value creation process, a multichannel integration process, an information management process, and a performance assessment process.

Werner Reinartz, Manfred Krafft and Wayne D. Hoyer (2004)⁴. An understanding of how to manage relationships with customers effectively has become an important topic for both academicians and practitioners in recent years. However, the existing academic literature and the practical applications of customer relationship management (CRM) strategies do not provide a clear indication of what specifically constitutes CRM processes. In this study, the authors (1) conceptualize a construct of the CRM process and its dimensions, (2) operationalize and validate the construct, and (3) empirically investigate the organizational performance consequences of implementing CRM processes. The first key outcome is a theoretically sound CRM process measure that outlines three key stages: initiation, maintenance, and termination. The second key result is that the implementation of CRM processes has a moderately positive association with both perceptual and objective company performance.

Verhoef, Peter C (2003)¹. Investigates the differential effects of customer relationship perceptions and relationship marketing instruments on customer retention over a period of time. Author says that customer relationship perceptions are considered evaluations of relationship strength and a supplier's offerings. Finally he states that firms can use some strategies like loyalty programs to affect customer retention.

⁴ “ The customer relationship management process and its impact on performance ”
Journal of marketing research, Vol. XLI, Aug 2004

2.1. INDUSTRY PROFILE :

The scope and influence of logistics has evolved in the late 1940s. In the 1950s, and 60s, military was the only organization which used logistics. The scope of logistics has been extended beyond the army, as it has been recognized as one of the important tools for developing competitiveness. Competitive advantage means the company has the ability to differentiate itself, in the customer's eyes, and also is operating at a lower cost and greater profit.

Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It also helps in economic transactions, serving as a major enabler of growth of trade and commerce in an economy.

Logistics has come to be recognized as a distinct function with the rise of mass production systems. Production and distribution were earlier viewed as a sequential chain of extremely specialized activities. The role of logistics is to ensure availability of all the required materials before every step in this chain. Obviously inventory of raw materials, semi-finished and finished goods is a must across this chain to ensure its smooth functioning.

The concept of logistics has its base upon the systems approach. There is a single chain, with flow of materials starting from the supplier, then to the plant and finally to the end customer, and also these activities are done sequentially in order to achieve customer satisfaction at low cost. For this to be successful there has to be co-ordination in the activities of the department.

With reference to an organization, an organization gets a concrete shape due to its structure. In the earlier times, the suppliers in distribution activities were spread across the entire structure, thus resulting in an overlapping of activities and finally in unaccountable authority and responsibility. In today's process driven organization, where the focus has shifted from functions to process, logistics has become an essential part of the process.

Definitions of logistics:

The American Council of Logistics Management defines logistics as “the process of planning, implementing and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to customers' requirements” .

Philip Kotler defines logistics as “planning, implementing, and controlling the physical flows of materials and finished goods from point of origin to point of use to meet the customer's need at a profit” .

Objectives of logistics:

Logistics has the following objectives:

Reduction of inventory: Inventory is one of the key factors, which can affect the profit of an enterprise to a great extent. In the traditional system, firms had to carry lot of inventory for satisfying the customer and to ensure excellent customer service. But, when funds are blocked in inventory, they cannot be used for other productive purposes. These costs will drain the enterprise's profit. Logistics helps in maintaining inventory at the lowest level, and thus achieving the customer goal. This is done through small, but frequent supplies.

Economy of freight: Freight is a major source of cost in logistics. This can be reduced by following measures like selecting the proper mode of transport, consolidation of freight, route planning, long distance shipments etc.

Reliability and consistency in delivery performance: Material required by the customer must be delivered on time, not ahead of the schedule or behind the schedule. Proper planning of the transportation modes, with availability of inventory will ensure this.

Minimum damage to products: Sometimes products may be damaged due to improper packing, frequent handling of consignment, and other reasons. This damage adds to the logistics cost. The use of proper logistical packaging, mechanized material handling equipment, etc will reduce this damage.

Quicker and faster response: A firm must have the capability to extend service to the customer in the shortest time frame. By utilizing the latest technologies in processing information and communication will improve the decision making, and thus enable the enterprise to be flexible enough so that the firm can fulfill customer requirements, in the shortest possible time frame.

The various functions of logistics are as follows:

1. **Order Processing:** Processing the orders received from the customers is an activity, which is very important by itself and also consumes a lot of time and paperwork. It involves steps like checking the order for any deviations in the agreed or negotiated terms, price, payment and delivery terms, checking if the materials is available in stock, producing and scheduling the material for shortages, and also giving acknowledgement to the owner, by indicating any deviations.
2. **Inventory Planning and management:** Planning the inventory can help an organization in maintaining an optimal level of inventory which will also help in

satisfying the customer. Activities like inventory forecasting, engineering the order quantity, optimization the level of service, proper deployment of inventory etc. are involved in this.

3. **Warehousing:** This serves as the place where the finished goods are stored before they are sold to the customers finally. This is a major cost center and improper warehouse management will create a host of problems.
4. **Transportation:** Helps in physical movement of the goods to the customers place. This is done through various modes like rail, road, air, sea etc.
5. **Packaging:** A critical element in the physical distribution of the product, which also influences the efficiency of the logistical system.

Logistics delivers value to the customer through three main phases:

- a. **Inbound logistics:** These are the operations, which precede manufacturing. These include the movement of raw materials, and components for processing from suppliers.
- b. **Process logistics:** These are the operations, which are directly related to processing. These include activities like storage and movement of raw materials, components within the manufacturing premises.
- c. **Outbound logistics:** These are the operations, which follow the production process. These include activities like warehousing, transportation, and inventory management of finished goods.

Logistics Solution:

Generally, the in-house logistics departments in manufacturing organizations take care of all aspects of logistics. But this is not an area of core competency of manufacturing or trading organizations. Today, a lot of successful business corporations across the world are outsourcing logistics to the third party logistics providers, who are having the necessary infrastructure and expertise to do the job in

a better manner. Complete logistics solutions to manufacturers and traders is provided by the third party logistics providers, and they help in integrating various logistics operations, thus ensuring speedy and uniform movement of materials across the supply chain.

Logistics is nowadays widely used in virtually every area. The success of a logistics service providing company depends on how they conceptualize and implement the logistics solution, and also tune to the requirements of the customer.

Future of Logistics

Nowadays corporations look only for sustainable competitive advantage, not only for growth, but also to survive. There is so much killing competition that corporations are compelled to review their business process while they deliver the products and services to customers, who are looking for more and more value for the money that they are spending. The focus of competition has shifted from the product to the supply chain.

Today, logistics management is based on the system concept and cost approach. Transportation, warehousing, handling of material, inventory management and order processing are the major logistics activities, which impact the customer cost and operation. Integrated logistics helps in taking the cost out of the supply chain and also enhance the customer service level.

When looking at the macro level, a growth of a country's economy depends on the availability of excellent logistics infrastructure. The speed of the movement of goods depends to a great extent on the various modes of transportation like rail, road, air, and sea.

Logistics has a bright future, especially in India, but certain pressing issues like abolition of octroi levy, rationalization of customs formalities, improvement in road and rail infrastructure, creation of modern warehouse facilities etc, have to be taken care of. The geographical position of India also is well positioned to emerge as an excellent hub for a variety of products.

2.2. COMPANY PROFILE :

Redova Logistics Pvt Ltd was founded by logistics professionals in 2001 with a vision to be recognized as the most dependable and responsive logistics service provider. Survival of the fittest is more than apt in today's competitive world. One has to provide qualitative services at the most competitive prices at the right place & at the right time. For this you need to have a reliable service provider so that you can concentrate on your core competencies.

With Redova Logistics Pvt Ltd – the leading service provider with a full menu of logistics services – your business will boom. Our logistics services are at the forefront, offering state-of-the-art 3rd party and 4th party logistics solutions to all customers. Redova Logistics Pvt Ltd is structured to provide logistics and supply chain solutions to the growing global industry.

OUR STRENGTHS:

We have Logistics Engineering team to overview productivity and process review within the warehouses , Cycle Count Team to monitor inventory integrity and MIS team to provide and design customized MIS. These are some of our key differentiator functions over the competition – enabling us to execute our promise to deliver continuous value.

Our performance in productivity, inventory integrity, resource quality and quantity are among the best in the industry. We rely heavily on customized MIS to demonstrate performance improvements on a continuous basis.

Crashing transaction times :

Meeting agreed transaction times allow you to meet your delivery schedules. Improving these times by increasing productivity sharpens warehouse throughput and makes your invoices payable early. Crashing times actually adds to your working capital.

We work on improving transaction cycle times by using modern Industrial Engineering techniques, as well as implementing learning achieved from experience and industry benchmarks.



On a larger plane - TTM (Time to Market), TTC (Time to Cash) etc. are our customer expectations that we have assisted them in bringing around remarkable results.

Innovative Solution

"Value addition" is the basis of any successful and sustained business relationship between two entities.

Redova Logistics Pvt Ltd offers innovative solution as one such value addition to our customers, where we contribute to our customer's value chain not only as a one-time value addition but of a continual nature due to Redova Logistics Pvt Ltd tradition of improving it, with time.

Apart from the best in class performance which is a trademark Redova Logistics Pvt Ltd service, a good example is the Redova Logistics Pvt Ltd "Business Industrial Engineering" (BIE) function which adds value to our customer businesses via innovative solutions upon and around their key W&D requirements of: Innovative Warehouse design to enable Higher throughput at lesser costs. MHE and MSE selection to suit the Volume, flow (direction & magnitude) and cycle time metrics for Optimal Cost-Benefit ratio.

Distribution network design based on data analysis of our customer's transaction numbers.

Continuous Improvement - Redova Logistics Pvt Ltd BIE function does this as a 'birth principle' than a customer need / expectation / requirement.

Managing Reliability in Processes :

Redova Logistics Pvt Ltd recognizes the importance of stable processes in Warehousing and Transportation, which form most significant costs out of total Logistics costs.

Errors often creep even in routine transactions, the impact of which adversely affect customer satisfaction and may result in consequential problems of payment delays / defaults, loss of "repeat business" maybe profits as well.

