

A STUDY ON IMPACT OF EXPORT DOCUMENTATION DURING PANDEMIC AT SHREYAS RELAY SYSTEMS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

TOSIYO FRANKLIN F

Register No: 39410220



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, RAGIV GANDHI SALAI, CHENNAI - 600119, TAMILNADU

APRIL - 2021



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BONAFIDE CERTIFICATE

This is to certify that this project is the bonafide work of **Tosiyo Franklin F (39410220)** who has done the project work entitled "**A STUDY ON IMPACT OF EXPORT DOCUMENTATION DURING PANDEMIC AT SHREYAS RELAY SYSTEMS**" under my supervision from January 2021 to March 2021.

Ms.Dr. S. Umamaheswari

Internal Guide

Dr.BHUVANESWARI G,

DEAN – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal examiner

External examiner

DECLARATION

I **Tosiyo Franklin, (39410220)** hereby declare that the Project Report entitled “**A STUDY ON IMPACT OF EXPORT DOCUMENTATION DURING PANDEMIC AT SHREYAS RELAY SYSTEMS**” done by me under the guidance of **Dr.S. Umamaheswari (Internal)** is submitted in partial fulfillment of the requirements for the award of the requirements for the award of Master of Business Administration degree.

DATE :

PLACE :

Tosiyo Franklin F

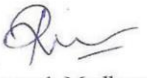
PROJECT COMPLETION CERTIFICATE

To whomsoever it may concern

This is to certify that Mr. **TOSIYO FRANKLIN F**, student of MBA – (Finance and operations), **Sathyabama Institute of Science and Technology**, Chennai, had successfully completed his project work in our organization from **January 2021** to **March 2021**

During the period of project work, he had done project titled “**A STUDY ON IMPACT OF EXPORT DOCUMENTATION DURING PANDEMIC AT SHREYAS RELAY SYSTEMS**”. We wish him all success in his future.

For Shreyas Relay Systems


Ramesh Madhavan
Manager-Logistics



ACKNOWLEDGEMENT

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TOSIYO FRANKLIN F

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.

It is an opportunity to do the project in Shreyas Relay Systems which is a logistics company helps the exporters and local manufacturers to transship their goods. Project on Export documentation and clearance procedure is uncommon. As we know, exporting through airways 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 and the role of logistics service providers in contributing to the Indian Logistics industry. 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 of Shreyas Relay Systems in Chennai. Chapter 2 is the review of various literatures on air export procedures and air cargo shipments. Chapter 3 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 are data analysis and conclusion part. Annexure is attached as supporting document. Questionnaire formed the annexure.

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CHAPTER 1

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

It is an opportunity to do the project in Shreyas Relay Systems 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 Shreyas Relay Systems, Chennai. Chapter 2 is the review of various literatures on export procedures.

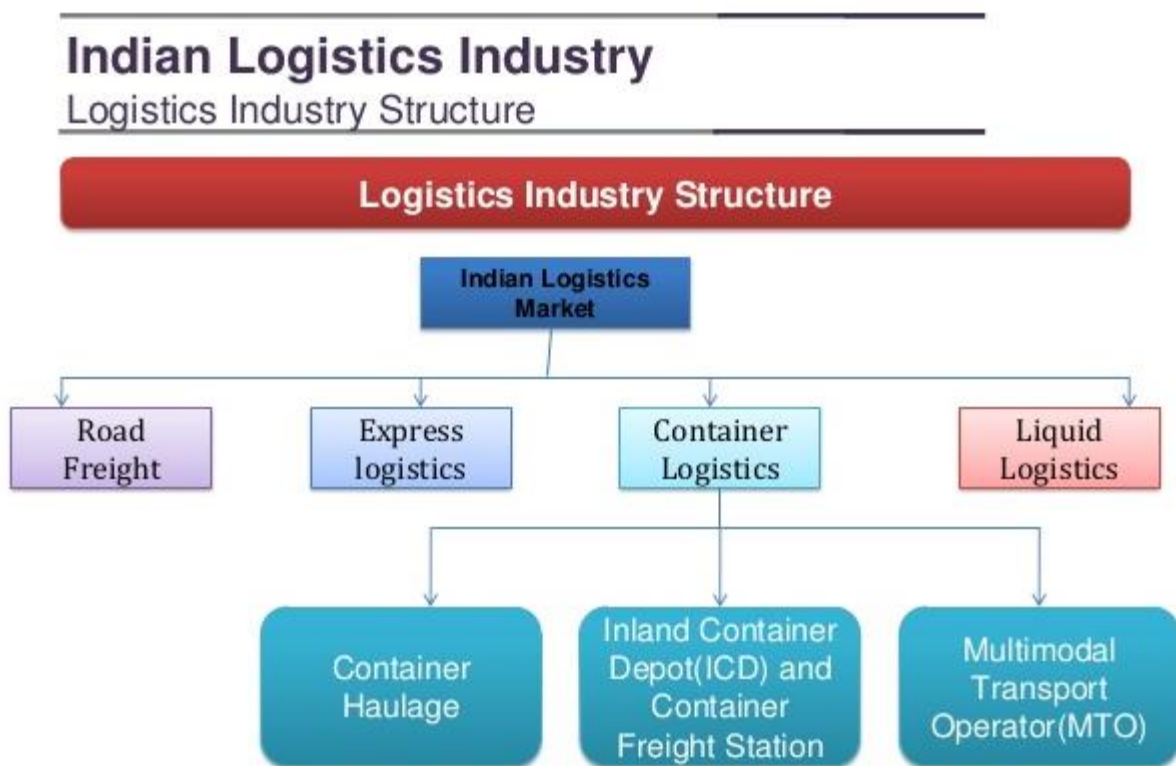
Chapter 3 discusses the Methodology used for the data collection. Exploratory research is used for data collection as is best suited for this fulfilling the project objective. Chapter 4 and 5 is the actual data analysis and results discussion. Annexure is attached as supporting documents. Questionnaire formed the annexure.

An export trade transaction distinguishes itself from a domestic trade transaction in more than one way. One of the most significant variations between the two arises on account of the much more intensive documentation work.

1.2 INDUSTRY PROFILE

The country's logistics industry is projected to be worth \$215 billion by 2020-21, recording a 10 per cent compounded annual growth rate (CAGR) over its

approximate size of \$160 billion in 2016-17. The industry's growth will be fuelled by the strides in manufacturing, retail, fast-moving consumer goods and e-commerce sectors. Development of logistics related infrastructure, like dedicated freight corridors, logistics parks, free trade warehousing zones and container freight stations, are expected to improve efficiency, a report by CARE Ratings observed. At present, the logistics sector is dominated by transportation, which has over 85 per cent share in value terms. Its share is set to remain high for the next few years. The remaining 15 per cent share is accounted for by storage. The sector is employment intensive, absorbing 22 million people.



- **3PL (Third Party Logistics) services can be a combination of all these activities provided by the logistics supplier**

7

Logistics costs have a significant bearing on exports. It is estimated that slashing logistics costs by 10 per cent could widen exports by five to eight per cent. Steep logistics costs in India vis-a-vis other nations have been a vexing issue. Logistics costs as a percentage of the country's gross domestic product (GDP) is 13-14 per cent. The figure is higher compared to 10-11 per cent for BRIC countries and eight to

nine per cent for developing nations. USA spends 9.5 per cent of the GDP on logistics, while Germany is even more competitive with a share of eight per cent. Higher logistics costs in India could be ascribed to the lack of efficient inter-modal and multi-modal traditional systems, the ratings agency said in its report. Going ahead, the logistics costs as a share of the GDP is expected to decline, led by initiatives like the implementation of goods and services tax (GST), investments in road infrastructure, development of inland waterways and coastal shipping, and the thrust on dedicated freight corridors.

At present, the Indian logistics industry is highly fragmented and unorganised. Owing to the presence of numerous unorganised players in the industry, it remains fragmented, with the organised players accounting for approximately 10 per cent of the total market share. With the consumer base of the sector encompassing a wide range of industries, including retail, automobile, telecom, pharmaceuticals and heavy industries, the logistics industry has been increasingly attracting investments in the last decade.

Further, the logistics industry faces challenges such as under-developed material handling infrastructure, fragmented warehousing, multiple regulatory and policy-making bodies, lack of seamless movement of goods across modes, and minimal integrated IT infrastructure. In order to develop this sector, focus on new technology, improved investment, skilling, removing bottlenecks, improving intermodal transportation, automation, a single-window system for giving clearances, and simplifying processes would be required. Investment into India's supply chain infrastructure is gaining momentum. The introduction of the Goods and Services Tax (GST), liberalizing foreign direct investment (FDI) rules, and increased government spending has helped spur growth in the sector. India's aspiration to become a global manufacturing powerhouse and the government spotlight on 'Make in India' also compels nationwide supply chain reform, prompting several federal and state-based schemes and investment incentives. The supply chain industry has a cascading impact on almost all aspects of trade and retail. As

India opens its economy further, financing the improvement of this linkage sector is vital for business growth. A modernized and efficient supply chain improves the ease of doing business, scales down the costs of manufacturing, and accelerates rural and urban consumption growth due to better market access.

Until recently, infrastructural woes had a crippling effect on the supply chain network in India. Suppliers, manufacturers, and retailers had to factor in delays in the movement of goods between state borders due to complicated taxes and transport lines running over capacity, increasing overall costs. With the new reforms coming into play, a gradual resolution of these problems seems imminent. In the last three years, India's supply chain sector has seen an influx of capital, both foreign and domestic. Firms like Future Supply Solutions have raised almost US\$2 billion (Rs 130 billion) in investments from domestic and foreign channels.

The French firm, FM Logistics, recently acquired Pune-based Spearhead Logistics, investing over US\$8 million (Rs 500 million) with further plans to invest US\$46 million (Rs 3 billion) to set up warehouses all over India. The Delhi-Mumbai Industrial Corridor and Development Corporation (DMICDC) has awarded companies over US\$2.3 billion (Rs 150 billion) in contracts for the development of multimodal logistics hubs in Maharashtra, Gujarat, and the National Capital Region (NCR). They are in the process of granting another US\$1.5 billion (Rs 102 billion) in contract packages for construction of the same in the states of Uttar Pradesh and Haryana.

The proposed hubs in Maharashtra, Gujarat, and the NCR will provide end-to-end supply chain services, such as small processing facilities (grading and packaging) and final delivery and transport services. Plans to improve regional connectivity through road, rail, and inland waterways are already ongoing. In fact, India's 2018 budget saw the highest fiscal allocation for infrastructure spend, at about US\$95 billion (Rs 6 trillion). Below we discuss critical components of India's supply chain infrastructure as it benefits from planned government spending, easier investment rules, and various tax and fiscal incentives.

1.3 COMPANY PROFILE

Shreyas Shipping & Logistics is India's first and only container feeder owning and freight forwarding company. Shreyas started its operations in 1993, and began primarily to fill the gap for feeding of containers between Indian ports and internationally renowned transshipment ports such as Dubai, Khorfakkan, Jebel Ali, Colombo and Singapore

Shreyas used its accumulated experience in freight forwarding services to pioneer coastal transshipment services within India thereby connecting Indian ports to each other for the purposes of relaying containerized cargo. This service provided crucial links between Indian ports and assisted transshipment of cargo over Indian port. Shreyas is always looking for new areas of business and is now looking at Greenfield ventures in the areas of Mid-size parcel and domestic logistics

1.3.1 Network & Alliances

Our globetrotting network and our international alliances have reached far way. Since our inception, our main focuses have always been on international businesses and our alliances have made this possible.

