

A STUDY ON VENDOR SERVICE SATISFACTION LEVEL AT VANGARD LOGISTICS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

KISHORE T

REGISTER NO:42410170



**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
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KISHORE T 42410170** who carried out the Project Training “**A STUDY ON VENDOR SERVICE SATISFACTION LEVEL AT VANGARD LOGISTICS**” under my supervision from January 2023 to March 2023.

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DECLARATION

I KISHORE T (42410170) hereby declare that the Project Report entitled “A STUDY ON VENDOR SERVICE SATISFACTION LEVEL AT VANGARD LOGISTICS” done by me under the guidance of DR. is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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21st Oct '2023

TO WHOMSOEVER MAY CONCERN

Sub: Confirmation of MBA project

We wish to confirm that MR. T. KISHORE (REG NUM:42410170), who is pursuing second year MBA in SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI, has been offered to do the project in logistic department in our concern for a period from 20th September 2023 to 20th October 2023.

As such, your will include training and focus primarily on learning and developing new skills and gaining a deeper understanding of concepts through hands-on application of the knowledge you learned in the class

For VANGARD LOGISTICS PVT LTD


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ABSTRACT

Logistic industry act as primary industry to match the demand and supply of globally. Logistic services are those services which are being provided by company or being taken by exporters & importers at the time of Travelling. Logistics services include, freight arrangement, documentation, transportation, custom clearance, warehousing and other customised services. Overview about these services and Satisfaction level of respondents has been examined with structured questionnaire. Researchers frame hypothesis and use chi-square test to know the relationship between dependent variables (Customer Satisfaction) and independent variables (Various services offered by shipping service providers). Findings of the research reveals that related with custom clearance practices customers are satisfied with updating information about custom informations, practice, assisting to have government benefits. But when it comes to transportation services, customers are looking for better transportation service qualities like cleanness of container, handling cargo during transportation.

Researcher discussion is helpful to shipping service providers and to customers as well. At the end researcher conclude this paper while leave area for further study. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.

Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services in Logistics industry. This leads to the international movements of goods and services, labour, technology, investment funds and business enterprise. The national economic development policies are formulated based on the economies of other countries in other to assist them to meets their needs. Thus, international trade is one of the factors that can increase the level of economic growth.

Freight forwarding industry basically enters into the business with low capital investment. They usually have the contacts of many shipping and airline companies for whom they act as an agent. The international trade is the benefit to the nation and also for the business entity. Transportation plays a major role in this business. The international trade is the benefit to the nation and also for the business entity. Transportation plays a major role in this business.

Freight forwarding is the flow of goods from one place to another to fulfill the requirements of a particular customer or a business. Freight forwarders are specialized in the arrangements of storage goods and sell the goods to the customers or business. The competition may cause between logistics suppliers or with other supply chain business.

Key Words: Customer Satisfaction, Service Quality, Shipping Service Providers, Transportation and Custom Clearance.

INTRODUCTION

Logistics management is that part of the supply chain which plans implements and controls the efficient, effective, forward and backward (reverse) flow and storage of goods, services and information between the point of origin and the point of consumption in order to meet customers' requirements rather to the customers delight. A professional working in the field of logistics management is called a logistician.

Logistics as a business concept, evolved only in the 1950s. This was mainly due to the increasing complexity of supplying one's business with materials, and shipping out products in an increasingly globalized supply chain, calling for experts in the field who are called Supply Chain Logisticians. This can be defined as having the right item in the right quantity at the right time at the right place for the right price and to the right target customers (consumer), and it is the science of process having its presence in all sectors of the industry.

The goal of logistics work is to manage the fruition of project life cycles, supply chain and resultant efficiencies. Logistics is concerned with getting (or) transmitting the products and services where they are needed or when they are desired. It is difficult to accomplish any marketing or manufacturing without logistical support. It involves the integration of information, transportation, inventory, warehousing, material handling, and packaging. The operating responsibility of logistics is the geographical repositioning of raw materials, work in process, and finished inventories where required at the lowest cost possible.

A).ORIGIN AND DEFINITION OF LOGISTICS:

The term "logistics" originates from the ancient Greek "λόγος" ("logos"- "ratio, word, calculation, reason, speech, and oration"). Logistics is concerned to have originated in the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. In ancient Greek, Roman and Byzantine empires there were military officers with the title "LOGISTIKAS" who were responsible for financial management and distribution of supplies.

The OXFORD ENGLISH DICTIONARY defines logistics as “The branch of military science having to do with procuring, maintaining and transporting material, personal and facilities.”

The American council of logistics management defines logistics as “the process of planning, implementing and controlling the efficient and effective flow, and storage of goods services and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements.”

OBJECTIVE OF LOGISTICS MANAGEMENT

The primary objective of logistics management is to effectively and efficiently move the supply chain so as to extend the desired level of customer service at the least cost. Thus, logistics management starts with ascertaining customers’ needs till their fulfillment through products supplies. However, there are some definite objectives to be achieved through a proper logistics system. These can be described as follows:

1).IMPROVING CUSTOMER SERVICE:

An important objective of all marketing efforts including the physical distribution activities is to improve the customer services. An efficient management of physical distribution can help in improving the level of customer service by developing an effective system of warehousing, quick and economic transportation, and maintaining optimum levelof inventory.

2).RAPID RESPONSE:

Rapid response is concerned with a firm’s ability to satisfy customer service requirements in a timely manner. Information technology has increased the capability to postpone logistical operations to the latest possible time and then accomplish rapid deliveryof required inventory.

3).REDUCE TOTAL DISTRIBUTION COSTS:

The cost of physical distribution consists of various elements such as transportation, warehousing and inventory maintenance, and reduction in the cost of one element may result in an increase in the cost of the other elements. Thus the objectives of the firm should be to reduce the total cost of distribution and not just the cost incurred on any one element.

4).GENERATING ADDITIONAL SALES:

A firm can attract additional customers by offering better services at lowest prices. For example by decentralizing its warehousing operations or by using economic and efficient modes of transportation a firm can achieve larger market share. Also by avoiding the out-of stock situation the loss of loyal customers can be arrested.

5).CREATING TIME AND PLACE UTILITIES:

The products are physically moved from the place of their origin to the place where they are required for consumption they do not serve any purpose to the users. Similarly the products have to be made available at the time they are needed for consumption.

6).PRICE STABILIZATION:

It can be achieved by regulating the flow of the products to the market through a judicious use of available transport facilities and compatible warehouse operations. By stocking the raw material during the period of excess supply and made available during the periods of short supply the prices can be stabilized.

7).QUALITY IMPROVEMENT:

The long-term objective of the logistical system is to seek continuous quality improvement. Total quality management (TQM) has become a major commitment throughout all facets of industry. If a product becomes defective or if service promises are not kept, little, if any value is added by the logistics. Logistical costs once expanded cannot be reserved.

8).MOVEMENT CONSOLIDATION:

Consolidation one of the most significant logistical costs is transportation. Transportation cost is directly related to the type of product, size of shipment and distance. Many Logistical systems that feature premium service depend on high-speed, small shipment transportation. Premium transportation is typically high-cost. To reduce transportation cost. It is desirable to achieve movement consolidation.

LOGISTICS MANAGEMENT FUNCTION:

Logistics is the process of movement of goods across the supply chain of the company. This process is consist of various function which have to be properly managed to bring effectiveness efficiency in the supply chain of organization.

ORDER PROCESSING:

The starting point of physical distribution activities is the processing of customers orders. In order to provide quicker customer service the orders received from customers should be processed within the least possible time. Order processing includes receiving the order recording the order, filling the order, and assembling all such orders for transportation, etc. the company and the customers benefit when these steps are carried out quickly and accurately. The error committed at this stage at times can prove to be very costly. Order processing activity consists of the following.

- ❖ Order checking in any deviations in agreed or negotiation terms
- ❖ Prices, payment and delivery
- ❖ Checking the availability in of the material stocks
- ❖ Production and material scheduling for storage
- ❖ Acknowledge the order, indicating deviation

WAREHOUSING:

Number of companies the decision regarding level of inventory involves estimate of demand for the product. A correct estimate of the demand helps to hold proper inventory level and control the inventory costs. This is not only helps the firm in terms of the cost of inventory and supply to customers in time but also to maintain production at a consistent

level. The major factors determining the inventory levels are: The firm's policy regarding the customer service level degree of accuracy of the sales forecasts responsiveness of the distribution system i.e., ability of the system to transit inventory needs to the factory and get the products in the market. The cost inventory consists of holding cost (such as cost of warehousing tied up capital and obsolescence) and replenishment cost (including the manufacturing cost).

TRANSPORTATION:

Transportation seeks to move goods from points of production and sales to points of consumption in the quantities required at times needed and at a responsible cost. The transportation system adds time and place utilities to the goods handled and thus increase their economic value. To achieve these goals transportation facilities must be adequate, regular, dependable and equitable in terms of costs and benefits of the facilities and services provided.

INFORMATION:

The physical distribution managers continuously need up- To- date information about inventory, transportation and warehousing. For example- inventory. Information about present stock position at each location, future commitment and replenishment capabilities are constantly required. Similarly, before choosing a 16 carriers, information about the availability of various modes of transport their costs, services and suitability for a particular product is need.

About warehousing, information with respect to space utilization, work schedules, unit load performance, etc., is required. In order to receive all the information stated above, an efficient management information system would be of immense use in controlling costs, improving services and determining the overall effectiveness of distribution. Of course, it is difficult to correctly assess the cost of physical distribution systematically and a great deal of saving can be ensured.

FACILITIES:

The facilities logistics element is composed of a variety of planning activities, all of which are directed toward ensuring that all required permanent or semi permanent operating and support facilities (for instance, training, field and depot maintenance, storage, operational, and testing) are available concurrently with system fielding. Planning must be comprehensive and include the need for new construction as well as modifications to existing facilities. Facility construction can take from 5 to 7 years from concept formulation to user occupancy. It also includes studies to defined and establish impacts on life cycle cost , funding requirements, facility locations and improvements, space requirements, environment impacts, duration or frequency of use, safety and health standards requirements, and security restriction, Also included are any utility requirements, for both fixed and mobile facilities, with emphasis on limiting requirements of scarce or unique resources.

1.1 INDUSTRIAL PROFILE

In view of the rapidly and constantly changing business environment globally and fastevolving trade and commerce scenario in India vis-à-vis global market, there is increasing requirement of reliable and dependable integrated logistics solutions providers who can provide comprehensive, professional and dependable logistics support to the industry, keeping the same in mind and with the vision to provide quality and professional comprehensive logistics solutions to the international & domestic trade.

In the development of any country's economy, exports play a crucial role. Export is the most important aspect of earning foreign exchange. A country should have to be equipped with natural resources, so that it can sell these resources into the international market.

With the opening up of the Indian economy, the international trade has been increasedsignificantly as there are less restriction on exports and imports.

More and more multinationals are registering their entry into the Indian market. The imported products are now in well reach of Indian customers. The living standard has been improved. This results in substantial amount of growth in both exports and imports.

The procedure of both the exports and imports are time consuming and complicated. In this regard there are several logistic companies and custom house agents providing their services on the behalf of the exporters and importers to facilitate the trade between them. These custom house agents and logistics companies take over the responsibility of sendingthe goods from the exporter's premises to the importer premises, which also includes themost important aspect of custom clearance.

Flyton Logistics Logistics Pvt. Ltd. is one of the mid-level company named for freight forwarding and custom clearance. Over the years they have operated smoothly with theirwide spectrum of personalized services.

This section gives an overview of the size of the Indian logistics industry, its competitive dynamics and future prospects.

Size of the Indian logistics industry:

The annual logistics cost in India is estimated to be 14% of the GDP, which translates into USD 140 billion assuming the GDP of India to be slightly over USD 1 trillion. Out of this USD 140 billion logistics cost, almost 99% is accounted for by the unorganized sector (such as owners of less than 5 trucks, affiliated to a broker or a transport company, small warehouse operators, customs brokers, freight forwarders, etc.), and slightly more than 1%, i.e. approximately USD 1.5 billion, is contributed by the organized sector. So, one can see that the logistics industry in India is in a nascent stage. However, the industry is growing at a fast pace and if India can bring down its logistics cost from 14% to 9% of the GDP (level in the US), savings to the tune of USD 50 billion will be realized at the current GDP level, making Indian goods more competitive in the global market. Moreover, growth in the logistics sector would imply improved service delivery and customer satisfaction leading to growth of export of Indian goods and potential for creation of job opportunities.

Competitive dynamics and other issues:

The following problems existing in the Indian logistics industry make it unattractive for investments and also create entry barriers. Logistics is a high-cost, low-margin business. The problem of organized players is compounded by unfair competition with unorganized players, who can get away without paying taxes and following operating norms stipulated in the Motor Vehicles Act such as quality of drivers and vehicles, volume and weight restrictions, etc.