Redova Logistics Pvt Ltd has been providing reliability levels of over 99+% to our customers with. We have achieved this based on our process flow mapping, mechanism to measure them and take proactive steps to improve them. SOPs, DPMS, Daily Exception reporting and management are some of the tools we will use to achieve the said reliability for you.

Redova Logistics Pvt Ltd cherishes dependability as one of the core values.

SERVICES :

1. Freight Forwarding

As more and more companies are migrating into the global marketplace, they've come to expect a freight forwarding service which is equal to the task of meeting their unique requirements. We are ready to answer that challenge with our vast network of international contacts and expert knowledge of the international freight forwarding.

Door to Door Service

Air Freight - Imports and Exports

Sea Freight - Imports and Exports

Multi-modal Transport

Customs Clearance

Air Freight



Our airfreight services help you to ship your cargo to almost every destination worldwide.

Our specialists have many years of experience in the area of air cargo shipments. And with our good connection with major worldwide carriers, we are able to offer the best solution to compete with time, safety, cost and space.

Our focus is on prompt and timely delivery of your shipments along with constant communications so that you are in control of your cargo at all times.

Our services include:

- Import Cargo Handling
- Export Cargo Handling
- Import and Export Cargo Consolidation
- Dangerous and Valuable Cargo
- Door to Door Services

Sea Freight



Through our network of experienced professionals, strong world shipping connections and extreme flexibility, we are able to specifically respond to whatever your shipping needs may be.

Our experience, local market know-how, partnership with carriers, global network lets you take advantage of the following:-

- o Efficient load capacities
- o Routing geared to meet your time\cost requirements
- o Competitive prices
- o Flexible schedules

Our services include:

- ▣ Full Container Load(FCL)
- ▣ Less than Container Load(LCL)
- ▣ Buyer Consolidation
- ▣ Direct & Transshipment service options
- ▣ Port to Port Services

Door to Door Services

Break Bulk

Project Cargo Handling



The complex requirements that encompass Project Cargo execution requires 'out of the box' thinking in order to create and implement effective solutions.

We provide the specialized expertise such as logistics capabilities, precise timing, wide geographical knowledge, and global connections to coordinate project cargo movements from origin to destination.

Our project handling capabilities include:

Freight negotiation (COA negotiation, long term rate validities).

Special equipment transport (flat racks, open tops, hard top platforms solution).

2. Third Party Logistics

Redova Logistics Pvt Ltd is one source for comprehensive logistics services. Our established operations offer supply chain, transportation and inventory management, warehousing operations, reverse logistics and more -- all

custom-tailored to the individual needs of our customers. Our in-house consultants and operations experts provide valuable experience and expertise in a wide variety of areas including IT, automotive and e-commerce. The warehouses are equipped with the best material handling and storage equipment, controlled by an in-house developed Warehouse Management System.

Inbound Logistics



Planning

Purchase Order Management

Milk Route Collections

Hub & Spoke model for Consolidation

Container Movement

Stores Management and Line Feeding

Just In Time Inventories

Vendor Managed Inventories

Performance Analysis and Process Optimization

Space Management

Planning & Forecasting

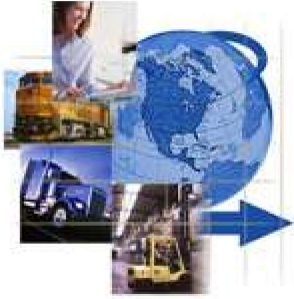
Excise & Octroi

Consolidation Centers

Line Feeding

Transportation

Outbound Logistics



Setting up a Distribution network

Providing certainty and committed service levels.

Shared Public Warehouses

Optimization to bring down Total Transaction Cost

Pre Delivery Inspection

Packaging

Accessory fitting

Audit

Storage

Inventory

Invoicing

Dispatch

Reverse Logistics



After Sales

Customer Feedback

Claims Settlement

Receiving

Quality

Payment

From warehousing to transportation, our process strength and operational excellence extends to all core functions of contract logistics.

We combine warehousing, transportation and value-added services to ensure a custom fit. Our facilities share common processes and systems, so you receive consistent reporting in addition to dependable customer service.

IT enablers like Warehouse Management System simplifies all data exchange.

We invest time and expertise to fully understand your business before designing plans to improve your supply chain. We take responsibility for the performance of all our suppliers and for ensuring availability of resources and equipment needed to control the flow of goods under our charge.

We seek to deliver advanced customer service quality by:

Customizing dedicated facility or flexible shared facilities

Optimizing performance of your existing assets. We are happy to work from your facilities if it increases efficiency.

Our services deliver:

Inventory integrity

- Shorter lead times
- Increased productivity
- Greater responsiveness
- Fast and reliable start-ups
- Flexibility to meet growing volumes and resultant peaks and valleys
- Recruitment, training and motivation of workforces
- Transfer of industry best practices from other sectors and regions
- Rock-solid record keeping
- Transaction integrity
- Transaction history record keeping
- Comprehensive menu of standard reports

3.Warehousing and Distribution Services

Our range of warehouse offerings is amongst the most diverse in India. We provide the following types of warehousing services:

- Dedicated Warehouses
- Shared-user Warehouses
- Limited term project centric warehouses.

Dedicated Warehouses

Best in class solutions

Customized to meet your specific requirements of design, layout, storage and handling, we can set up dedicated warehouses wherever you wish.

We are mobile, flexible and ready to go. From concept to operations, we use modeling to find an optimal location, identify the real estate using our database, and define the necessary systems and operating structure. We work closely with you right through the design and layout stages.

Our project management team integrates facility and systems operations and resource planning before hand over. Your distribution centre functions smoothly and you get visibility of the project from the very beginning.

Shared Warehouses

Flexibility all the way

Our Shared logistics facilities provide you flexibility on space and services without a sizable investment and long-term commitment.

These facilities can receive products and provide downstream distribution. Through shared resources - space, overheads, labour and equipment - our customers benefit from synergies that significantly reduce supply chain costs and improve efficiencies dramatically.

Smaller businesses requiring distribution operations without long-term lease or capital commitments can benefit from this. As can larger enterprises for a new acquisition, product launch or seasonal overflow. Leading manufacturers and retailers of the Automotive, Telecom and Retail, among other sectors, use our services.

In-Plant

Taking charge, giving control

We offer a range of programs within our customers' facilities. We can support your team – or be your team – by handling such tasks as labour or yard management, packing, designing, container stuffing, line feeds, water spider maintenance, and just-in-time deliveries.

We help you cut costs, increase productivity, and get the best out of your most valuable resource - your people. Quality and safety are part of our culture and we invest a substantial amount of time building consistent processes, aligned with your best practices and training, to achieve our goals of zero recordable incidents.

4.Installation Support Logistics

Our support to Installation Engineers combines several critical functions involving warehouse, transportation, up-lifting expertise and on site marshalling of manpower and lifting equipment.

The installation material is typically delicate, large, unwieldy and heavy and needs care for material and building protection. We also take care of local permissions.

We have special teams providing Telecom Installation Support logistics. Our flexible response to severe Transaction skew is greatly appreciated by our clients. We have a large vendor base which allows us to scale up on demand. Our transportation management skills and computer software allow us to meet these requirements. We run complex programs that ensure high levels of accuracy.

We also manage local and specialized deliveries - from coordinating and training staff on product installation to retail merchandising and more. These include customized inside-the-home deliveries and installation services.

Our proven transportation solutions coupled with local market intelligence helps us in delivering these capabilities:

- Dependable Vendor Management
- Route understanding, planning & optimization
- Octroi Management
- Milk-Run Management
- Multi-Point Distribution Management
- Pan-India & regional Services Management

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is one of the main aspects of very research. This explains how the researcher conducts this project. The word research indicates the mode or the way of accomplishing an end. The modern world is full of scientific inventions and seeks a scientific outlook to everything. Any scientific approach

should have a method or outline to be followed to attain a particular goal. Through methodological, systematic procedure, we can think of accuracy and clear cut conclusion. There is no discipline without methodology. The methodology adopted in this study is discussed below in brief.

3.1 RESEARCH DESIGN:

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose.

RESEARCH STUDY :

Descriptive type of research has been adopted for this research and description of a phenomenon or characteristics associated with the population are also dealt with.

3.2 SAMPLE SIZE:

The sample method is used for the research is a Judgmental sampling method.

Universe Size is 330

Sample Size is 112

RESEARCH INSTRUMENT :

The researcher constructed a structured questionnaire for data collection.

3.3 AREA OF THE STUDY:

Area studies are interdisciplinary fields of research and scholarship pertaining to particular geographical, national/federal, or cultural regions. The term exists

primarily as a general description for what are, in the practice of scholarship, many heterogeneous fields of research, encompassing both the social sciences and the humanities. Typical area studies programs involve history, political science, sociology, cultural studies, languages, geography, literature, and related disciplines.

The study is conducted in marketing department of Redova Logistics Pvt Ltd in Chennai. Redova Logistics Pvt Ltd has customers from all over the India.

3.4 METHOD OF COLLECTION OF DATA:

Primary Data

Primary data is collected through Questionnaire.

Secondary Data

Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

3.5 LIMITATIONS OF THE STUDY:

1. Time is one major constraint, which limits the effective data collection.
2. Non-availability of data collection from customers of Redova Logistics Pvt Ltd that is resident of foreign countries.
3. Customers of Redova Logistics Pvt Ltd who are clients were only been asked to fill the questionnaire.
4. Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.
5. This research outcome may not be suitable for any other logistics sector.