1.3.2 TRANSWORLD GROUP

The Transworld Group of Companies was established in 1976 by Mr. R. Sivaswamy. Starting off as a shipping agency in Bombay, the group has now diversified into a multi-faceted Shipping and Logistics Company. The activities of the group include: Ship Owning (Container & Bulk Carriers), Feederling, NVOCC, Logistics, **Freight Forwarding** and Supply Chain Management, CFS's, Ship Management and Shipping Agencies. Headquartered in the Jebel Ali Free Zone (Dubai, UAE), with offices in USA, Saudi Arabia, Oman, Kuwait, Sri Lanka, Pakistan and offices in 28 Indian cities combined with strong network partner's world over Transworld offers a one-stop shop to all our customers

1.3.4 Logistics services

To cater to the requirements of our customer's inbound-outbound Logistics, Distribution and Supply Chain Management while meeting their expectations of high service and support levels Shreyas has built on its strength in warehousing in key sectors

1.3.5 Warehousing Locations (Logistics-SCM) across India

- ❖ Kandla
- ❖ Ahmedabad
- ❖ Cochin
- ❖ Tuticorin
- ❖ New Delhi
- ❖ Mumbai

1.3.6 Space Available

We have over 50,000 Sq. Mtrs. covered and 50,000 Sq. Mtrs. Open

1.3.7 Facilities Available

- ❖ Loading Unloading Bay (Platform)
- ❖ Fork Lifts
- ❖ Pallet Trucks
- ❖ Bulk Storage Rac

1.3.8 Regional Services

Shreyas Relay Systems Limited is Multimodal Transport Operator, and a subsidiary of "Shreyas Shipping and Logistics Ltd". SRSL has chartered vessels and owns containers. SRS is always looking forward to offer better Logistics solutions to its customers and thus to offer International Liner Services, Mid-size parcel and Domestic Logistics Services. SRSL has been concentrating on shipment from Indian

Ports to Sri Lanka / Pakistan and visa-versa apart from participating in Domestic Cargo movement. Our principal Company, Shreyas Shipping and Logistics Ltd. was initially incorporated as Shreyas Shipping Limited, as a Private Limited Company in the year 1988. The company is primarily a ship owning company and operates Feeder Container vessels between Indian Ports and Internationally renowned container transshipment Ports

Presently, the Company has Six (6) ships. It is also the first shipping company in India to get the ISO 9002 for container ship and feeder services management. It is a part of Transworld Group of Companies which has a total of 25 years experience in the shipping industry

1.3.9 Domestic Services

Door to Door

- ❖ Empty Containers sent to Shipper's Factory for stuffing and Pick-up transportation is arranged by Shreyas
- ❖ Cargo stuffed in containers by customer and container is sealed
- ❖ Laden Container moved to the nearest Load port
- ❖ Laden Container shipped to destination port by Shreyas on Shreyas's Vessel
- ❖ Laden Container discharged at the destination port
- ❖ Laden Containers send to Consignee Factory/Warehouse for de-stuffing and delivery transportation is arranged by Shreyas
- ❖ Cargo de-stuffed by customer at final destination

Port to Port

- ❖ Empty Containers are made available at Load Port to Shipper/Consignee from where Shipper/Consignee will arrange Pick-up transportation for Factory/Warehouse stuffing

- ❖ Laden Container moved to the nearest Load port
- ❖ Laden Container shipped to destination port by Shreyas on Shreyas's Vessel
- ❖ Laden Container discharged at the destination port
- ❖ Shipper/Consignee arrange Delivery transportation and take laden Containers to Consignee Factory/Warehouse for de-stuffing
- ❖ Cargo de-stuffed by customer at final destination
- ❖ Shipper/Consignee at Delivery Port hands over empty Container to Shreyas

Door to Port

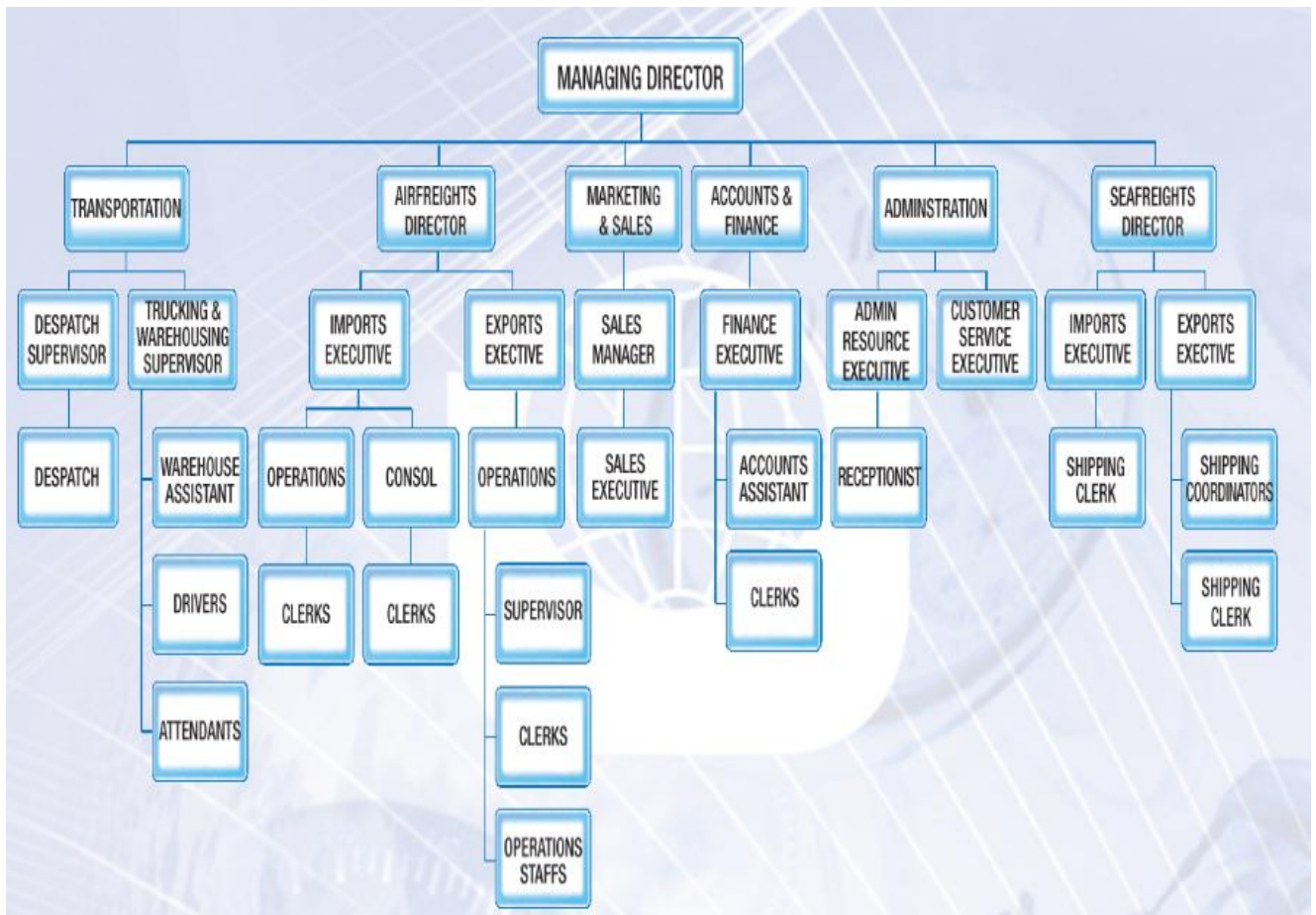
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Port to Door

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- ❖ Cargo de-stuffed by customer at final destination

1.3.10 ORGANIZATION CHART



CHAPTER 2

REVIEW OF LITERATURE

2.1 LITERATURE REVIEW

Review of literature shows the previous studies carried out by the researcher in this field in order to gain insight into extent of research. The research problem can be more understood and made specific referring to theories, reports, records and other information made in similar studies. This will provide the researcher with the knowledge on what lines the study should proceed and serves to narrow the problem.

➤ **Onkarnath and Ashish Bhatnagar, 2013**, The Three Most Important Documents in Export/Import, International Journal of Management, MIT College of Management Vol. 1, No.1, July 2013 .According to **Onkarnath & Ashish Bhatnagar, 2013**, this research paper is all about export/import documentation of shipment. The aim is to focus on documents required for Export/Import. There are many documents involved in international trade, such as commercial documents, financial documents, transport documents, insurance documents and other international trade related documents. In processing the export consignment, documentation may be executed in up to four contracts: the export sales contract, the contract of carriage, the contract of finance and the contract of cargo insurance. It is therefore important to understand the role of each document and their requirements in the international trade.

➤ **Neil A. Morgan & Constantine S. Katsikeas & Douglas W. Vorhies, 2011,** Export marketing strategy implementation, export marketing capabilities, and export venture performance, 9 August 2011, Academy of Marketing Science 2011. According to **Neil A. Morgan & Constantine S. Katsikeas & Douglas W. Vorhies, 2011,** since exporting is the most popular mechanism by which firms engage with international markets, understanding the drivers of export market performance is key to explaining firms' international competitiveness. The literature posits that the effective implementation of planned export marketing strategy is a key determinant of the performance of firms operating in international markets. Yet little is known about the specific nature and drivers of export marketing strategy implementation effectiveness. In this study we build on the implementation literature in marketing and strategic management to develop a new conceptualization of export marketing strategy implementation effectiveness. Drawing on dynamic capabilities theory, we empirically examine the export marketing capability antecedents and performance consequences of export marketing strategy implementation effectiveness in the context of manufacturing firms that are exporting to international markets. Results indicate that effective implementation of planned export marketing strategy contributes to export market and financial performance, and that marketing capabilities play an important role in enabling effective marketing strategy implementation in export venture operations

➤ **Prakash, Amudha and Suganya, 2013,** A Study on Export Procedure and Documentation in Needle Industries Pvt Ltd., The Nilgiris, International Journal of Science and Research (IJSR), Index Copernicus Value (2013): 6.14 | Impact Factor

(2013): 4.438. According to **Prakash, Amudha and Suganya, 2013**, Export documentation plays a vital role in international marketing as it facilitates the smooth flow of goods and payments thereof across national frontiers. A number of documents accompany every shipment. These documents must be properly and correctly filled. Export documentation is however, complex as the number of documents to be filled-in is large, so also is the number of concerned authorities to whom the relevant documents are to be submitted. Incorrect documents may lead to non-delivery of goods to the importer you may get the correct documents after some time but in the meantime storage charge may have to be paid. It is advisable to take the help of shipping and forwarding agents who will obtain and fill out the documents correctly as well as arrange for transportation. But every exporter should have adequate knowledge about export documents and procedures

➤ **Muthuvelatutham and Karuppasamy, 2013**, Customs Documentation For Exim Trade, International journal of Management Research and Development, ISSN 2248-9398, Volume 3, Number 1, Jan-Mar 2013, pp.22-34. According to **Muthuvelatutham and Karuppasamy, 2013**, foreign trade has been major aspect for economic wealth of nations. Every nations have taking various plans & policies and amending this at periodically to improve trade activities. There is some major problems or risks to export and import cargo. In India, the shipper and buyer are also facing few significant problems; the major problem is efficient work of customs documentation and clearance. The government policies and duty plans are changing periodically. So, very important thing is knowledge on documentation and efficient documentation work. The clearing agents and authorized license holder do perfect

documentation. The clearing agent takes responsibility about documentation and clearance work on behalf of shipper and buyer. This paper reviews the significant process of customs documentation and clearance for export and import and the enhancement of its traditional legal functions. It emphasizes the vital role of customs house agents (CHA) who makes efficient and speedy documentation. The paper highlights the technological innovations in have resulted in new forms of documentation by recent years. The paper could miss document's nature and analysis, the implications of different types of bills which is an instrument in commercial trade. But these will be more scope to future study. This paper is of general review type. Till now there is no lot of study about this topic which is stimulation of this study. But some relevant literatures and secondary information are referred in this study.

➤ **Seok et.al., 2016** The Empirical Study of Logistics Service Quality Factors influencing Service Satisfaction on Supplying the Industrial Goods in the Tourism and Leisure Industry: Focusing on the Moderating Effects of Job Types, International Journal of u- and e- Service, Science and Technology Vol.9, No. 4 (2016), pp.203-212. **According to Seok et.al., 2016**, The study aimed to find out which logistic service factors affect the field and administrative staff's perception of service quality satisfaction. It also tried to find out if there was a difference in perception due to job-type. As the result of analysis, the following implications can be gained. First, independent sample t-test results showed that based on the job types; there is an average difference on economic feasibility, stability, and service satisfaction. Second, the results showed that service quality factors all have a positive influence on service

satisfaction. Third, although there was difference in view between field staff and administrative staff on each variable, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

➤ **Thai, V. V. 2013, 'Logistics Service Quality: Conceptual Model and Empirical Evidence'**, International Journal of Logistics: Research and Applications, Vol. 16, No. 2, pp. 114 - 131. According to **Vinh V. Thai, 2013**, there has been very little research done in logistics service on how its quality is defined and attributed. In this paper, we aim to explore the definition of the concept of quality in logistics service and its associated dimensions by constructing a conceptual model and test it empirically. A survey was conducted in Singapore with 2,333 logistics service providers and customers from Singapore Logistics Association and Singapore's National Shipper Council. A total of 171 questionnaires including 86 from logistics service providers and 85 customers were returned. After the process of Exploratory Factor Analysis (EFA) followed by Confirmatory Factor Analysis (CFA), we found that the revised model of five factors and 20 items of logistics service quality is valid and reliable to measure the quality of logistics service. It was also indicated from the study that quality of customer focus is deemed the most critical to enhance the perceived logistics service quality.