Economies of scale are absent in the Indian logistics industry. Even the organized sector that contributes slightly more than 1% of the logistics cost, is highly fragmented. Existence of the differential sales tax structure also brought in diseconomies of scale. Though VAT (Value Added Tax) has been implemented since April 1, 2005, failure in implementation of a uniform VAT structure across different states has let the problem persist even today.

Apart from the non-uniform tax structure, Indian LSPs have to pay numerous other taxes, octroi, and face multiple check posts and police harassment. High costs

of operation and delays involved in compliance with varying documentation requirements of different states make the business unattractive. On an average, a vehicle on Indian roads loses 24-48 hours in complying with paperwork and formalities at different check posts en route to a destination. Fuel worth USD 2.5 billion is spent on waiting at check posts annually. A vehicle that costs USD 30,000 pays USD 7,500 per annum in the form of various taxes, which include the excise duty on fuel. This is why freight cost is a major component of the cost of a product in India.

There is lack of trust and awareness among Indian shippers with regard to outsourcing logistics. The volume of outsourcing by Indian shippers is presently very low (~ 10%) compared to the same for the developed countries (> 50%, sometimes as high as 80%). The unwillingness to outsource logistics on part of Indian shippers may be attributed to scepticism about the possible benefits, perceived risk, and losing control, of sensitive organizational information, and vested interests in keeping logistics activities in-house.

Indian shippers expect LSPs to own quality assets, provide more value-added services and act as an integrated service provider, and institute world-class information systems for more visibility and real-time tracking of shipments. However, they are unwilling to match the same with increased billings; even pay little attention to timely payments that leave LSPs short of adequate working capital.

Indian freight forwarders face stiff competition from multi-national freight forwarders for international freight movement. MNCs, because of their size and operations in many countries, are able to offer low freight rates and extend credit for long periods. Indian freight forwarders, on the other hand, because of their smaller size and lack of access to cheap capital, are not able to match the same. Moreover, clients of MNCs often want to deal with a single service provider and especially for FOB (Free on Board) shipments specify the freight forwarders, which most of the time happen to be the multi-national freight forwarders. This is sort of a non-tariff barrier imposed on Indian freight forwarders.

Poor physical and communications infrastructure is another deterrent to attracting investments in the logistics sector. Road transportation accounts for more than

60% of inland transportation of goods and highway that constitute 1.4% of the total road network, carry 40% of the freight movement by roadways. Slow movement of cargo due to bad road conditions, multiple check posts and documentation requirements, congestion at seaports due to inadequate infrastructure, bureaucracy, red-tapism and delay in government clearances, coupled with unreliable power supply and slow banking transactions, make it difficult for exporters to meet the deadlines for their international customers. To expedite shipments, they have to book as airfreight, rather than sea freight, which adds to the costs of shipments making them uncompetitive in international markets. Moreover, many large shipping liners avoid Indian ports for long turnaround times due to delays in loading/unloading and hence Indian exporters have to resort to transshipments at ports such as Singapore, Dubai and Colombo, which adds to the costs of shipments and also delays delivery.

Low penetration of IT and lack of proper communications infrastructure also result in delays, and lack of visibility and real-time tracking ability. Unavailability and absence of a seamless flow of information among the constituents of LSPs creates a lot of uncertainty, unnecessary paperwork and delays, and lack of transparency in terms of cost structures and service delivery. For example, a shipper has to pay a higher freight rate if it cannot ensure return load. At present, there is no real-time process by which a shipper may know about the availability of trucks and going rates at the destination market. Therefore, it has to pay more. Had the market information been available to both the shipper and the service provider, the service provider's cost structure would have been transparent to the shipper and it would have ended paying the actual market rate. Another example would be that LTL (Less than Truckload) shipments cost more than FTL (Full Truckload) shipments. Now, when a shipper books a LTL shipment, it has no idea about the status of its shipment after it leaves the warehouse at the origin and before it reaches the warehouse at the destination. The service provider may still convert this LTL shipment into a FTL shipment at its own warehouse before delivering at the destination. So, the shipper ends up paying LTL rates for a FTL shipment. Had there been visibility during delivery, this problem would not have occurred.

Since most of the LSPs are of relatively small size, they cannot provide the entire range of services. However, shippers would like service providers to offer more value-added services and a single-stop solution to all their logistical problems. The inability of service providers to go beyond basic services and provide value-added services such as small repair work, kitting/dekitting, packaging /labelling, order processing, distribution, customer support, etc. Has not been able to motivate shippers to go for outsourcing in a big way.

Service tax levied on logistics service fees (currently 12.36% with educational cess) may make outsourcing costly and outweigh the possible benefits. There is lack of skilled and knowledgeable manpower in the logistics sector. Management graduates do not consider logistics as a prime job. To improve the status of the industry, service providers have to move beyond the level of brokers and truckers to attract and retain talent.

Future prospects

Despite problems, The Indian logistics industry is growing at 20% vis-à-vis the average world logistics industry growth of 10%. Since the organized sector accounts for merely 1% of the annual logistics cost, there is immense potential for growth of the sector. The major opportunities are highlighted below.

Many large Indian corporate such as Tata and Reliance Industries have been attracted by the potential of this sector and have established logistics divisions. They started providing inhouse logistics services, and soon sensing the growth of the market, have started providing services to other corporate as well.

Large express cargo and courier companies such as Transport Corporation of India (TCI) and Blue Dart have also started logistics operations. These companies enjoy the advantage of already having a large asset base and an all-India distribution network. Some large distributors have also forayed into the logistics business for their clients. Since logistics service can be provided without assets, there is growing interest among entrepreneurs to venture into this business.

Indian shippers are gradually becoming more aware of the benefits of logistics outsourcing. They are now realizing that customer service and delivery performance are equally important as cost to remain competitive in this global economy. The Indian economy is growing at over 9% for the last couple of years (compared to the world GDP growth rate of 3%), which implies more outputs and more demand for specialized logistics services.

The Indian government has focused on infrastructure development. Examples include the golden quadrilateral project, east-west and north-south corridors (connecting four major metros), Free Trade and Warehousing Zones (FTWZ) in line with Special Economic Zones (SEZ) with 100% Foreign Direct Investment (FDI) limit and public-private partnerships (PPP) in infrastructure development. It is expected that infrastructure development would boost investments in the logistics sector.

In India, 100% FDI is allowed in logistics whereas in China, until recently, foreign investment was not allowed in domestic logistics. Almost all large global logistics companies have their presence in India, mainly involved in freight forwarding. For domestic transportation and warehousing, they have tie-ups with Indian companies. As the Indian logistics scenario looks promising, these MNCs are expected to play a bigger role, probably forming wholly-owned subsidiaries or taking the acquisition route. The latter may be the preferred route of investment since the target company is readily acquired with its asset base and distribution network, and the need for building everything from scratch can thus be avoided. The benefits for the acquired company include the patronage of an MNC and access to the MNC's global network.



1.2 COMPANY PROFILE

ABOUT US:Vangard Logistics was established in 2001 and has corporate office in Chennai with branch offices at all major air and sea port of India. Over a decade Vangard Logistics has been an industry leader in providing Innovative transportation solutions to our customer. In shorter span Vangard logistics become in house freightforwarder for many corporate in India.

Vangard Logistics guarantee that products will get to the proper destination within the timeframe. Vangard Logistics utilizes established relationships with carriers of all kinds, from air freighters and trucking companies, to rail freighters and ocean liners. Vangard logistics negotiate the best possible price to move the product along the most economical route by working out various bids and choosing the one that best balances speed, cost and reliability.



OUR APPROACH

Vanguard Logistics can save the client untold time and potential headaches while providing reliable transportation of products at competitive rates. Vanguard logistics is an asset to almost any company dealing in international transportation of goods, and is especially helpful when in-house resources are not versed in international shipping procedures.

OUR PROMISES

Providing high quality transportation services to all of our clients
Invest in our employees to provide better service and company growth
Care for the environment according to latest industry standards

Safety as top priority in assuring safe work procedures

Investing in technology to provide fast, accurate and cost-effective service

AIR FREIGHT LOGISTICS

Vanguard Logistics provides airfreight services that are integral to meet your transportation needs. Being an official IATA agent, Vanguard Logistics is an air freight forwarder with a personal touch, handling projects and air charters with professionalism and ease. Vanguard Logistics networks with airlines using global flights daily to deliver your freight safely to its final destination. When your organization requires fast and reliable personal service, Vanguard Logistics is there to handle everything

ROAD FREIGHT LOGISTICS

Vanguard is not just the premier provider of Less Than Container Load ocean freight consolidation, but also of matching Less Than Truckload logistics on land. Our strong road capabilities allow us to provide **door-to-door shipments** for seagoing cargo and offer **stand-alone LTL solutions** for freight forwarders' domestic use in America and Europe – all with the same customer service, seamless integration, and end-to-end visibility that characterizes Vanguard operations.

Seamless, door-to-door solutions

Our broad network of carriers ensures that trucks are always available, always in time for cut-off at port, and always ready for delivery on the other end; this wealth of carrier agreements also allows us to offer highly competitive rates while providing genuine door-to-door service. What is more, Vanguard processes do not require class-of-freight information, for example, running on weight and cubic dimensions alone.

OCEAN FREIGHT FORWARDING

Vangard Logistics provides ocean freight planning and consultation services, including cost analysis, terms of sale and letter of credit advice, to simplify your financial transactions. The selection of steamship lines, consolidation options, container specifications, packaging requirements and customs classification are additional areas in which our ocean export professionals provide valuable assistance. We offer our clients the options of LCL and FCL shipments, transit loads, reefer loads, heavy loads, ro/ro and break bulk services. In addition, we also offer specialized ocean services for out-of-gauge and over-size shipments.

ICD OPERATIONS

India has many dry ports where it needs to connect closest harbour to move shipments to right destinations Vangard Logistics extend support to find a better transit for their customer by setting up a guideline with CONCOR perform on time connections.

ICD would have an automated system of its own with a separate station code allotted by the Directorate General of Systems and with the inbuilt capacity to not only enter examination reports but also to enable assessment of documents, processing of manifest, amendments, etc,

Vangard Logistics would take charge of movement of goods from a port or airport to an ICD such movement is covered by local procedure evolved by the Commissioner of Customs and covered by bonds, bank guarantee.

Vangard Logistics takes responsibility of post shipments documents after safe delivery of valuable goods. Our customs team would monitor, release these documents such as bank guarantee and liner bond executed on behalf of customers.

1.3 STATEMENT OF PROBLEM:

Logistics play a vital role in international business. A freight forwarder can help to improve the delivery of product and increase customer service. Vanguard logistics faces problems in documentation, transport, custom clearance, freight forwarder and this affect the export and integral part of global supply chain so to overcome all these problem study is concluded.

1.4 NEED OF THE STUDY

The customer perceives that the service of his company will be reliable and good in quality to give them good value for the money they have invested. So this project used to findout the Customer preferences and feedback over their service.

Select reward programs that won't cost your business much but will meet the needs of your customers. If Vangard Logistics offering things such as value added services than what they expect, customers appreciate it and will remain loyal to the company. This helps us in

- Analyzing the various classifications and requirements of export Import procedures.
- Analyzing the various issues in export and import.
Examining other issues that may be required in international trade transactions.

1.5 OBJECTIVES

PRIMARY OBJECTIVES

- ❖ To study the vendor services satisfaction level at Vanguard Logistics.

SECONDARY OBJECTIVES

- ❖ To study the vendor services satisfaction level at Vanguard Logistics.
- ❖ To study the export and import procedure
- ❖ To study the containerization activity at Vanguard Logistics.
- ❖ To study vendor services at Vanguard Logistics.



1.6 SCOPE OF STUDY:

- Types of consumers that comprise present and potential markets.
- Size and location of different markets, not only in India but also overseas.
- The prospects for growth or construction for the current markets being served.
- New mantras of emerging segments.
- Marketing and manufacturing capabilities of competitors.
- Most suitable entry timing.
- The current and prospective competitive position.
- Chances of improvement of current channels.

1.7 LIMITATION OF STUDY:

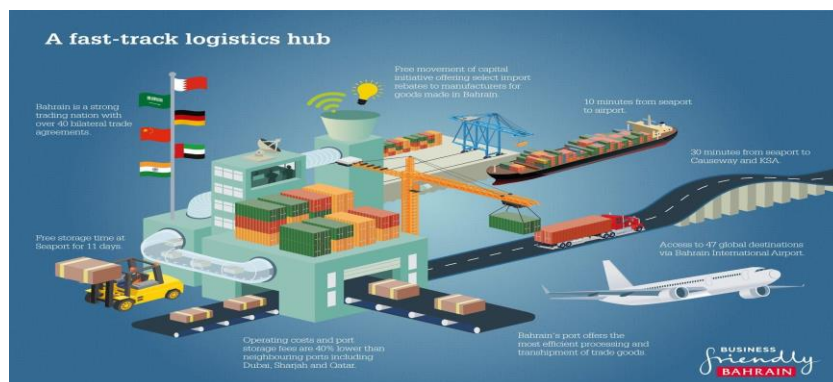
Vendors felt reluctant towards giving the information with a fear of losing business with the unfair information given.

