

A STUDY ON SHIPPING LOGISTICS MANAGEMENT WITH REFERENCE TO FREIGHTERIX CARGO SOLUTIONS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

KARTHIK KANNAN P

REGISTER NO: 42410103



**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**

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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KARTHIK KANNAN (42410103)** who carried out the Project Training “ **A STUDY ON SHIPPING LOGISTICS MANAGEMENT WITH REFERENCE TO FREIGHTERIX CARGO SOLUTIONS**” under my supervision from September 2023 to October 2023.

Ms. SHANTHIN

Internal Guide

Mr. KOVENDHAN

External Guide

**Dr. BHUVANESWARI .G, MBA., Ph.D.
Dean – School of Management Studies**

Submitted for Viva voce Examination held on 22/12/2023

Internal Examiner

External Examiner



Freighterix Cargo Solutions

12/8, 9C, Krishnan Koi Street, Parrys, Chennai – 600 100
www.freighterixcargosolutions.com, Phone: 044-43322527

17/10/2023

TO WHOMSOEVER IT MAY CONCERN

Sub: Completion of MBA Project

We wish to confirm that **Karthik kannan (Reg. No: 42410103)**, pursuing final year MBA in Sathyabama Institute of Science and Technology, has successfully completed the mini project in logistics titled **“A STUDY ON SHIPPING LOGISTICS MANAGEMENT WITH REFERENCES TO FREIGHTERIX CARGO SOLUTIONS ”** in our concern from 14/09/2023 to 17/10/2023.

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

We wish success in all future endeavors.

For Freighterix Cargo Solutions Pvt Ltd,


Kovendan. N
Project Manager



DECLARATION

I **KARTHIK KANNAN (42410103)** hereby declare that the Project Report entitled “ **A STUDY ON SHIPPING LOGISTICS MANAGEMENT WITH REFERENCE TO FREIGHTERIX CARGO SOLUTIONS** ”done by me under the guidance of **MS.SHANTHINI M.COM, MBA, NET, Ph.D.** at **FREIGHTERIX CARGO SOLUTIONS** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:21/12/2023

PLACE: CHENNAI

KARTHIK KANNAN P

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

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **MS.SHANTHINI M.COM, MBA, NET, Ph.D.** for her valuable guidance, suggestions and constant encouragement which paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

KARTHIK KANNAN P

ABSTRACT

Export in simple words means selling goods abroad or Export refers to outflow of goods and services and inflow of foreign exchange. Each country has its own rules and regulations regarding the foreign trade. For the fulfillment of all the rules and regulations of different countries an exporting company has to maintain and fulfill different documentation requirements. The documentation procedure depends on the type of goods, process of manufacturing, type of industry and the country to which goods is to be exported.

Coherence and consistency among trade and other economic policies is important for maximizing the contribution of such policies to development. Thus, while incorporating the existing practice of enunciating an annual EXIM Policy, it is necessary to go much beyond and take an integrated approach to the developmental requirements of India's Foreign trade. The Government of India, Ministry of Commerce and Industry announces Export Import Policy after every five years. EXIM policy, in general, aims at developing export potential, improving export performance, encouraging foreign trade and creating favorable balance of payments position.

The purpose of industrial training is to acclimatize the students with the organization & the industry in which this organization exists. This project is aimed at understanding export documentation and clearance procedure. It begins with the introduction of the topic. This part includes introduction of the company, industry profile of logistics sector are covered. Then comes the research methods used for this study. Chapter 2 speaks about various literature references. Chapter 4 is the data analysis part for questionnaire responses collected from the respondents involved in export import business. Finally the report is concluded with the export documentation findings and suggestions are given to Freightrix Cargo Solutions.

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CHAPTER 1

1.1 INTRODUCTION

It is an opportunity to do the project in Freightrix Cargo Solutions which is a logistics company helps the exporters and local manufacturers to transship their goods. Project on Export documentation is uncommon. As we know, exporting is complex and challenging activity in today's dynamic world environment as it involves the performance of operations that determine existing and potential demand in a market. Learning the step-by-step processes & procedures to be followed in an export contract is a crucial activity in export procedure.

So, selecting a project on export procedure & documentation is an obvious & important decision. This project is aimed at understanding export procedure & documentation. It begins with the research background, problems, objectives, scope, need, introduction of the company i.e. company profile. This part includes introduction of the company, capacity, the client base & some export figures giving idea of Exports at Freightrix Cargo Solutions, Chennai. Chapter 2 is the review of various literatures on export procedures.

Chapter 1 also discusses the Methodology used for the data collection. Exploratory research is used for data collection as is best suited for this fulfilling the project objective. Chapter 4 and 5 is the actual data analysis and results discussion. Annexure is attached as supporting documents. Questionnaire formed the annexure.

1.2 INDUSTRY PROFILE

Logistics is regarded as the backbone of the economy, providing efficient and cost effective flow of goods on which other commercial sectors depend. Logistic industry in India is evolving rapidly, it is the interplay of infrastructure, technology and new types of service providers, which defines whether the logistic industry is able to help its customers reduce their costs in logistic sector and provide effective services.

Despite of the weak economic sentiments, the logistics industry continues to witness growth due to the growth in retail, e-commerce and manufacturing sectors. The Global Logistics sector was expected to grow 10-15% in the period 2013-14. Logistics industry is expected to reach over USD 2 billion by 2019. Rise of e-commerce logistics and increased domestic consumption will lead the way for the industry in the coming years. With a promise of growth and improvements, the service oriented logistics industry is ready to expand beyond the horizons in the latter half of this decade.

Recent scenario

The recent Indian logistics sector comprises of inbound and outbound segments of the manufacturing and service supply chains. Of late, the logistics infrastructure has gained a lot of attention both from business industry as well as policy makers. The role of managing this infrastructure, to effectively compete has been slightly under-emphasized. Inadequate logistics infrastructure has an effect of creating bottlenecks in the growth of an economy. The logistics management regimen has the capability of overcoming the disadvantages of the infrastructure in the short run while providing cutting edge competitiveness in the long term. There exist several challenges and opportunities for logistics sector in the Indian economy.

Challenges faced by the recent logistics industry in India

The most essential challenge faced by the industry today is insufficient integration of transport networks, information technology and warehousing & distribution facilities. Regulations exist at a number of different tiers, is imposed by national, regional and local authorities. However, the regulations differ from city to city, hindering the creation of national networks.

Trained Manpower is essential both for the third party logistics sector as well as the manufacturing and retailing sectors, which is very weak at a practical level, i.e., IT, driving and warehouse as well as at a higher strategic level. The disorganized nature of the logistics sector in India, its perception as a manpower-heavy industry and lack of adequate training institutions has led to a shortfall in skilled management and client service personnel. There is a lack of IT standard, equipment and poor systems integration.

Popular Read: I have data. I need insights. Where do I start?

Poor facilities and management are the reason for high levels of loss, damage and deterioration of stock, mainly in the perishables sector. Part of the problem is insufficient specialist equipment, i.e. proper refrigerated storage and containers, but it is also partly down to lack of training. The practitioners and the academicians are now aware of the importance of logistics and supply chain; however the field is still under penetrated as far as research is concerned. It is essential to prioritize research and development so that the weaknesses in the industry can be taken care of and improved.

Solutions to some of the challenges

Infrastructure is the backbone of every country's growth and prosperity and for the logistics industry to flourish special emphasis has to be on building world-class road networks, integrated rail corridors, modern cargo facilities at airports and creation of logistics parks which need to be given a status equivalent to Special Economic Zones.

It is necessary to realize that the benefits which can best be practiced in logistics industry can be brought about by the companies by establishing training intuitions, so that there is improvement in the overall service quality of the sector. Good storage and Warehousing facilities are important for the growth of the logistics industry. With the increase in the transportation of

perishable products, the logistics agencies need to give a lot of importance to enhancing the Warehousing facilities.

Warehousing is required to go to the next level taking into account the changing dynamics of JIT manufacturing, global procurement and new models of sales and distribution. Emphasis on research and development is potent mainly because it encourages the use of indigenous technology which can make the industry cost competitive and can also bring about improvement in services thereby using better, effective and efficient services. Particular focus has to be on research in process excellence which can help to eliminate inefficiencies and bring Indian logistics on par with global practices.

Popular Read: Factors Influencing the Paradigm Shift in the Logistics Sector in India **Future prospects**

The logistics firms are moving from a traditional setup to the integration of IT and technology to their operations to reduce the costs incurred as well as to meet the service demands. The growth of the Indian logistics sector depends upon its soft infrastructure like education, training and policy framework as much as the hard infrastructure.

To support India's fast paced economy growth of logistics industry is very essential. It is estimated that the Indian logistics industry will continue to show robust growth of 10-15% annually, leading the pace of growth of the economy at large.

The global economic outlook, indeed that of India is expected to significantly improve as India Inc begins to tackle the economic downturn. With a new government many policies are expected to be implemented which will give a fresh impetus to India's growth engine particularly in the corporate and SME sector which in turn will expand demand for the logistics sector.

With the implementation of GST, the logistics companies, which are currently forced to set up many small warehouses across multiple cities can set up just a few, big warehouses region wise and can follow the hub-and-spoke model for freight movement from the warehouses to the different manufacturing plants, wholesale outlets, retail outlets and the various POS. This growth is backed by the boom in the e-commerce sector and expansionary policies of the FMCG firms.

This has increased the service geography of the logistics firms but they also have to meet the demands of quick delivery and tight service level agreements. The industry has moved from being just a service provider to the position which provides end to end supply chain solutions to their customers. Thus, all this has paved the way for further growth of Logistics and Warehousing industry in the coming years.

1.3 COMPANY PROFILE

A comprehensive range of services and smart solutions

From mining and manufacturing to clothes, cars and food, Freightrix Cargo Solutions Pvt Ltd is all about delivering the right product, to the right place, at the right time, at the right price.

Our combined services equip us to design, implement, operate and manage smart supply chain solutions.

By understanding our clients' businesses inside and out, we deliver integrated and customised solutions to create a competitive advantage.

Operational excellence provides us with a smart process that drives continuous improvement, which makes us better at what we do.

Innovation sits at the heart of smart. Thinking *outside the box* and making better use of resources is the very essence of smart supply chain solutions.

At Freightrix Cargo Solutions Pvt Ltd we believe your supply chain is a key enabler of success. It's why we're driven to make your supply chain work harder for your business.

In addition to optimizing individual logistics functions, Freightrix Cargo Solutions Pvt Ltd has led the way in adopting an integrated approach to supply chain management.

By combining strategy, planning and management with excellent operational execution, we analyze, design, implement, manage and operate entire supply chains.

As a result, a new breed of optimized supply chains is being developed. Supply chains that are designed around your business goals. Supply chains that are far more efficient, effective, flexible and responsive to ever changing market needs.

And the bottom line? We create smart supply chain solutions that level the playing field and give your business a competitive advantage.

Combining ingenuity, expertise and real life experience.

At Freighterix Cargo Solutions Pvt Ltd there is nothing ordinary about the way we do business. We're committed to creating extraordinary solutions that exceed expectations and deliver exceptional results.

Our strategy is simple. We link your supply chain to your business strategy. In other words, we ensure you have the right operations, resources and capabilities to implement your strategy and realize your vision.

We do this by thinking out of the box, breaking down barriers and pushing boundaries. We identify hidden problems by knowing what to look for and where to find them. We then transform the right possibilities into profitable opportunities.

It's how we've helped multinational organizations around the world cut costs, grow revenue and improve customer service.

CODE OF CONDUCT

Setting standards in global corporate governance.

The world is continually changing, and so is our business. But one thing that will never change is our commitment to maintaining the highest ethical standards. Our reputation is one of our greatest assets. Each of us has a responsibility to protect and live up to it – every day.

Here is what our code of ETHICS means to and for all of us:

- Obey the LAW
- Be FAIR
- Be HONEST
- RESPECT others
- Protect the ENVIRONMENT

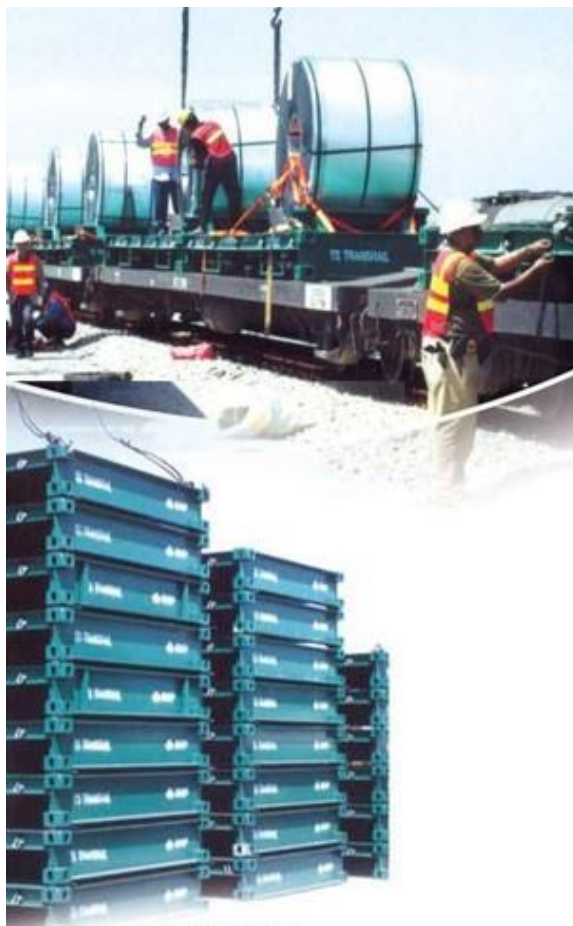
SERVICES

- 1.3.1 Cargo Management
- 1.3.2 Waste Management and Consultancy
- 1.3.3 Warehouse and Distribution
- 1.3.4 Inventory solutions
- 1.3.5 Supply chain consulting
- 1.3.6 Supply chain management
- 1.3.7 Road transportation
- 1.3.8 Transport Management Services
- 1.3.9 Supply chain software planning
- 1.3.10Freight forwarding

1. CARGO MANAGEMENT

From start to finish, the industrial and project cargo distribution area is well taken care of through our dedicated project management team. Here, Safety is accorded high priority.