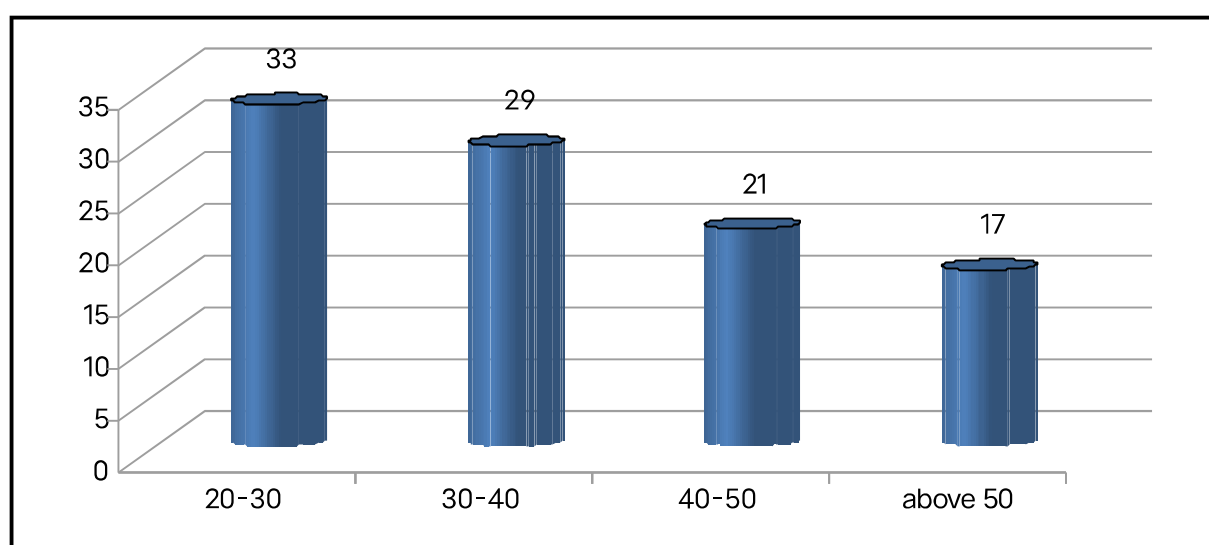
CHAPTER – IV

DATA ANALYSIS AND INTERPRETATIONS

TABLE 1: AGE

Age (in yrs)	No. of Respondents	% of Respondents
20-30	37	33
30-40	33	29
40-50	24	21
above 50	18	17
TOTAL	112	100%

CHART 1 :



INFERENCE :

33% of the respondents are in the age group between 20-30, 29% of the respondents are at the age group between 30-40

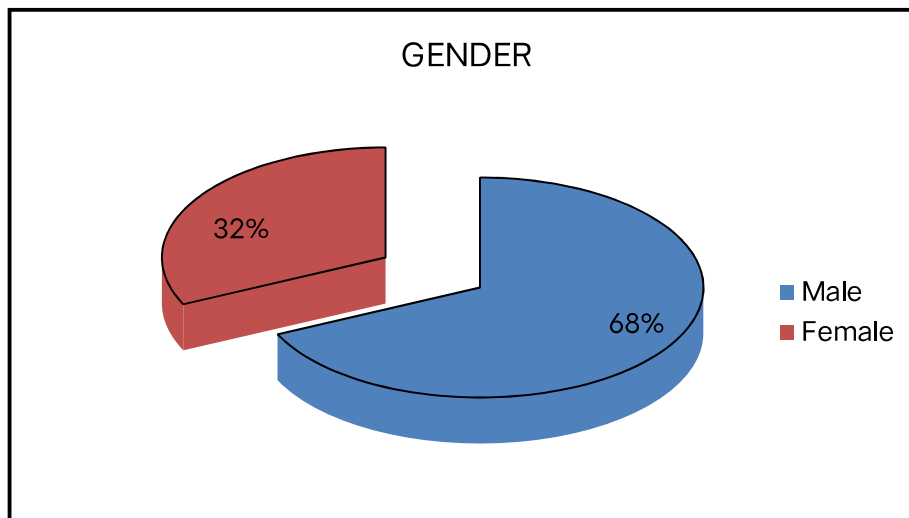
Therefore, most of the respondents are in the age group between 20-30.

TABLE 2: GENDER

Gender	No. of Respondents	% of Respondents
--------	--------------------	------------------

Male	76	68%
Female	36	32%
TOTAL	112	100%

CHART 2 :



INFERENCE :

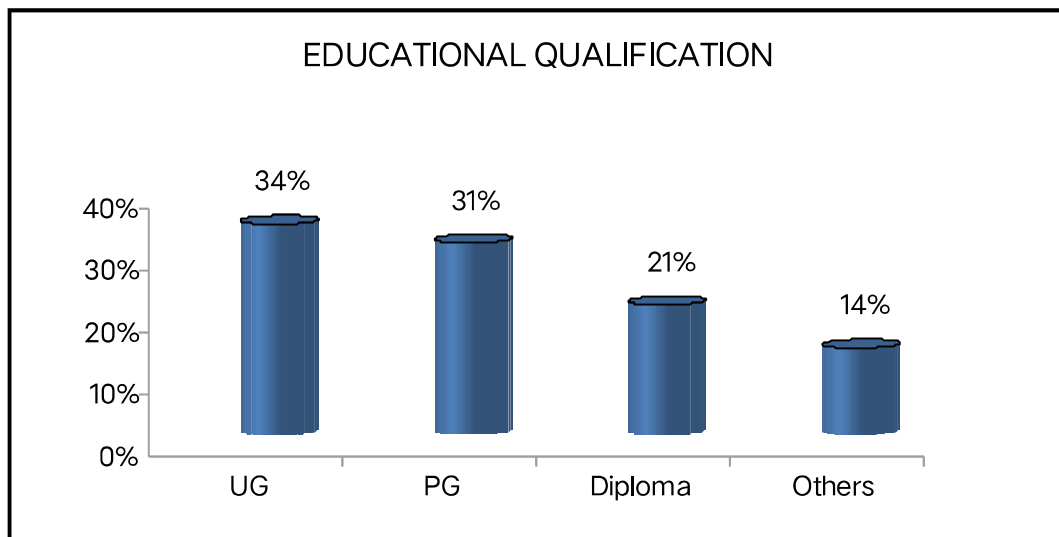
68% of the respondents are male and 32% of the respondents are female.

Therefore most of the respondents are male.

TABLE 3: EDUCATIONAL QUALIFICATION

Educational Qualification	No. Of Respondents	% Of Respondents
Graduate	38	34%
Post Graduate	35	31%
ITI	24	21%
Diploma	15	14%
TOTAL	112	100%

CHART 3 :



INFERENCE :

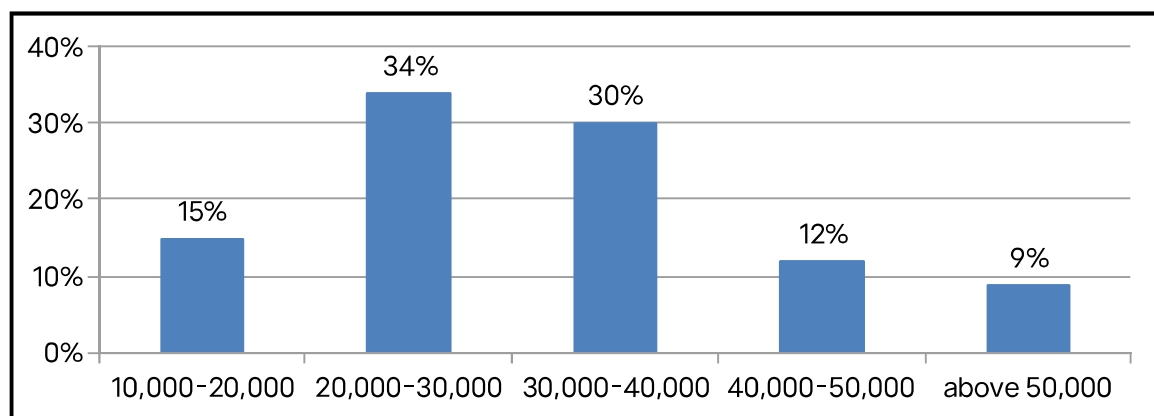
34% of the respondents are at Graduate, 31% of the respondents are at Post Graduate.

Therefore most of the respondents are at Graduate.

TABLE 4: INCOME

Income	No. of Respondents	% of Respondents
10,000-20,000	17	15%
20,000-30,000	38	34%
30,000-40,000	34	30%
40,000-50,000	13	12%
above 50,000	10	9%
TOTAL	112	100%

CHART 4 :



INFERENCE :

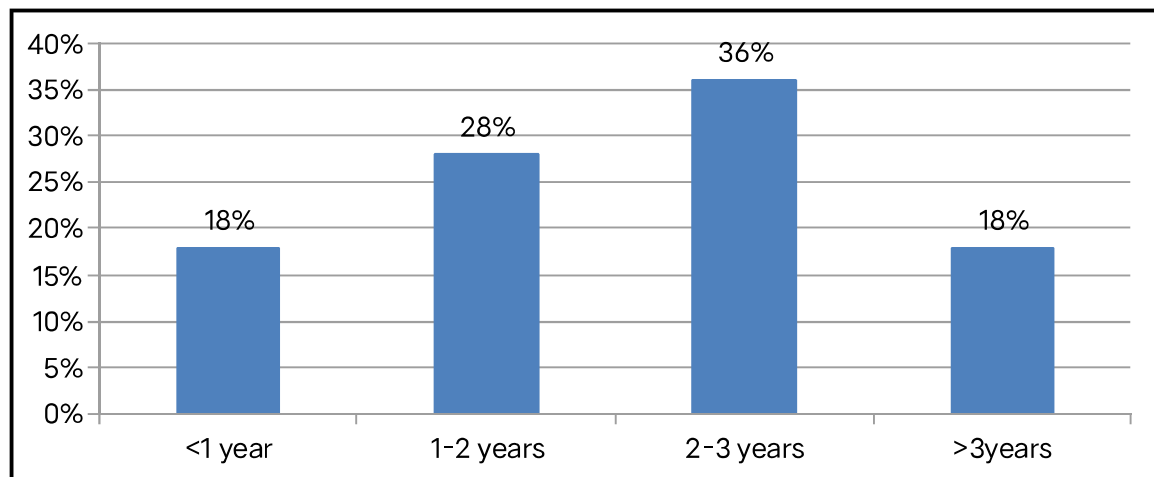
34% of the respondents income range between 20,000-30,000, 30% of the respondents income range between 30,000-40,000.