➤ **Obaid-Ur-Rehman, 2015**, India's Export – Import Procedure and Documentation Impact Economic Growth Rate of Multinational Companies, International Journal of Management and Commerce Innovations, Vol. 3, Issue 2, pp: (706-758). **Obaid-Ur-Rehman, 2015**, International trade is the exchange of goods and services across national boundaries. It is the most traditional form of international

business activity and has played a major role in shaping world history. It is also the first type of foreign business operation undertaken by most companies because importing or exporting requires the least commitment of, and risk to, the company's resources. For example, a company could produce for export by using its excess production capacity. This is an inexpensive way of testing a product's acceptance in the market before investing in local production facilities. A company could also use intermediaries, who will take on import/export functions for a fee, thus eliminating the need to commit additional resources to hire personnel or maintain a department to carry out foreign sales or purchases. International trade in services has grown over the past decade at an annual rate of about 18 percent compared to that of approximately 9 percent for merchandise trade. Trade in services constitutes 25 percent of overall world trade in 2004. In some countries, such as Panama and the Netherlands, services account for about 40 percent or more of total merchandise trade. Typical service exports include transportation, tourism, banking, advertising, construction, retailing, and mass communication. The vast majority of organizations, institutions, governments, academics, business managers, owners, politicians, and researchers have repeatedly underlined the importance of the existence of SMEs for every country. A large number of empirical research studies focused on the subjects of: a) the most important problems that SMEs face in their efforts to survive and grow in the highly competitive business arena, and b) the export procedure of SME. In the era of globalization Foreign Trade has become the lifeline of any economy. Its primary purpose is not merely to earn of foreign exchange, but to stimulate greater economic activity. The Export Import policy of a nation must be of a competitive and facilitative nature that helps in nurturing local enterprises as national champions and

enables them to compete globally and become world champions. The better understanding of the Export Import policy is essential for a Chartered Accountant because being a service provider for the business communities; they can ensure better compliance of law and provide valuable suggestions for improvement and strengthening the policy as well Exports have played an increasingly important role in India's economic growth in the last two decades. This paper analyses the performance of India's exports and the various economic factors which have contributed to its growth

➤ **Konstantinos Selviaridis and Martin Spring 2007**, Third party logistics: a literature review and research agenda, The International Journal of Logistics Management Vol. 18 No. 1, 2007 pp. 125-150 q Emerald Group Publishing Limited 0957-4093. According to **Konstantinos Selviaridis and Martin Spring 2007**, to provide taxonomy of third party logistics (3PL) research and, based on that, to develop a research agenda for this field of study. The proposed 3PL research classification framework is based on a comprehensive literature review, which concentrates on peer-reviewed journal papers published within the period 1990-2005. A total of 114 academic sources have been retrieved and analysed in terms of research purpose and nature, method employed, theoretical approach and level of analysis. Findings – The review reveals that 3PL research is empirical-descriptive in nature and that it generally lacks a theoretical foundation. Survey research is the dominant method employed, reflecting the positivist research tradition within logistics. It identifies certain knowledge gaps and develops five propositions for future research. It suggests that focus should be directed towards more normative, theory-

driven and qualitative method-based studies. It also argues that further empirical research in relation to 3PL design/implementation and fourth party logistics services is needed. This paper fulfills an identified need for a comprehensive classification framework of 3PL studies. It essentially provides both academics and practitioners with a conceptual map of existing 3PL research and also points out opportunities for future research.

➤ **Azlan et al., 2014**, Logistics Performance Measurements – Issues and Reviews, MPRA Paper No. 60918, posted 28. December 2014 05:12 UTC. According to **Azlan et al., 2014**, Logistics is a backbone for the global supply chains. In Malaysia, logistics are now recognized as strategic industry that positively contributes to gross domestic product (GDP) and performance of logistics is foremost significant, whereas most of the logistics performance has focused on investigating operational and trade facilitation context. Thus, the purpose of this paper is to examine the issues and reviews by practitioners and found 7 key components that translated it into operations performance objectives. It, thus, provided a base for future research to examine the relationships of this context empirically.

➤ **Frank W. Davis, Karl B. Manrodt, (2013)** "Service Logistics: An Introduction", International Journal of Physical Distribution & Logistics Management, Vol. 21 Issue: 7, pp.4-13. According to **Frank W. Davis and Karl B. Manrodt, 2013**, The Council of Logistics Management has commissioned a study to determine the potential of applying logistics principles in service organisations. The authors suggest that logistics principles are even more important in service organisations than in production firms. To realise this potential, however, the definition of logistics must be expanded. Service logistics is defined as the

management of activities which respond to customers on an individual basis. The services' historical underpinnings are examined and some guiding concepts central to service response logistics are provided. These concepts include the benefit delivery, delivery processes, delivery orientation, responsive planning, and a customer service model that focuses on individual customer needs.

➤ **Deshal de Mel (2011)**, Improving Import-Export Procedures and Processes in Sri Lanka, ARTNeT Working Paper Series No. 91/January 2011. An in-depth understanding of trading processes is required in order to identify areas that create bottlenecks in trade and to take measures to remove such bottlenecks. Towards this end, this study examines the trading procedures and processes for two export and two import products of Sri Lanka. The study involves mapping the processes involved in the export of tea to Japan and tyres to India, and the processes involved in the import of motor vehicles from Japan and textiles from India, through a business process analysis. This study has attempted to list all the required documents and all procedural requirements from the point of order to shipment, and to also estimate the costs of trade for the selected products. The study found that there are 24 documents involved in exporting tea, 19 documents required for the export of rubber tyres, 18 documents required for the import of cars and 19 documents required for the import of textiles, while the number of agencies involved ranges from five to nine. The number of days taken to export tea is 17.06, while 16.9 days are required to export rubber. To import vehicles and textiles takes 6.4 and 6.05 days, respectively. The costs range from USD 79 (to import a vehicle) to USD 677 (to import a container of textiles). Several of these figures differ significantly from the estimates published by

the World Bank. The study found no major differences in terms of the process or time taken by large companies compared with medium-sized traders, but the study found that Board of Investment approved companies have some advantage over other countries in terms of the time taken to trade. The majority of the companies interviewed for the study has been in business for a long time and employ Customs House Agents or freight forwarders who are well versed in the processes. Thus, the traders are accustomed to the processes and have few complaints. Nevertheless, they identified the need to automate trade procedures as a priority area for attention, and raised a number of other issues.

➤ **Manamba Epaphra (2016)**, Determinants of Export Performance in Tanzania, Journal of Economics Library, Volume 3 September 2016 Issue 3. Tanzania has been experiencing a persistent balance of trade deficit since the 1970s. This paper examines factors affecting export performance in Tanzania during the 1966-2015 period by employing Johansen cointegration and Granger causality approach. The Error Correction Modeling is employed to estimate the model. Based on the findings of cointegration approach the paper reveals that there is a stable long-run relationship between the series. Results suggest that economic real per capita GDP, trade liberalization, and exchange rate have a positive impact on export performance in Tanzania. The results also reveal that exports and official development assistance are negatively associated in the economy of Tanzania. Furthermore, the paper establishes the direction of causality between exports and economic growth. The results on this causal relationship suggest that real per capita GDP causes exports and not otherwise. This implies that that policies geared towards real per capita GDP

should be given first priority if export trend is to be enhanced over time. Notwithstanding, from a policy point of view the macroeconomic instability is supported by the findings as inflation has a negative impact on exports. Increases inflation in the exporting economy than importing economy causes exports to become more expensive, resulting in a decline in exports

➤ **Azlan et al., 2014**, Logistics Performance Measurements – Issues and Reviews, MPRA Paper No. 60918, posted 28. December 2014 05:12 UTC . According to **Azlan et al., 2014**, Logistics is a backbone for the global supply chains. In Malaysia, logistics are now recognized as strategic industry that positively contributes to gross domestic product (GDP) and performance of logistics is foremost significant, whereas most of the logistics performance has focused on investigating operational and trade facilitation context. Thus, the purpose of this paper is to examine the issues and reviews by practitioners and found 7 key components that translated it into operations performance objectives. It, thus, provided a base for future research to examine the relationships of this context empirically.

➤ **Seok et.al., 2016** The Empirical Study of Logistics Service Quality Factors influencing Service Satisfaction on Supplying the Industrial Goods in the Tourism and Leisure Industry: Focusing on the Moderating Effects of Job Types, International Journal of u- and e- Service, Science and Technology Vol.9, No. 4 (2016), pp.203-212. **According to Seok et.al., 2016**, The study aimed to find out which logistic service factors affect the field and administrative staff's perception of service quality satisfaction. It also tried to find out if there was a difference in perception due to job-type. As the result of analysis, the following implications can be gained. First,

independent sample t-test results showed that based on the job types; there is an average difference on economic feasibility, stability, and service satisfaction. Second, the results showed that service quality factors all have a positive influence on service satisfaction. Third, although there was difference in view between field staff and administrative staff on each variable, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

➤ **Thai, V. V. 2013**, 'Logistics Service Quality: Conceptual Model and Empirical Evidence', International Journal of Logistics: Research and Applications, Vol. 16, No. 2, pp. 114 - 131. According to **Vinh V. Thai, 2013**, there has been very little research done in logistics service on how its quality is defined and attributed. In this paper, we aim to explore the definition of the concept of quality in logistics service and its associated dimensions by constructing a conceptual model and test it empirically. A survey was conducted in Singapore with 2,333 logistics service providers and customers from Singapore Logistics Association and Singapore's National Shipper Council. A total of 171 questionnaires including 86 from logistics service providers and 85 customers were returned. After the process of Exploratory Factor Analysis (EFA) followed by Confirmatory Factor Analysis (CFA), we found that the revised model of five factors and 20 items of logistics service quality is valid and reliable to measure the quality of logistics service. It was also indicated from the study that quality of customer focus is deemed the most critical to enhance the perceived logistics service quality.

➤ **Ieva et.al., 2013**, Consumer satisfaction with the quality of logistics services, Procedia - Social and Behavioral Sciences 110 (2014) 330 – 340. **Ieva et.al., 2013**, in her article analyses customer satisfaction with logistics services; however,

considerable attention is paid specifically on their quality. This activity is part of service industry, whose main feature is that the origin of a service is caused by consumer demand and its recognition – by customer satisfaction. Customer satisfaction is very important for logistics companies seeking competitive advantage, because they realize that if they do not satisfy the expectations of customers, their place will be taken by other companies whose activities will be more concentrated on customer expectations. Therefore, logistics companies must ensure every customer service related aspect, no matter what it includes: acceptance of orders, their execution or the solution of problems. A client of a logistics company must be sure that the chosen company understands his needs. Considering this, the article presents the results of the research related to customer satisfaction with logistic services and their quality.

➤ **Sanjeev Agarwal and Sridhar N Ramaswami (1992)** examine the independent and joint influences of these factors on the choice of an entry mode. Firms interested in servicing foreign markets face a difficult decision with regard to the choice of an entry mode. The options available to a firm include exporting, licensing, joint venture and sole venture. Several factors that determine the choice of a specific foreign market entry mode have been identified in previous literature. These factors can be classified into three categories: ownership advantages of a firm, location advantages of a market, and internalization advantages of integrating transactions.