Evolving from the need of customized cargo transportation, it also provides the logistics for project cargo handling from shipyard or factory to site and vice versa. From steel coils and beams to heavy-lift cargo, we offer customized solutions that are safe, timely and cost-effective.



2. Waste Management And Consultancy

Accredited with ISO14000:2010, our Hi-Tech Waste Management provides waste management and consultancy for a wide range of industrial and commercial customers including clients.

Realizing the crucial need for environment-friendly and cost-effective solutions to waste management, the company offers an extensive range of services that include witness disposal of FMCG products, solid waste minimization consultancy and industrial tank cleaning.

Other areas of primary expertise include the exploration of the 'wormy culture' in waste management and expanding our services into the transportation of palm oil waste.



3. WAREHOUSE AND DISTRIBUTION

Taking stock of where your business is and moving it into a new direction.

Adopting an integrated strategic approach and looking at your delivery network holistically, our warehousing and distribution solutions are smart, streamlined and efficient.

When it comes to warehousing we look at whether it will serve your interests to rent, buy or build. We evaluate the benefits of location, size and design, factoring in where your sources of supply and delivery destinations lie.

Our aim is to design and manage or operate customised warehouse solutions that deliver bottom-line benefits by helping you to be more productive, your organisation more efficient, and your

business more agile. We implement collaborative techniques, provide tools for measuring success, and advanced analysis, which demonstrates our original thinking.

Designed for today but with the future in mind, our solutions are based on a comprehensive range of bespoke management systems and processes, which include cross-docking, racking, shelving, pick-and-pack, and track and trace capabilities.

Consistent quality, operational excellence and on-going innovation is how we achieve a reduction in inefficiencies, enhanced consumer value, improved cash flow and profits for your business.

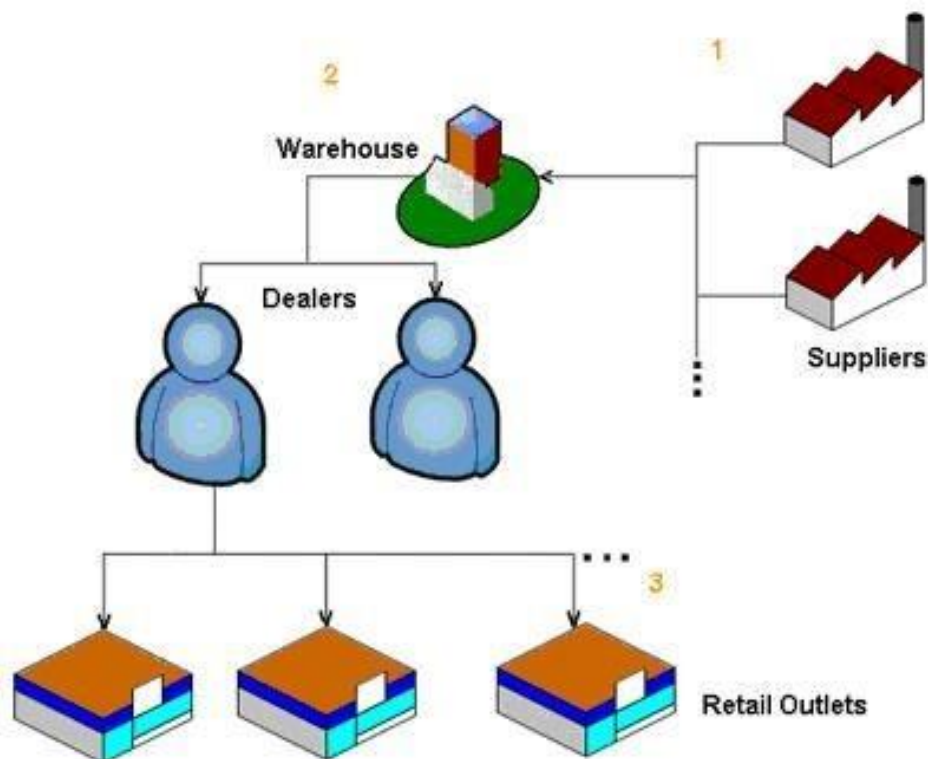


4. INVENTORY SOLUTIONS

Reducing risks and maximizing opportunities.

Inventory sits at the heart of any supply chain strategy. Too little or too much has far reaching implications for your business.

The real opportunity lies in our inventory and supply chain planning solutions that not only optimize inventory, but link it to your business strategy. This in turn allows us to identify where we need to align and redesign key elements of your supply chain so that you deliver more value to your customers at a lower cost.



5. SUPPLY CHAIN CONSULTING

Measured, managed and aligned with your business goals.

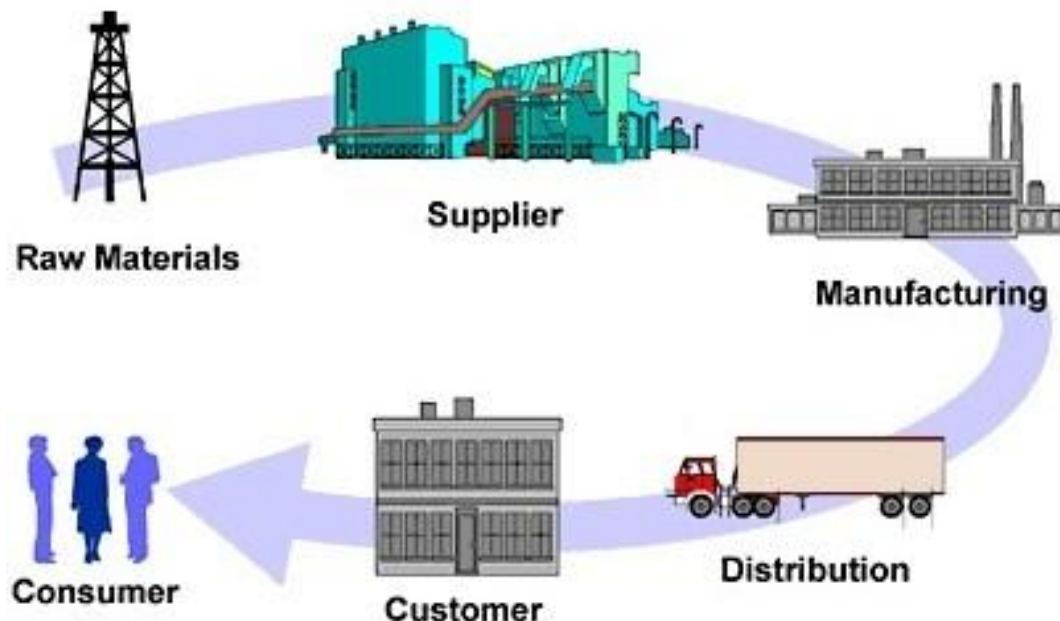
Through supply chain consulting, Freightrix Cargo Solutions Pvt Ltd equips you with the big picture, identifying what's working, what isn't and what can be optimized for operationalefficiency.

Regardless of the industry or sector you operate in, our specialized consultants have the experience, knowledge and insight to provide practical supply chain solutions that are innovativeand results orientated.

Working together with you, we determine objectives, budget, time constraints, resources, risks, assumptions, and other variables up front. We then measure, analyze and benchmark the logisticsoperations or entire supply chain against global best practices.

By identifying where you've come from, and where you are, we can help you get to where you want to be.

Using a variety of world-class tried and tested tools and methodologies, including sophisticated modeling and scenario planning, our consultants apply their analytical skills to uncover potential complications and profitable prospects.



6. SUPPLY CHAIN MANAGEMENT

An altogether better supply chain solution

Freightenix Cargo Solutions Pvt Ltd pioneering approach to supply chain management has made us the partner of choice for re-engineering some of the most sophisticated supply chains in the world.

Through our holistic approach and original thinking we're able to create supply chains that are dynamic, adaptable, responsive and visible. Performance-based supply chains that drive costs down and profits up.

We understand no business is the same. Which is why our supply chain management solutions are completely customized? Whether you want to know how a change in manufacturing processes will impact on your distribution, or you need a redesigned distribution network, our scenario planning, modeling and analysis tools combined with our expertise and resourcefulness ensures you get a solution that truly supports your business objectives.

Creating an innovative, customized supply chain solution is just the beginning. We then put a disciplined practical plan in place to ensure successful implementation and continuous improvement.

Our account management teams and consultants see themselves as an extension of your business from design to the on-going management or operation of your supply chain. Commitment and collaboration form the foundation of every partnership.



7. ROAD TRANSPORT

Driven to deliver sustainable transport solutions.

We have the size, strength and expertise to deliver flexible, optimized and sustainable transport solutions to new and existing clients.

We deliver transport solutions across a wide range of industries. Our variety of services include dedicated, line haul, cross-border, fuel, chemical and gas, timber, project cargo and abnormal loads, as well as other specialized services.

We have a combined track record of service excellence, innovation, advanced fleet management capabilities and international standards of safety, governance and risk management. It's how we deliver sustainable results that not only reduce risk and costs, but increase service levels, reliability and supply chain flexibility.

8. TRANSPORT MANAGEMENT SERVICES

Creating a competitive advantage.

Our dedicated Transport Management Services (TMS) team provides a service that encompasses far more than transport management. Armed with the experience, expertise, skills and knowledge, the TMS team begins by understanding your holistic business and supply chain needs.

This is followed by designing the optimal network configuration, strategic sourcing, planning, optimizing and managing the nationwide distribution of your goods. In addition TMS manages everything from daily administration to analyzing trends, providing business intelligence and insight, which in turn enables an environment of continuous improvement.

Ultimately TMS is geared to help you reduce costs and risks but also increase integration, service levels, visibility and supply chain flexibility. The bottom line? TMS is in the business of developing a competitive advantage for the businesses we work with.

9. FREIGHT FORWARDING

Reliable global capacity guaranteeing you peace of mind.

At Freighterix Cargo Solutions Pvt Ltd , we're passionate about delivering your goods in the most cost-effective and efficient way.

By understanding your needs and wants through intelligent analysis of the best way to move your goods, we provide a customized solution that fits both your financial and delivery needs.

As the Freight Forwarding partner for many blue chip companies, Freighterix Cargo Solutions Pvt Ltd safely transports your cargo around the world, on time, on target and on budget.

Air freight

Fast and efficient.

Our comprehensive range of services in airfreight comprises:

- Consolidation services
- Air charters
- Customs brokerage
- Transshipment services
- Cross port services
- Direct shipments
- Events

Information Technology

Customized and cutting edge.

All of our products and solution offerings are underpinned and enabled by the most sophisticated information technology available.

- Fully-fledged ERP systems
- Online booking and shipment tracking for clients and agents
- Shipment status updates for customers via EDI/Fax/Email
- A sophisticated integration tool allows handshakes between client's systems and ours, ensuring faster response times to customers
- Single communication domain with instant messaging between Barloworld Logisticsoffices

Distribution

Whatever you need to move, wherever, we're equipped to move it.

Our Freight Forwarding and Clearing division offers a full range of rubber on the road options for your cargo, including:

- Heavy-duty fleet
- Tractor units
- Trailers
- Pick-up units
- Reefer and dry containers
- GPS

1.4 STATEMENT OF PROBLEM

I have chosen my project title '**Export Procedures & Documentation with reference to Freighterix Cargo Solutions**', since this study gives me a wide exposure of areas like Industry awareness, documentations for export, competitions, Market position, customer expectations and market demands in export.

1.5 SCOPE OF THE STUDY

My report would help in exploring the complexities involved in the export business right from receiving an export order to final realization of export proceeds; the study also focuses on the awareness of the customers' about Freighterix Cargo Solutions. The study would result in finding the existing strategies and customer behavior and perception towards the organization. Suggestions are made to bring out solutions in selecting promotions and effective management of the organization.

1.6 OBJECTIVES OF STUDY

Objective

- 1.6.1 To know the factor that attracts customers towards the company
- 1.6.2 To study the Indian import/export Market
- 1.6.3 To analyze the existing shipping logistics management system of the company
- 1.6.4 To understand the promotion policies of the company
- 1.6.5 To identify factors influencing customers in choosing the service of the company

1.7 NEED FOR THE STUDY

Shipping is considered cheapest mean of transport. Water covers approximately 70% of the World and more than 90% of global trade is transported on sea. In terms of transports, shipping offers major advantages. Large quantities of goods can be transported simultaneously, meaning that emissions per ton-kilometer are lower than for road transports. Shipping is also cost-effective because tonnage capacity from our customers can also be used by third parties to increase the capacity level and reduce transport costs.

One advantage of shipping on a cargo ship is that for some areas of the world that is the only avenue of import and export. A country that is surrounded by water has to rely on shipping by water. You can also move great amounts of cargo a longer distance in a shorter time by ship. Bulk items such as coal, grain, fuel oils are more economical when shipped in mass.

Management needs to know the customer preference information in order to take sound decisions. Surveys on market potential can produce favorable or unfavorable result, but bringing a number of benefits to management. A study on market potential of freight forwarding of Freightrix Cargo Solutions helps to understand the performance of the organization and the behavior of the customers. This study indicates the expectations of the customers. This study helps to understand the loyalty of the customer towards the products. The management finds a possible way to fulfill the expectations of customers and attracts new customers by the way of drafting excellent promotional strategies.

1.8 LIMITATIONS OF THE STUDY

- ❖ The study is limited to Chennai only.
- ❖ Findings of the study are on the assumption that the market information provided by the readers is correct and unbiased.
- ❖ Time and finance is the major constraint of the study.
- ❖ The survey doesn't cover all the section on the respondents, and all the area of state. Hence we adopted sample survey at random basis.
- ❖ Not all the information required was freely available.
- ❖ Interaction with the company professional was limited, due to their busy schedule.