Therefore most of the respondents income range between 20,000-30,000.

TABLE 5: SHOWING THE ASSOCIATION OF CUSTOMERS WITH Redova Logistics Pvt Ltd INTERNATIONAL

Year	No. of Respondents	% of Respondents
<1 year	20	18%
1-2 years	32	28%
2-3 years	40	36%
>3years	20	18%
TOTAL	112	100%

CHART 5



INFERENCE :

36% of the respondents customers are availing services from Redova Logistics Pvt Ltd for more than 2 years to less than 3 years, 28% of the respondents are availing services for about 1-2 years

Therefore most of the respondents are availing services from Redova Logistics Pvt Ltd for more than 2 years to less than 3 years.

TABLE 6: SHOWING THE KIND OF SERVICES THAT CUSTOMERS ARE AVAILING FROM Redova Logistics Pvt Ltd

Services availed	No. of Respondents	% of Respondents
Ocean Freight Services	34	30%
Road Transport	20	18%
Warehouse Management	9	8%
Customs Management	49	44%
TOTAL	112	100%

CHART 6



INFERENCE :

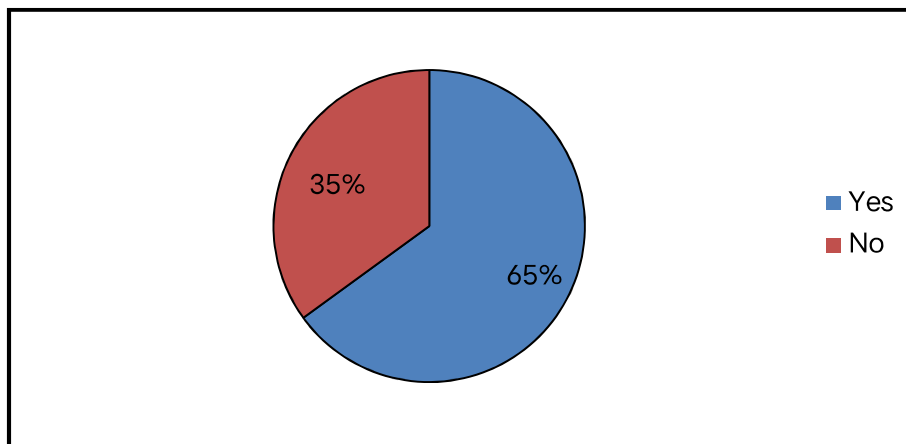
44% of the respondents are availing Customs Management, 30% of the respondents are availing Ocean Freight Services.

Therefore most of the respondents are availing Customs Management.

TABLE 7: SHOWING THE CUSTOMERS WHO HAD AVAILED THE SAME SERVICES FROM OTHER COMPANIES

Particular	No. of Respondents	% of Respondents
Yes	73	65%
No	39	35%
TOTAL	112	100%

CHART 7



INFERENCE :

65% of the respondents have availed the services from other companies and 35% of the respondents have not availed the services from any other companies and be loyal to Redova Logistics Pvt Ltd.

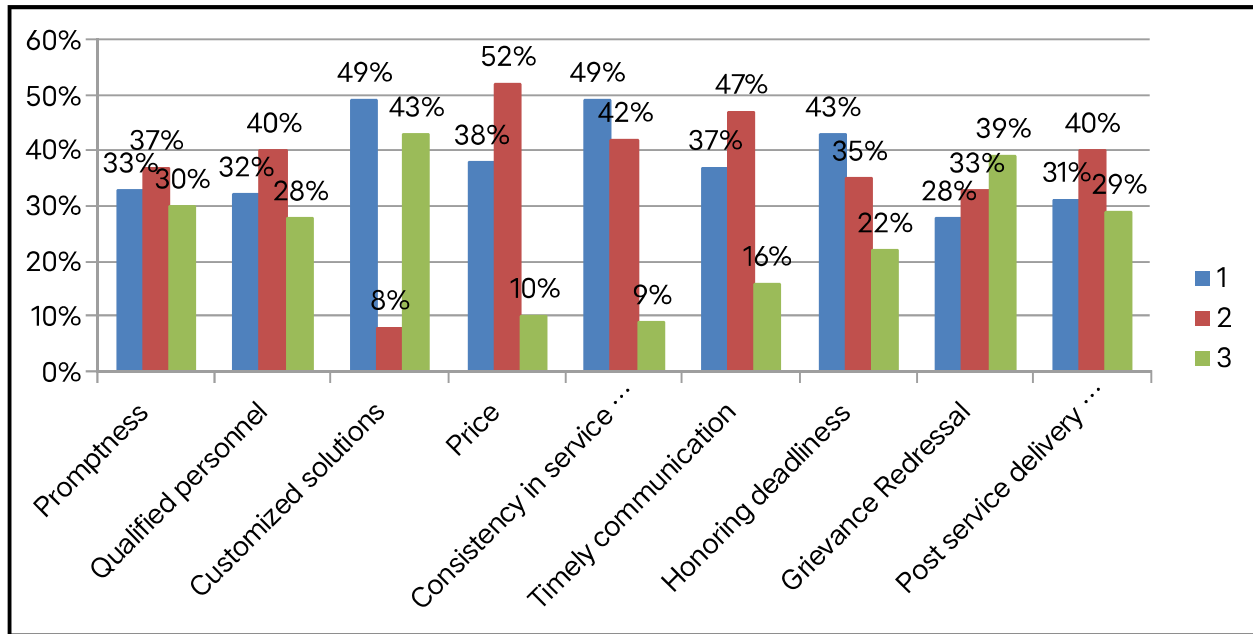
Therefore most of the respondents have availed the services from other companies.

TABLE 8: SHOWING THE COMPARISON AND EVALUATION OF THE SERVICES PROVIDED BY THIS COMPANY AGAINST Redova Logistics Pvt Ltd ON THE FOLLOWING FACTORS

(Use 1- better than Redova Logistics Pvt Ltd, 2- same as Redova Logistics Pvt Ltd, 3 worse than Redova Logistics Pvt Ltd)

Particulars	1	%	2	%	3	%	TOTAL
Promptness	37	33%	41	37%	34	30%	112
Qualified personnel	36	32%	45	40%	31	28%	112
Customized solutions	55	49%	9	8%	48	43%	112
Price	42	38%	58	52%	12	10%	112
Consistency in service quality	54	49%	47	42%	11	9%	112
Timely communication	41	37%	53	47%	18	16%	112
Honoring deadliness	48	43%	39	35%	25	22%	112
Grievance Redressal	32	28%	37	33%	43	39%	112
Post service delivery guidance	35	31%	45	40%	32	29%	112

CHART 8



INFERENCE :

52% of the respondents are mentioned that the price factor which of the services provided by this company as same as Redova Logistics Pvt Ltd and 8 % of the respondents are mentioned that the Customized solutions factor which of the services provided by this company as same as Redova Logistics Pvt Ltd.

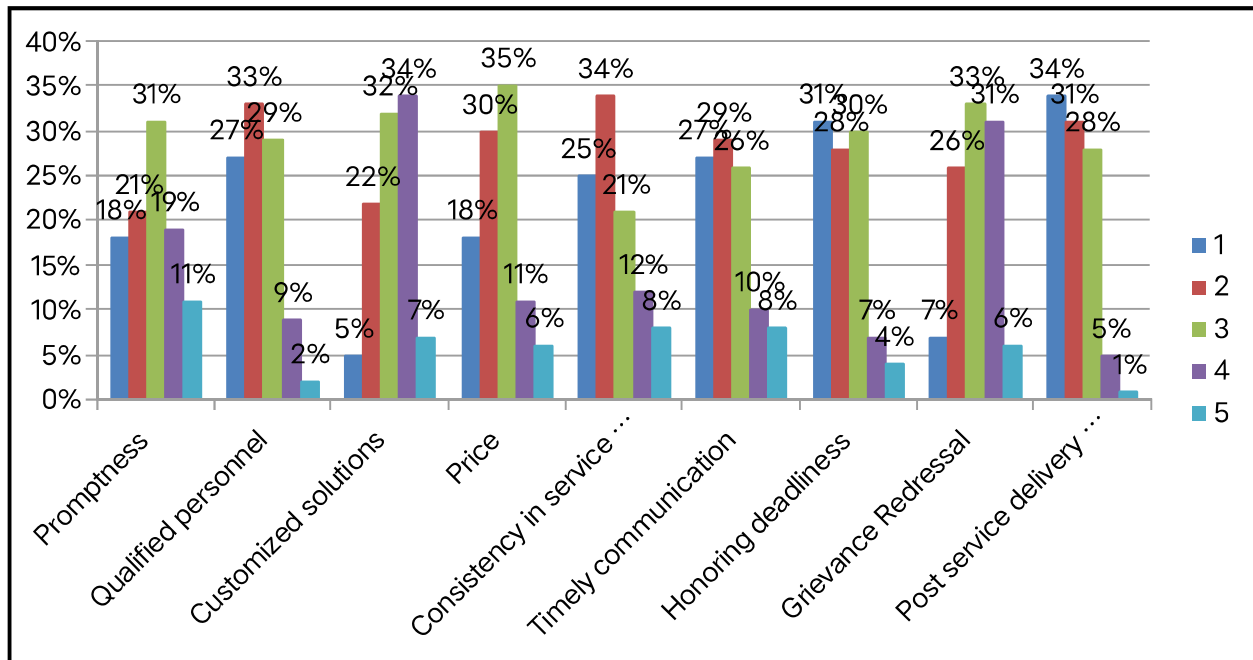
Therefore most of the respondents are mentioned that the price factor which of the services provided by this company as same as Redova Logistics Pvt Ltd.