➤ **P.J. Byrne, Paul Ryan ,Cathal Heavey (2013)**, There is growing evidence that the influence of environmental performance as a decision criteria in the consumption of products/ services for consumers is growing. It's in the logistic operations where most organizations can implement green supply chain strategies. This paper presents

a comprehensive literature review charting the evolution of logistics operations as it increasingly includes modern environmental concerns. Building on this the paper also presents the results of an exploratory face to face survey that was conducted to analyse attitudes to, knowledge of and preparedness among sellers but more extensively buyers of logistics services to implement sustainable logistics in Ireland. The paper shows that there is a varying degree of willingness among logistic buying organizations to implement practices to address the environmental impact of their activities. The results show that although the majority of these organizations are willing to some extent, this is not universal, with a significant proportion of organizations believing that there are hidden costs and risks associated with the implementation of sustainable logistics.

➤ **ElfriedeKrauth, Hans Moonen, ViaraPopova, MartijnSchut, (2008)** said With the ever increasing focus on cost reduction, product leadership and customer intimacy, the need for Supply Chain Management practices rises across many industries. Over the last two decades Logistics Service Providers have become important players in many chains and industries. New challenges arise due to the emergence of technologies. Data and information can be found anywhere, however, to make the proper decisions we need to have an insight in how decisions should be made, and what is important for the company and what not. In order to do so we solicited the Key Performance Indicator (KPI) literature -focussing on the areas of general management, supply chain management, logistics service provision and warehousing. In our earlier work we proposed a KPI framework that we here revisit and validate in the Warehousing domain – through the means of expert interviews.

- **Faber et al. (2002)** examine information systems for warehouse management.

In their exploratory study they examine complexity of warehouses and control structure. Complexity of warehouse management is indicated among others by amount and heterogeneity of handled products, the extent of overlap between them, amount and type of technology as well as characteristics of associated processes. Their 5 findings suggest that warehouses with a high daily amount of processed orderlines and amount of stock keeping units will be best supported by customized software

- **Moberg and Speh (2004)** study the process of selecting logistics service providers in order to outsource warehousing. Their empirical evidence is based on a survey in the US to customers of logistics service providers that offer warehousing activities. According to their findings, the most important indicators for choosing a particular logistics service provider are related to responding to service requests, general management and ethical issues. Criteria that seem to be less important are the risk affinity of logistics service providers, information technology, company size and coverage.

- **Colson and Dorigo (2004)** present a software tool which allows to select public warehouses. Their extensive list of decision criteria includes: storage surface and volume, dangerous items, possibility for temperature control, separation of storage areas, control for temperature humidity, ventilation, offices on site, geographical distance to highway connection, train, waterways, certification (ISO 9001/9002, SQAS, HACCP), opening hours, assistance with customs, use of technology such as RFID/Barcoding, modem connection, handling equipment (electric, gas and diesel/petrol forklifts) number and characteristics of docks.

➤ **Rogers et al. (1996)** examined whether the use of information technology affects performance of warehouses. They conducted a survey including both public and dedicated warehouses. Their findings suggest that the use of information technology is related to several positive outcomes, such as improvement of quality, cycle times might be reduced as well as an increase in productivity. The Fraunhofer Institute for Materialflow und Logistic examined a wide range of warehouse management systems. They use more than 2500 criteria to examine whether a warehouse management system fits to the respective company. They assess among others indicators such as: product range, user environment and system characteristics, basic functions such as order processing, inventory management, means of transport and typology of storage.

➤ **Kleijnen and Smits (2003)** propose the use of the balanced scorecard in order to deal with multiple performance metrics in SCM. Knemeyer et al. (2003) examined the perspective of a logistics service provider's customer. If the customer perceives that the logistic service provider focuses on the interaction between the companies and is concerned with winning and keeping the customer, the relationship can be strengthened.

➤ **Lieb and Kendrick (2003)** report that third party logistics service providers also offer services such as contract manufacturing, assisting customers with purchasing and offering financial services (e.g. insurances, real estate, et cetera). Engaging in e-commerce was perceived as the single most important business opportunity for the surveyed companies. Logistics service providers are further trying to expand their activities outside their home country

➤ **Mentzer and Konrad (1991)** define performance measures in five sub-areas of logistics: transportation, warehousing, inventory control, order processing and logistics administration. Logistics service providers can also be distinguished based on characteristics of customer relationships, customer satisfaction and loyalty. Findings of the study suggest that perceptions of shippers and consignees differ.

2.2 RESEARCH GAP

The awareness of trade facilitation is as old as trade itself. Many of the international trade agreements are designed to achieve this objective. Trade Facilitation as an independent concept gained currency with the ongoing Doha Round of WTO negotiations. In an environment of acute competition and diminishing business margins, trade facilitation measures are perceived to be one of the means to meet these challenges. Container Freight Stations (CFSs) established in and around the ports, which are legally recognized and treated as an extension of the Ports. The Ports are at present playing the role of terminal operators which ensure the safe unloading /loading of the cargo. So many procedures and document involvement made the export trade more complicated. This research speaks about the existing gaps in documentation of EXIM trade and how Electronic Data Interchange helps to ease the process.

Because EDI documents must be processed by computers rather than humans, a standard format must be used so that the computer will be able to read and understand the documents. A standard format describes what each piece of information is and in what format (e.g., integer, decimal, mm dd yy). Without a

standard format, each company would send documents using its company-specific format and, much as an English-speaking person probably

doesn't understand Japanese, the receiver's computer system doesn't understand the company-specific format of the sender's format.

- There are several EDI standards in use today, including ANSI, EDIFACT, TRADACOMS and ebXML. And, for each standard there are many different versions, e.g., ANSI 5010 or EDIFACT version D12, Release A. When two businesses decide to exchange EDI documents, they must agree on the specific EDI standard and version.
- Businesses typically use an EDI translator – either as in-house software or via an EDI service provider – to translate the EDI format so the data can be used by their internal applications and thus enable straight through processing of documents.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

- The scope of the study is restricted to Shreyas Relay Systems
- This report would help in exploring the complexities involved in the export business right from receiving an export order to final realization of export proceeds during pandemic
- The study focuses on the awareness of the customers' about Shreyas Relay Systems.
- 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.
- The study take forward the computerization and automation of trade procedures
- To provide domestic consumers with good quality goods and services at internationally competitive prices as well as creating a level playing field for the domestic producers
- To enhance the technological strength and efficiency of Shreyas Relay Systems and services, thereby improving their competitiveness to meet the requirements of the global markets
- Export documentation plays a vital role in international marketing as it facilitates the smooth flow of goods and payments thereof across national frontiers.

- A number of documents accompany every shipment.
- These documents must be properly and correctly filled.
- Export documentation is however, complex as the number of documents to be filled-in is large, so also is the number of concerned authorities to whom the relevant documents are to be submitted.
- Incorrect documents may lead to non-delivery of goods to the importer you may get the correct documents after some time but in the meantime storage charge may have to be paid.
- The management finds a possible way to fulfill the expectations of customers and attracts new customers by the way of drafting excellent promotional strategies.

3.2 SCOPE OF THE STUDY

- Documentation in export trade plays very significant role from the very beginning when an exporter gets an order from a foreign buyer to the final stage when the exporter seeks cash assistance and other incentives offered by the government.
- Documentation facilitates the smooth flow of physical goods and payment thereof across national frontiers.
- At every step during exporting, one or the other document is required. The exporter cannot move any further without documents.
- A distinguishing feature of international trade is the complex paperwork. Therefore many small exporters are frightened by the extent and complexity of documentation.
- I have chosen my project title '**Export Documentation during pandemic with reference to Shreyas Relay Systems**', 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.

- To know the challenges faced by exporters and the company's services during pandemic outburst and to overcome such hurdles for successful EXIM process

3.3 OBJECTIVE OF THE STUDY

3.3.1 Primary objective-

To study the customers' awareness about export documents and how the company is guiding the exporters in transiting their goods successfully during the pandemic outburst

3.3.2 Secondary objectives

- To determine the export and import documentation support given by Shreyas Relay System during Covid pandemic time
- To know the thoughts, perceptions and apprehensions of customers towards FOREX services
- To understand the satisfaction level of existing clients to draft strategies to attract new clients
- To identify factors responsible for selecting the service of Shreyas Relay System
- To know the impact of globalization & liberalization on Indian import/export Market during pandemic situation

3.4 RESEARCH DESIGN

the elements, but can only report what has been happening or what was found during the study. The chi-square test is applied to nominal data as inferential analysis. The results of the study would recommend best practices to be adopted by the 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. 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.

3.4.1 Descriptive Research Design

In order to satisfy the objectives, the descriptive research methodology is plotted. The main aim of descriptive procedure is to give a description of the as-is state of affairs. Hence it will be most suitable for the analysis taken for study. The actual scenario on export documentation services prevailing in Shreyas Relay Systems is studied by collecting opinion from the customers of the company. The main features of this methodology is that the researcher has no control over company to satisfy the existing customers and acquiring new

3.5 SOURCES OF DATA

The sources of primary and secondary data are used for the collection of information for the study. The method of primary data collection used in this project is questionnaire. The survey research was done in the form of personal interviews with the help of questionnaire.

3.5.1 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

3.5.1.1 Questionnaire

A questionnaire is simply a formalized schedule to obtain record specified and relevant information with tolerable accuracy and completeness. **Questionnaire** is

the source of data collection. The questionnaire is prepared with suitable questions and distributed among the customers of Shreyas Relay Systems. An open-ended question asks the respondent to formulate respondents' own answer, whereas closed-ended question has the pick an answer from a given number of options. The response options for a closed-ended question are exhaustive and mutually exclusive.

3.5.2 Secondary data:

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

3.6 STRUCTURE OF QUESTIONNAIRE AND POPULATION

Scales used for Questionnaire Development

Closed Ended Questions

- ✓ Multiple options
- ✓ Likert Scale
- ✓ Dichotomous questions

Open ended questions

The respondents were selected randomly from the customer list given by the company. The research questions are set in to be asked to the customers of Shreyas Relay Systems. The total population of 300 around customers is considered

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

The sampling method used in this project is convenient sampling.

70 samples were collected by meeting the customers of Shreyas Relay Systems in Chennai. The list was provided by the organization. Out from their many hundred customers list, I decided to conduct survey among 70 respondents.

3.8 PERIOD OF STUDY

3.9 ANALYTICAL TOOLS

- **Descriptive Analysis**

The percentage analysis: Percentage refers to a special kind of ratio. Percentage is used in making comparisons between two or more series of data. Since percentage reduce everything to a common near and therefore meaningful comparison can be made. This method was used to obtain the statistics of the responses. **Percentage is calculated are as follows:**
$$= d / n * 100.$$
 Where, 'd' is the number of the respondents. 'n' is the base of figure or the sample group

- **Inferential Analysis:**

- ✓ Chi-Square Analysis
- ✓ One way ANOVA Test
- ✓ Cronbach's Alpha
- ✓ Correlation
- ✓ Regression analysis

3.10 LIMITATIONS OF THE STUDY

- It is very difficult to collect the primary data because of meeting the corporate people in their busy schedule.
- Time factor and cost factor are the major constraints
- Customers are reluctant to reveal some vital information.
- The opinions elicited from the research conducted can't be taken as the opinion of whole population.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

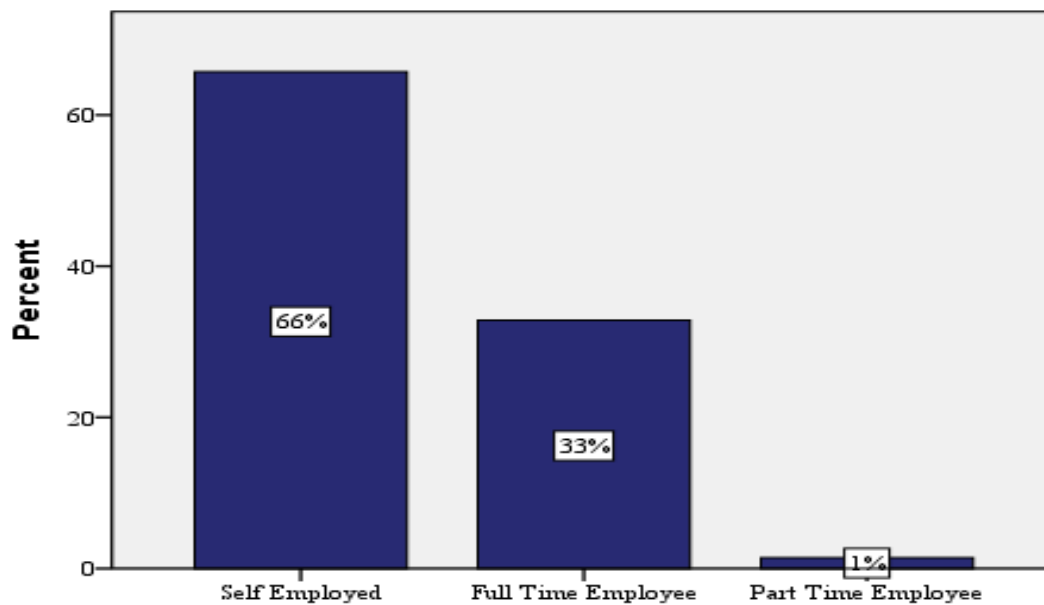
4.1 PERCENTAGE ANALYSIS S

TABLE 4.1.1-OCCUPATION OF THE RESPONDENTS

Particulars		Frequency	Percent
Valid	Self Employed	46	65.7
	Full Time Employee	23	32.9
	Part Time Employee	1	1.4
	Total	70	100.0