Some of the them were busy, so not able to get full answers for the questionnaire

One of the most important limitations was the time period the time period was not sufficient to coverer all details organised retail sector.

The other limitation was the non-cooperation nature of the people to give informationand interviews.

An important limitation was the area of the study which covers only Chennai where in market information collected cannot be a final key



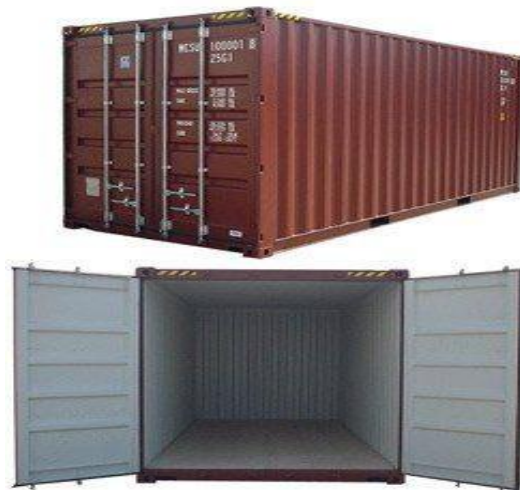
16 Types of Container Units and Designs for Shipping Cargo

Container units form the most integral part of the entire shipping industry, trade, and transport. These shipping containers are the structures that store various kinds of products that need to be shipped from one part of the world to another. Moving containers protect contents on the long journeys they make and ensure they make it back to you in one piece.

As such, depending on the type of products to be shipped or the special services needed from them, container units may vary in dimension, structure, materials, construction etc. various types of [shipping containers](#) are being used today to meet requirements of all kinds of cargo shipping. Some of the most common types of [shipping containers](#) in use today are mentioned below.

1. Dry storage container

The most commonly used shipping containers; they come in various dimensions standardized by ISO. They are used for shipping of dry materials and come in size of 20ft, 40 ft and 10 ft.



2. Flat rack container

With collapsible sides, these are like simple storage shipping containers where the sides can be folded so as to make a flat rack for shipping of wide variety of goods.



3. Open top container

With a convertible top that can be completely removed to make an open top so that materials of any height can be shipped easily.



4. Tunnel container

Container storage units provided with doors on both ends of the container, they are extremely helpful in quick loading and unloading of materials.



5. Open side storage container

These storage units are provided with doors that can change into completely open sides providing a much wider room for loading of materials.



6. Double doors container

They are kind of storage units that are provided with double doors, making a wider room for loading and unloading of materials. Construction materials include steel, iron etc in standardized sizes of 20ft and 40ft.



7. Refrigerated ISO containers

These are temperature regulated shipping containers that always have a carefully controlled low temperature. They are exclusively used for shipment of perishable substances like fruits and vegetables over long distances.



8. Insulated or thermal containers

These are the shipping storage containers that come with a regulated temperature control allowing them to maintain a higher temperature.

The choice of material is so done to allow them long life without being damaged by constant exposure to high temperature. They are most suitable for long distance transportation of products.



9. Tanks

Container storage units used mostly for transportation of liquid materials, they are used by a huge proportion of entire shipping industry. They are mostly made of strong steel or other anti corrosive materials providing them with long life and protection to the materials.



10. Cargo storage roll container

A foldable container, this is one of the specialized container units made for purpose of transporting sets or stacks of materials. They are made of thick and strong wire mesh along with rollers that allows their easy movement. Availability in a range of colored wire meshes make these shipping container units a little more cheerful.



11. Half height containers

Another kind of shipping containers includes half height containers. Made mostly of steel, these containers are half the height of full sized containers. Used especially for goods like coal, stones etc which need easy loading and unloading.



12. Car carriers

Car carriers are container storage units made especially for shipment of cars over long distances. They come with collapsible sides that help a car fit snugly inside the containers without the risk of being damaged or moving from the spot.



13. Intermediate bulk shift containers

These are specialized storage shipping containers made solely for the purpose of intermediate shipping of goods. They are designed to handle large amounts of materials and made for purpose of shipping materials to a destination where they can be further packed and sent off to final spot.



14. Drums

As the name suggests, circular shipping containers, made from a choice of materials like steel, light weight metals, fiber, hard plastic etc. they are most suitable for bulk transport of liquid materials. They are smaller in size but due to their shape, may need extra space.



15. Special purpose containers

Not the ordinary containers, these are the container units, custom made for specialized purposes. Mostly, they are used for high profile services like shipment of weapons and arson. As such, their construction and material composition depends on the special purpose they need to cater to. But in most cases, security remains the top priority.



16. Swap bodies

They are a special kind of containers used mostly in Europe. Not made according to the ISO standards, they are not standardized shipping container units but extremely useful all the same. They are provided with a strong bottom and a convertible top making them suitable for shipping of many types of products.



2 REVIEW OF LITERATURE:

Performance management is a fundamental aspect of managerial effectiveness. Establishing clear goals with your boss, peers, and employees is essential. With vendors, you have contractual service level agreements. At certain points in the year, good managers

check-in with their team members to provide feedback on progress to goals. At the end of the year, employees get final reviews – complete with bonuses and merit increases. With vendors, you have the quarterly review – one of the most important tools in a successful vendor manager's tool belt. In this article, we review the essential aspects of quarterly reviews.

There are six key elements to successful vendor manager quarterly reviews.

1. Planned and Prepared with a Firm Agenda –

A quarterly review is not the typical meeting. It is a formal review of prior performance and improvement opportunities. As such, planning is essential. [Service level performance metrics](#) must be collected, distributed, and reviewed in advance of the meeting by *all* participants. In fact, participants should be prepared to address all items that could result from review of performance metrics – this is a very data intensive process at times. As such, it is important to establish a firm agenda that allows different participants to join for their key sections. With that said, we encourage open meetings so that vendor managers from one area can listen to challenges and successes of other areas.

2. Participants with Clear Meeting Roles –

Broad participation should be encouraged as the purpose of quarterly reviews is clearly to celebrate successes, resolve performance issues, and challenge current practices. Senior executives, day-to-day vendor managers, and support teams (e.g., training, quality, and operations management teams) should view quarterly

reviews as opportunities to review the outsourced business' operations performance – something that occurs with increasing rarity after a business process is outsourced. Given the wide participation, establishing roles are key to good meeting management.

Day-to-day vendor management leaders should lead the discussion regarding individual functions' performance in an interactive manner with the vendor, but senior vice presidents and vice presidents should be invited to chime in to place emphasis. The difference is that the presence of executives is part of ensuring vendors understand the importance of performance. The vendor should have similar representation.

3. Service Level Review with a Root Cause Analysis and Improvement Plan(s) –

The key aspect of quarterly reviews is discussion regarding service level agreement performance. A typical program will have between four and seven service level agreements and each should have three [data points \(remember: quarterly service level agreements are not effective\)](#). [In addition, a variety of additional supporting data should be reviewed, including forecast accuracy, scheduling accuracy and adherence, and training progress](#). If any service level is not achieved, a root cause analysis should be completed by both parties – even if the root cause is your own company's doing! It is important to identify root causes using standard processes, but it is even more important to monitor progress against improvement plans. Time and time again, we see RCAs sitting on shelves collecting dust while performance issues remain unchanged. The quarterly review should look back at each of the RCAs to check progress.

4. Satisfaction Survey Results –

A key aspect of vendor management is providing empirical feedback. While most aspects of a business process can be measured, less tangible relationship issues are more difficult to track. These are the parts of a relationship that often breakdown in outsourcing. Examples include providing feedback on vendor problem resolution, identifying whether a suitable ROI has been achieved and

maintained (tracking changes against baseline data), or the relationships' flexibility to meet changing demands on both parties. We're drafting an article to delve into this topic much deeper, but we stress that effective vendor managers should survey internal stakeholders *and* the vendor regarding their level of satisfaction with different aspects of the relationship. The results should be openly shared and used to create discussion. The key is to ensure the survey is very focused, short, and usable while facilitating the discussion without adversarial undertones (or overtones!). We'll have more information on the topic soon.

5. Guidance for the Future –

One great feature of quarterly reviews is the opportunities for each company to provide the other guidance for the next three to six months. This may include transaction volumes, organizational changes, system changes, or corporate initiatives that could impact the other company (e.g., SOX audits, green initiatives, etc.). Effective vendor management executives use this opportunity to align strategic relationships and to seek opportunities to help each other.

6.Offline Communication Channel –

Large audiences can sometimes interfere with certain communication. For example, maintaining a careful eye on your vendors' financial health and discussing upcoming organizational changes in both your and their organization are sensitive topics. Effective vendor management executives ensure that sensitive communications have an appropriate channel. We suggest that executives have preparatory meetings before quarterly reviews to cover sensitive topics.

Finally, it is very important to differentiate quarterly reviews different than Monthly reviews are venues for day-to-day action with hands-on team members. A successful quarterly review meeting elevates the discussion and holds parties accountable for performance. We encourage vendor managers to not substitute monthly close discussions for quarterly reviews: a year should consist of twelve monthly close meetings, three quarterly review meetings, and an annual contractual review (which we will be discussing in more detail in a future article).

Four steps are necessary to appropriately outsource or contract for goods or services:

Step One: Risk Analysis

Fundamentally, proper vendor management is nothing more or less than risk management. This step requires the financial institution to identify the importance of the function to the organization, the nature of the activities the vendor will perform, and the inherent riskiness of the activity. The more risky the activity, the more important the need is for diligence in selection, in contracting, and in supervision and monitoring. Of course, for regulatory purposes, the process of risk analysis must be carefully documented.

Step Two: Due Diligence in Vendor Selection

The intensity of due diligence required in selecting a vendor will depend on the results of the risk analysis the financial institution completed in deciding to contract with a vendor to provide goods or services. Due diligence requires a reasonable inquiry into a vendor's ability to operationally meet the requirements for the proposed service and an inquiry into the vendor's financial ability to deliver on its promise. Depending on the financial institution's risk analysis, it should consider on-site visits. If the vendor is geographically distant, will that distance affect the cost or quality of service? Financial institutions should also analyze the vendor's operations and controls. Some questions to be asked include:

Step Three: Documenting the Vendor Relationship Contract Issues

A strong contract with a significant vendor is essential to properly managing the relationship. Even relationships with vendors that provide low-risk services can, and often should, be defined in simple form contracts.

Vendor contracts must also include references to the financial institution's right to monitor the performance and condition of the vendor. It should require the vendor to submit appropriate reports, including financial reports, audit reports, and internal control reports, depending on the risk assessment for the subject of the contract.

The term of the contract is another essential factor. The regulators are increasingly clear that they are concerned about the use of long-term contracts, especially in technology agreements. Technology changes rapidly and financial institutions need the flexibility to change providers if the chosen vendor fails to keep up with current practices.

Step Four: Ongoing Supervision and Monitoring of Vendors

A financial institution must provide in its contracts for the ability to monitor vendors during the term of the contract. To adequately supervise a vendor, an officer must review and be accountable for the performance of the vendor. How much supervision is required is, of course, dependent on the institution's assessment of the risk of the particular service being provided. The staff assigned to oversee each vendor should have the necessary expertise to do so appropriately.

Monitoring and supervision should include ongoing (at least annual) review of the vendor's financial condition and insurance coverage, including a verification that the insurance coverages represented to the bank are in force. The vendor's policies relating to internal controls and security should be reviewed and some method of determining whether the vendor is following such controls should be developed.

Review and monitoring also requires an assessment of whether the third party has provided services in accordance with representations made in the contract and in accordance with applicable regulations and laws. The vendor's contingency plans should be reviewed to be certain that they remain in place and have been adequately tested.

Document,

The true purpose of a vendor management program is to maintain quality vendors and quality relationships with those vendors to operate the financial institution efficiently and well. In addition to that purpose, each financial institution must prove to its regulator that vendors are managed efficiently and well. As compliance officers know, to satisfy regulators, documentation is paramount. Document the risk analysis engaged in at the time a decision is made to engage a vendor. Document the due diligence performed. Require effective contracts and maintain up-to-date versions of the contracts (complete with all amendments) in a place where the bank and examiners can easily review them. Document the process of monitoring and reviewing each vendor's performance. Report significant vendor relationships to the board of directors on at least an annual basis.

Vendor management is complex and indeed cumbersome and annoying. Properly implemented, however, it can save the financial institution money, loss of reputation, failing to provide core services in a quality manner, and regulatory headaches



3 RESEARCH METHODOLOGY

RESEARCH

Research includes scientific and inductive thinking which promotes development if logical habits of thinking and organization it has special significance in solving various operational and planning problems of business and industry A careful investigation or inquiry through search for new facts in any branch of knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this we study about various steps that are generally adopted by researchers in studying his research problem along with logic behind them.

RESEARCH DESIGN

“A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure”.

It constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implication to the final analysis of data.