TABLE 9: IMPORTANT ATTRIBUTES FOR IN SERVICE DELIVERY

(Use 1- most important, 2- important, 3- neither important nor unimportant, 4- unimportant 5- most unimportant)

Particulars	1	%	2	%	3	%	4	%	5	%	TOTAL
Promptness	20	18%	23	21%	35	31%	21	19%	13	11%	112
Qualified personnel	30	27%	37	33%	32	29%	10	9%	3	2%	112
Customized solutions	6	5%	25	22%	36	32%	38	34%	7	7%	112
Price	21	18%	33	30%	39	35%	12	11%	7	6%	112
Consistency in service quality	28	25%	38	34%	24	21%	13	12%	9	8%	112
Timely communication	30	27%	33	29%	29	26%	11	10%	9	8%	112
Honoring deadlines	35	31%	31	28%	33	30%	8	7%	5	4%	112
Grievance Redressal	8	7 %	29	26%	37	33%	33	31%	6	6%	112
Post service delivery guidance	38	34%	35	31%	32	28%	6	5%	1	1%	112

CHART 9



INFERENCE :

35% of the respondents say neither important nor unimportant that price is the important attributes for in service delivery and 2% of the respondents say mostly unimportant that Honoring deadlines is the important attributes for in service delivery.

Therefore most of the respondents say neither important nor unimportant that price is the important attributes for in service delivery.

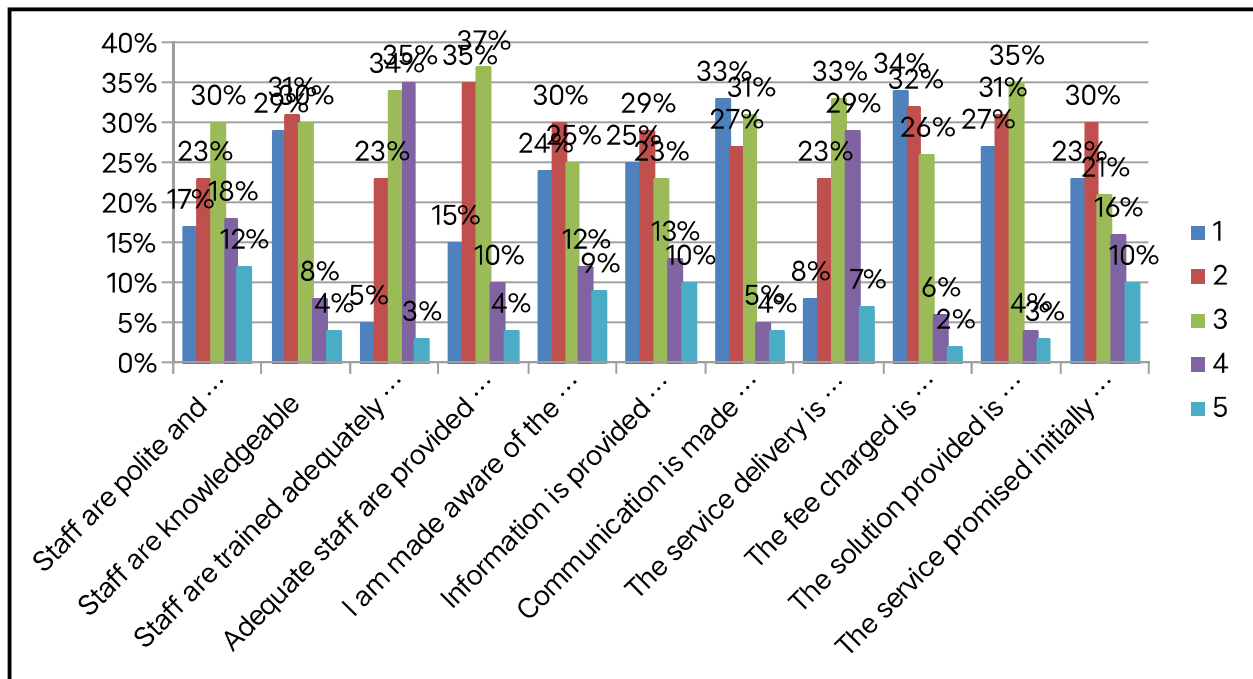
TABLE 10: SPECIFY THE AGREEMENT RELATED TO Redova Logistics Pvt Ltd(Use

1- strongly agree, 2- agree, 3- neither agree nor disagree, 4- disagree, 5- strongly disagree)

Particulars	1	%	2	%	3	%	4	%	5	%	TOTAL
Staff are polite and understanding	17	17%	23	23%	30	30%	18	18%	12	12%	100
Staff are knowledgeable	27	29%	31	31%	30	30%	8	8%	4	4%	100
Staff are trained adequately to handle the assignment	5	5%	23	23%	34	34%	35	35%	3	3%	100
Adequate staff are provided by the company for service delivery	15	15%	35	35%	37	37%	10	10%	4	4%	100
I am made aware of the process clearly	24	24%	30	30%	25	25%	12	12%	9	9%	100
Information is provided adequately	25	25%	29	29%	23	23%	13	13%	10	10%	100
Communication is made intime	33	33%	27	27%	31	31%	5	5%	4	4%	100
The service delivery is prompt	8	8%	23	23%	33	33%	29	29%	7	7%	100
The fee charged is reasonable	34	34%	32	32%	26	26%	6	6%	2	2%	100
The solution provided is matching to the requirements	27	27%	31	31%	35	35%	4	4%	3	3%	100

The service promised initially was delivered fully	23	23%	30	30%	21	21%	16	16%	10	10%	100
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CHART 10 :



INFERENCE :

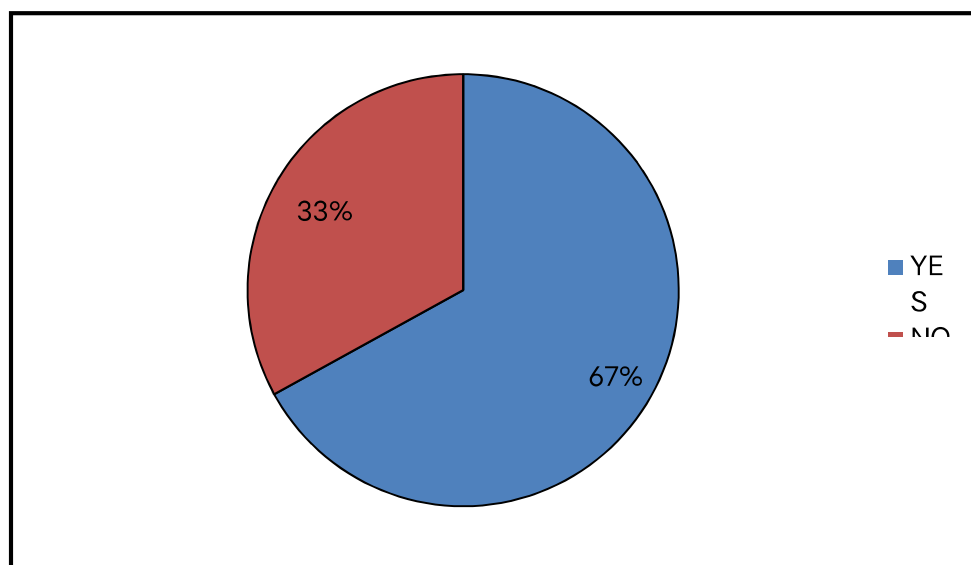
37% of the respondents say neither agree nor disagree that the Adequate staff are provided by the company for service delivery is the agreement related to Redova Logistics Pvt Ltd and 2% of the respondents say strongly disagree that the fee charged is reasonable is the agreement related to Redova Logistics Pvt Ltd.

Therefore most of the respondents say neither agree nor disagree that the Adequate staff are provided by the company for service delivery is the agreement related to Redova Logistics Pvt Ltd.

TABLE 11.A: ENCOUNTER ANY PROBLEM DURING SERVICE TIME

Particulars	No. of Respondents	% of Respondents
YES	67	67%
NO	33	33%
TOTAL	100	100%

CHART 11.A



INFERENCE :

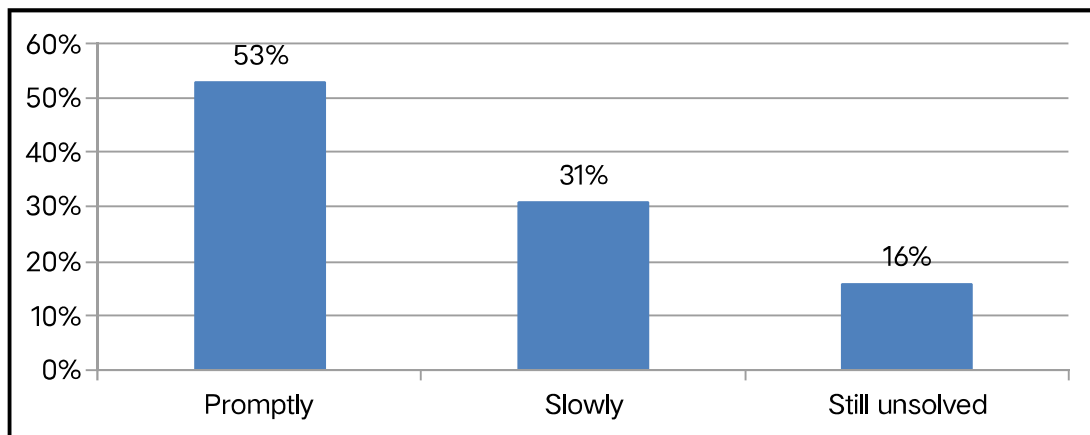
67% of the respondents say encounter any problem during service time and 33% of the respondents doesn' t encounter any problem during service time.

Therefore most of the respondents say encounter any problem during service time.

TABLE 11.B: IF YES, HOW WAS THE PROBLEM RESOLVED?