Source: Primary data

CHART 4.1.1: OCCUPATION OF THE RESPONDENTS



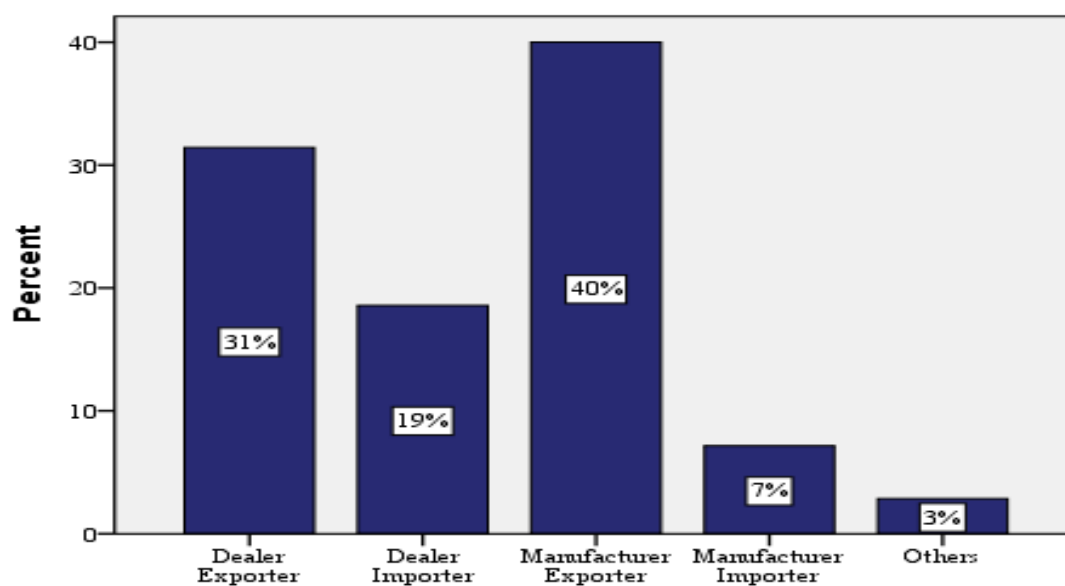
Interpretation: 66% respondents are self-employed, 33% of them are full time employees and rest 1% of them is part time employee

TABLE 4.1.2: TYPE OF COMPANY

Particulars		Frequency	Percent
Valid	Dealer Exporter	22	31.4
	Dealer Importer	13	18.6
	Manufacturer Exporter	28	40.0
	Manufacturer Importer	5	7.1
	Others	2	2.9
	Total	70	100.0

Source: Primary data

CHART4.1. 2: TYPE OF COMPANY



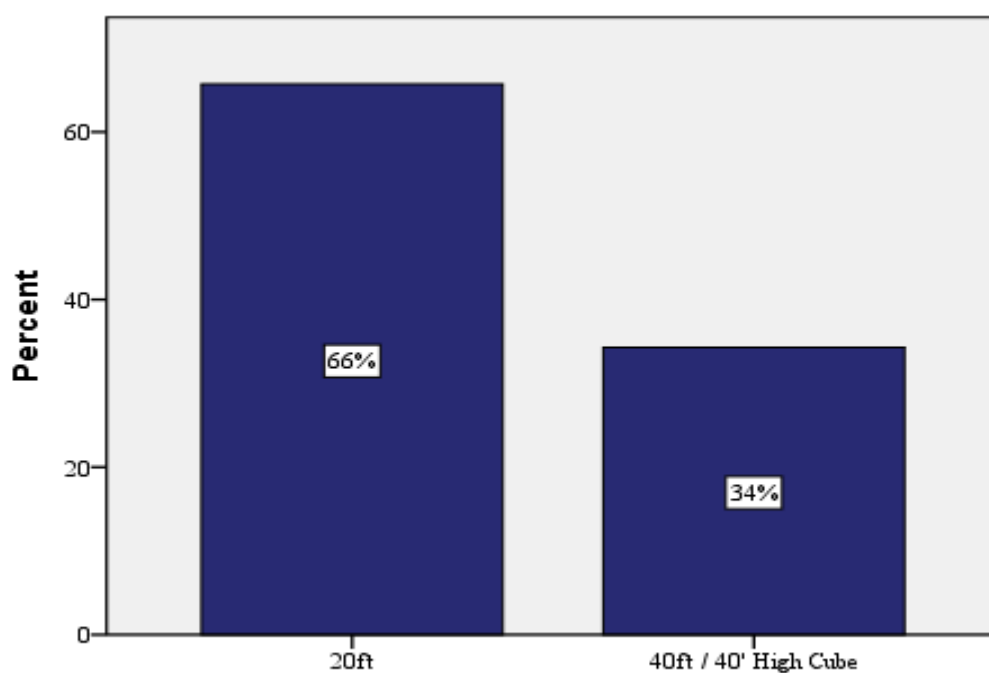
Interpretation: 31% respondents are dealer exporters, 19% of them are dealer importers, 40% of them are manufacturer exporter, 7% respondents are manufacturer importer and rest 3% respondents are associated with other type of companies

TABLE4.1. 3: CONTAINERS SHIPPED PER ANNUM/MONTH

Particulars		Frequency	Percent
Valid	20ft	46	65.7
	40ft / 40' High Cube	24	34.3
	Total	70	100.0

Source: Primary data

CHART4.1.3: CONTAINERS SHIPPED PER ANNUM/MONTH



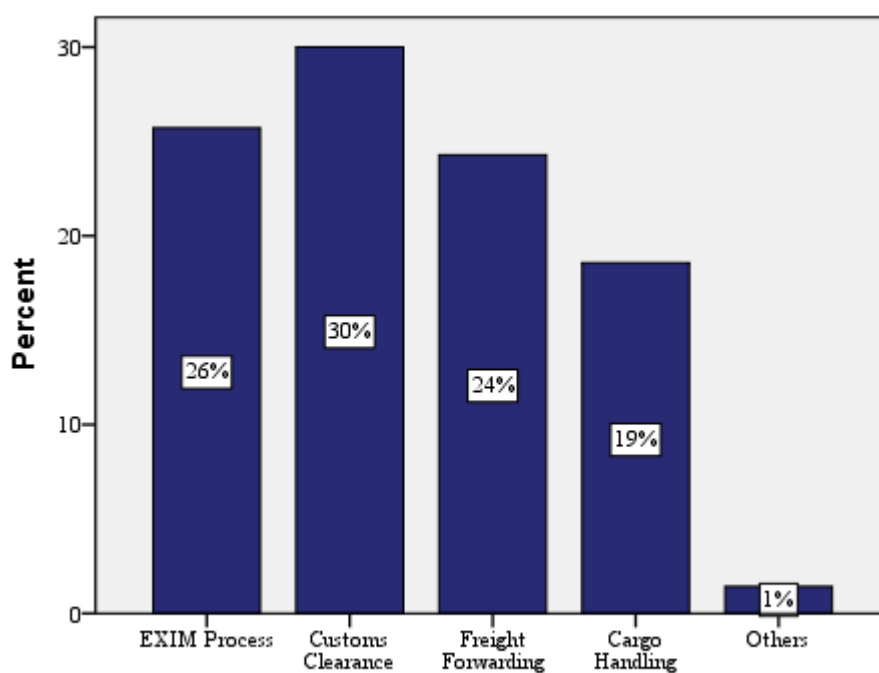
Interpretation: 66% respondents said to ship 20ft containers per annum and 34% said 40t/40' High cube

TABLE 4.1. 4: SERVICE OF SHREYAS RELAY SYSTEMS' USE

Particulars	Frequency	Percent
EXIM Process	18	25.7
Customs Clearance	21	30.0
Freight Forwarding	17	24.3
Cargo Handling	13	18.6
Others	1	1.4
Total	70	100.0

Source: Primary data

CHART 4.1.4: SERVICE OF SHREYAS RELAY SYSTEMS' USE



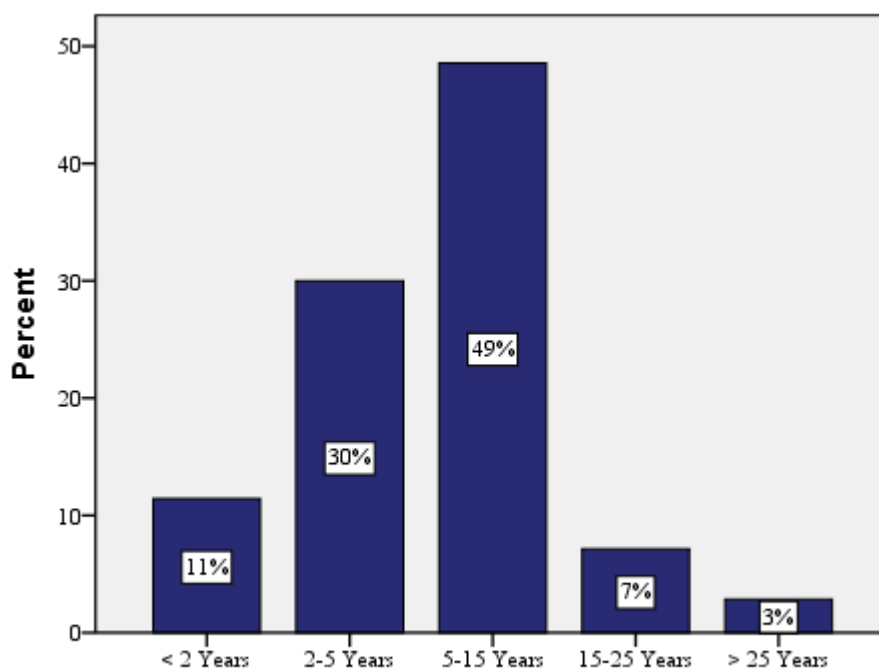
Interpretation: 26% respondents said they avail EXIM services from Shreyas Relay Systems, 30% respondents said to get customs clearance, 24% said freight forwarding, 19% said to get cargo handling support and rest 1% said to avail other type of services

TABLE 4.1. 5: YEARS IN EXPORT BUSINESS

Particulars		Frequency	Percent
Valid	< 2 Years	8	11.4
	2-5 Years	21	30.0
	5-15 Years	34	48.6
	15-25 Years	5	7.1
	> 25 Years	2	2.9
	Total	70	100.0