CHAPTER 2

REVIEW OF LITERATURE

- ✓ **Christopher M (2011)** Logistics and Supply Chain Management: Creating Value-Adding Networks, This foundational work provides insights into the principles of logistics and supply chain management, discussing their application in creating value through efficient networks.
- ✓ **Langley, C.J. et al. (2016)** Managing Supply Chains, A Logistics Approach, This collaborative work explores the strategic aspects of managing supply chains, emphasizing the role of logistics in optimizing the flow of goods and information.
- ✓ **Mangan, J. et al. (2016)** Global Logistics and Supply Chain Management, Offering a global perspective, this book delves into the challenges and opportunities in logistics and supply chain management on a worldwide scale.
- ✓ **Song, D.W. et al (2019)** Maritime Logistics: A Complete Guide to Effective Shipping and Port Management, Focusing specifically on maritime logistics, this comprehensive guide explores effective shipping strategies and port management practices.
- ✓ **Murphy, P.R.(2018)** Contemporary Logistics, Murphy's work covers contemporary logistics practices, including transportation and distribution, shedding light on the dynamic nature of logistics management
- ✓ **Coyle, J.J. et al(2017)** Supply Chain Management: A Logistics Perspective, Coyle and team provide an in-depth exploration of supply chain management with a focus on logistics, covering key concepts and practical applications.
- ✓ **Monczka, R.M. et al (2018)** Purchasing and Supply Chain Management, This work addresses the procurement aspect of logistics and supply chain management, emphasizing the role of purchasing in optimizing supply chains.
- ✓ **Ballou, R.H. (2017)** Business Logistics: Supply Chain Management, Ballou's classic text offers a comprehensive overview of business logistics and supply chain management, covering topics from transportation to inventory management.

- ✓ **Rushton, A. et al. (2017)** The Handbook of Logistics and Distribution Management, This handbook provides a detailed reference for logistics and distribution management, offering practical insights and strategies for effective operations.
- ✓ **Chopra, S. and Meindl, P (2018)** Supply Chain Management: Strategy, Planning, and Operation, This work delves into the strategic aspects of supply chain management, covering logistics planning and operational considerations.
- ✓ **Bowersox, D.J. et al. (2019)** Supply Chain Logistics Management, Bowersox and his co-authors provide a comprehensive overview of supply chain logistics management, covering topics such as transportation, warehousing, and coordination.
- ✓ **Murphy, P.R. and Knemeyer, A.M. (2018)** Contemporary Logistics in China: Proliferation and Internationalization, Focusing on the logistics landscape in China, this study explores the proliferation and internationalization of logistics practices in a rapidly growing economy.
- ✓ **Ballou, R.H. et al.(2016)** Business Logistics Management: Theory and Practice, Ballou and his co-authors present a blend of logistics theory and practical applications, offering insights into how businesses can effectively manage their logistics operations.
- ✓ **Tang, C.S. (2020)** Perspectives in Environmental Management and Logistics, This study explores the intersection of logistics and environmental management, discussing sustainable practices and their implications for shipping logistics
- ✓ **Simchi-Levi, D. et al. (2017)** Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, Offering a holistic view, this book covers supply chain design and management, including logistics considerations, with real-world case studies.
- ✓ **Grant, D.B. et al (2019)** Contemporary Issues in Supply Chain Management and Logistics, This compilation explores contemporary challenges and issues in supply chain management and logistics, providing insights into evolving trends and strategies.

- ✓ **Christopher, M. et al (2018)** Logistics and Supply Chain Management in Emerging Markets, Focused on emerging markets, this study investigates the unique challenges and opportunities in logistics and supply chain management within developing economies.
- ✓ **Fawcett, S.E. et al (2020)** Foundations of Supply Chain Management, Offering foundational knowledge, this book covers key principles of supply chain management, including logistics, and provides a solid understanding of the discipline.
- ✓ **Wang, J.J. et al(2019)** Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Focusing on sustainability, this study explores principles and practices for sustainable logistics and supply chain operations, considering environmental and social aspects.
- ✓ **Waters, D (2019)** Global Logistics: New Directions in Supply Chain Management, Waters discusses new directions and trends in global logistics, addressing the evolving landscape and technological advancements influencing supply chain management.
- ✓ **Rushton, A (2018)** Logistics Management and Strategy: Competing Through The Supply Chain, Rushton's work emphasizes the strategic aspect of logistics management, providing insights into how companies can gain a competitive edge through effective supply chain strategies.
- ✓ **Mangan, J. et al (2016)** Global Logistics and Supply Chain Management, Another notable work by Mangan and team, this book explores the global dimensions of logistics and supply chain management, covering topics such as globalization, trade, and cultural considerations.
- ✓ **Ballou, R.H. et al (2019)** Business Logistics: Supply Chain Solutions, Building on the foundations of business logistics, this book by Ballou and colleagues explores supply chain solutions, offering practical insights into addressing challenges and optimizing operations.
- ✓ **Ballou, R.H. et al (2019)** Business Logistics: Supply Chain Solutions, Building on the foundations of business logistics, this book by Ballou and colleagues explores supply chain solutions, offering practical insights into addressing challenges and optimizing operations.

- ✓ **Song, D.W.(2020)** Handbook of Ocean Container Transport Logistics, Focused on ocean container transport, this handbook by Song delves into the intricacies of maritime logistics, covering container shipping, port operations, and related management practices.
- ✓ **Murphy, P.R. et al (2017)** Logistics Management: Strategies and Techniques for the Supply Chain, Murphy's book provides a strategic perspective on logistics management, offering techniques and strategies for effective supply chain operations
- ✓ **Bowersox, D.J. and Closs, D.J (2019)** Logistical Management: The Integrated Supply Chain Process, Bowersox and Closs provide an integrated perspective on the supply chain process, emphasizing the coordination and management of logistics within the broader context of the supply chain.
- ✓ **Murphy, P.R. and Poist, R.F. (2018)** Contemporary Logistics in Food and Manufacturing, Focusing on specific industries, this study explores logistics challenges and solutions within the food and manufacturing sectors, shedding light on industry-specific considerations
- ✓ **Hult, G.T.M. et al (2016)** Global Supply Chain Management, Hult and team discuss global supply chain management, examining the challenges and opportunities faced by organizations operating in a globalized business environment.
- ✓ **Kim, B. et al (2020)** Green Logistics: Improving the Environmental Sustainability of Logistics, This study explores the concept of green logistics, focusing on strategies to improve the environmental sustainability of logistics operations, addressing concerns related to emissions and ecological impact.
- ✓ **Waters, D.(2019)** Supply Chain Risk Management: Vulnerability and Resilience in Logistics, Waters explores the critical aspect of risk management in logistics, addressing vulnerabilities and strategies for building resilience in supply chain operations.
- ✓ **Hertz, S. and Alfredsson, M. (2018)** Strategic Outsourcing in the Supply Chain: A Case Study of Volvo Logistics, This case study provides insights into strategic outsourcing in the context of supply chain logistics, using Volvo Logistics as an illustrative example.

- ✓ **Christopher, M. et al (2017)** Logistics Outsourcing Relationships: Measurement, Antecedents, and Effects of Logistics Outsourcing Performance, Christopher and team delve into the measurement and impact of logistics outsourcing performance, offering valuable insights for companies considering or currently engaged in outsourcing logistics functions.
- ✓ **Wang, X. et al (2021)** Digital Supply Chain Management: Perspectives, Challenges, and Future Directions, Addressing the digital transformation in logistics, this study explores perspectives, challenges, and future directions in adopting digital technologies for effective supply chain management.
- ✓ **Sheffi, Y (2018)** The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage, Sheffi's work focuses on building resilience in enterprises, addressing vulnerabilities in logistics and supply chain management for a competitive advantage
- ✓ **Ivanov, D. et al (2017)** Dynamics of Disruptions in Supply Chain and Network Recovery: A Case Study of the 2011 Earthquake in Japan, Ivanov and colleagues present a case study on the dynamics of disruptions in the supply chain, specifically examining the impacts and recovery strategies following the 2011 earthquake in Japan.
- ✓ **Bichou, K. and Gray, R. (2019)** A Logistics and Supply Chain Management Approach to Port Performance Measurement, This study takes a focused approach, discussing logistics and supply chain management strategies for measuring and improving the performance of ports.
- ✓ **Rodrigue, J.P. et al. (2021)** The Geography of Transport Systems, This comprehensive resource covers various aspects of transport systems, providing insights into the geography of shipping logistics and the interconnectedness of global transportation networks.
- ✓ **Lee, L.H. et al (2020)** Blockchain in Logistics and Supply Chain: A Lean Logistics Perspective, Lee and team explore the application of blockchain technology in logistics, particularly from a lean logistics perspective, highlighting potential benefits and challenges.
- ✓ **Christopher, M. et al. (2018)** Logistics Social Responsibility: An Integrative Framework, This work introduces an integrative framework for logistics social responsibility, emphasizing the importance of ethical and socially responsible practices in logistics management.

- ✓ **Devaraj, S. et al. (2022)** E-commerce Logistics and Fulfillment: A Review and Future Directions, This recent study reviews the challenges and trends in e-commerce logistics and fulfillment, addressing the unique considerations brought about by the growth of online retail.
- ✓ **Wang, J. et al (2021)** Robotic Applications in Logistics and Supply Chain Management, Wang and colleagues provide an extensive review of the applications of robotics in logistics and supply chain management, discussing advancements and potential impacts.
- ✓ **Meixell, M.J. and Gargeya, V.B. (2015)** Global Supply Chain Design: A Literature Review and Critique Focusing on supply chain design, this literature review by Meixell and Gargeya critically examines global supply chain design concepts and practices.
- ✓ **McKinnon, A.C. et al. (2019)** Decarbonizing Logistics: Distributing Goods in a Sustainable and Low-Carbon World, McKinnon and team explore strategies for decarbonizing logistics, addressing the environmental impact of goods distribution and proposing sustainable alternatives.
- ✓ **Notteboom, T. et al. (2017)** Port Governance in Transition: The Impact of Port Reform on Port Authority Governance Models and Port Users, This study investigates the impact of port reform on governance models and port users, providing insights into changes in port management structures
- ✓ **Christopher, M. et al. (2019)** Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, This study delves into sustainable logistics and supply chain management, exploring principles and practices for fostering sustainability in operations.
- ✓ **Christopher, M. et al. (2019)** Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, This study delves into sustainable logistics and supply chain management, exploring principles and practices for fostering sustainability in operations.

- ✓ **Lee, L.H. et al. (2020)** Industry 4.0 and the Digital Supply Chain: A Concise Overview, Lee and colleagues provide a concise overview of the intersection of Industry 4.0 and the digital supply chain, discussing the transformative impact of digital technologies.
- ✓ **Ivanov, D. et al. (2019)** A Theoretical Perspective on Sustainable Global Supply Chain Management, Ivanov and team provide a theoretical perspective on sustainable global supply chain management, examining the integration of sustainability principles into global supply chains.
- ✓ **Dubey, R. et al. (2021)** Exploring the Relationship Between Green Supply Chain Management and Sustainable Performance Outcomes: A Dynamic Capabilities Perspective, This study explores the relationship between green supply chain management and sustainable performance outcomes, applying a dynamic capabilities perspective.
- ✓ **Gligor, D.M. et al. (2020)** A Critical Review of Sustainable Supply Chain Management Practices in the Maritime Industry, Gligor and colleagues critically review sustainable supply chain management practices within the maritime industry, providing insights into environmental and social considerations.
- ✓ **Ivanov, D. et al. (2018)** Sustainable and Resilient Supply Chain Management: A Network Perspective, This study by Ivanov and team explores the interplay between sustainability and resilience in supply chain management, offering a network perspective for enhancing both aspects.
- ✓ **Yang, C. et al. (2019)** Big Data in Maritime Logistics: Challenges, Trends, and Opportunities, Focused on the maritime sector, this study discusses the challenges, trends, and opportunities associated with the use of big data in maritime logistics.

CHAPTER 3

RESEARCH METHODOLOGY

1.3.1 RESEARCH DESIGN

Research Methodology is the doctrine of methods that is the application of logic in the fields of science. It is concerned with the organization of research to ensure that the outcomes, represents scientific knowledge coming from research to the type of process which led to that outcome. Research methodology is a scientific and systematic way to solve research problems. Researcher has to design his methodology.

Research is a diligent enquiry and careful search for new knowledge through systematic, scientific and analytical approach in any branch of knowledge. According to **Fred.W.Kerlinger** Research as a "Systematic, controlled and empirical and critical investigation of hypothetical propositions about the present relationships among natural phenomena"

Research in common parlance refers to a search for knowledge. It can be also defined as a scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific information. Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. In methodology the researcher discusses the data collection analysis tools used to analyze data period of study.

Descriptive Research:

Descriptive study is a fact finding investigation with adequate interpretation. It is more specific than an exploratory study as it has focus on particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provide information for formulating more sophisticated studies.

Research design is a conceptual structure within which the research is conducted. It is used for the purpose of the study, which is descriptive in nature.

1.3.2 SOURCE OF DATA

Data are facts, figures and other relevant materials, past and present, serving as bases for study and analysis.

Sources of data; a) Primary Data b) Secondary Data

The data for project work was collected from secondary sources.

Primary Data: Primary Sources are original sources from which the researcher directly collects data that have not been previously collected. Primary data was collected by direct interview and mail survey

Secondary Data: Secondary data are the data which have been collected and compiled for another purpose. The secondary data was collected from company books, company brochures & documents

1.3.3 SAMPLING

Sampling Technique: Simple Random sampling method is adopted to collect samples for questionnaire from respondents

SAMPLE SIZE

Sample size: 135

Size: 400+

Sample Area: Chennai

Sample Unit: Customers of Freightrix Cargo Solutions

1.3.4 TOOLS AND TECHNIQUES USED

The researcher has used mainly five statistical tools to analysis the data and draw inference:-The following tests and statistical tools were used for the analysis of the data.

❖ Percentage analysis method

Percentage refers to special kind of ratio that is used in making comparison between two or more series of data. Percentage can also be used to compare between two or more series of data. Percentage can also be used to compare the relative item that is distribution of two or more series of data. This method is mainly used as comparative study. Percentages are a measure of central tendency percentages are often used in data presentation. The data are reduced into the standard form with the base equal to 100, which in fact facilitates relative comparison.

$$\text{Percentage} = (\text{no of respondents for the particular factor} / \text{total respondents}) * 100$$

❖ ANALYTICAL TOOLS:

SPSS tool is used to test hypothesis.

CORRELATION

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. For example, if we have the weight and height data of taller and shorter people, with the correlation between them, we can find out how these two variables are related.