3.3 SAMPLE DESIGN

The sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure would adopt to selecting a items for the sample. Sample design may as well lay down to be included in the sample i.e. the size of the sample. Sample design is determined before data are collected. There are many sample design from which a researcher can choose. Some designs are relatively more precise and easier to apply than others.

3.1TYPE OF UNIVERSE

The first step in developing any sample design is to clearly define the set of objects, technically called a universe to be studied.

33 SAMPLE SIZE

This refers to the number of items to be selected from the universe to constitute a sample.

The sample size used in this study is 40 numbers;

SAMPLING TECHNIQUE

There is different type of sample design based on two factors viz. representation basis and element selection technique. On Representation basis the sample is classified into

- ❖ Probability sampling
 - ❖ Non-probability sampling
- The project is taken the Simple random sampling.

SIMPLE RANDOM SAMPLING

Probability sampling is also known as 'random sampling' or 'chance sampling'. Under this sampling design every item of the universe equal chance of inclusion in the sample.

DATA COLLECTION

There are two type of data collection

- Primary data
- Secondary data

□ Primary Data

.In this project, the data is collected to know about the study of vendor satisfaction levels at Flyton Logistics employees in the organization, both directly and indirectly (phone) communicating with them. The data are those, which is collected as fresh and first time, and thus happens to be original in character. Hence the data here used is said to be as primary data.

3.4 TOOLS FOR DATA COLLECTION

There are several methods of collecting primary data, particularly in surveys and descriptive researches. The tools used in this project are:-

QUESTIONNAIRE

A Questionnaire-cum-schedule was constructed with questions to obtain the necessary information for the research

□ Secondary Data

Secondary data was collected from Internet, books, journals, and company records.

STATISTICAL TOOLS

- ❖ Percentage method
- ❖ Chi-square test

PERCENTAGE METHOD

This is one of the widely used methods to analyse the collected data. The percentage method is calculated by number of respondents divided by total number of respondents, which is multiplied by 100.

$$\text{Percentage analysis} = \frac{\text{No of respondent}}{\text{Total no. of Respondents}} * 100$$

Chi-Square Test

It is a useful measure of comparing experimentally obtained results with those expected theoretically and based on the hypothesis. Chi-square test involves comparison of expected frequency (E_i) with observed frequency (O_i) to determine whether difference between the two is greater than the tabulated value that might occur by chance.

Formula

$$\chi^2 = \sum (O - E)^2 / E$$

Where, O = Observed Frequency, E = Expected frequency.

Uses

- It is used to check the goodness of fit among the variables.
- It is widely used to test the independence of attributes.

DATA ANALYSIS AND INTERPRETATION

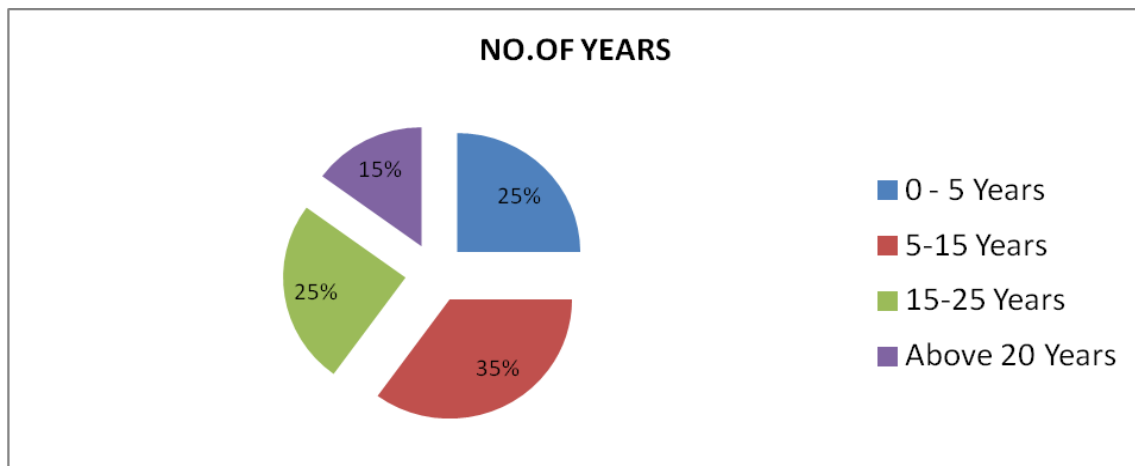
TABLE 5:1

TABLE SHOWING NUMBER OF YEARS IN BUSINESS

NUMBER OF YEARS	NO. OF RESPONDS	PERCENTAGE
0 – 5 Years	10	25 %
5 – 15 Years	14	35 %
15 – 25 Years	10	25 %
More than 20 Years	6	15 %
Total	40	100 %

CHART 5:1

CHART SHOWING NUMBER OF YEARS IN BUSINESS



INFERENCE:

It is observed that 10% of the companies are up to 5 years in business, 35% of the companies are 6 to 10 Years in their business, 22.5% of the companies are 11 to 15 Years, 30% of the companies are 16 to 20 Years, and 17.5% of the companies are above 20 Years.

TABLE 5:2

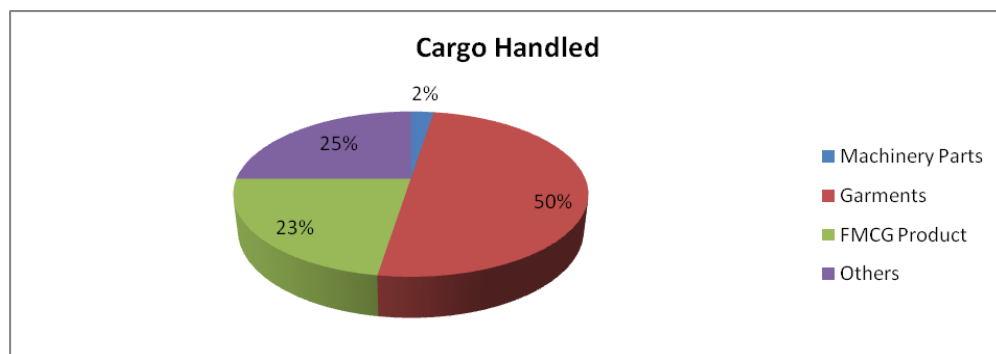
TABLE SHOWING ITEM IMPORT/EXPORTED MOST BUSINESS

EXPORT IMPORT CARGO	NO. OF RESPONDS	PERCENTAGE
MACHINERY PARTS	1	2.5 %
GARMENTS	20	50 %
FMCG PRODUCT	9	22.5 %
OTHERS	10	25 %
Total	40	100 %



CHART 5:2

CHART SHOWING CARGO IMPORT/EXPORTED MOST



INFERENCE:

It is observed that 2% of the companies are doing machinery parts,
50% of the companies are doing Garments
23% of the companies are doing FMCG products,

25% of the companies are doing other cargoes.

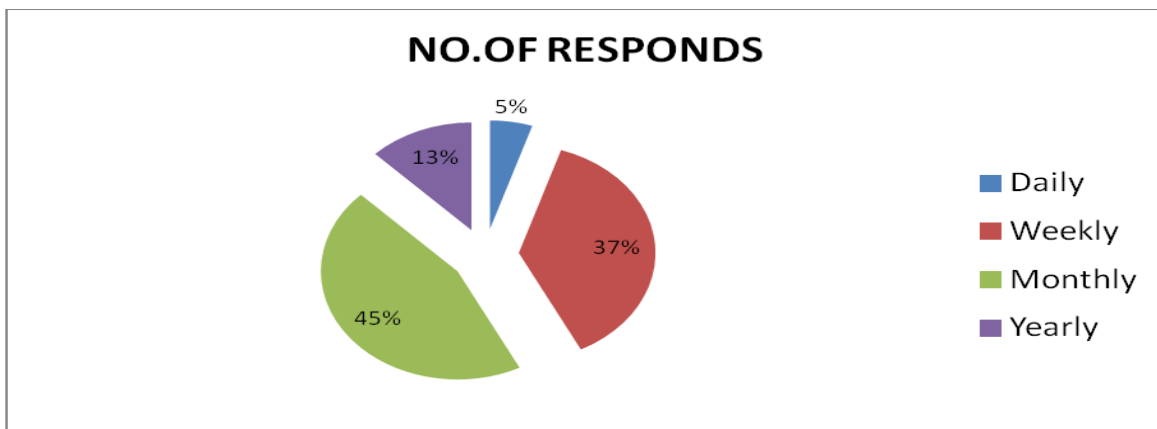
TABLE 5:3

TABLE SHOWING FREQUENCY IN BUSINESS

NUMBER OF FREQUENCY	NO. OF RESPONDS	PERCENT AGE
Daily	2	5 %
Weekly	15	37.5 %
Monthly	18	45 %
Yearly	5	12.5 %
Total	40	100 %

CHART 5:3

CHART SHOWING FREQUENCY IN BUSINESS



INFERENCE:

It is observed that 5% of the companies are doing business daily, 37.5% of the companies are doing business weekly, 45% of the companies are doing business monthly, 13% of the companies are doing business yearly.

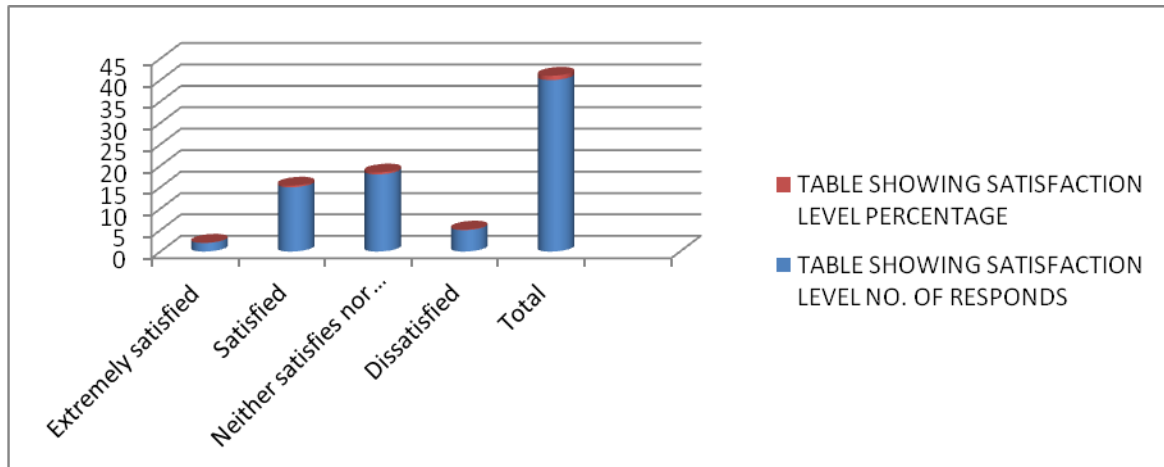
TABLE 5:4

TABLE SHOWING SATISFACTION LEVEL

NUMBER OF YEARS	NO. OF RESPONDS	PERCENTAGE
Extremely satisfied	2	5 %
Satisfied	15	37.5 %
Neither satisfied nor dissatisfied	18	45 %
Dissatisfied	5	12.5 %
Total	40	100 %

CHART 5.4

CHART SHOWING SATISFACTION IN BUSINESS



INFERENCE:

It is observed that 5% of the Vender are extremely satisfied.37.5% of the Vendors are satisfied.

45% of the Vendors are neither satisfied nor dissatisfied,13% of the Vendors are dissatisfied.

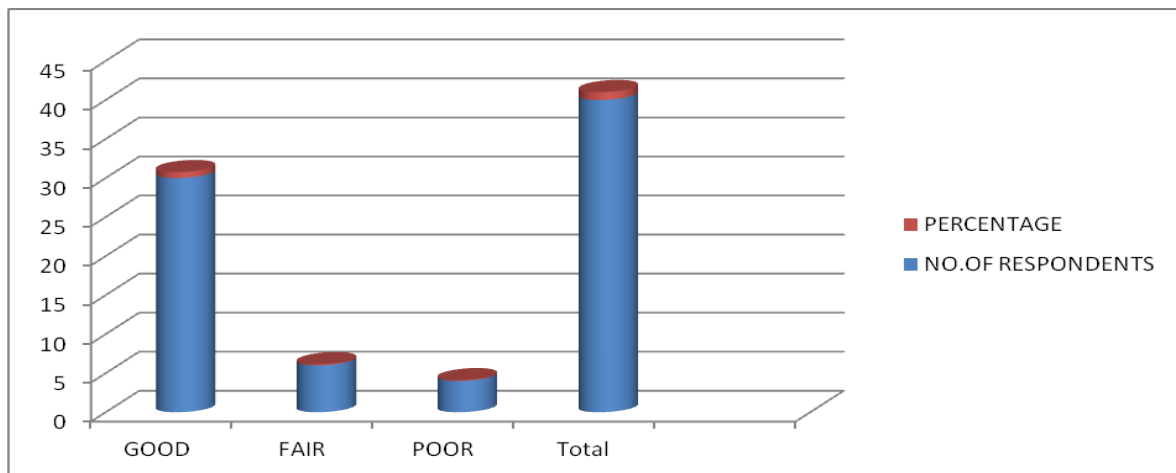
TABLE 5:5

TABLE SHOWING OVERALL PROCEDURE FOR REGISTERING WITH VENDOR

REASON	NO.OF RESPONDENTS	PERCENTAGE
GOOD	30	75 %
FAIR	6	15 %
POOR	4	10 %
Total	40	100%

CHART 5.5

CHART SHOWING OVERALL PROCEDURE FOR REGISTERING WITH VENDOR



INFERENCE:It is observed that the 75 % of respondents are choosing GOOD for Facilities, 15 % of respondents are choosing FAIR for presence of Custom Officer and remaining 10 % of respondents are not choosing POOR because they doing House stuff.