Source: Primary data

CHART4.5. 5: YEARS IN EXPORT BUSINESS



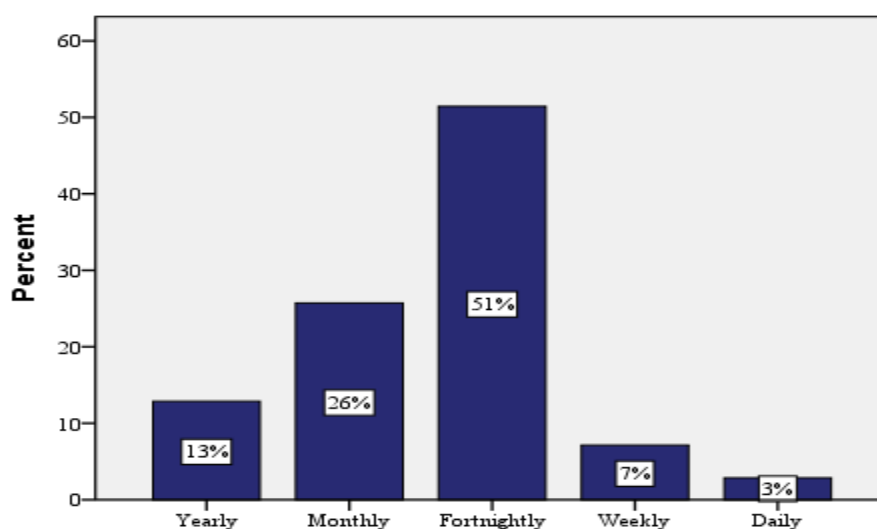
Interpretation: 11% respondents said they have less than 2 years of experience in export business, 30% said to have 2-5 years of experience, 49% said it is 5-15 years, 7% said it is 15-25 years and rest 3% said they have more than 25 years

TABLE 4.1. 6: FREQUENCY OF SHIPMENTS TAKE PLACE IN SHREYAS RELAY SYSTEMS

Particulars		Frequency	Percent
Valid	Yearly	9	12.9
	Monthly	18	25.7
	Fortnightly	36	51.4
	Weekly	5	7.1
	Daily	2	2.9
	Total	70	100.0

Source: Primary data

CHART 4.1.6: FREQUENCY OF SHIPMENTS TAKE PLACE IN SHREYAS RELAY SYSTEMS



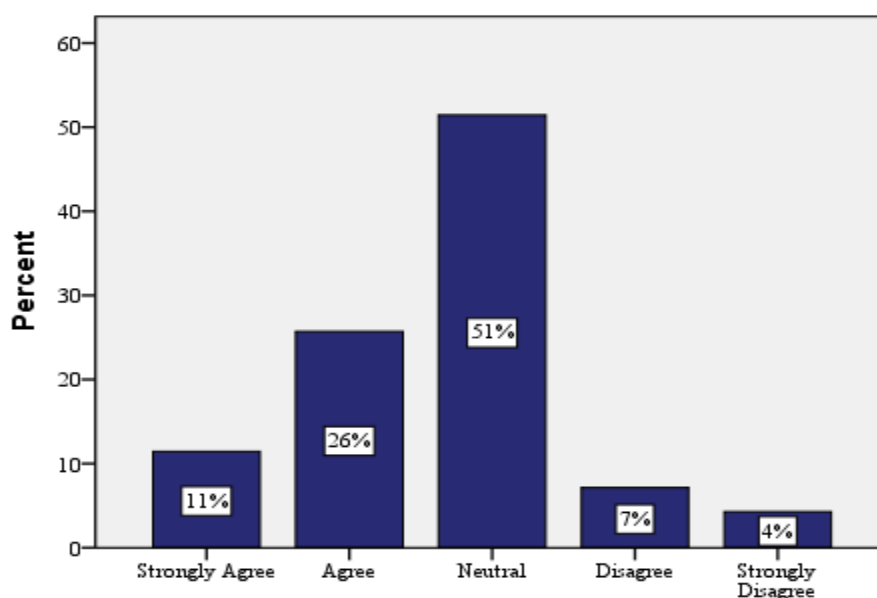
Interpretation: 13% respondents said the frequency of shipment took place yearly with Shreyas Relay Systems, 26% said to ship monthly, 51% said fortnightly, 7% said weekly and rest 3% said the shipments with Shreyas Relay Systems takes place daily

TABLE 4.1.7: END TO END SUPPORT ON DOCUMENTATION

Particulars		Frequency	Percent
Valid	Strongly Agree	8	11.4
	Agree	18	25.7
	Neutral	36	51.4
	Disagree	5	7.1
	Strongly Disagree	3	4.3
	Total	70	100.0

Source: Primary data

CHART 7: END TO END SUPPORT ON DOCUMENTATION



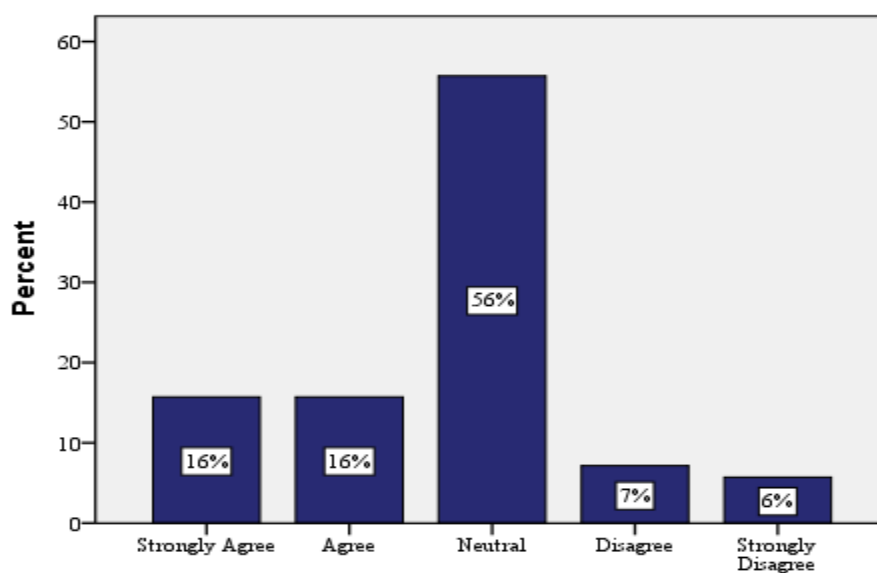
Interpretation: 11% respondents strongly agree that they get end to end support on documentation, 26% of them are agree with this, 51% of them neither agree nor disagree with 7% respondents disagree and rest 4% respondents strongly disagree with this

TABLE 4.1.8: CUSTOMER HANDLING EFFICIENCY

Particulars		Frequency	Percent
Valid	Strongly Agree	11	15.7
	Agree	11	15.7
	Neutral	39	55.7
	Disagree	5	7.1
	Strongly Disagree	4	5.7
	Total	70	100.0

Source: Primary data

CHART 8: CUSTOMER HANDLING EFFICIENCY



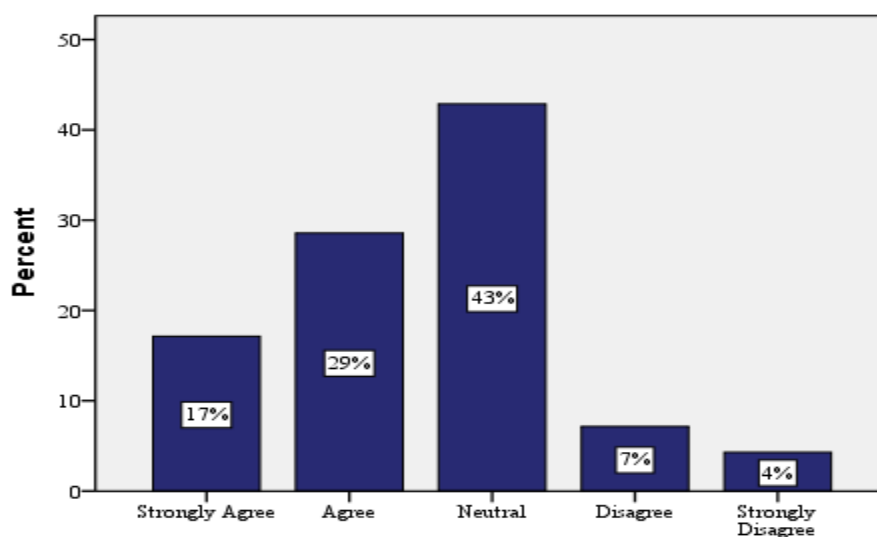
Interpretation: 16% respondents strongly agree that the organization has customer handling efficiency, 16% of them are agree with this, 56% of them neither agree nor disagree with 7% respondents disagree and rest 6% respondents strongly disagree with this

TABLE 4.1. 9: LOW REJECTIONS AND RETURN OF DOCUMENTS

Particulars		Frequency	Percent
Valid	Strongly Agree	12	17.1
	Agree	20	28.6
	Neutral	30	42.9
	Disagree	5	7.1
	Strongly Disagree	3	4.3
	Total	70	100.0

Source: Primary data

CHART4.1. 9: LOW REJECTIONS AND RETURN OF DOCUMENTS

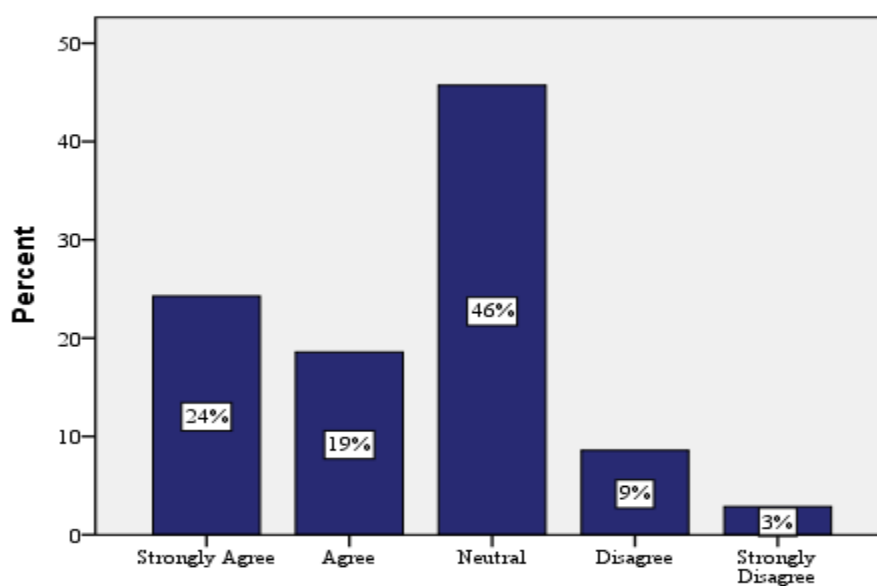


Interpretation: 17% respondents strongly agree that the Shreyas Relay Systems helps with low rejections and return of documents, 29% of them are agree with this, 43% of them neither agree nor disagree with 7% respondents disagree and rest 4% respondents strongly disagree with this

TABLE 4.1.10: DOCUMENT TRACKING SYSTEM

Particulars		Frequency	Percent
Valid	Strongly Agree	17	24.3
	Agree	13	18.6
	Neutral	32	45.7
	Disagree	6	8.6
	Strongly Disagree	2	2.9
	Total	70	100.0

CHART4.1. 10: DOCUMENT TRACKING SYSTEM



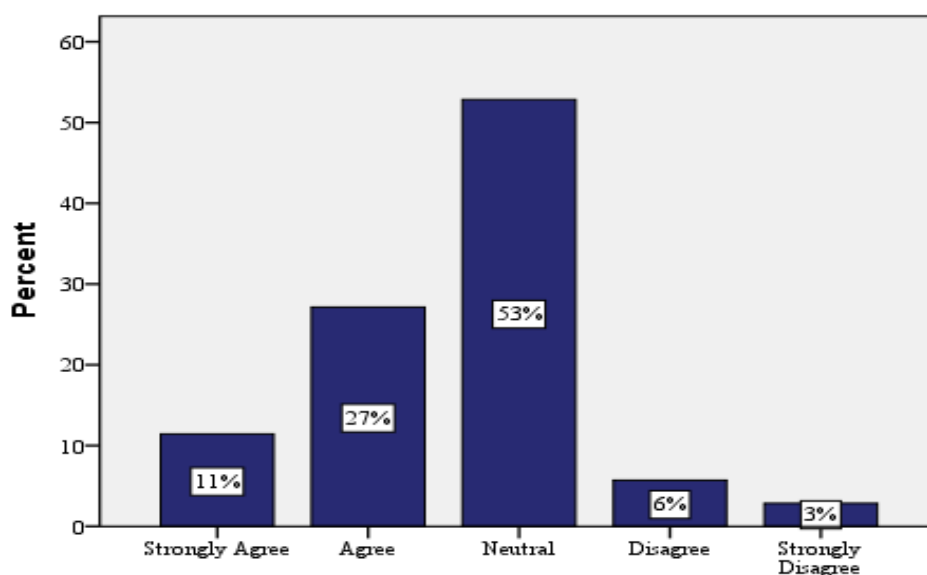
Interpretation: 24% respondents strongly agree that document tracking system, 19% of them are agree with this, 46% of them neither agree nor disagree with 9% respondents disagree and rest 3% respondents strongly disagree with this