CHI-SQUARE

The chi-square test is a statistical analysis tool used to determine whether there is a significant relationship between two categorical variables. It is a non-parametric test, meaning it does not make any assumptions about the underlying distribution of the data. The chi-square test is based on the comparison of observed frequencies to expected frequencies. The observed frequencies are the actual counts of the data, while the expected frequencies are the counts we would expect to see if there were no relationship between the two variables.

1.3.5 RESEARCH HYPOTHESIS HYPOTHESIS 1:

H₀ (Null hypothesis) = There is no significant relationship between type of company and their knowledge about Freightrix Cargo Solutions

H₁ (Alternate hypothesis) = There is significant relationship between type of company and their knowledge about Freightrix Cargo Solutions

HYPOTHESIS 2:

Null Hypothesis (H₀) = There is no significant difference between Years of Experience in Import/Export Business and recommended promotional strategy

Alternative Hypothesis (H_A) = There is significant difference between Years of Experience in Import/Export Business and recommended promotional strategy

CHAPTER 4

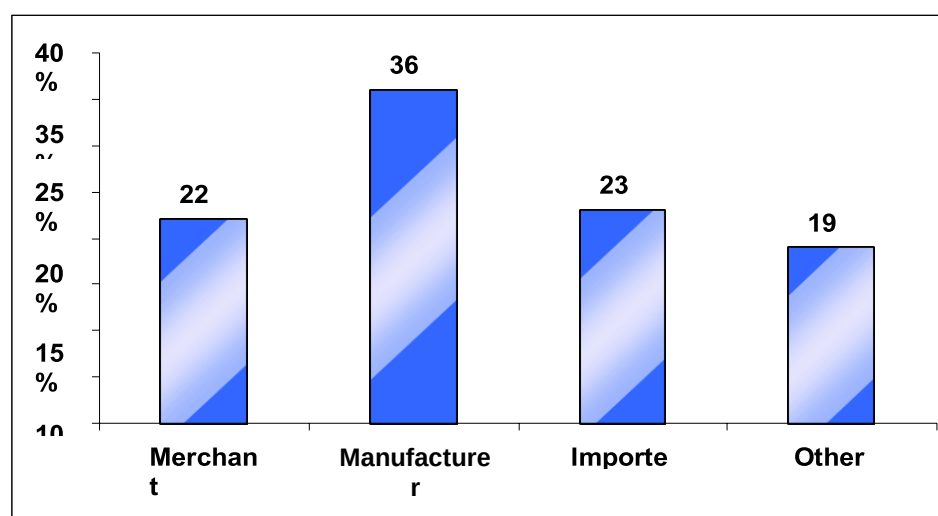
DATA ANALYSIS & INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 1: TYPE OF THE COMPANY

Options	No respondents of	Percentage %
Merchant exporter	30	22%
Manufacturer exporter	48	36%
Importer	31	23%
Others	26	19%
Total	135	100%

CHART 1: TYPE OF THE COMPANY



Interpretation

From the above table it is interpreted that the number of respondents are Merchant exporter of respondents are 22%, Manufacturer exporter of respondents 36%, Importer of respondents are 23% and other of respondents is 19 %

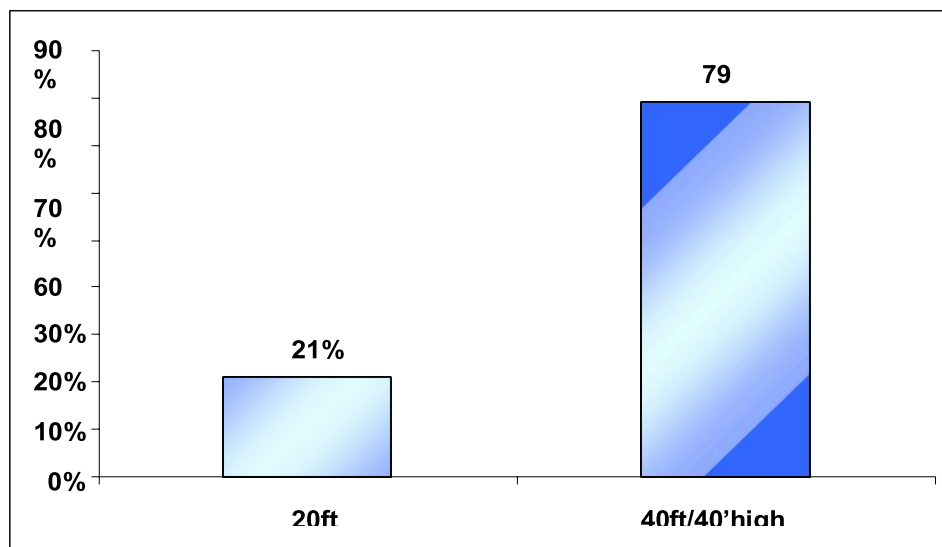
Inference

Majority of the respondents fall under the Manufacturer exporter.

TABLE 2: SHOWING THE COMPANY'S SHIPMENT PER ANNUM

Options	No of respondents	Percentage %
20ft	28	21%
40ft/40'high cube	107	79%
Total	135	100%

CHART 2: SHOWING THE COMPANY'S SHIPMENT PER ANNUM



Interpretation

From the above table 21% of the respondents said their shipment per annum is 20ft and the rest 79% of them said it is 40ft/40' high cube.

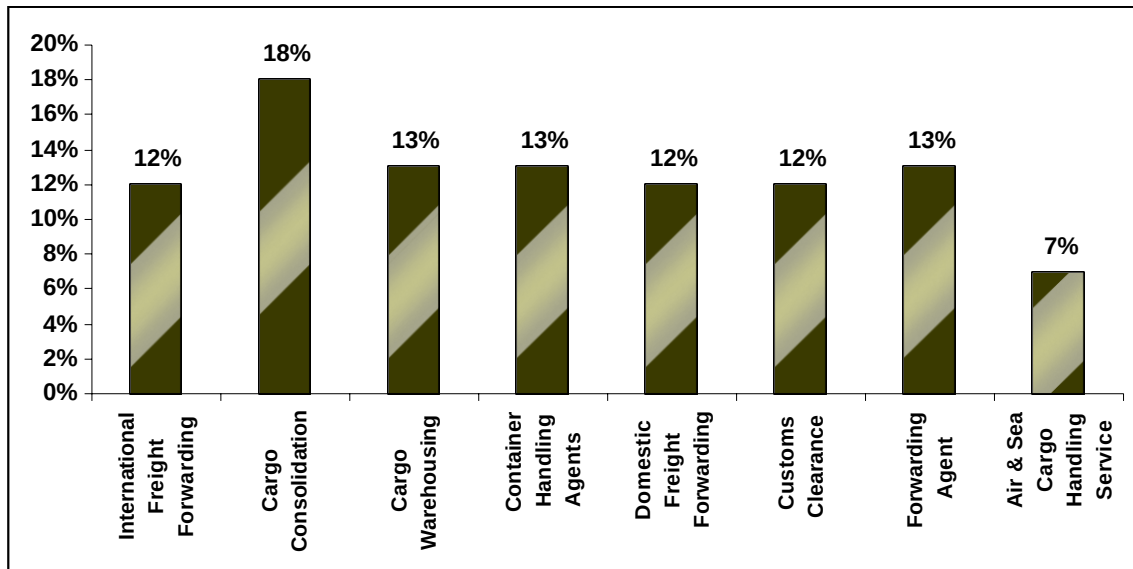
Inference

Majority of the respondents fall under the 40ft/40' high cube

TABLE 3: SHOWING THE SERVICES USED

Options	No of respondents	Percentage %
International Freight Forwarding	16	12%
Cargo Consolidation	24	18%
Cargo Warehousing	18	13%
Container Handling Agents	17	13%
Domestic Freight Forwarding	16	12%
Customs Clearance	16	12%
Forwarding Agent	18	13%
Air & Sea Cargo Handling Service	10	7%
Total	135	100%

CHART 3: SHOWING THE SERVICES USED



Interpretation

From the above table 12% of the respondents are getting international freight forwarding services, 18% of them are using cargo consolidation services, 13% of them are using cargo warehousing services of Freightrix Cargo Solutions, 13% of them are using the company as container handling agents, 12% of them are using the services of domestic freight forwarding, 12% of them are using the services of the company for customs clearance, 13% as forwarding agents and the rest 7% of them as cargo and sea handling service.

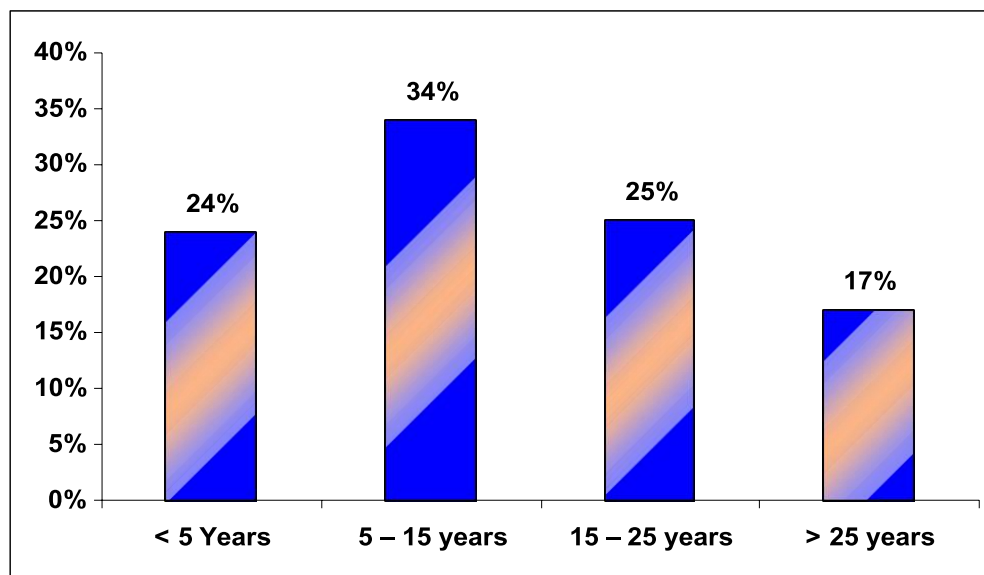
Inference

Majority of the respondents fall under the Cargo Consolidation

TABLE 4: SHOWING THE YEARS OF EXPERIENCE IN EXPORT

Options	No of respondents	Percentage %
< 5 Years	32	24%
5 – 15 years	46	34%
15 – 25 years	34	25%
> 25 years	23	17%
Total	135	100%

CHART 4: SHOWING THE YEARS EXPERIENCE IN EXPORT



Interpretation

From the above table 34% of the respondents are having more than 5-15 years of experience in logistics business, 25% of the respondents are having 15-25 years, and 24% of the respondents are less than 5 years experienced and 17% are having more than 25 years of experience in logistics business.

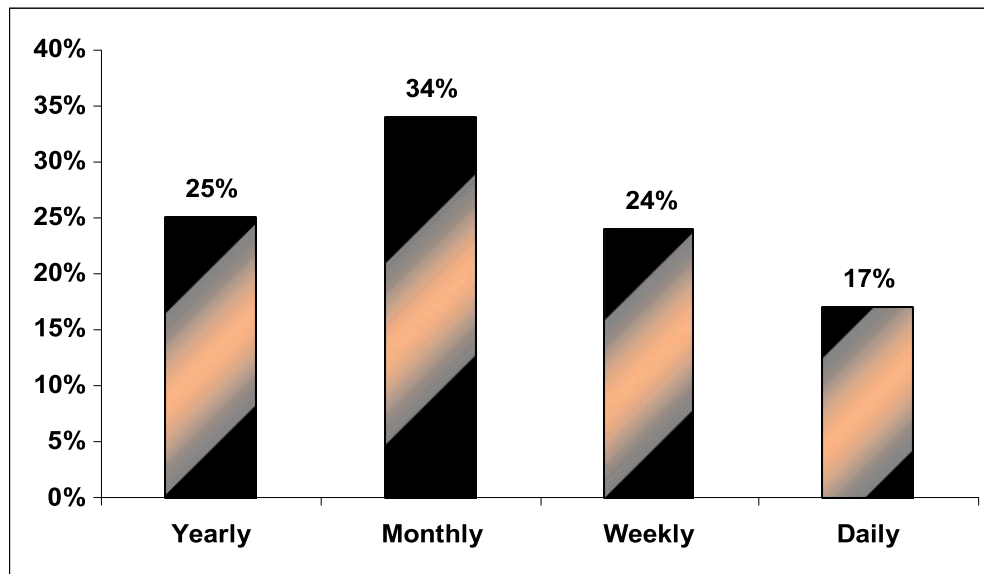
Inference

Majority of the respondents fall under the 5 – 15 years

TABLE 5: SHOWING THE FREQUENCY OF SHIPMENTS IN Freightrix Cargo Solutions

Options	No of respondents	Percentage %
Yearly	34	25%
Monthly	46	34%
Weekly	32	24%
Daily	23	17%
Total	135	100%

CHART 5: SHOWING THE FREQUENCY OF SHIPMENTS IN Freighterix Cargo Solutions



Interpretation

From the above table 25% of the respondents involved in yearly shipments with Freighterix Cargo Solutions, 34% of the respondents uses monthly shipments, 24% uses weekly and 17% uses daily shipments of Freighterix Cargo Solutions.