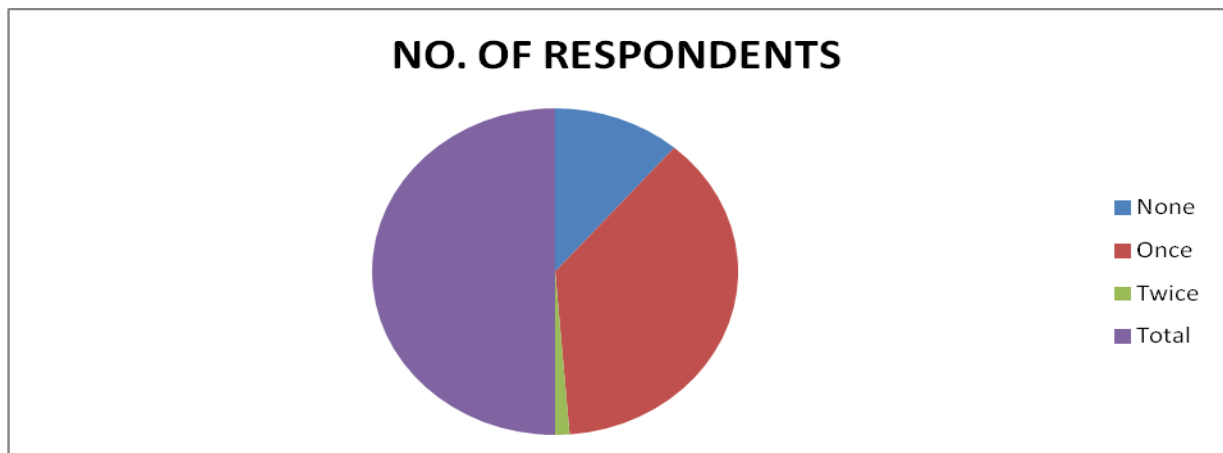
TABLE 5.6

TABLE SHOW HOW NO.OF TIMES VENDOR PARTICIPATED IN VENDOR EVALUATION PROGRAMME.

REASON	NO. OF RESPONDENTS	PERCENTAGE
None	9	22.5 %
Once	30	75 %
Twice	1	2.5 %
Total	40	100%

CHARI 5.6

CHART SHOWING NO.OF TIMES VENDOR PARTICIPATED IN VENDOR EVALUATION PROGRAM .



INFERENCE

It is observed that the 22.5 % of respondents choosing none, 75 % of respondents are choosing once because they have no any other choice and remaining 2.5 % of respondents arechoosing for twice.

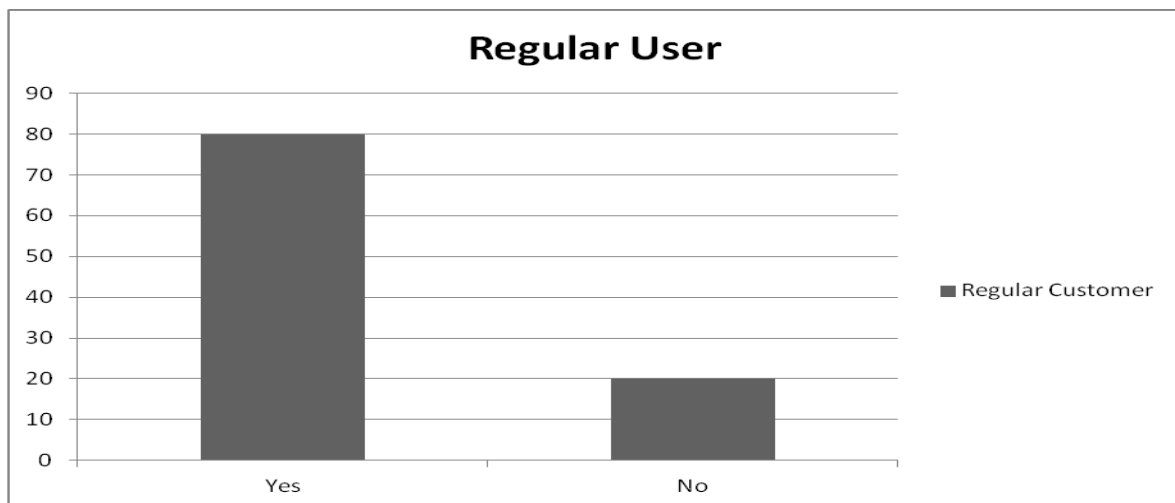
TABLE 5:7

TABLE SHOWING NUMBER OF REGULAR USER OF FLYTON LOGISTICS

Attributes	No of Respondents	Percentage
Yes	32	80
No	8	20
Total	40	100

GRAPH 5:7

GRAPH SHOWING COMPANY OF REGULAR USER



INFERENCE:

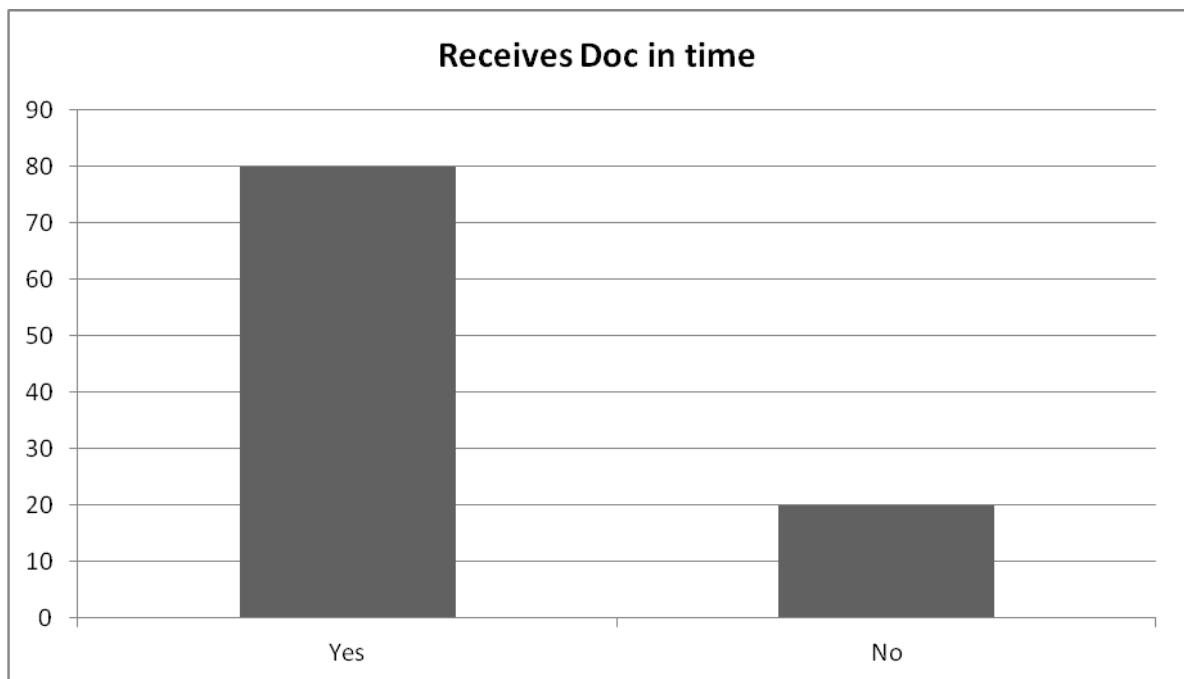
The above table shows

80% of the customers are saying yes for regular user of Vanguard Logistics
20% of the customers are saying no for regular user of Vanguard Logistics

TABLE 5:8

TABLE SHOWING RECEIVING THE DOCUMENT ON TIME

Attributes	No of Respondents	Percentage
Yes	32	80
No	8	20
Total	40	100



GRAPH 5:8

GRAPH SHOWING RECEIVING THE DOCUMENT ON TIME

INFERENCE:

The above table shows, 80% of the customers are saying yes for receiving document in time from Flyton Logistics and other 20% of the customers are saying no for receiving document in time from Vangard Logistics



TABLE 5.9

TABLE SHOWING SATISFACTION LEVEL WITH QUALITY

Attributes	No of Respondents(x)	Weight (w)	Percentage
Highly satisfied	24	5	120
Satisfied	8	4	32
Neutral	6	3	18
Dissatisfied	2	2	4
Highly dissatisfied		1	
Total	$\sum x=40$		$\sum(xw)=174$

Weighted average = $\sum (xw) / \sum x$

= 174/40

= 4.4

= 4 (Average)

Inference:

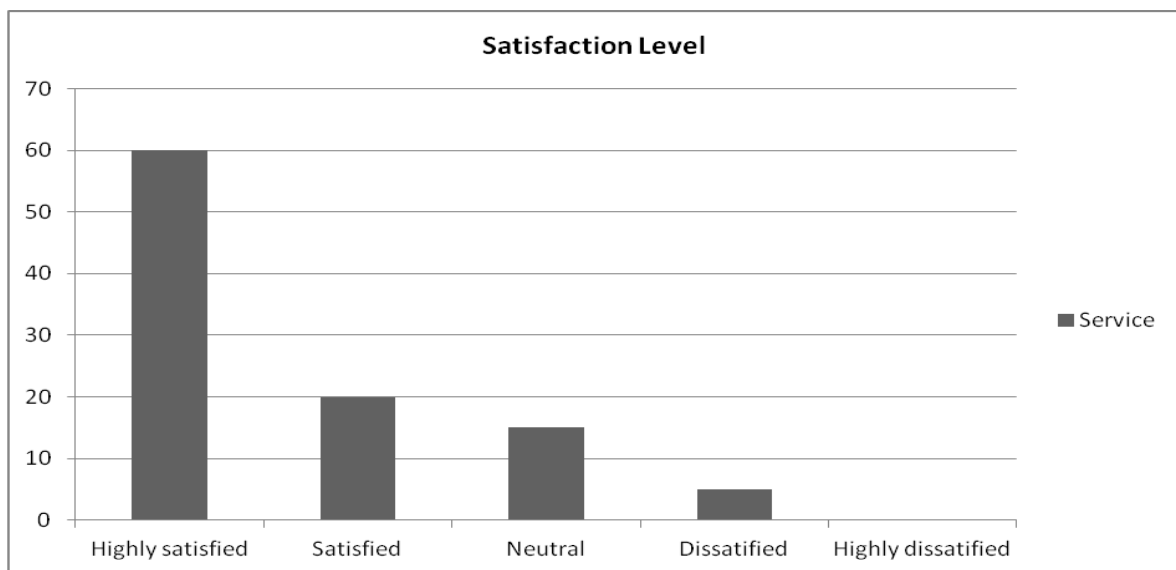
Most of the customers are satisfied with the services provided by Vangard Logistics.

WAREHOUSING & DISTRIBUTION

- Storage
- Marking & Labeling
- Packing & Repacking
- Distribution
- Door Delivery

Latest Technology

Vangard is equipped with the latest softwares with ultra responsive websites, support desk, ticketing systems and much more..