TABLE 4.1.11: DOCUMENT COMPATIBILITY

Particulars		Frequency	Percent
Valid	Strongly Agree	8	11.4
	Agree	19	27.1
	Neutral	37	52.9
	Disagree	4	5.7
	Strongly Disagree	2	2.9
	Total	70	100.0

Source: Primary data

CHART 4.1.11: DOCUMENT COMPATIBILITY



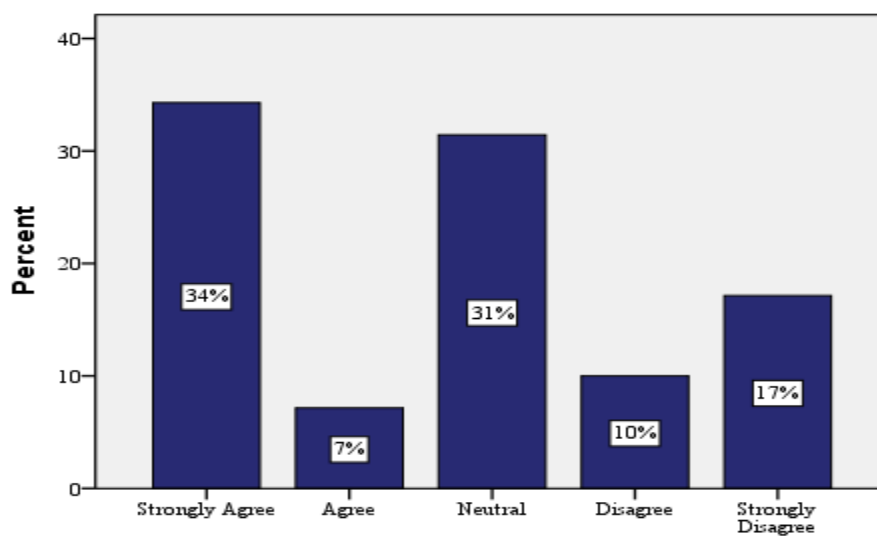
Interpretation: 11% respondents strongly agree that document tracking system, 27% of them are agree with this, 53% of them neither agree nor disagree with 6% respondents disagree and rest 3% respondents strongly disagree with this

TABLE 4.1.12: FORWARD CONTRACTS ARE USED TO TACKLE EXCHANGE RATE FLUCTUATION

Particulars		Frequency	Percent
Valid	Strongly Agree	24	34.3
	Agree	5	7.1
	Neutral	22	31.4
	Disagree	7	10.0
	Strongly Disagree	12	17.1
	Total	70	100.0

Source: Primary data

CHART 4.1.12: FORWARD CONTRACTS ARE USED TO TACKLE EXCHANGE RATE FLUCTUATION



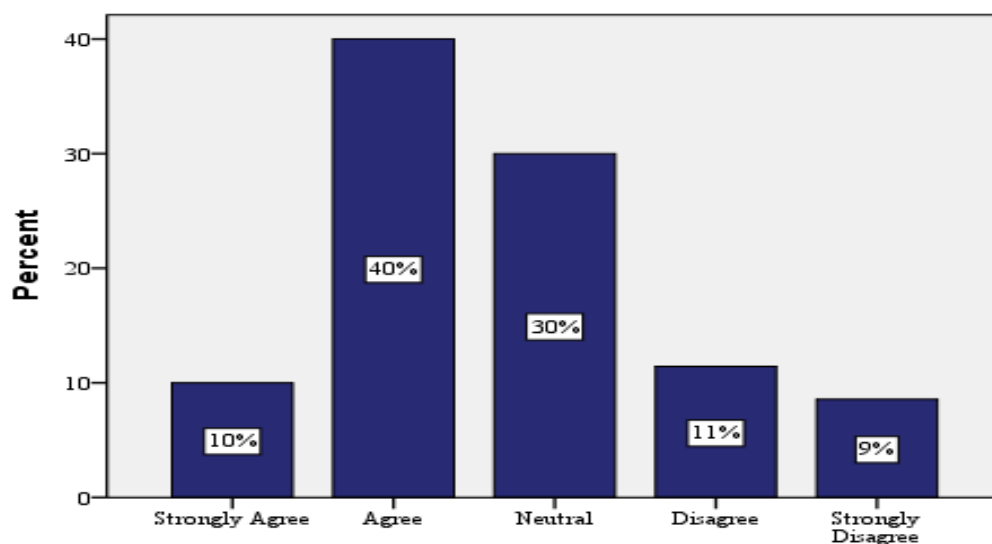
Interpretation: 34% respondents strongly agree that forward contracts are used to tackle exchange rate fluctuation, 7% of them are agree with this, 31% of them neither agree nor disagree with 10% respondents disagree and rest 17% respondents strongly disagree with this

TABLE 4.1. 13: PLANNING FOREIGN EXCHANGE HEDGE CAN HELP TO MANAGE THE FOREIGN EXCHANGE RISK

Particulars		Frequency	Percent
Valid	Strongly Agree	7	10.0
	Agree	28	40.0
	Neutral	21	30.0
	Disagree	8	11.4
	Strongly Disagree	6	8.6
	Total	70	100.0

Source: Primary data

CHART 4.1. 13: PLANNING FOREIGN EXCHANGE HEDGE CAN HELP TO MANAGE THE FOREIGN EXCHANGE RISK



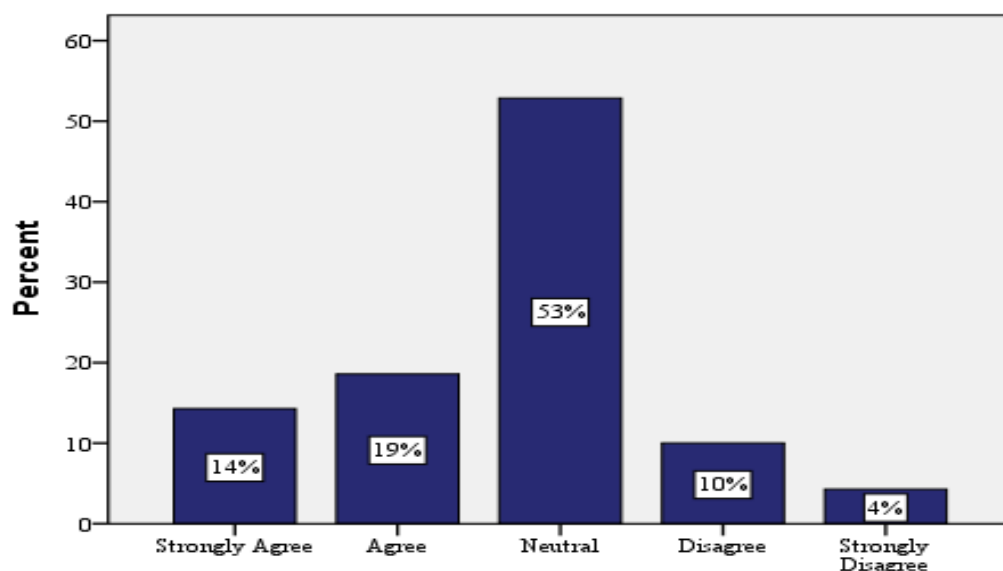
Interpretation: 10% respondents strongly agree that planning foreign exchange hedge can help to manage the foreign exchange risk, 40% of them are agree with this, 30% of them neither agree nor disagree with 11% respondents disagree and rest 9% respondents strongly disagree with this

TABLE 4.1.14: CURRENT ACCOUNT CONVERTIBILITY HELPS TO REDUCE THE RISK MANAGEMENT

Particulars		Frequency	Percent
Valid	Strongly Agree	10	14.3
	Agree	13	18.6
	Neutral	37	52.9
	Disagree	7	10.0
	Strongly Disagree	3	4.3
	Total	70	100.0

Source: Primary data

CHART 4.1.14: CURRENT ACCOUNT CONVERTIBILITY HELPS TO REDUCE THE RISK MANAGEMENT



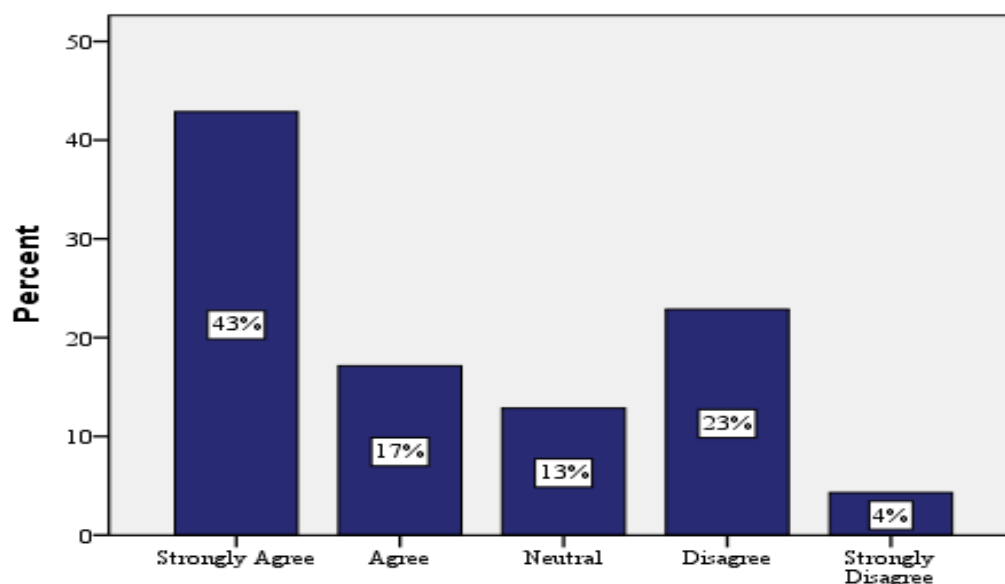
Interpretation: 14% respondents strongly agree that current account convertibility helps to reduce the risk management, 19% of them are agree with this, 53% of them neither agree nor disagree with this, 10% respondents disagree and rest 4% respondents strongly disagree with this

TABLE 4.1.15: PROPER GUIDANCE OF SHREYAS RELAY SYSTEMS PLAYS A DOMINANT ROLE IN THE SUCCESS OF MY ORGANIZATION

Particulars		Frequency	Percent
Valid	Strongly Agree	30	42.9
	Agree	12	17.1
	Neutral	9	12.9
	Disagree	16	22.9
	Strongly Disagree	3	4.3
	Total	70	100.0

Source: Primary data

CHART 4.1.15: PROPER GUIDANCE OF SHREYAS RELAY SYSTEMS PLAYS A DOMINANT ROLE IN THE SUCCESS OF MY ORGANIZATION



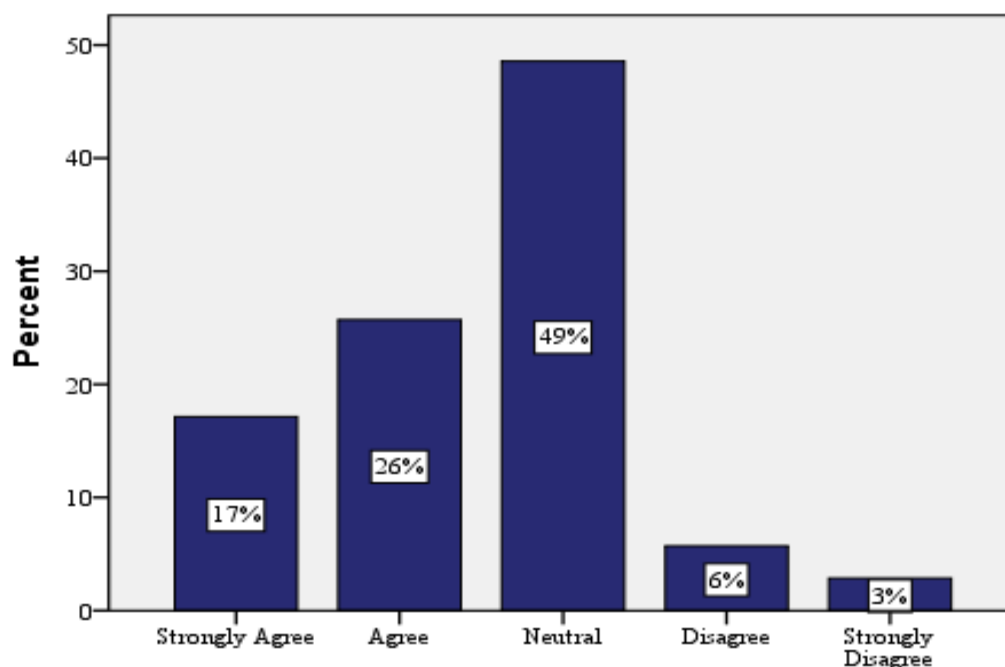
Interpretation: 43% respondents strongly agree that proper guidance of Shreyas Relay Systems play a dominant role in the success of my organization, 17% of them are agree with this, 13% of them neither agree nor disagree with 23% respondents disagree and rest 4% respondents strongly disagree with this