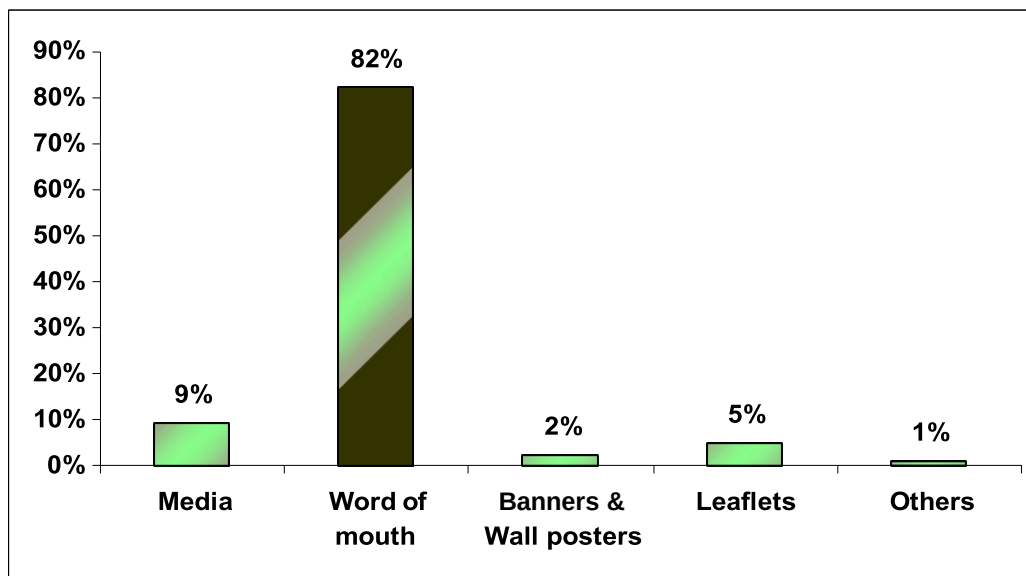
Inference

Majority of the respondents fall under the Monthly

TABLE 6: SHOWING THE KNOWLEDGE ABOUT Freighterix Cargo Solutions

Options	No of respondents	Percentage %
Media	12	9%
Word of mouth	111	82%
Banners & Wall posters	3	2%
Leaflets	7	5%
Others	2	1%
Total	135	100%

CHART 6: SHOWING THE KNOWLEDGE ABOUT Freighterix Cargo Solutions



Interpretation

From the above table 9% of the respondents said they came to know the brand Freighterix Cargo Solutions through media, 82% of them said they got knowledge from word of mouth, 2% of them through banners & wall posters, 5% of them got knowledge from leaflets, and the rest 1% got through other sources.

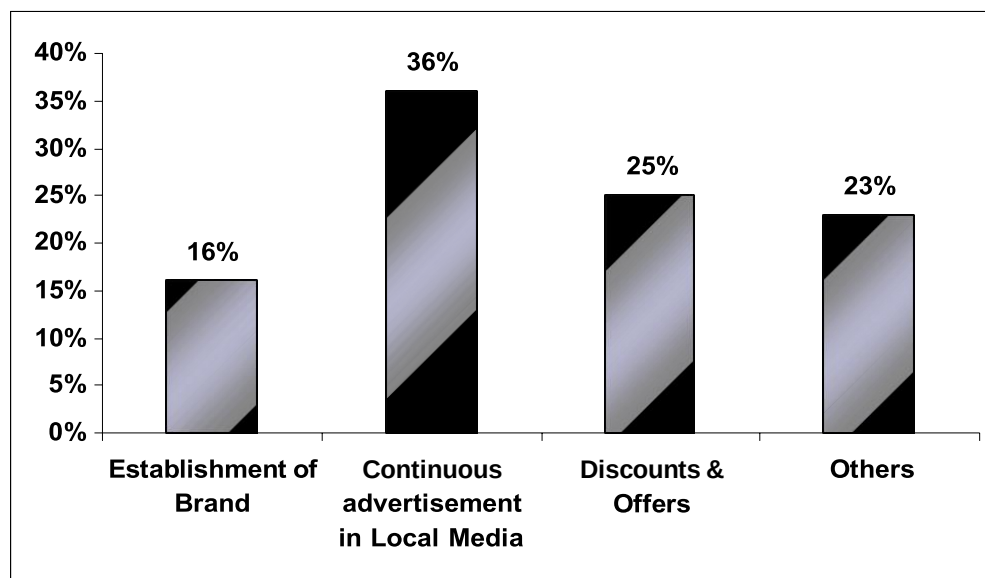
Inference

Majority of the respondents fall under the Word of mouth

TABLE 7: SHOWING THE PROMOTIONAL ACTIVITY FOR BRAND PERCEPTION

Options	No of respondents	Percentage %
Establishment of Brand	21	16%
Continuous advertisement in Local Media	49	36%
Discounts & Offers	34	25%
Others	31	23%
Total	135	100%

CHART 7: SHOWING THE PROMOTIONAL ACTIVITY FOR BRAND PERCEPTION



Interpretation

From the above table 16% of the respondents said brand establishment as a best promotional strategy, 36% of them said the best strategy as continuous advertisement in local media, 25% of them said discounts and offers as a best promotional strategy, and the rest 23% of them said other strategy.

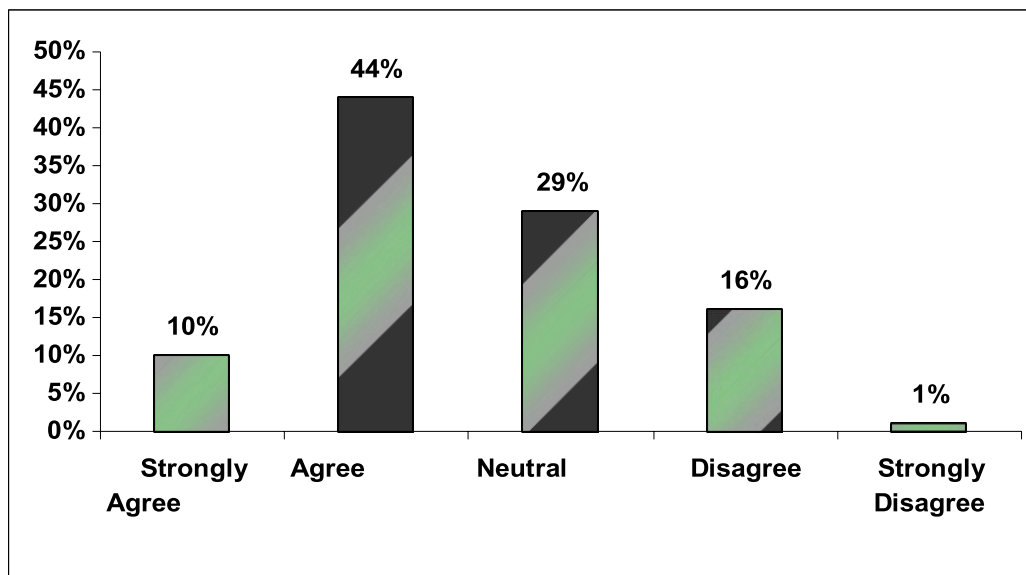
Inference

Majority of the respondents fall under the Continuous advertisement in Local Media

TABLE 8: SHOWING MARKETING POLICIES INFLUENCE SALES VOLUME

Options	No of respondents	Percentage %
Strongly Agree	14	10%
Agree	59	44%
Neutral	39	29%
Disagree	21	16%
Strongly Disagree	2	1%
Total	135	100%

CHART 8: SHOWING MARKETING POLICIES INFLUENCE SALES VOLUME



Interpretation

From the above table 10% of the respondents strongly agree that showing marketing policies influence the sales volume, 44% agree this, 29% were neutral on this, 16% disagree on this and 1% strongly disagree on this strategy.

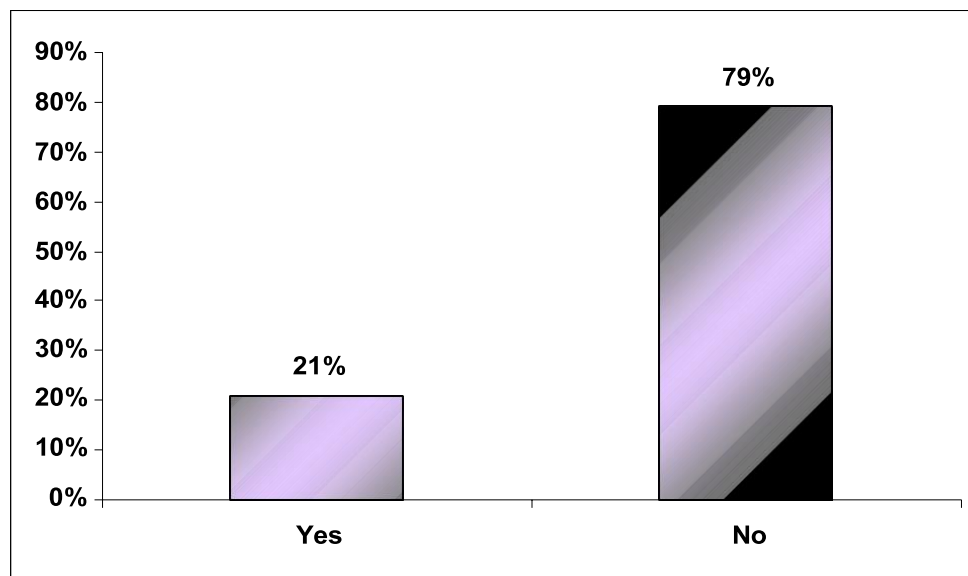
Inference

Majority of the respondents fall under the Agree

TABLE 9: SHOWING COMPANY'S PROMOTIONAL POLICIES INCREASES SALES

Options	No of respondents	Percentage %
Yes	28	21%
No	107	79%
Total	135	100%

CHART 9: SHOWING COMPANY'S PROMOTIONAL POLICIES INCREASES SALES



Interpretation

From the above table 21% of the respondents said yes to the promotional policies of the company aids to increase sales, 79% of the respondents said no to this opinion.

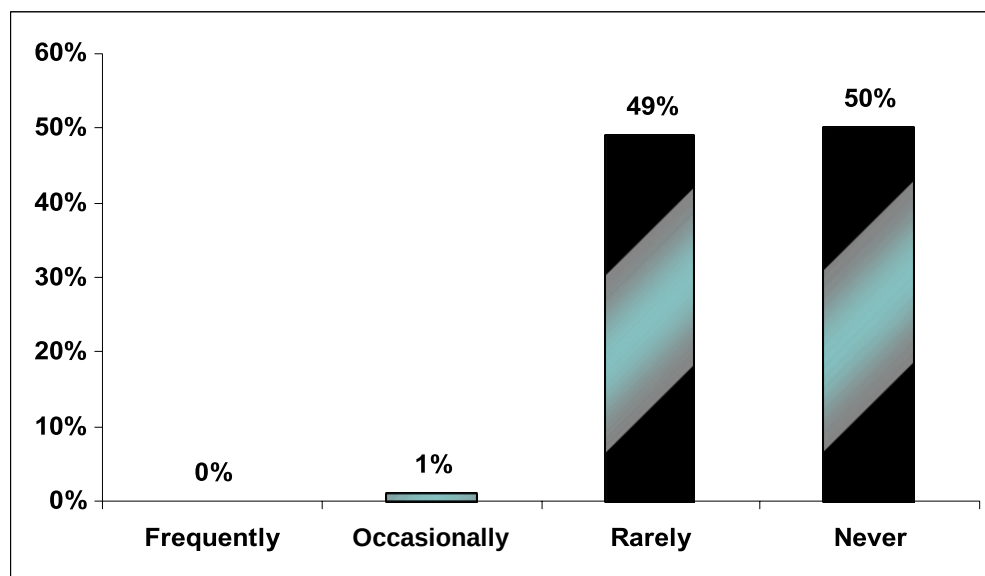
Inference

Majority of the respondents fall under the No

TABLE10: SHOWING PROMOTIONS FREQUENCY OF Freightrix Cargo Solutions

Options	No of respondents	Percentage %
Frequently	0	0%
Occasionally	1	1%
Rarely	66	49%
Never	68	50%
Total	135	100%

CHART 10: SHOWING PROMOTIONS FREQUENCY OF Freightrix Cargo Solutions



Interpretation

From the above table None of them see the promotions of Freightrix Cargo Solutions frequently, 1% of the respondent sees occasionally, 49% of the respondent sees rarely, 50% said they never see the promotion at all.

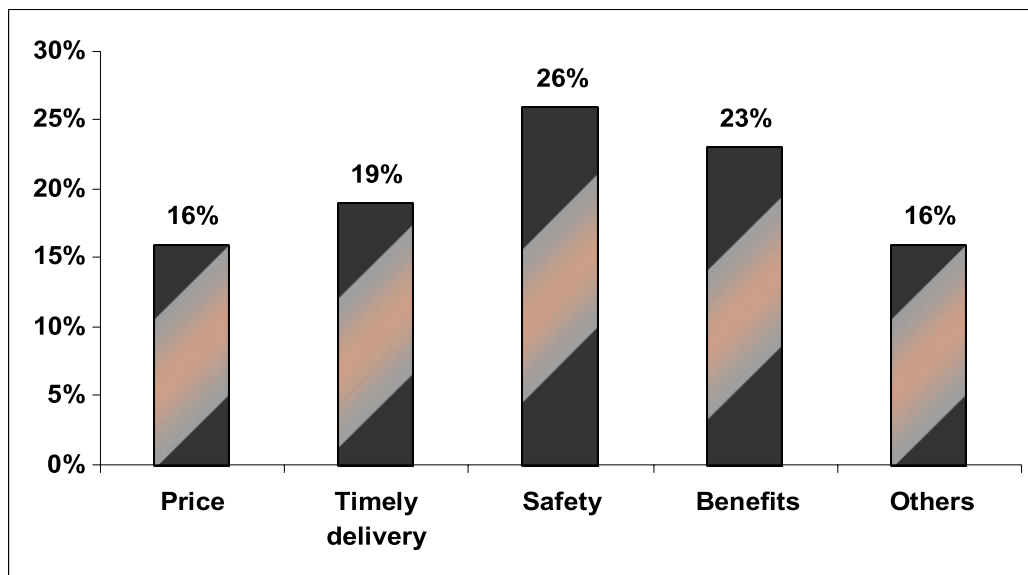
Inference

Majority of the respondents fall under the Never

TABLE 11: SHOWING INFLUENCING FACTOR IN Freighterix Cargo Solutions

Options	No of respondents	Percentage %
Price	22	16%
Timely delivery	25	19%
Safety	35	26%
Benefits	31	23%
Others	22	16%
Total	135	100%

CHART 11: SHOWING INFLUENCING FACTOR IN Freighterix Cargo Solutions



Interpretation

From the above table 16% of the respondents are influenced by the Pricing in exporting their products ,19% of the respondents are influenced by the timely delivery, 26% are influenced by the safety,23% areinfluenced by the benefits and rest 16% influenced by other factors.