GRAPH 5:9

GRAPH SHOWING CUSTOMER SERVICE SATISFACTION LEVEL

INFERENCE:

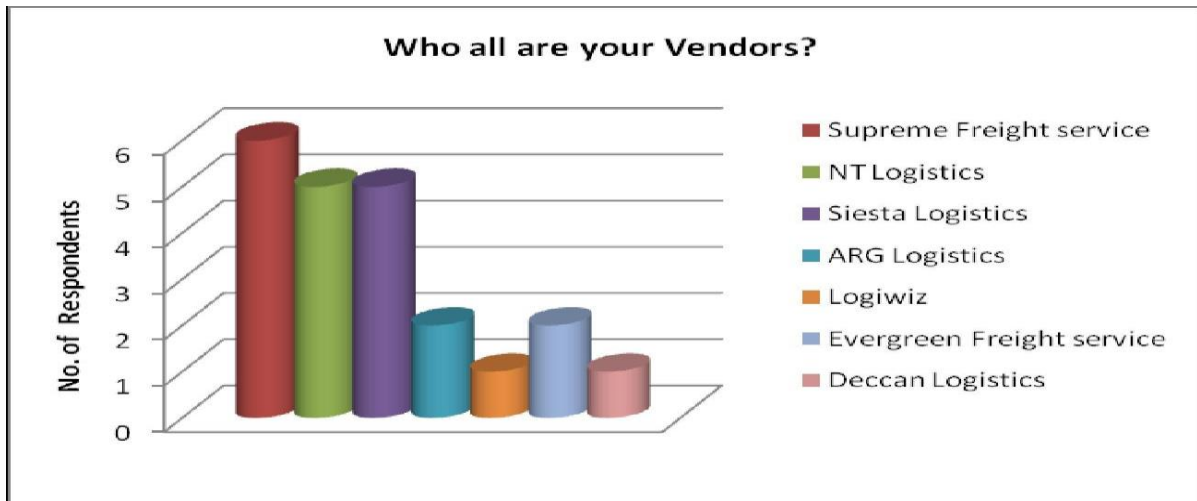
The above table shows

60% of the customers are highly satisfied with our services 20% of the customers are satisfied with our services

15% of the customers are neutral with our services 5% of the customers are dissatisfied with our services

GRAPH 5.10

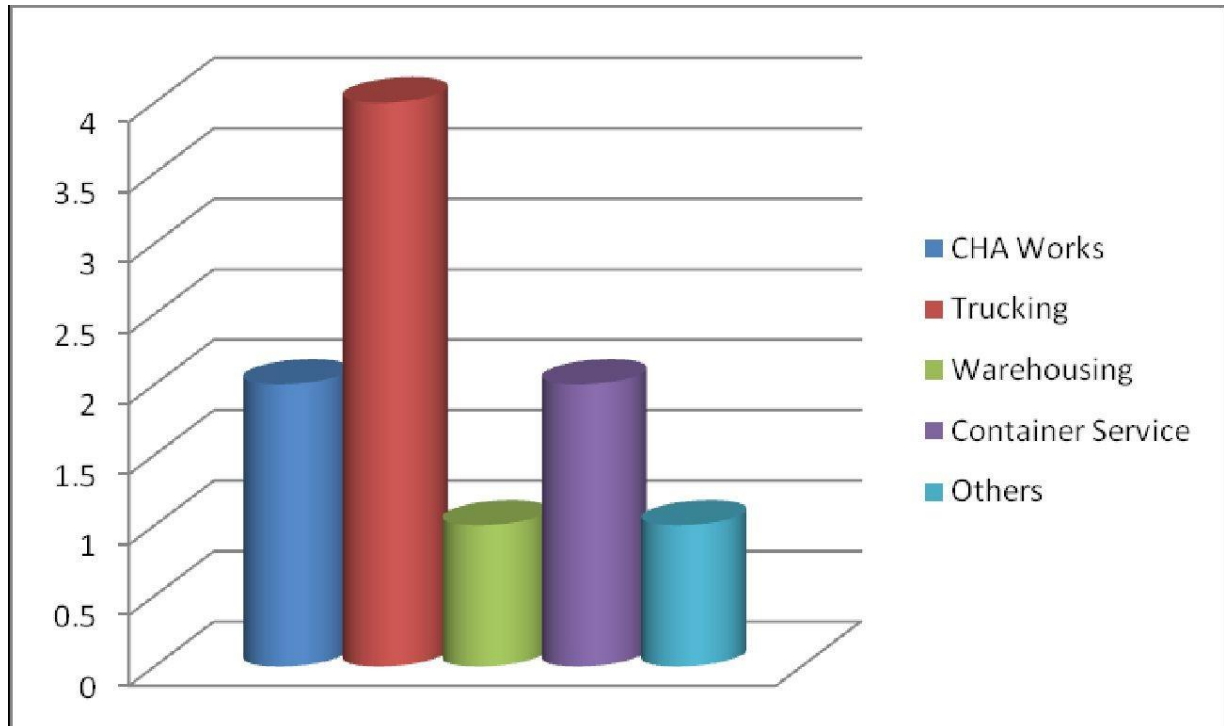
Graphic showing all Vangard Logistics vendors



- **Fact:** As shown in the above chart, as mention as the details of vendors respondents. Supreme freight services contribute is more when compare with other vendors. We can see in the chart which each vendor as contribute level by respondents.
- Vangard Logistics vendors always respect the process in and respond to the questionnaire which works for the betterment of service.

GRAPH 5.11

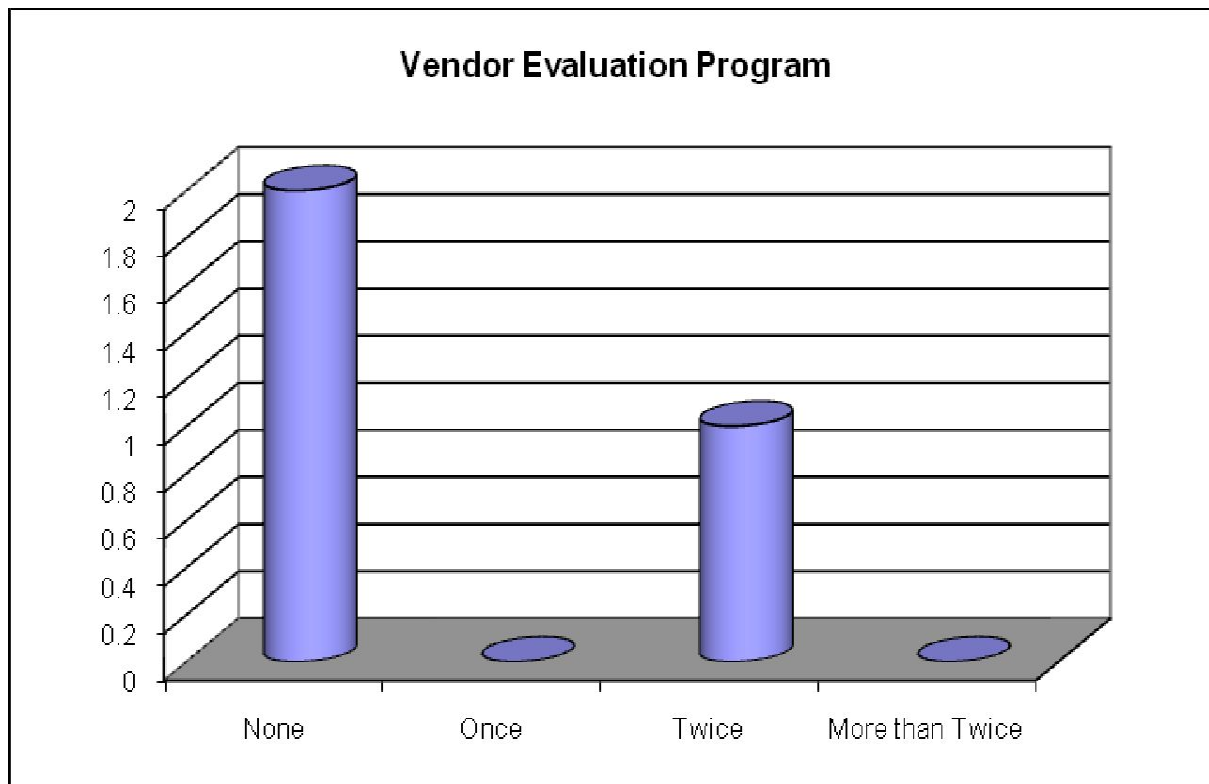
Graphic showing services they offer



- **Fact:** As shown in the above chart, Is identify the vendors offer by the way of CHA, trucking, warehousing, container service, other. But trucking is the offer of more than others.
- **Analysis:** Various trucking company used in various departments, depicts that information share between the department needed to be made up to the mark

GRAPH 5.12

How many times you participated in Vendor evaluation program?



- **Fact:** As shown in the above figure, Most of the Vanguard Logistics vendors has not done vendor evaluation program. 2 vendors have participated in this program, more than twice. But, we have other vendors who have never participated in the same.

- **Analysis:** Vanguard Logistics has organized the evaluation program and this program seems to be successful. In the other hand, we have some vendors, needs to be encouraged to participate in the same.

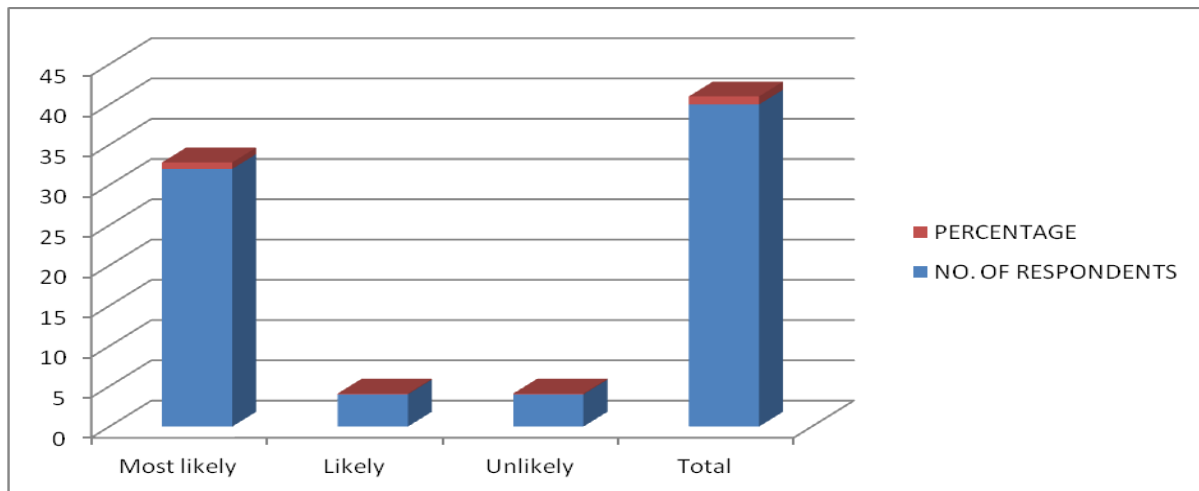
TABLE 5:13

CHART SHOWING VENDER FOR NEXT TERM

TYPE	NO. OF RESPONDENTS	PERCENTAGE
Most likely	32	80 %
Likely	4	10 %
Unlikely	4	10 %
Total	40	100 %

GRAPH 5.13

GRAPH SHOWING VENDER FOR NEXT TERM

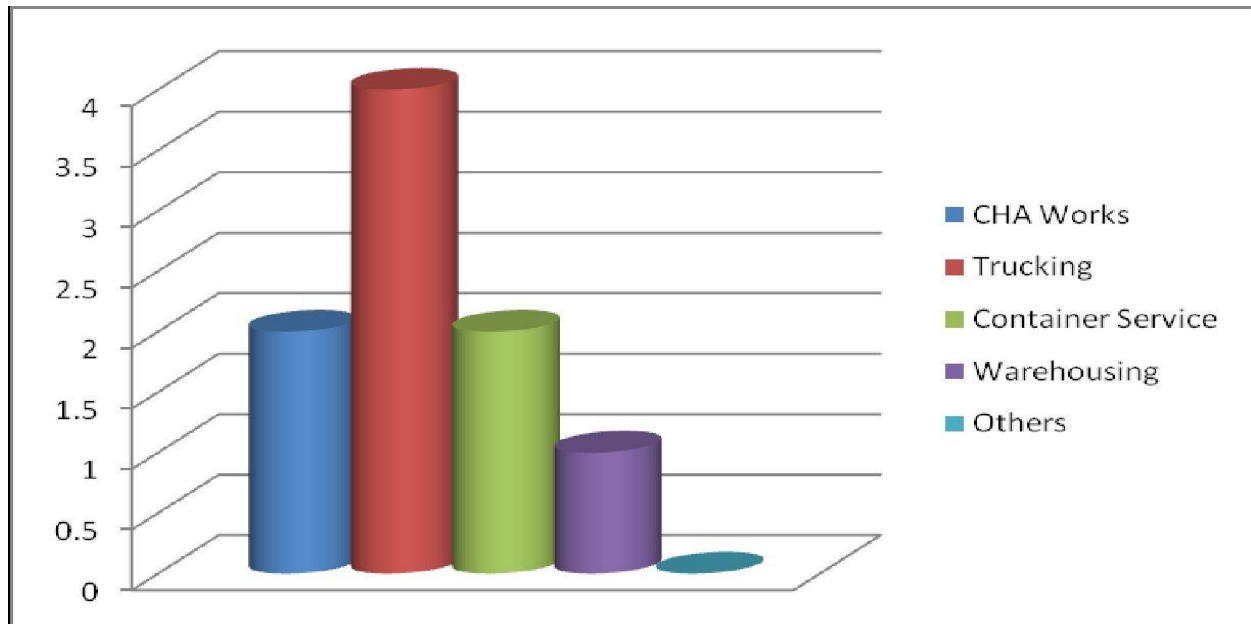


INFERENCE:

It is observed that the 80 % Of the vendor are doing most likely, 10 % of the vendor are doing likely and remaining 10 % of the vendor are doing both like and unlikely