Particulars	No. of Respondents	% of Respondents
Promptly	53	53%
Slowly	31	31%
Still unsolved	16	16%
TOTAL	100	100%

CHART 11.B



INFERENCE :

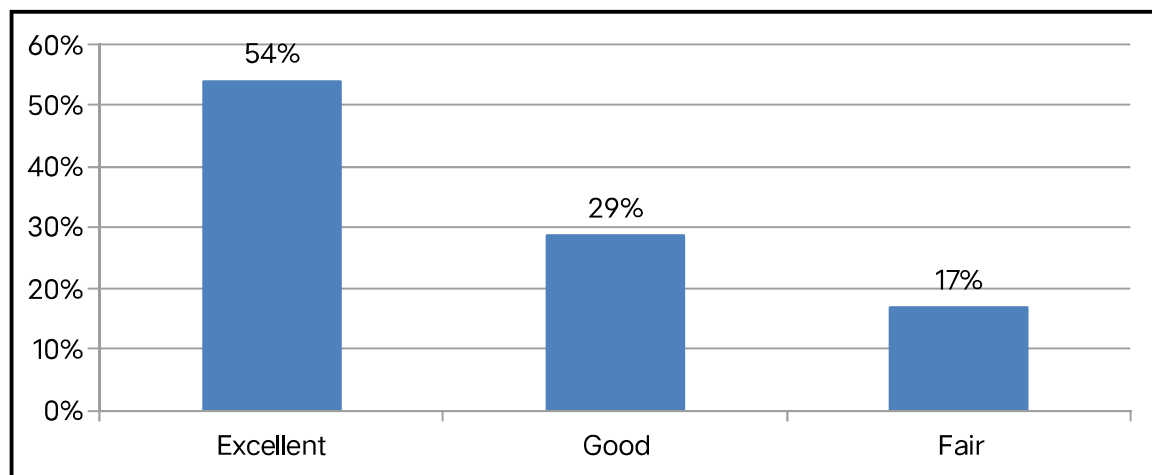
53% of the respondents say promptly resolved the problem and 16% of the respondents say still taking some time to resolved the problem.

Therefore most of the respondents say promptly resolved the problem.

TABLE 12: RATE THE OVERALL SERVICES OF Redova Logistics Pvt Ltd

Particulars	No. of Respondents	% of Respondents
Excellent	54	54%
Good	29	29%
Fair	17	17%
TOTAL	100	100%

CHART 12 :



INFERENCE :

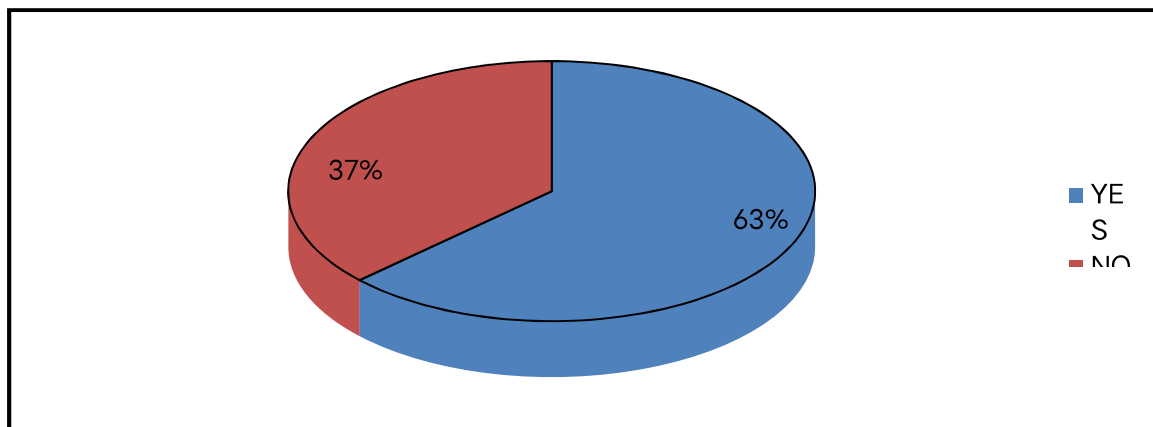
54% of the respondents provide excellent rating for overall service of Redova Logistics Pvt Ltd and 17% of the respondents provide fair rating for overall service of Redova Logistics Pvt Ltd.

Therefore most of the respondents provide excellent rating for overall service of Redova Logistics Pvt Ltd.

TABLE 13: SUGGEST ANY CHANGES TO BE MADE IN THE LEVEL OF SERVICE

Particulars	No. of Respondents	% of Respondents
YES	63	63%
NO	37	37%
TOTAL	100	100%

CHART 13 :



INFERENCE :

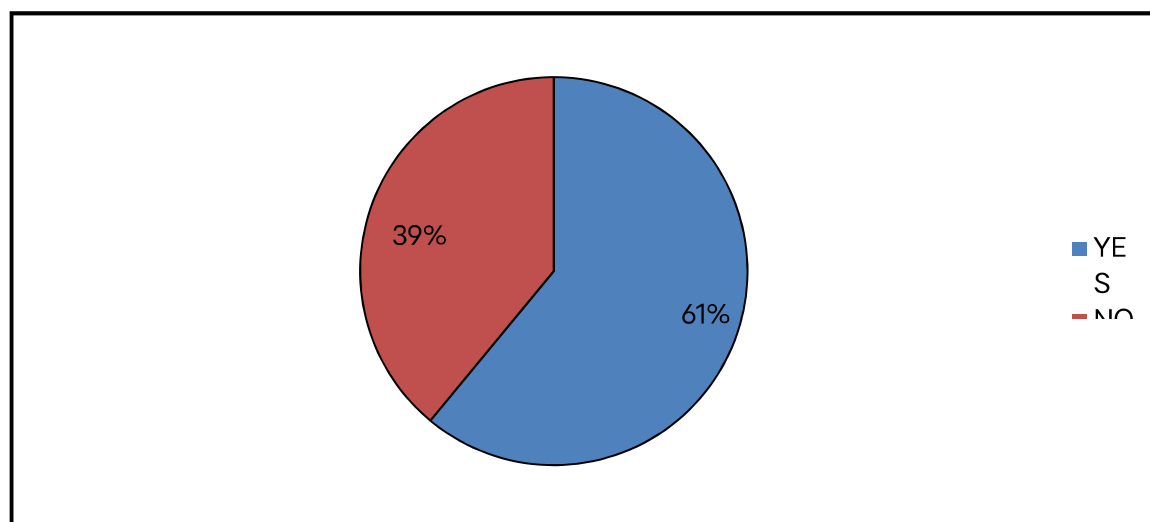
63% of the respondents say to suggest any changes to be made in the level of service and 37% of the respondents doesn't suggest any changes to be made in the level of service.

Therefore most of the respondents say to suggest any changes to be made in the level of service.

TABLE 14.A: THE COMPANY CHANGE ACCORDING TO THEIR NEEDS

Particulars	No. of Respondents	% of Respondents
YES	61	61%
NO	39	39%
TOTAL	100	100%

CHART 14.A



INFERENCE :

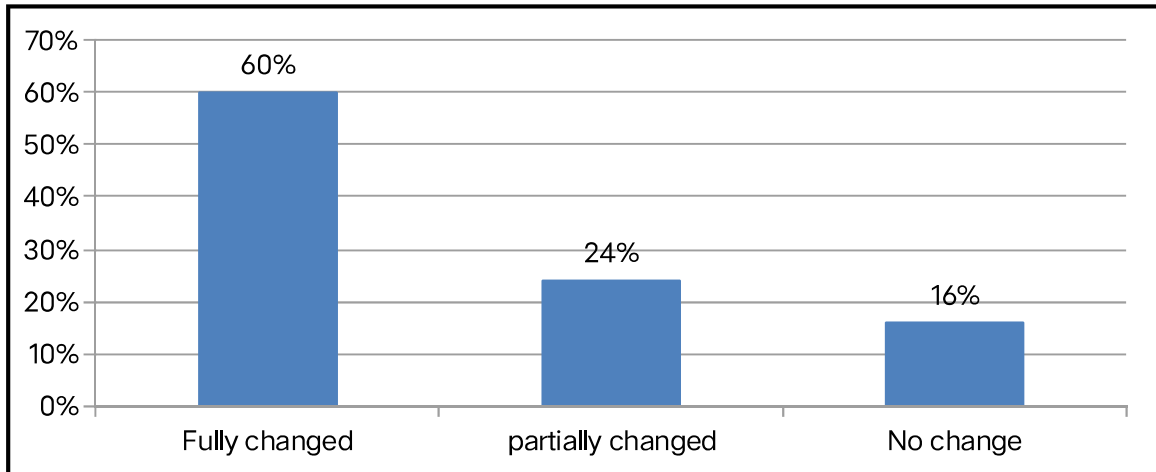
61% of the respondents say yes that the company change according to their needs and 39% of the respondents doesn't say that the company change according to their needs.

Therefore most of the respondents say yes that the company change according to their needs.

TABLE 14.B: IF YES,THE COMPANY CHANGE ACCORDING TO THEIR NEEDS

Particulars	No. of Respondents	% of Respondents
Fully changed	60	60%
partially changed	24	24%
No change	16	16%
TOTAL	100	100%

CHART 14.B



INFERENCE :

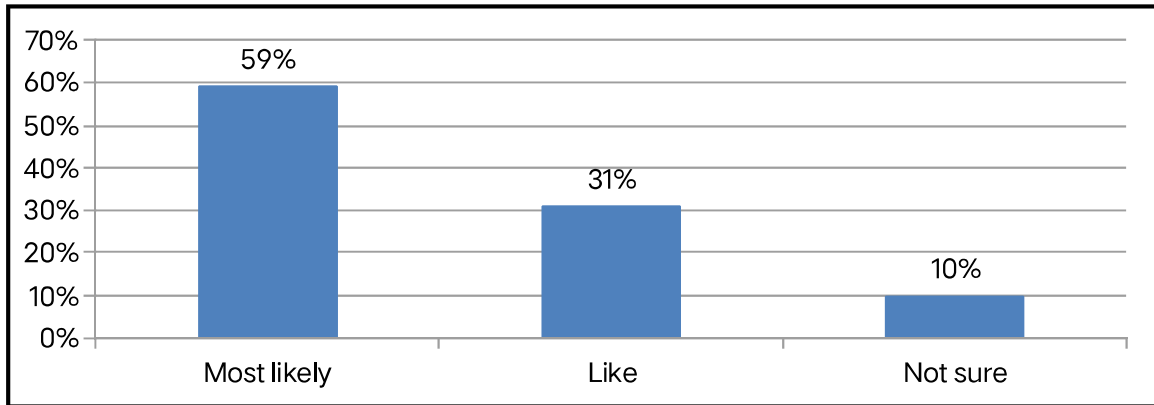
60% of the respondents say fully changed the company according to their needs and 16% of the respondents say no change happened the company according to their needs.