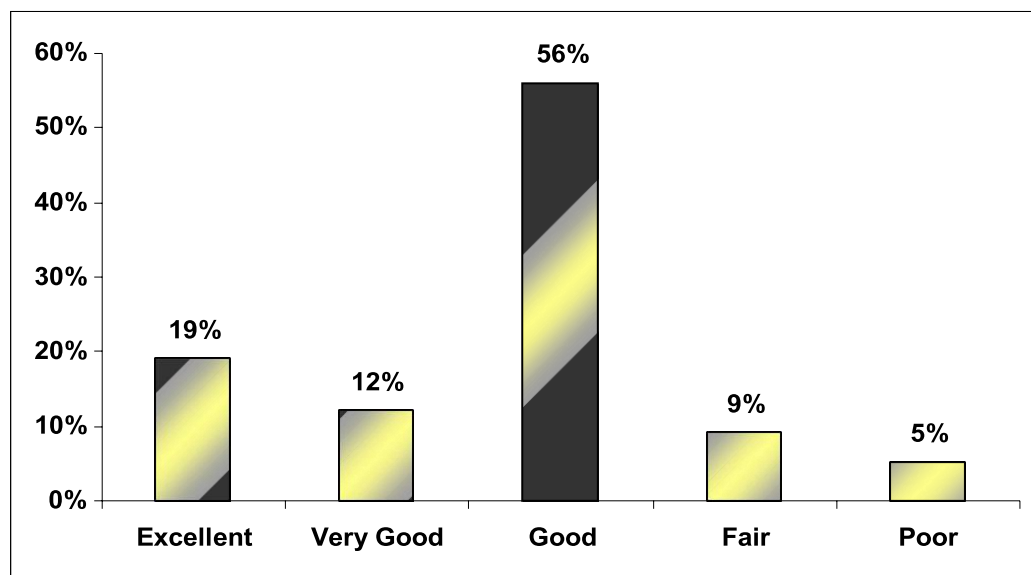
Inference

Majority of the respondents fall under the Safety.

TABLE 12: SHOWING THE LIKELINESS OF RECOMMENDATION

Options	No of respondents	Percentage %
Excellent	25	19%
Very Good	16	12%
Good	75	56%
Fair	12	9%
Poor	7	5%
TOTAL	135	100

CHART 12: SHOWING THE LIKELINESS OF RECOMMENDATION



Interpretation

From the above table 19% of the respondents recommends the company to excellent category, 12% of the respondents will rate to the level of very good, 56% said the rating level is good, 9% says fair on this and rest 5% rates as poor.

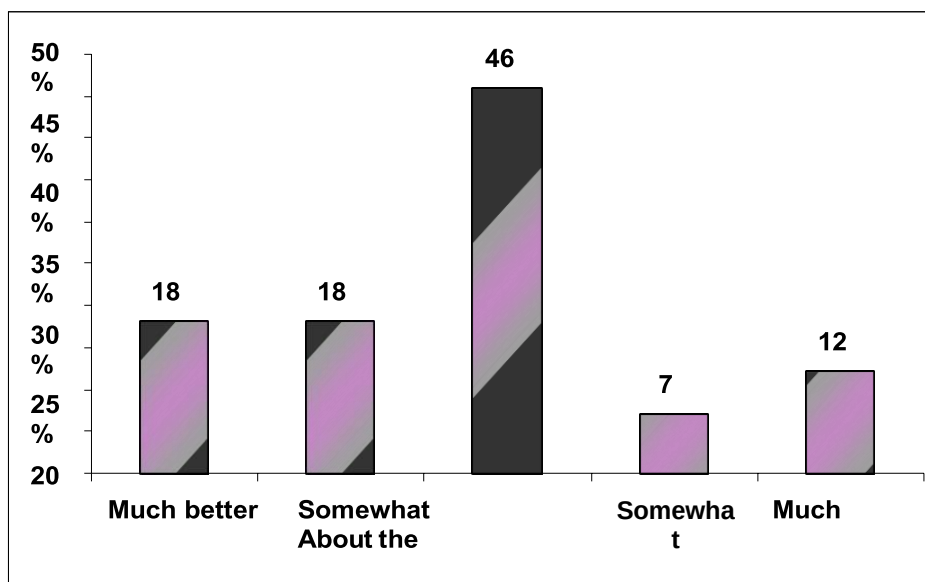
Inference

Majority of the respondents fall under the Good

TABLE 13: SHOWING THE COMPARISON OF OTHER COMPANY'S SERVICES

Options	No respondents	Percentage %
Much better	24	18%
Somewhat better	24	18%
About the same	62	46%
Somewhat worse	9	7%
Much worse	16	12%
Total	135	100

CHART 13: SHOWING THE COMPARISON OF OTHER COMPANY'S SERVICES



Interpretation

From the above table 18% of the respondents says much better about the same in comparing of other services with other company and 18% says somewhat better and 46% says about the same and 7% says somewhat worse and 12% of the respondent says that it is much worse in comparing with other services.

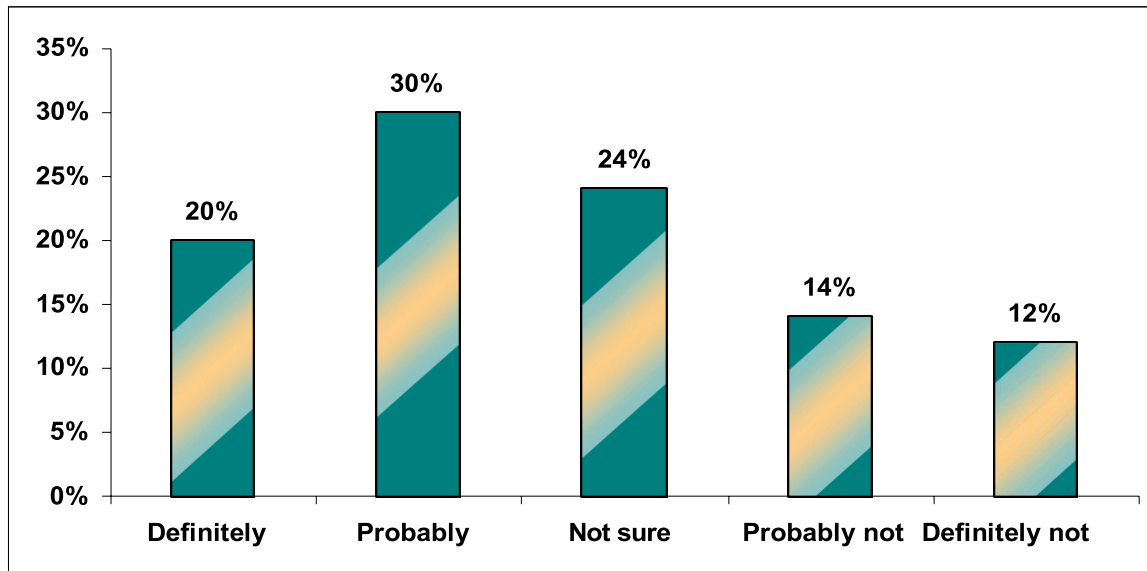
Inference

Majority of the respondents fall under the About the same

TABLE 14: SHOWING CLAIM OF FREQUENT OF SERVICE WITH Freightrix Cargo Solutions

Options	No of respondents	Percentage %
Definitely	27	20%
Probably	41	30%
Not sure	32	24%
Probably not	19	14%
Definitely not	16	12%
Total	135	100%

CHART 14: SHOWING CLAIM OF FREQUENT OF SERVICE WITH Freighterix Cargo Solutions



Interpretation

From the above table 30% of the respondents probably go for frequent services in Freighterix Cargo Solutions and 24% are not sure in frequent services and 20% of the respondents go definitely for Freighterix Cargo Solutions and 14% of the respondents was not sure and 12% of the respondents was definitely not in choosing Freighterix Cargo Solutions Service.

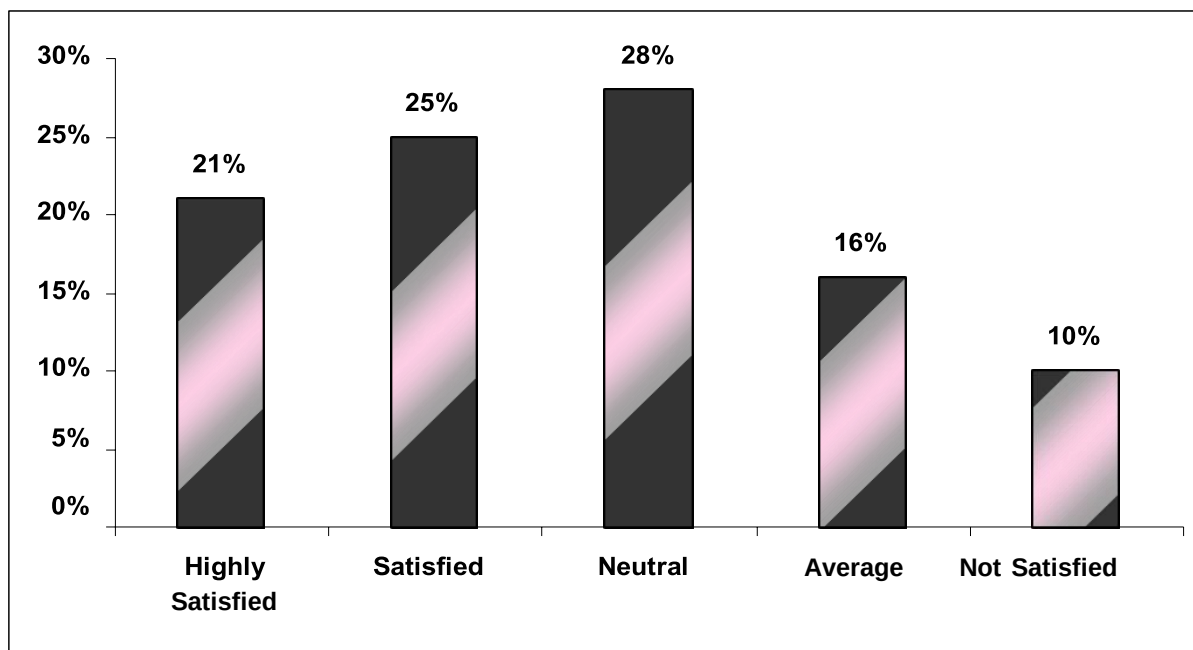
Inference

Majority of the respondents fall under the Probably

TABLE 15: SHOWING THE SATISFACTION LEVEL OF Freightrix Cargo Solutions SERVICE

Options	No of respondents	Percentage %
Highly Satisfied	28	21%
Satisfied	34	25%
Neutral	38	28%
Average	22	16%
Not Satisfied	13	10%
Total	135	100%

CHART 15: SHOWING THE SATISFACTION LEVEL OF Freightrix Cargo Solutions SERVICE



Interpretation

From the above table 21% of the respondents are highly satisfied, 25% of the respondents are just satisfied 28% of the respondents are neutrally satisfied and 16% are averagely satisfied and 10% of the respondents are not satisfied.

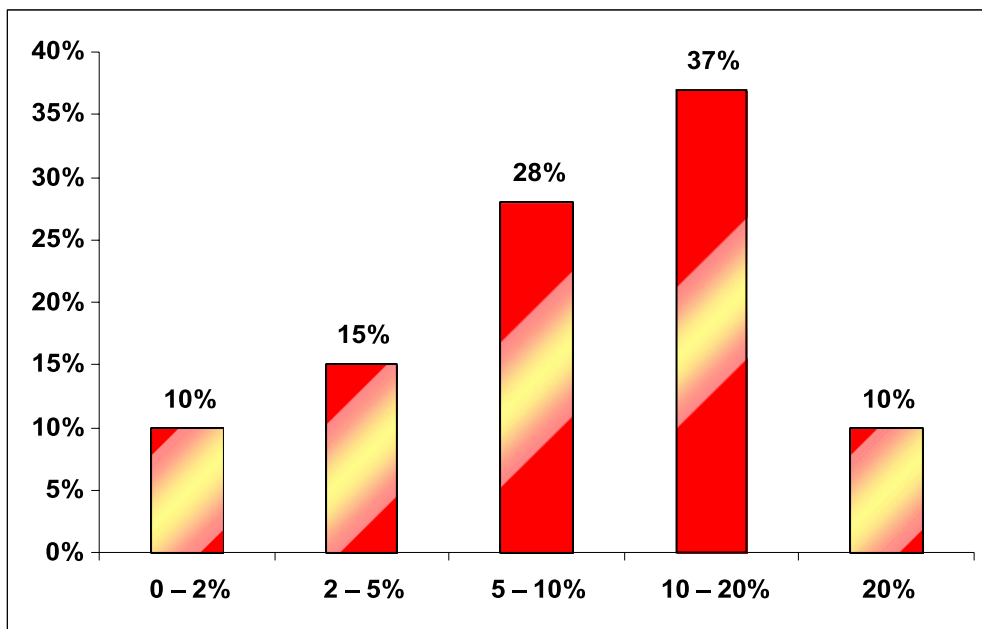
Inference

Majority of the respondents fall under the Neutral

TABLE 16: SHOWING VOLUME GROWTH OF SHIPMENTS FOR LAST YEAR

Options	No of respondents	Percentage %
0 – 2%	14	10%
2 – 5%	20	15%
5 – 10%	38	28%
10 – 20%	50	37%
20%	13	10%
Total	135	100%

CHART 16: SHOWING VOLUME GROWTH OF SHIPMENTS FOR LAST YEAR



Interpretation

From the above table 10% of the respondents said the volume growth of shipments for last year is 0-2%, 15% of them said it is 2-5%, 28% of them said it is 5-10%, 37% of them said it is 10-20% and the rest 10% of the respondents said the growth volume is 20%+.