GRAPH 5.14

GRAPH SHOWING WORK OF VANGARD LOGISTICS OUTSOURCING FROM VENDORS



- **Fact:** As per the chart, Vendors services of CHA level is upto 2, trucking level is upto 4, container service upto 2, warehousing is upto 1.
- **Analysis:** Analysis Vanguard Logistics vendors are capable of providing almost all the services required in the industry. So would like to suggest PC to use these services as much as possible to have a better qualitative results (On required cases)

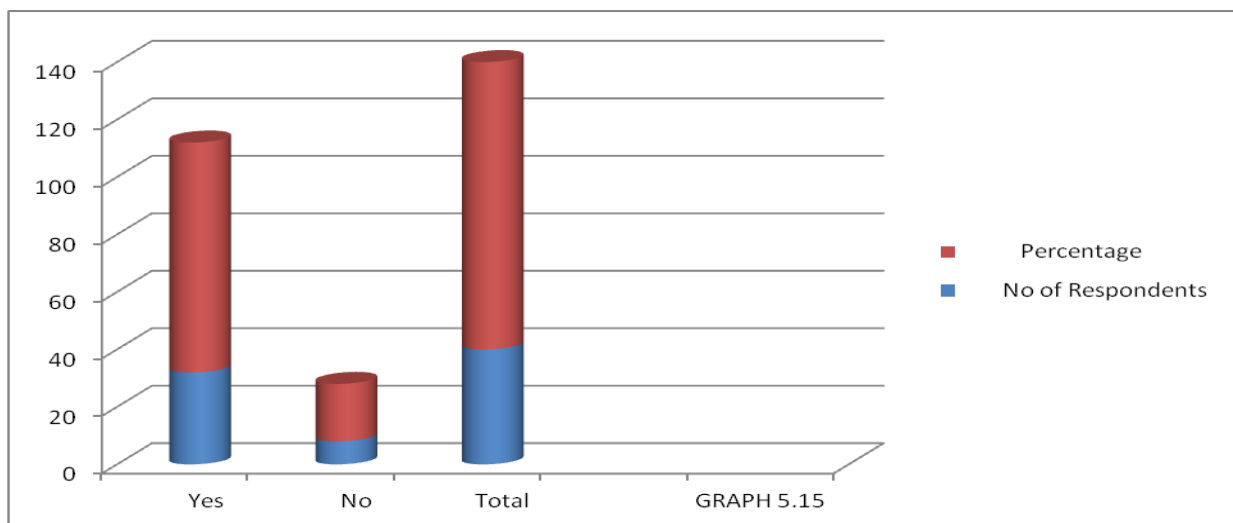
TABLE 5.15

TABLE SHOWING ARE THE FOLLOWING VANGARD LOGISTICS PROCEDURES

Attributes	No of Respondents	Percentage
Yes	32	80
No	8	20
Total	40	100

GRAPH 5.15

GRAPH SHOWING ARE THE FOLLOWING VANGARD LOGISTICS PROCEDURES



INFERENCE:

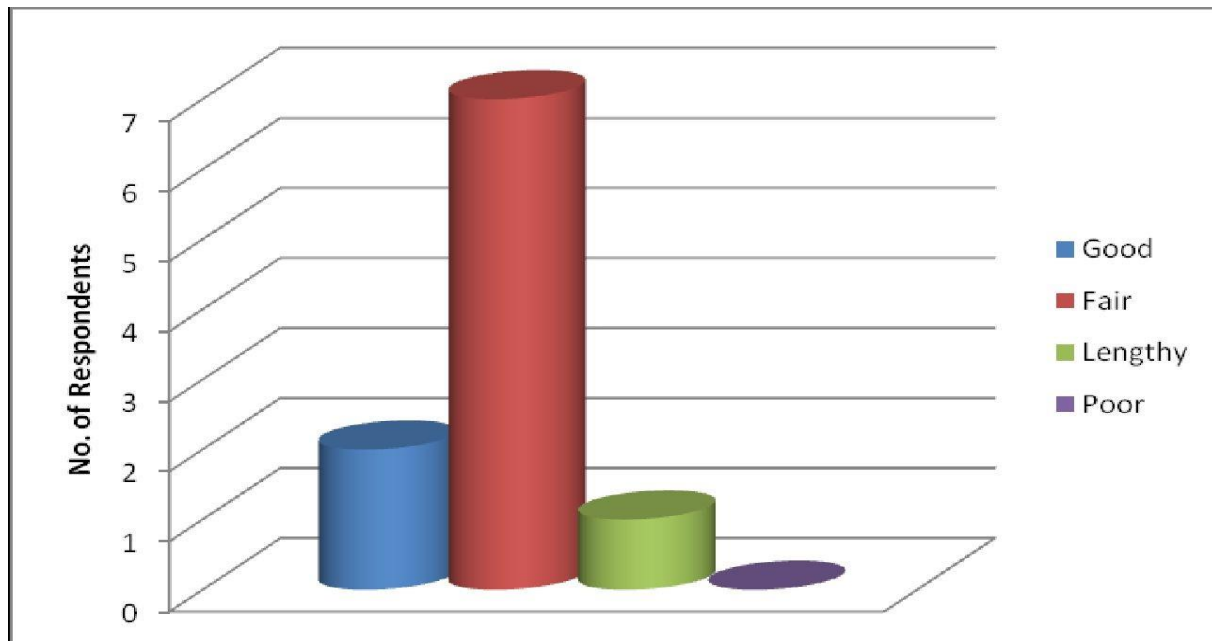
The above table shows

80% of the customers are saying yes Procedures of Vanguard Logistics
20% of the customers are saying no for Vendors user of Vanguard Logistics

GRAPH 5.16

Graph showing procedure for registering your vendor as Vangard Logistics

cargoserv



- **Fact:** As shown in the above chart, Most of the Vangard Logistics employees are said "Fair", 2 of them are said "Good" and one of them is said "Lengthy".
- **Analysis:** From the above chart it shows that, Vangard Logistics registering procedures are streamlined to a great extent.

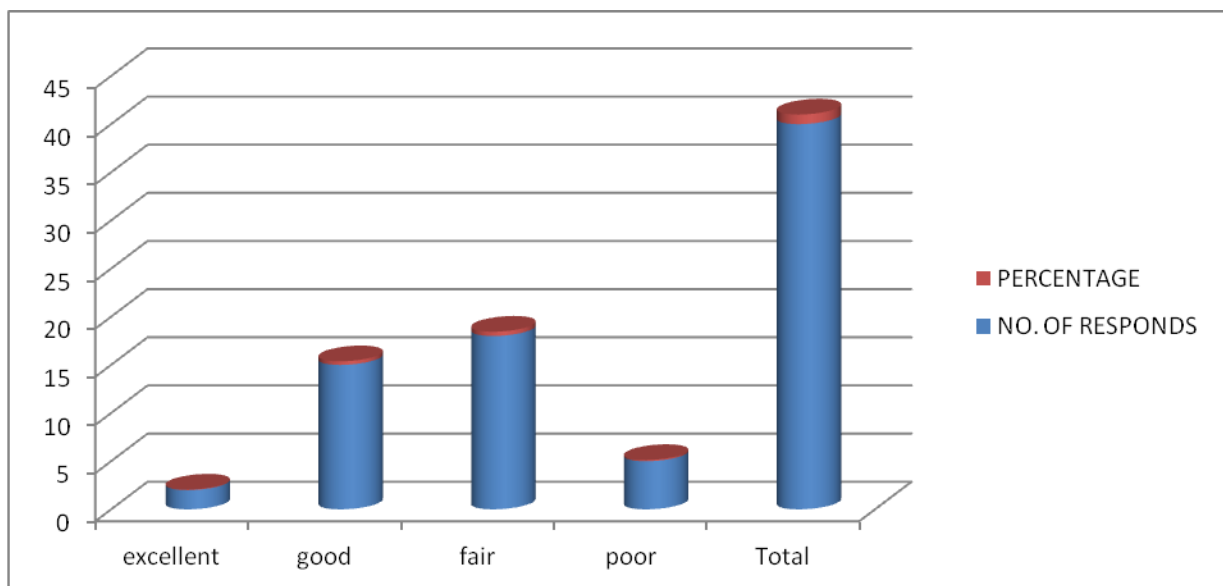
TABLE 5.17

TABLE SHOWING SATISFACTION LEVEL OF CHA

NUMBER SATISFACTION LEVEL	NO. OF RESPONDS	PERCENTAGE
excellent	2	5%
good	15	37.50%
fair	18	45%
poor	5	12.50%
Total	40	100%

GRAPH 5.17

GRAPH SHOWING SATISFACTION LEVEL OF CHA



INFERENCE:

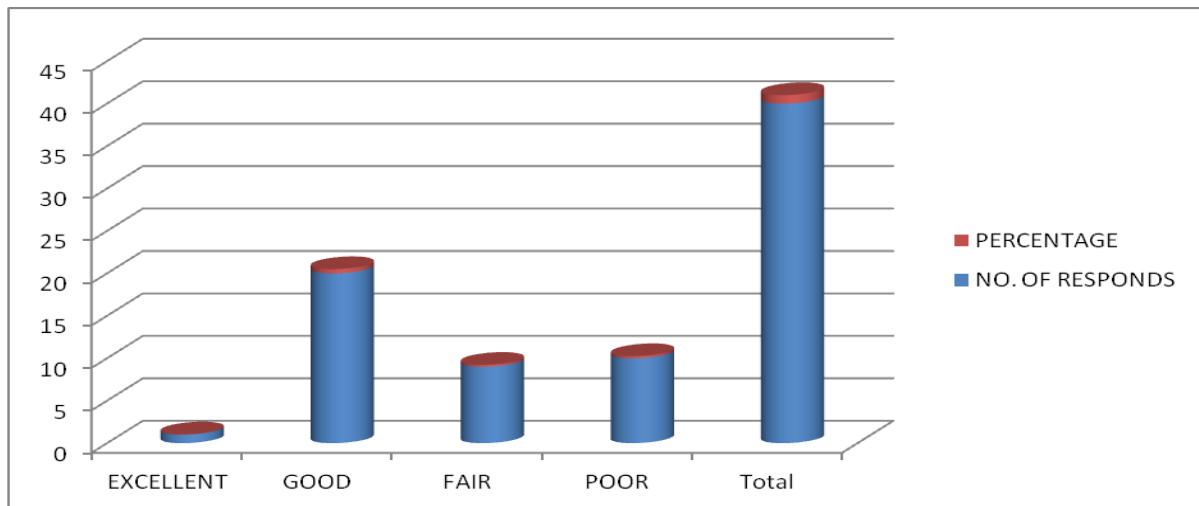
It is observed that 5% satisfied excellent Services of CHA , 37.50% satisfied good services of CHA, 45% satisfied with fair and 12.50% satisfied with poor services of CHA.

Satisfaction level

TABLE 5.18
TABLE SHOWING SATISFACTION LEVEL OF TRUCKING

NUMBEROF SATISFACTION LEVEL	NO. OF RESPONDS	PERCENTAGE
EXCELLENT	1	2.5 %
GOOD	20	50 %
FAIR	9	22.5 %
POOR	10	25 %
Total	40	100 %

GRAPH 5.18
GRAPH SHOWING SATISFACTION LEVEL OF TRUCKING



INFERENCE:

It is observed that the 2.5 % of respondents are choosing excellent level of satisfaction , 50 %of respondents are choosing good level of services in trucking and 22.5 % of respondent are choosing fair level. And 25% of respondent are choosing poor level.