Therefore most of the respondents say fully changed the company according to their needs.

TABLE 15: LIKE TO AVAIL THE SERVICES OF Redova Logistics Pvt Ltd IN FUTURE

Particulars	No. of Respondents	% of Respondents
Most likely	59	59%
Like	31	31%
Not sure	10	10%
TOTAL	100	100%

CHART 15



INFERENCE :

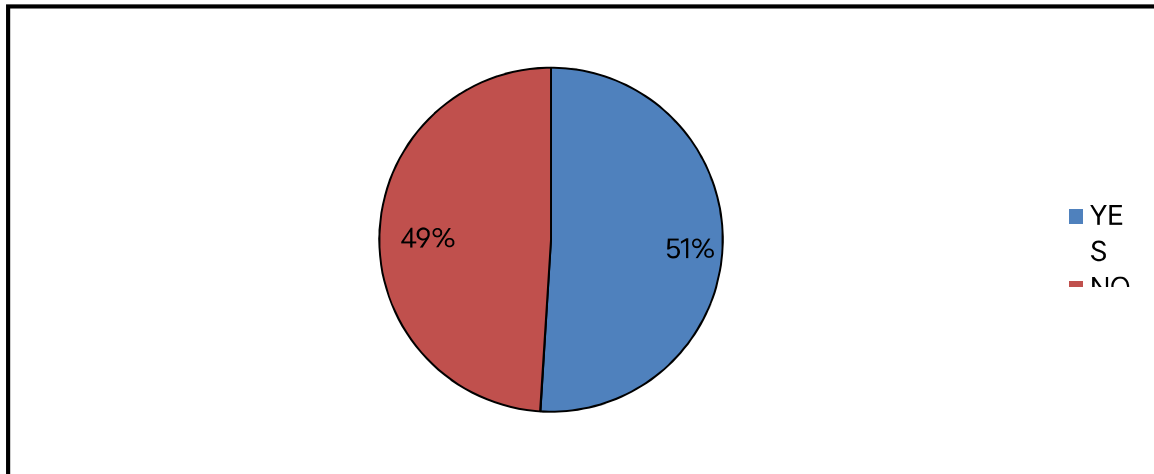
59% of the respondents mostly like to avail the services of Redova Logistics Pvt Ltd in future and 10% of the respondents not sure to avail the services of Redova Logistics Pvt Ltd in future .

Therefore most of the respondents mostly like to avail the services of Redova Logistics Pvt Ltd in future.

TABLE 16: SUGGESTIONS FOR IMPROVING THE SERVICES OF Redova Logistics Pvt Ltd IN FURTHER

Particulars	No. of Respondents	% of Respondents
YES	51	51%
NO	49	49%
TOTAL	100	100%

CHART 16



INFERENCE :

51% of the respondents say suggestions for improving the services of Redova Logistics Pvt Ltd in further and 49% of the respondents doesn't say suggestions for improving the services of Redova Logistics Pvt Ltd in further.

Therefore most of the respondents say suggestions for improving the services of Redova Logistics Pvt Ltd in further.

STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

. There is a relationship between showing the association of customers with Redova Logistics Pvt Ltd and the Income.

Alternate hypothesis (H1):

There is no relationship between the association of customers with Redova Logistics Pvt Ltd international and the Income.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SHOWING THE ASSOCIATION OF CUSTOMERS WITH Redova Logistics Pvt Ltd INTERNATIONAL * INCOME	112	100.0%	0	0.0%	112	100.0%

SHOWING THE ASSOCIATION OF CUSTOMERS WITH REDOVA LOGISTICS PVT LTD INTERNATIONAL * INCOME CROSS TABULATION

		INCOME					TOTAL
		10000-20000	20000-30000	30000-40000	40000-50000	50000-above	
	Count	15	3	0	0	0	18

< 1 Year	% within showing the association of customers with Redova Logistics Pvt Ltd International	83.3 %	16.7%	0.0%	0.0%	0.0%	100.0%
	% within Income	100.0%	8.8%	0.0%	0.0%	0.0%	18.0 %
	% of Total	15.0%	3.0%	0.0%	0.0%	0.0%	18.0%
1-2 Years	Count	0	28	0	0	0	28
	% within showing the association of customers with Redova Logistics Pvt Ltd International	0.0%	100.0%	0.0%	0.0.0%	0.0%	100.0%
		INCOME					TOTAL
		10000-20000	20000-30000	30000-40000	40000-50000	50000-above	
	% within Income	0.0%	82.4%	0.0%	0.0%	0.0%	28.0%
	% Total	0.0%	28.0%	0.0%	0.0%	0.0%	28.0%
	Count	0.0%	3.0%	30.0%	3.0%	0.0%	36.0%

2-3 Years	% within showing the association of customers with Redova Logistics Pvt Ltd International	0.0%	8.3%	83.3%	8.3%	0.0%	100.0%
	% within Income	0.0%	8.8%	100.0%	25.0%	0.0%	36.0%
	% of Total	0.0%	3.0%	30.0%	3.0%	0.0%	36.0%
>3 Years	Count	0	0	0	9	9	18
	% within showing the association of customers with Redova Logistics Pvt Ltd International	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	% within Income	0.0%	0.0%	0.0%	75.0%	100.0%	18.0%
	% of Total	0.0%	0.0%	0.0%	9.0%	9.0%	18.0%
TOTAL	Count	15	34	30	12	9	112

		INCOME					TOTAL
		10000-20000	20000-30000	30000-40000	40000-50000	50000-above	

TOTAL	% within showing association of customers with Redova Logistics Pvt Ltd International	15.0%	34.0%	30.0%	12.0%	9.0%	100.0%
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	15.0%	34.0%	30.0%	12.0%	9.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	240.809 ^a	12	.000
Likelihood Ratio	214.809	12	.000
Linear-by-Linear Association	87.000	1	.000
N of Valid Cases	112		

a. 11 cells (55.0%) have expected count less than 5.

The minimum expected count is 1.62.

Degree of Freedom= $(r-1) * (c-1)$

$$= 3*4 = 12$$

Calculated value = 240.809

Tabulated value = 21.026

$$Z = Z_{cal} > Z_{tab}$$

$$Z = 240.809 > 21.026$$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the association of customers with Redova Logistics Pvt Ltd and the Income.

ONE-WAY ANOVA CLASSIFICATION :

Null hypothesis (Ho):

There is a significance difference between encounter any problem during service time and if yes, how was the problem resolved.

Alternate hypothesis (H1):

There is no significance difference between encounter any problem during service time and if yes, how was the problem resolved.

Descriptives

ENCOUNTER ANY PROBLEM DURING SERVICE TIME

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Promptly	53	1.00	.000	.000	1.00	1.00	1	1
Slowly	31	1.55	.506	.091	1.36	1.73	1	2
Still unsolved	16	2.00	.000	.000	2.00	2.00	2	2
Total	112	1.33	.473	.047	1.24	1.42	1	2

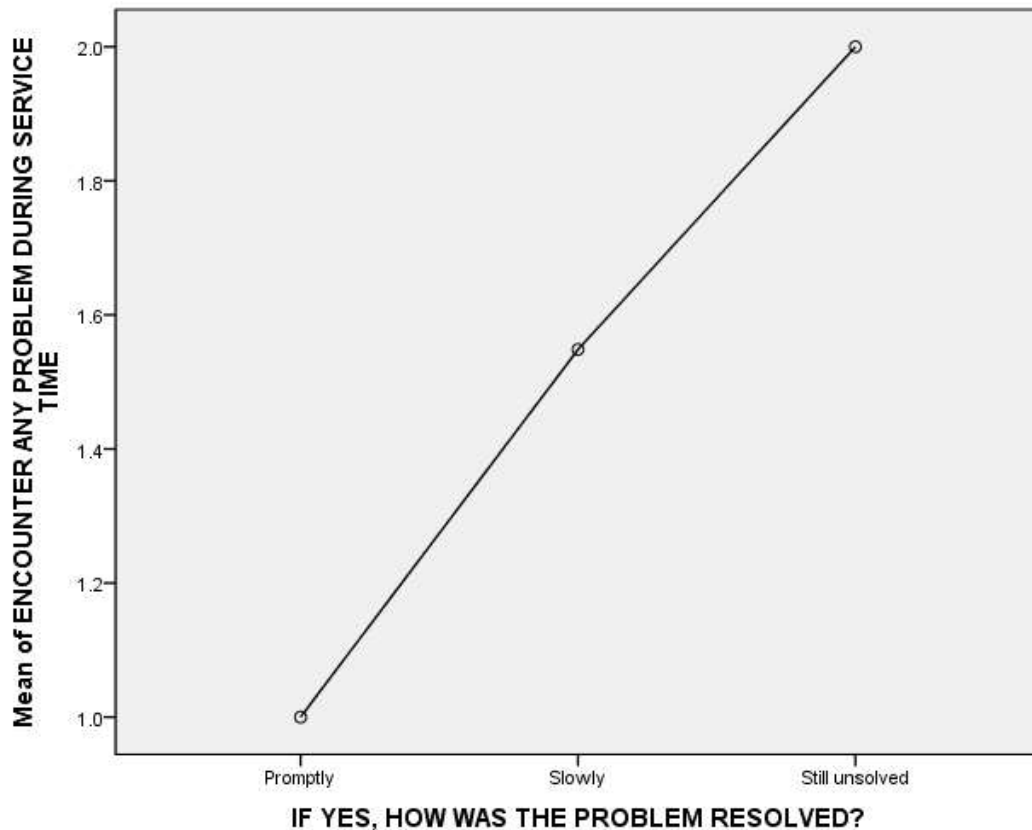
Test of Homogeneity of Variances
ENCOUNTER ANY PROBLEM DURING
SERVICE TIME

Levene Statistic	df1	df2	Sig.
3539.853	2	97	.000

ANOVA

ENCOUNTER ANY PROBLEM DURING SERVICE TIME

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.433	2	7.216	91.174	.000
Within Groups	7.677	97	.079		
Total	22.110	99			



Calculated value = 91.174

Tabulated value = 3.48

$F = F_{cal} > F_{tab}$ $F = 54.238 > 3.48$

Hence, the Alternate hypothesis [H₁] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between encounter any problem during service time and if yes, how was the problem resolved.