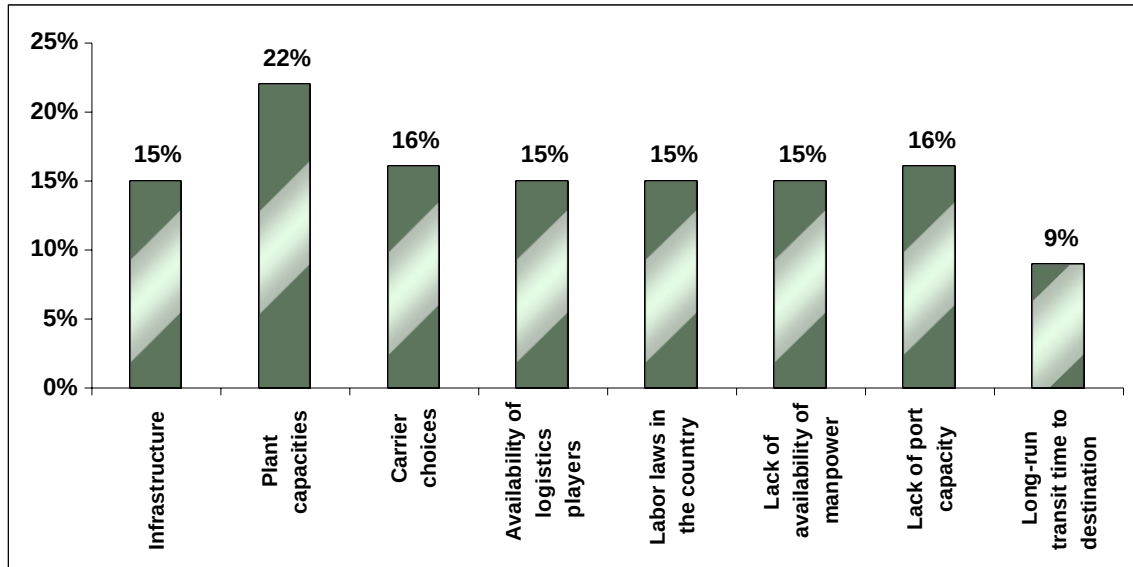
Inference

Majority of the respondents fall under the 10 – 20%

TABLE 17: SHOWING MAJOR CONCERN ABOUT SCALING UP VOLUMES

Options	No of respondents	Percentage %
Infrastructure	16	15%
Plant capacities	24	22%
Carrier choices	18	16%
Availability of logistics players	17	15%
Labor laws in the country	16	15%
Lack of availability of manpower	16	15%
Lack of port capacity	18	16%
Long-run transit time to destination	10	9%
Total	135	100%

CHART 17: SHOWING MAJOR CONCERN ABOUT SCALING UP VOLUMES



Interpretation

From the above table According to 15% of the respondents the major constraint they face in ramping up export volume is infrastructure, 22% of them said it is plant capacities, for 16% of the respondents it is carrier choices, 15% of them said it is Availability of logistics players, for 15% of them it is Labor laws in the country, another 15% of them said it is Lack of availability of manpower, 16% of the respondents said lack of port capacity is the reason and the rest 9% of the respondents said it is long run transit time to destination.

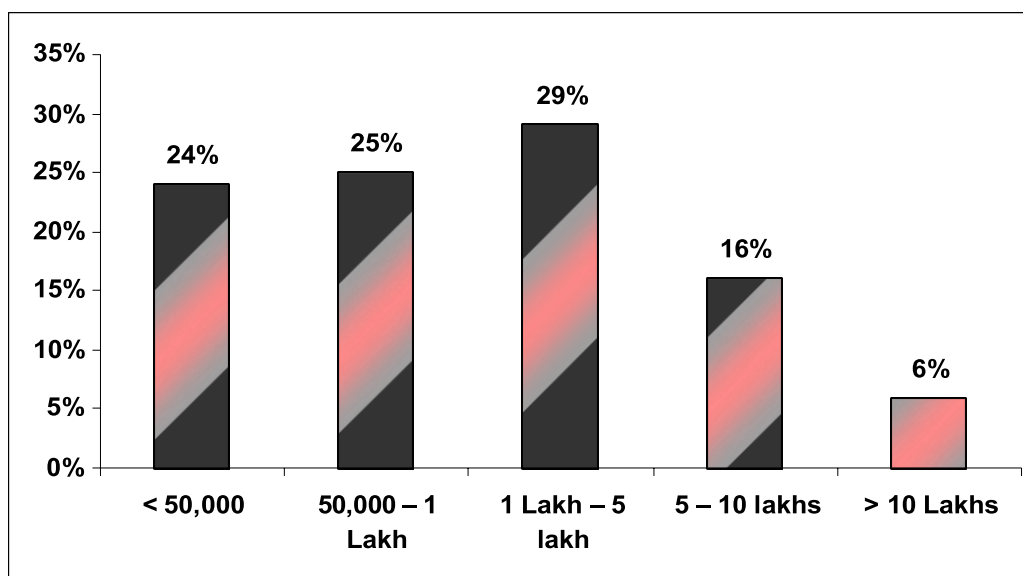
Inference

Majority of the respondents fall under the Plant capacities

TABLE 18: SHOWING APPROX MONTHLY EXPENDITURE FOR LOGISTICS

Options	No of respondents	Percentage %
< 50,000	32	24%
50,000 – 1 Lakh	34	25%
1 Lakh – 5 lakh	39	29%
5 – 10 lakhs	22	16%
> 10 Lakhs	8	6%
Total	135	100

CHART 18: SHOWING APPROX MONTHLY EXPENDITURE FOR LOGISTIC



Interpretation

From the above table 24% of the respondents expenses are less than 50000, and 25% of the respondents expenses are 50000-1lakh, 29% of the respondents expenses are 1lakh-5lakh for logistics, 16% of the respondents expenses are 5lakh-10lakh and 6% of the respondents expenses are more than 10 lakhs.

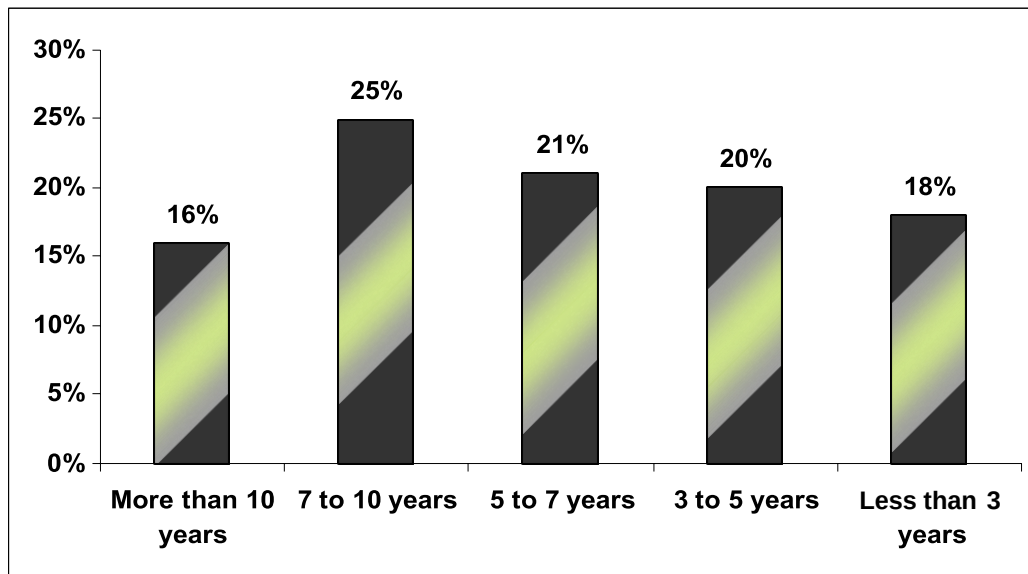
Inference

Majority of the respondents fall under the 1 Lakh – 5 lakh

TABLE 19: SHOWING PERIOD OF REGULAR CUSTOMER OF Freightrix Cargo Solutions

Options	No of respondents	Percentage %
More than 10 years	22	16%
7 to 10 years	34	25%
5 to 7 years	28	21%
3 to 5 years	27	20%
Less than 3 years	24	18%
Total	135	100

CHART 19: SHOWING PERIOD OF REGULAR CUSTOMER OF Freightterix Cargo Solutions



Interpretation

From the above table 16% of the respondents are regular customers for more than 10 years, 25% of the respondents are regular customer for 7-10 years and 21% of the respondents are regular customers for 5-7years and 20% of the respondents are regular customers for 3-5 years and 18% of the respondents are regular customers for less than 3 years .

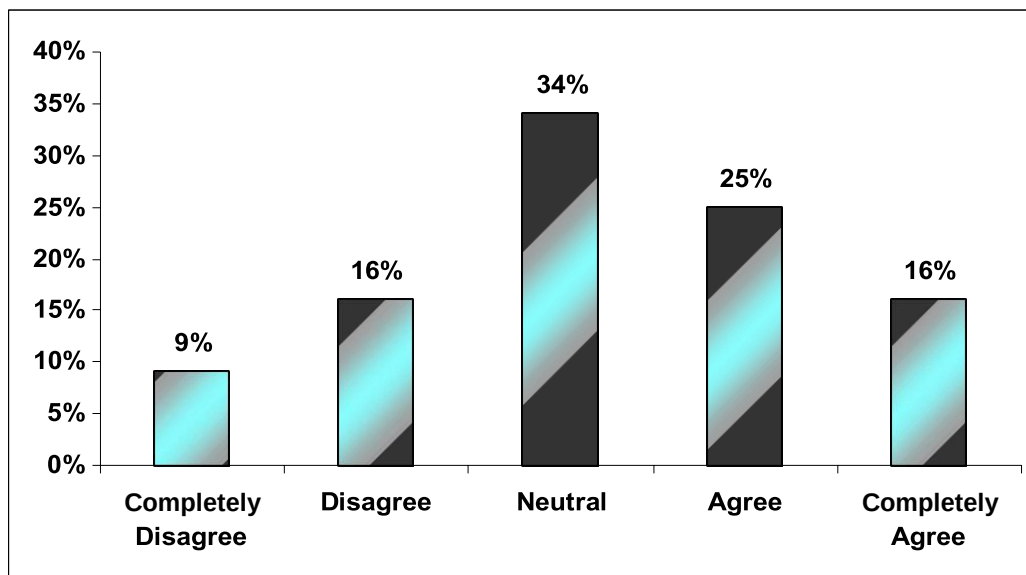
Inference

Majority of the respondents fall under the 7 to 10 years

TABLE 20: SHOWING Freighterix Cargo Solutions VALUES PEOPLE & RELATIONSHIPS THAN SHORT TERM GOALS

Options	No of respondents	Percentage %
Completely Disagree	12	9%
Disagree	22	16%
Neutral	46	34%
Agree	33	25%
Completely Agree	22	16%
Total	135	100%

CHART 20: SHOWING Freighterix Cargo Solutions VALUES PEOPLE & RELATIONSHIPS THAN SHORT TERM GOALS



Interpretation

From the above table 9% completely disagreed,16% completely agreed,34% of the respondents neutrally says that Freightrix Cargo Solutions evaluates people and relations ahead of short term goals and 25% agreed that Freightrix Cargo Solutions evaluates people and relations and 16% completely agreed.

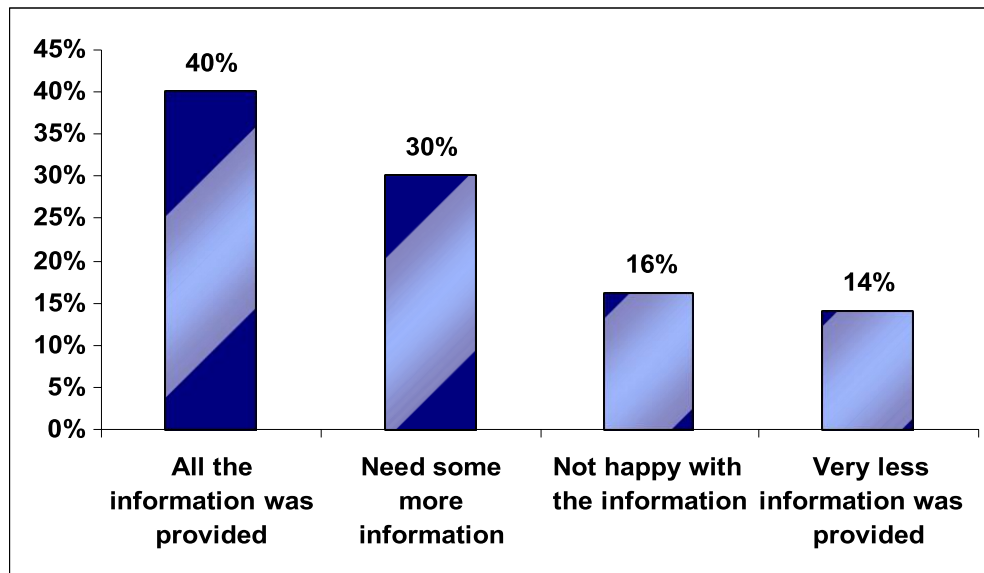
Inference

Majority of the respondents fall under the Neutral

TABLE 21: SHOWING SUFFICIENT SHIPPING INFORMATION PROVIDED

Options	No of respondents	Percentage %
All the information was provided	54	40%
Need some more information	40	30%
Not happy with the information	22	16%
Very less information was provided	19	14%
Total	135	100

CHART 21: SHOWING SUFFICIENT SHIPPING INFORMATION PROVIDED



Interpretation

From the above table 40% of the respondents says that Freighterix Cargo Solutions provides all the information and 30% of the respondents says that Freighterix Cargo Solutions need to give some more information and 16% of the respondents says that was not happy with the information.

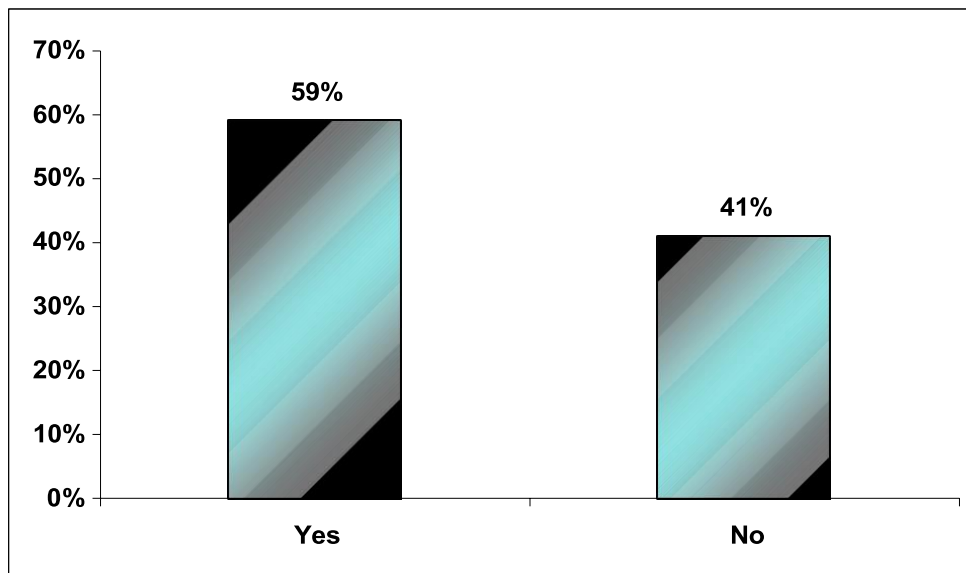
Inference

Majority of the respondents fall under the All the information was provided

TABLE 22: SHOWING EXPECTATION OF IMPROVEMENT

Options	No of respondents	Percentage %
Yes	80	59%
No	55	41%
Total	135	100

TABLE 22: SHOWING EXPECTATION OF IMPROVEMENT



Interpretation

From the above table 59% of the respondents expect Freightrix Cargo Solutions should improve and 41% says nothat Freightrix Cargo Solutions is already good.