TABLE 5.19

TABLE SHOWING SATISFACTION LEVEL OF CONTAINER SERVICE

NUMBER OF SATISFACTION LEVEL	NO. OF RESPONDS	PERCENTAGE
EXCELLENT	20	50 %
GOOD	10	25 %
FAIR	9	22.5 %
POOR	1	2.5 %
Total	40	100 %

PROJECT FORWARDING

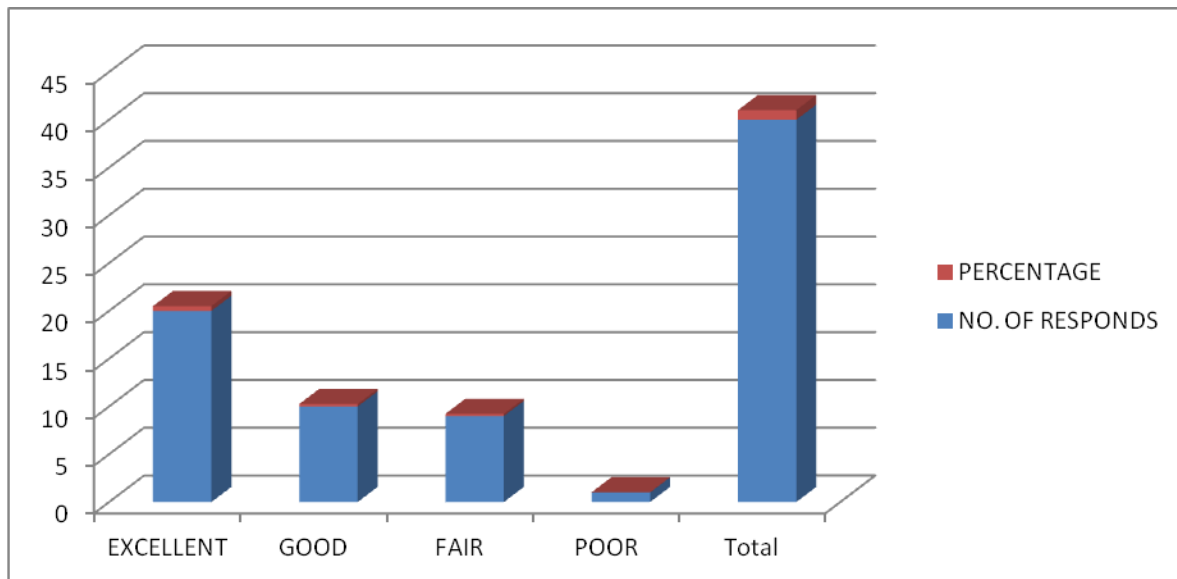
Vangard Logistics's cargo handling experience, combined with freight forwarding capability and a professional overseas network provide a door-to-door service ensuring smooth, safe and cost-effective logistics solutions for our clients. Our success in handling logistical challenges in the industry is based on our relationships and open communication with clients. Through Vangard Logistics, you receive creative solutions and a rapid response for a safe & successful project completion.

Our project cargo experience includes moving of construction, generators, turbines, reactors, boilers, towers, casting, heaters, presses, boats, broadcasting & event managements, exhibitions and anything you can imagine. We have also successfully moved offshore industry parts of very large oil rigs and production platforms.

Our team can effortlessly handle complex transport logistics like Break Bulk (BB), HeavyLift (HL) or Out of Gauge (OOG) projects with ease. Planning and coordination plays an important role in project cargo. From equipment for oil refineries, a mobile analysis laboratory, wind power projects, transportation of trams for a new line, power plant projects and hydropower projects Vangard Logistics provides the necessary support to transport your projects no matter where you want.

GRAPH 5.19

GRAPH SHOWING SATISFACTION LEVEL OF CONTAINER SERVICE



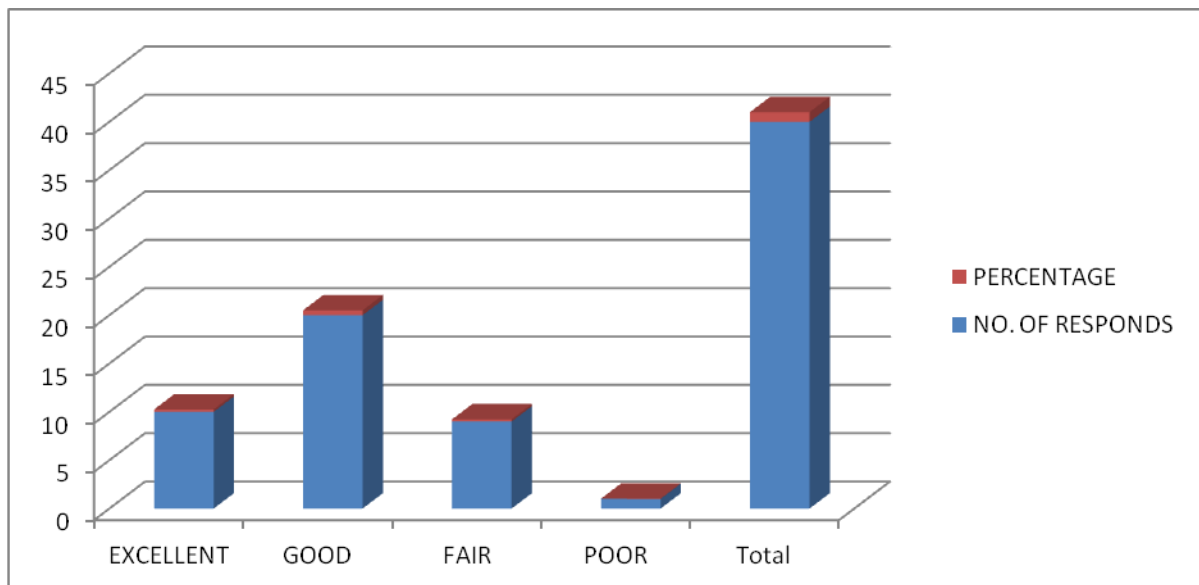
INFERENCE:

It is observed that the 50 % of respondents are choosing excellent level of satisfaction , 25 % of respondents are choosing good level of services in container services and 22.5 % of respondent are choosing fair level. And 2.5% of respondent are choosing poor level.

TABLE 5.20
TABLE SHOWING SATISFACTION LEVEL OF WAREHOUSING

NUMBER OF SATISFACTION LEVEL	NO. OF RESPONDS	PERCENTAGE
EXCELLENT	10	25 %
GOOD	20	50 %
FAIR	9	22.5 %
POOR	1	2.5 %
Total	40	100 %

GRAPH 5.20
GRAPH SHOWING SATISFACTION LEVEL OF WAREHOUSING



INFERENCE:

It is observed that the 25 % of respondents are choosing excellent level of satisfaction , 50 % of respondents are choosing good level of services in warehousing and 22.5 % of respondent are choosing fair level. And 2.5% of respondent are choosing poor level.

SERVICE SATISFACTION OF VANGARD LOGISTICS VENDORS ON THE COMPLAINTS SETTLEMENT AND TIME TAKEN FOR IT

Objectives:

To assess whether the Clients Satisfaction depends upon the time taken for complaint settlement

H0: There is *no significance relationship* between the Clients Vendor and Flyton Logistics on Settlement of complaints and time taken for it i.e. the Clients Satisfaction do not depends upon the time taken for Settlement of complaints.

H1: There is *significance relationship* between the Clients Satisfaction on Settlement of complaints and time taken for it.

SATISFACTION OF CLIENTS ON THE SETTLEMENT OF COMPLAINTS * TIME TAKEN FOR IT Cross tabulation

		TIME TAKEN FOR COMPLAINT SETTLEMENT			TOTAL
		WITHIN A WEEK	NOT NEEDED	NOT YET	
SATISFACTION OF CLIENTS ON THE SETTLEMENT OF THEIR COMPLAINTS	HIGHLY SATISFACTORY	04	12	01	17
	SATISFACTORY	0	2	0	02
	NEUTRAL	02	19	0	21
	TOTAL	06	33	01	40

CHI-SQUARE TEST

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
4	2	2	4	2
12	13	-1	1	0.076923
1	1	0	0	0
0	2	-2	4	2
0	2	-2	4	2
2	1	1	1	1
0	0	0	0	0
2	3	-1	1	0.333333
19	16	3	9	0.5625
40	40			

Level of Significance: 5%

Outcome: *Ho is rejected.*

Calculated value of chi-square is 7.98.

Table value of chi-square is 7.78

Since calculated value is greater than table value, ***Ho is rejected*** and ***H1 is accepted.***

Interpretation:

Time taken to settle a complaint has no influence on the satisfaction on the settlement of complaints. So, it is inferred that the Clients Satisfaction depend upon the Time taken for the settlement of complaints by Vangard Logistics Pvt. Ltd

5.1 FINDINGS

- It is observed that 10% of the companies are up to 5 years in business, 35% of the companies are 6 to 10 Years in their business, 22.5% of the companies are 11 to 15 Years, 30% of the companies are 16 to 20 Years, and 17.5% of the companies are above 20 Years.
- It is observed that 2% of the companies are doing machinery parts, 50% of the companies are doing Garments, 23% of the companies are doing FMCG products, 25% of the companies are doing other cargoes.
- It is observed that 5% of the companies are doing business daily, 37.5% of the companies are doing business weekly, 45% of the companies are doing business monthly, 13% of the companies are doing business yearly.
- It is observed that 5% of the companies are doing business daily, 37.5% of the companies are doing business weekly, 45% of the companies are doing business monthly, 13% of the companies are doing business yearly.
- As shown in the above chart, as mention as the details of vendors respondents. Supreme freight services contribute is more when compare with other vendors. We can see in the chart which each vendor as contribute level by respondents. Vanguard

Logistics vendors always respect the process in Vanguard Logistics and respond to the questionnaire which works for the betterment of service.

- **Fact:** As shown in the above figure, Most of the Vanguard Logistics vendors has not done vendor evaluation program. 2 vendors have participated in this program, more than twice. But, we have other vendors who have never participated in the same.
- **Analysis:** Flyton Logistics has organized the evaluation program and this program seems to be successful. In the other hand, we have some vendors, needs to be encouraged to participate in the same.
- It is observed that the 80 % Of the vendor are doing most likely, 10 % of the vendor are doing likely and remaining 10 % of the vendor are doing both like and unlikely
- **Fact:** As per the chart, Vendors services of CHA level is upto 2, trucking level is upto4, container service upto 2, warehousing is upto 1.
- **Analysis:** Analysis Vanguard Logistics vendors are capable of providing almost all the services required in the industry. So would like to suggest PC to use these services as much as possible to have a better qualitative results (On required cases).
- 80% of the customers are saying yes Procedures of Vanguard Logistics 20% of the customers are saying no for Vendors user of Vanguard Logistics
- **Fact:** As shown in the above chart, Most of the Vanguard Logistics employees are said“Fair”, 2 of them are said “Good” and one of them is said “Lengthy”.
- **Analysis:** From the above chart it shows that, Vanguard Logistics registering procedures are streamlined to a great extent.

5.2 SUGGESTION & RECOMMENDATION

- Value added service can be provided by the vendor to PC in the required cases.
- The feedback and suggestions can be taken from the vendors to improve the Quality.
- Vendors should be respondent for the queries if any on timely basis.
- More coordination is required with some vendors to have a easy workflow.
- The vendor evaluation program should be held on the regular time intervals to have asmooth workflow.
- The payment should be arranged as per the credit terms to vendors
- As a good vendor management will deliver the good qualitative results, would like to recommend to have proper coordination.
- Some of the PC process is a lengthier one as per the vendor, PC has to work on this.

5.3 CONCLUSION

The communication gap plays an important role between the clients and the company. Which leads to a problematic issue in the clients end, should have a proper on-time delivery of cargo, to avoid losing of customers. Since, **Vanguard Logistics Pvt. Ltd.** Offers good quality and services. The main thing to be focused on is to maintain the same level of quality standards. There should be an individual person to communicate with clients thereby get more shipments of exportand import business.

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www.exim-india.net

www.eximin.net

www.tradeindia.com

ANNEXURE

Questionnaire

1. Name
2. How many years are you doing business with pawab cargo
Less than 5 years ☐ 5-15 years
15-25 years ☐ more than 25 years
3. What is the item you are import/export with vangard Logistics
Garments ☐ Machinery parts
FMCG products ☐ others
4. In what frequency your shipment takes place?
Daily ☐ Weekly
Monthly ☐ Yearly
5. What is your overall satisfaction level with vangard Logistics.
Extremely Satisfied { }
Satisfied { }
Neither Satisfied Nor dissatisfied { }
Dissatisfied { }
6. How did you find the overall procedure for registering your company as vangard logistics vendor?
GOOD
FAIR
TIME TAKING
POOR
7. How many times you participated in Vendor evaluation program
None { }
Once { }
Twice { }
More then twice { }

8. Are you regular user of vangard Logistics Logistics ?

Yes ☐ No

9. Are you receiving the documents on time from vangard Logistics Pvt Ltd?

Yes ☐ No

10. What is the Satisfaction level with the quality and service provided by the vangard Logistics Pvt Ltd?

Highly satisfied ☐ Satisfied ☐ Neutral

Dissatisfied ☐ Highly dissatisfied

11. Who all are your vendors?

Supreme freight service (SFS){ }

Capital shipping (CS){ }

NT Logistics (NT){ }

Siesta Logistics (SL) { }

12. What services they offer?

CHA Work { }

Trucking { }

Container Service { }

Warehousing { }

13. Have you done / participated in evaluating your vendor?

None { }

Once { }

Twice { }

More than twice { }

14. Would you continue with this vendor for next terms?

Most likely { }

Likely { }

Unlikely { }

15. What are the works Flyton Logistics outsourcing from vendors?

CHA Work { }
Trucking { }
Container Service { }
Stationary { }

16. Are the vendors' following Vanguard Logistics procedures?

Yes { }
No { }

17. How did you find the overall procedure for registering your vendor as Vanguard Logistics service provider?

Good { }
Fair { }
Lengthy/time taking { }
Poor { }

18. How is the Satisfaction level of CHA?

Excellent { }
Good { }
Fair { }
Poor { }

19. How is Satisfaction level of Trucking?

Excellent { }
Good { }
Fair { }
Poor { }

20. How is the Satisfaction level of Container service?

Excellent { }
Good { }
Fair { }
Poor { }