ANALYSIS USING KARL PEARSON'S CORRELATION :

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the company change according to their needs and like to avail the services of Redova Logistics Pvt Ltd in future.

Alternate hypothesis (H1):

There is negative relationship the company change according to their needs and like to avail the services of Redova Logistics Pvt Ltd in future.

Correlations

		The company change according to their needs	Like to avail the services of Redova Logistics Pvt Ltd in future
The company change according to their needs	Pearson Correlation	1	.890**
	Sig. (2-tailed)		.000
	N	112	112
Like to avail the services of Redova Logistics Pvt Ltd in future	Pearson Correlation	.890**	1
	Sig. (2-tailed)	.000	
	N	112	112

**. Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

$$r = .890$$

INFERENCE:

Since r is positive, there is positive relationship between the company change according to their needs and like to avail the services of Redova Logistics Pvt Ltd in future.

T-Test

Null hypothesis (Ho):

There is a significance difference between rate the overall services of Redova Logistics Pvt Ltd and showing the kind of services that customers are availing from Redova Logistics Pvt Ltd.

Alternate hypothesis (H1):

There is no significance difference between rate the overall services of Redova Logistics Pvt Ltd and showing the kind of services that customers are availing from Redova Logistics Pvt Ltd.

Group Statistics

	SHOWING THE KIND OF SERVICES THAT CUSTOMERS ARE AVAILING FROM Redova Logistics Pvt Ltd	N	Mean	Std. Deviation	Std. Error Mean
RATE THE OVERALL SERVICES OF Redova Logistics Pvt Ltd	Ocean Freight Services	30	1.77	.817	.149
	Road Transport	18	2.11	1.023	.241

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the Difference	
									Lower	Upper
Rate the overall services of Redova Logistics Pvt Ltd	Equal variances assumed	9.067	.004	-1.286	46	.205	-.344	.268	-.884	.195
	Equal variances not assumed			-1.215	29.946	.234	-.344	.283	-.923	.235

INFERENCE :

In Levene's Test for Equality of Variances significance value is 0.004 which is greater than or equal to 0.05. it means that the variability in the two conditions is about the same.

Sig(2-tailed) value

Table value=0.205

0.205<0.05

H1 is accepted, so there is statistically significant difference between two conditions.

WEIGHTED AVERAGE

Weighting is another term for sample balancing. During a survey, it is not possible to interview everyone, so only a sample of the population is interviewed. If this sample group does not accurately reflect the proportions of various groups in the total population, you can weight the survey results.

Statistics

		Important attributes for in services delivery is promptness	Important attributes for in service delivery is qualified personnel	Important attributes for in service delivery is customized solution
N	Valid	112	112	112
	Missing	0	0	0
Mean		2.84	2.26	3.16

INTERPRETATION:

Weighted Average (WA)

$WA \geq 4.5$ is “Strongly Agree”

$4.5 > WA \geq 3.5$ is “Agree”

$3.5 > WA \geq 2.5$ is “Undecided”

$2.5 > WA \geq 1.5$ is “Disagree”

$WA < 1.5$ IS “Strongly Disagree”

In the above table, feel of the website' s weighted average is higher as 3.63. And it falls in the category of $3.5 > 3.16 \geq 2.5$ is "Undecided" . So we agree the variable (IMPORTANT ATTRIBUTES FOR IN SERVICE DELIVERY IS CUSTOMIZED SOLUTION) is weighted higher.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS :

It was found that majority of Redova Logistics Pvt Ltd' s customers are availing services from the company from 2 to 3 years.

43% of customers availed Customs Management from Redova Logistics Pvt Ltd and only 8% have approached for Warehouse management.

65% of the customers had shifted to Redova Logistics Pvt Ltd from other companies.

44% of the customers availed Customs Management, 30% have availed Ocean Freight Services, 18% Road Transport and 8% of the customers have availed Warehouse management from other companies.

In case of personnel, customized solutions and communication other companies were found to be outstanding than Redova Logistics Pvt Ltd.

Majority of the customers considered promptness, personnel, communication, price, post service delivery as most important attributes in the level of service.

Communication, customized solutions and personnel are the areas where Redova Logistics Pvt Ltd is operating below average.

Only 34% of customers had encountered problems while availing services and the problem has been immediately resolved for 55% of customers and for the rest it was still unresolved.

Majority of 68% suggested changes to Redova Logistics Pvt Ltd regarding communication and the rest suggested change regarding bill submission. It was found that Redova Logistics Pvt Ltd had partially changed according to customer needs.

66% of customers rated the overall services of Redova Logistics Pvt Ltd as good and only 25% rated as fair.

It was found that majority of customers from all categories are most likely to avail services from Redova Logistics Pvt Ltd in future and only few were not sure as they perceived that their company management may change.

All the customers are likely to avail the same services from Redova Logistics Pvt Ltd, which they are availing at present.

Few of the customers have suggested Redova Logistics Pvt Ltd for improving services further regarding various aspects like training, personnel and feedback.

SUGGESTIONS :

The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap on product development.

The company can increase its skill of members in order to deliver its services effectively.

The company needs to educate the customers on their services related to Warehouse management and its relevance to the customers.

The company needs to scan the environment using ETOP and offer additional sub categories of services in each service assignment matching to the competitors offerings.

The company can collect feedback from its customers regularly, which may help them to improve in the setback areas on SDLC approach where there is a need for change.

Based on their existing customers' unique needs, company can expand their range of products such as Web Hosting, ERP, Training & development, etc.

CONCLUSIONS :

The response levels of Redova Logistics Pvt Ltd customers were good and the problems were rectified with least MTBF support system.

The overall services provided by Redova Logistics Pvt Ltd were good.

The customers' expectations are yet to be met by Redova Logistics Pvt Ltd to provide customized products. This can be achieved only through effective R&D Plant.

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QUESTIONNAIRE

DEMOGRAPHIC VARIABLE

1. Age: a) 20-30 b) 30-40 c) 40-50 d) above 50
2. Gender a) Male b) Female
3. Educational Qualification: a) Graduate b) Post Graduate c) ITI d) Diploma
4. Designation: _____
5. Income:
 - a) 10,000-20,000
 - b) 20,000-30,000
 - c) 30,000-40,000
 - d) 40,000-50,000
 - e) above 50,000
6. How long have you been associated with Redova Logistics Pvt Ltd?
 - a) <1yr b) 1-2yrs c) 2-3yrs d) >3yrs
7. What services have you availed from Redova Logistics Pvt Ltd?

- a) Ocean Freight Services ☐
- b) Road Transport ☐
- c) Warehouse Management ☐
- d) Customs Management ☐

8. Did you avail the same services from any other company?

- a) Yes ☐
- b) No ☐

If yes, specify the name of the company and the services availed?

9. (If yes to Q.no. 3) Compare and evaluate the services provided by this company against Redova Logistics Pvt Ltd on the following factors

(Use 1- better than Redova Logistics Pvt Ltd, 2- same as Redova Logistics Pvt Ltd, 3 worse than Redova Logistics Pvt Ltd)

- a. Promptness ☐
- b. Qualified personnel ☐
- c. Customized solutions ☐
- d. Price ☐
- e. Consistency in service quality ☐
- f. Timely communication ☐
- g. Honoring deadline ☐
- h. Grievance Redressal ☐
- i. Post service delivery guidance ☐

10. How important are the following attributes for you in service delivery?

(Use 1- most important, 2- important, 3- neither important nor unimportant, 4- unimportant 5- most unimportant)

- a. Prompt response ☐
- b. Qualified personnel ☐
- c. Customized solutions ☐
- d. Price ☐
- e. Consistency in service quality ☐
- f. Timely communication ☐

- g. Honoring deadlines ☐
- h. Grievances redressal ☐
- i. Post service delivery guidance ☐

If any other, please furnish:

11. Please specify your agreement to the following statements related to Redova Logistics Pvt Ltd

(Use 1- strongly agree, 2- agree, 3- neither agree nor disagree, 4- disagree, 5- strongly disagree)

- a. Staff are polite and understanding ☐
- b. Staff are knowledgeable ☐
- c. Staff are trained adequately to handle the assignment ☐
- d. Adequate staff are provided by the company for service delivery ☐
- e. I am made aware of the process clearly ☐
- f. Information is provided adequately ☐
- g. Communication is made in time ☐
- h. The service delivery is prompt ☐
- i. The fee charged is reasonable ☐
- j. The solution provided is matching to the requirements ☐
- k. The service promised initially was delivered fully ☐

12. Did you encounter any problem during service time?

- a) Yes
- b) No

If yes, how promptly was the problem resolved?

- a) Promptly
- b) Slowly
- c) Still unsolved

13.How do you rate the overall services of Redova Logistics Pvt Ltd?

a) Excellent b) Good c) Fair

14.Did you ever suggest any changes to be made in the level of service?

Yes ☐ No ☐

If yes, specify the nature of change?

15.(If yes to Q.No 9) Did the company change according to your needs?

Yes ☐ No ☐

If yes,

Fully changed ☐ partially changed ☐ No change ☐

16.Would you like to avail the services of Redova Logistics Pvt Ltd in future?

a) Most likely ☐ b) Likely ☐ c) Not sure ☐

If your answer for the above question is a or b, what kind of services would you like to avail from Redova Logistics Pvt Ltd?

I. Ocean Freight Services	☐
II. Road Transport	☐
III. Warehouse Management	☐
IV. Customs Management	☐

If your answer for the above question is c, d or e, please specify the reason

17.Do you have any suggestions for improving the services of Redova Logistics Pvt Ltd further?

Yes ☐ No ☐

If yes, specify your suggestions?

18. List out the various problems faced with Redova Logistics Pvt Ltd ?

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