Inference

Majority of the respondents fall under the Yes

4.2 Chi-Square Tests.

HYPOTHESIS 1:

H₀ (Null hypothesis) = There is no significant relationship between type of company and their knowledge about Freightrix Cargo Solutions

H₁ (Alternate hypothesis) = There is significant relationship between type of company and their knowledge about Freightrix Cargo Solutions.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How much years of experience do you have in this field * Do you feel that you have a healthy work-life balance in your current role	135	100.0%	0	0.0%	135	100.0%

current role Crosstabulation

			SHOWING THE COMPANY'S SHIPMENT PER ANNUM		Total
			20ft	40ft/40'high cube	
SHOWING THE FREQUENCY OF SHIPMENTS IN Freightrix Cargo	Yearly	Count	26	26	52
		Expected Count	22.6	29.4	52.0
	Monthly	Count	2	13	27
		Expected Count	16.0	11	27.0
	Weekly	Count	0	1	1
		Expected Count	.4	.6	1.0
	Daily	Count	26	29	55
		Expected Count	24.0	31.0	55.0
	Total	Count	54	70	135
		Expected Count	63.0	72.0	135.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8.304 ^a	4	.081
Likelihood Ratio	9.880	4	.042
N of Valid Cases	135		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .44.

INTERPRETATION

The p value is 0.081 which is greater than the significance value (0.05) hence null hypothesis H₀ is accepted. And H₁ is rejected

INFERENCE :

There is no significant relationship between type of company and their knowledge about Freightrix Cargo Solutions.

4.3 Correlations

HYPOTHESIS 2:

Null Hypothesis (H₀) = There is no significant difference between Years of Experience in Import/Export Business and recommended promotional strategy

Alternative Hypothesis (H_A) = There is significant difference between Years of Experience in Import/Export Business and recommended promotional strategy

Correlations			
		How would you rate the communication and support you receive from your company	Do you feel adequately trained and prepared to handle various situations while making deliveries
How would you rate the communication and support you receive from your company	Pearson Correlation	1	-.079
	Sig. (2-tailed)		.385
	N	135	135
Do you feel adequately trained and prepared to handle various situations while making deliveries	Pearson Correlation	-.079	1
	Sig. (2-tailed)	.385	
	N	135	135

INTERPRETATION

The p value is -0.079 which is lesser than the significance value (0.05) hence null hypothesis H₁ is accepted and H₀ is rejected. There is significant difference between Years of Experience in Import/Export Business and recommended promotional strategy

CHAPTER 5

SUMMARY FINDINGS, SUGESTIONS AND CONCLUTION

5.1 SUMMARY OF FINDINGS

- From the above table 41% of the respondents are self employed, 36% of the respondents are full time employees and 23% of them are part time employees.
- From the above table 22% of the respondents are merchant exporters, 36% of the respondents are manufacturerexporter, 23% of them are importers and the rest 19% of them are other type of companies.
- From the above table 21% of the respondents said their shipment per annum is 20ft and the rest 79% of them said it is 40ft/40' high cube
- From the above table 12% of the respondents are getting international freight forwarding services, 18% of them are using cargo consolidation services, 13% of them are using cargo warehousing services of Freightenix Cargo Solutions, 13% of them are using the company as container handling agents, 12% of them are using the services of domestic freight forwarding, 12% of them are using the services of the company for customs clearance, 13% as forwarding agents and the rest 7% of them as cargo and sea handling service
- From the above table 34% of the respondents are having more than 5-15 years of experience in logistics business, 25% of the respondents are having 15-25 years, and 24% of the respondents are less than 5 years experienced and 17% are having more than 25 years of experience in logistics business.
- From the above table 25% of the respondents involved in yearly shipments with Freightenix Cargo Solutions, 34% of the respondents use monthly shipments, 24% use weekly and 17% use daily shipments of Freightenix Cargo Solutions.

- From the above table 9% of the respondents said they came to know the brand Freighterix Cargo Solutions through media, 82% of them said they got knowledge from word of mouth, 2% of them through banners & wall posters, 5% of them got knowledge from leaflets, and the rest 1% got through other sources.
- From the above table 16% of the respondents said brand establishment as a best promotional strategy, 36% of them said the best strategy as continuous advertisement in local media, 25% of them said discounts and offers as a best promotional strategy, and the rest 23% of them said other strategy.
- From the above table 10% of the respondents strongly agree that showing marketing policies influence the sales volume, 44% agree this, 29% were neutral on this, 16% disagree on this and 1% strongly disagree on this strategy.
- From the above table 21% of the respondents said yes to the promotional policies of the company aids to increases sales, 79% of the respondents said no to this opinion.
- From the above table 19% of the respondents recommends the company to excellent category, 12% of the respondents will rate to the level of very good, 56% said the rating level is good, 9% says fair on this and rest 5% rates as poor
- From the above table 18% of the respondents says much better about the same in comparing of other services with other company and 18% says somewhat better and 46% says about the same and 7% says somewhat worse and 12% of the respondent says that it is much worse in comparing with other services.
- From the above table 30% of the respondents probably go for frequent services in Freighterix Cargo Solutions and 24% are not sure in frequent services and 20% of the respondents go definitely for Freighterix Cargo Solutions and 14% of the respondents were not sure and 12% of the respondents were definitely not in choosing Freighterix Cargo Solutions Service.
- From the above table 21% of the respondents are highly satisfied, 25% of the respondents are just satisfied 28% of the respondents are neutrally satisfied and 16% are averagely satisfied and 10% of the respondents are not satisfied.
- From the above table 10% of the respondents said the volume growth of shipments for last year is 0-2%, 15% of them said it is 2-5%, 28% of them said it is 5-10%, 37% of them said it is 10-20% and the rest 10% of the respondents said the growth volume is 20%

- From the above table According to 15% of the respondents the major constraint they face in ramping up export volume is infrastructure, 22% of them said it is plant capacities, for 16% of the respondents it is carrier choices, 15% of them said it is Availability of logistics players, for 15% of them it is Labor laws in the country, another 15% of them said it is Lack of availability of manpower, 16% of the respondents said lack of port capacity is the reason and the rest 9% of the respondents said it is long run transit time to destination.
- From the above table 24% of the respondents expenses are less than 50000, and 25% of the respondents' expenses are 50000-1lakh, 29% of the respondents' expenses are 1lakh-5lakh for logistics, 16% of the respondents' expenses are 5lakh-10lakh and 6% of the respondents' expenses are more than 10 lakhs.
- From the above table 16% of the respondents are regular customers for more than 10 years, 25% of the respondents are regular customer for 7-10 years and 21% of the respondents are regular customers for 5-7years and 20% of the respondents are regular customers for 3-5 years and 18% of the respondents are regular customers for less than 3 years.
- From the above table 9% completely disagreed, 16% completely agreed, 34% of the respondents neutrally say that Freightrix Cargo Solutions evaluates people and relations ahead of short term goals and 25% agreed that Freightrix Cargo Solutions evaluates people and relations and 16% completely agreed.
- From the above table 40% of the respondents say that Freightrix Cargo Solutions provides all the information and 30% of the respondents say that Freightrix Cargo Solutions need to give some more information and 16% of the respondents say that was not happy with the information giving by the Freightrix Cargo Solutions and 14% of the respondents say that Freightrix Cargo Solutions gives very less information.
- 59% of the respondents expect Freightrix Cargo Solutions should improve and 41% says no that Freightrix Cargo Solutions is already good.

5.2 SUGGESTIONS

The following are few suggestions which would be helpful for the organization to concentrate more on logistics and sales related aspects,

1. Promotions should be increased by the company to establish its brand throughout the market. Since most of the respondents said they are visualizing the advertisements of the company rarely, the company should take this as a serious suggestion to promote Freightrix Cargo Solutions.
2. The company should take some effort to make effective transportation arrangements because it affects producing pricing, on-time delivery performance and customersatisfaction.
3. The company should centralize inventory in one place and use fast transportation to fulfillthe orders. It reduces warehousing and inventory duplication cost.
4. Increase the manpower in the department.
5. The company should shorten the order-to-payment cycle i.e. elapsed time between order'sreceipt, delivery and payment.
6. The company should manage effective logistics information management because it helps in linking the channel partners and share information to make better logistics decision.
7. Information flows such as customers order, billing, inventories, and label and customerdata are closely linked with channel performance

8. The customers feel that the provision of info relating to shipments is inadequate, it is necessary for the organization to concentrate on such issues to retain the customers.
9. The delay in delivery is the major service issue found and it is mainly due to the routing problem.
10. The shipment must be directly routed to Chennai or Bangalore. Not to any other places other than to Chennai or Bangalore. Freightrix Cargo Solutions uses Indian Airlines to transfer its goods from India and there are only 2 pickups per day from Chennai.
11. The company should manage effective logistic information management because it helps to link channel partners and share information to make better logistic decisions.
12. Information flows such as customer's orders, billing, inventories labels and customer data are closely linked with channel performance.

5.3 CONCLUSION

Logistics is concerned with getting the products and services where they are needed 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. The formal definition of the word 'logistics' is: - it is the process of planning, implementing and controlling the efficient, 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. Exporters using Freightrix Cargo Solutions' competitors should analyze and get their expectation level of important factors like safety, timely delivery etc. and satisfaction level for their current service providers before deciding the service providers. Now almost every industry needs timely delivery as a major factor. Freightrix Cargo Solutions has that efficiency. Then targeting perishable goods industry is very promising. There Freightrix Cargo Solutions can easily capture more market.

QUESTIONNAIRE

1. Name:

2. Age:

3. Type of the company:

- O* Merchant exporter
- O* Manufacturer exporter
- O* Importer
- O* Others (please specify) _____

4. Size of the containers do you ship?

- O* 20ft_____
- O* 40ft/ 40'high cube_____

5. Which of the service of Freighterix Cargo Solutions you use?

- O* International Freight Forwarding
- O* Cargo Consolidation
- O* Cargo Warehousing
- O* Container Handling Agents
- O* Domestic Freight Forwarding
- O* Customs Clearance
- O* Forwarding Agent
- O* Air & Sea Cargo Handling Service

6. How many years are you in export business?

- ☐ <5 years
- ☐ 5-15 years
- ☐ 15-25 years
- ☐ 25 years

7. In what frequency your shipments take place in Freightrix Cargo Solutions?

- ☐ Yearly
- ☐ Monthly
- ☐ Weekly
- ☐ Daily

8. How did you come to know about Freightrix Cargo Solutions?

- ☐ Media
- ☐ Word of mouth
- ☐ Banners & Wall posters
- ☐ Leaflets
- ☐ Others Specify

9. In your view what kind of promotional activity do you think will influence to go for a particular brand?

- ☐ Establishment of Brand
- ☐ Continuous advertisement in Local Media
- ☐ Discounts & Offers
- ☐ Others

10. Does the promotional policies of the company aids to increases sales?

- ☐ Yes
- ☐ No

11. How often do you see the promotions of Freightrix Cargo Solutions?

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

12. What according to you is an important factor influencing for choosing FreightrixCargo Solutions in exporting your products?

- ☐ Price
- ☐ Timely delivery
- ☐ Safety
- ☐ Benefits
- ☐ Others, Specify_____

13. How likely are you to recommend Freightrix Cargo Solutions to others? The chances are

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

14. Thinking of similar services offered by other companies, how would you compare our services offered?

- ☐ Much better
- ☐ Somewhat better
- ☐ About the same
- ☐ Somewhat worse
- ☐ Much worse

15. Would you go for frequent service in Freightrix Cargo Solutions?

- ☐ Definitely
- ☐ Probably
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

16. Rate your satisfaction level of your Freightrix Cargo Solutions service provider?

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Average
- ☐ Not satisfied

17. What is your volume growth of shipments for last year?

- ☐ 0 – 2%
- ☐ 2 – 5%
- ☐ 5 – 10%
- ☐ 10 – 20%
- ☐ 20%

18. Mention the major constraint you face in scaling up your export volumes?

- ☐ Infrastructure
- ☐ Plant capacities
- ☐ Carrier choices
- ☐ Availability of logistics players
- ☐ Labor laws in the country
- ☐ Lack of availability of manpower
- ☐ Lack of port capacity
- ☐ Long-run transit time to destination

19. Approximately, what is your total monthly expenditure for logistics?

- ☐ < 50,000
- ☐ 50,000-1 lakh
- ☐ 1 lakhs – 5 lakhs
- ☐ 5 - 10 lakhs
- ☐ 10 lakhs

20. In total, how long you have been a customer of Freighterix Cargo Solutions?

- ☐ More than 10 years
- ☐ 7 to 10 years
- ☐ 5 to 7 years
- ☐ 3 to 5 years
- ☐ Less than 3 years

21. Please rate your level of agreement with the following statements. In scale of 1 to 5, where 1 represents 'Completely Disagree', 3 represents 'Neutral' and 5 being 'Completely Agree'

Freighterix Cargo Solutions Values people & Relationships ahead of Short-term goals:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

22. The details of the Shipping information provided to you were sufficient or not?

- ☐ All the information was provided.
- ☐ Need some more information.
- ☐ Not happy with the information
- ☐ Very less information was provided.

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