TABLE 4.1.16: LEGAL AND GOVERNMENT POLICIES ARE WELL HANDLED

Particulars		Frequency	Percent
Valid	Strongly Agree	12	17.1
	Agree	18	25.7
	Neutral	34	48.6
	Disagree	4	5.7
	Strongly Disagree	2	2.9
	Total	70	100.0

Source: Primary data

CHART 4.1.16: LEGAL AND GOVERNMENT POLICIES ARE WELL HANDLED



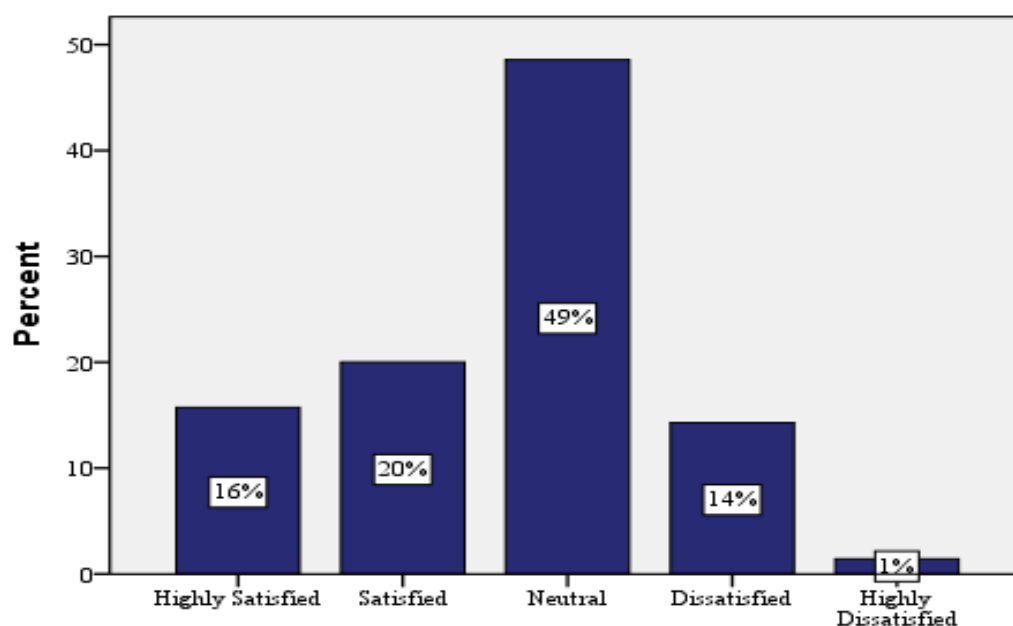
Interpretation: 17% respondents strongly agree that legal and government policies are well handled, 26% of them are agree with this, 49% of them neither agree nor disagree with 6% respondents disagree and rest 3% respondents strongly disagree with this

TABLE 4.1. 17: COST OF SERVICE

Particulars		Frequency	Percent
Valid	Highly Satisfied	11	15.7
	Satisfied	14	20.0
	Neutral	34	48.6
	Dissatisfied	10	14.3
	Highly Dissatisfied	1	1.4
	Total	70	100.0

Source: Primary data

CHART 4.1.17: COST OF SERVICE



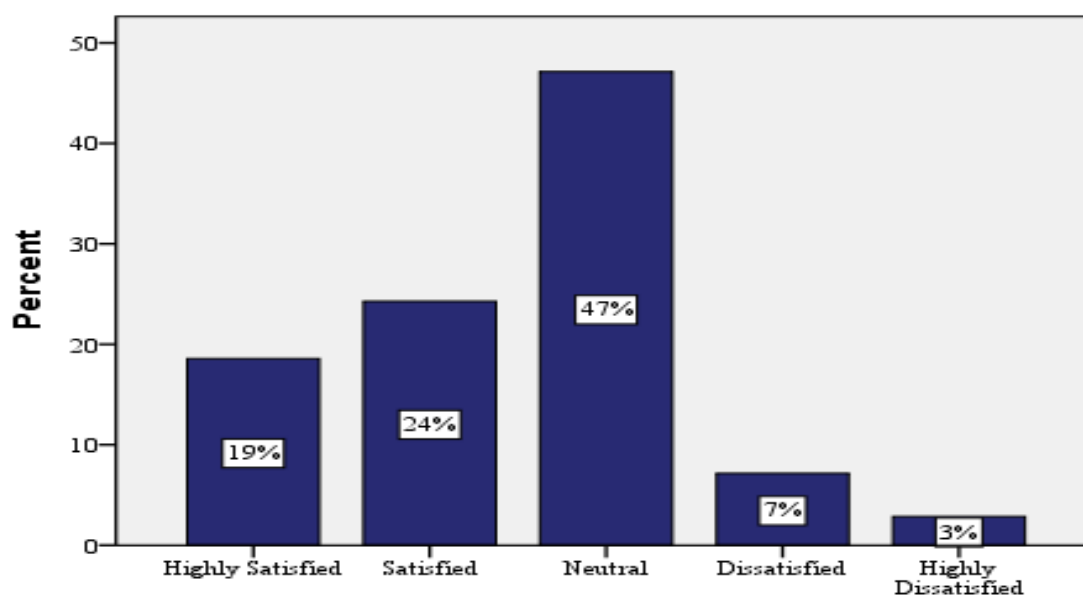
Interpretation: 16% respondents are highly satisfied with the cost of services of Shreyas Relay Systems, 20% of them are satisfied, 49% respondents are neither satisfied nor dissatisfied, 14% of them are dissatisfied and rest 1% respondents are highly dissatisfied with this

TABLE 4.1. 18: SWIFT COMPLETION

Particulars		Frequency	Percent
Valid	Highly Satisfied	13	18.6
	Satisfied	17	24.3
	Neutral	33	47.1
	Dissatisfied	5	7.1
	Highly Dissatisfied	2	2.9
	Total	70	100.0

Source: Primary data

CHART 4.1.18: SWIFT COMPLETION



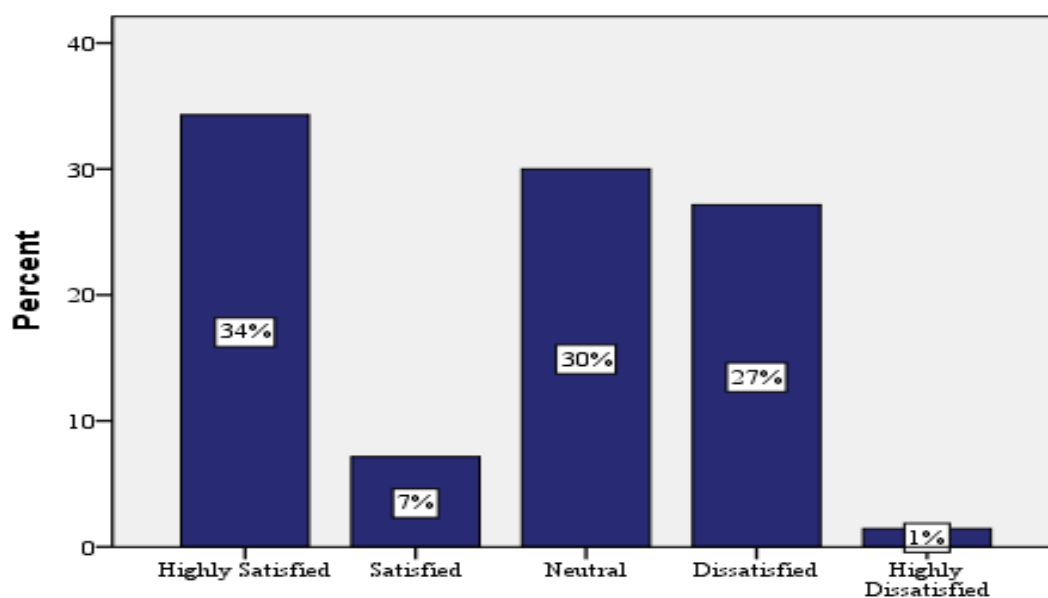
Interpretation: 19% respondents are highly satisfied with the swift completion of works by Shreyas Relay Systems, 24% of them are satisfied, 47% respondents are neither satisfied nor dissatisfied, 7% of them are dissatisfied and rest 3% respondents are highly dissatisfied with this

TABLE 4.1.19: EMPLOYEE EFFICIENCY

Particulars		Frequency	Percent
Valid	Highly Satisfied	24	34.3
	Satisfied	5	7.1
	Neutral	21	30.0
	Dissatisfied	19	27.1
	Highly Dissatisfied	1	1.4
	Total	70	100.0

Source: Primary data

CHART 4.1.19: EMPLOYEE EFFICIENCY



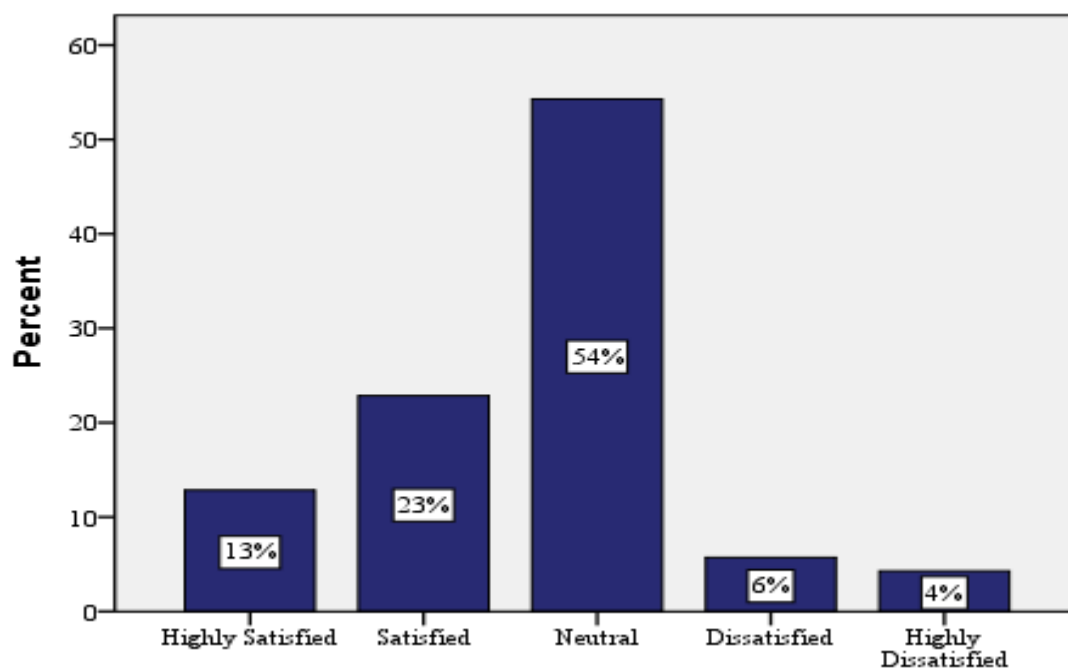
Interpretation: 34% respondents are highly satisfied with the efficiency of employees at Shreyas Relay Systems, 7% of them are satisfied, 30% respondents are neither satisfied nor dissatisfied, 27% of them are dissatisfied and rest 1% respondents are highly dissatisfied with this

TABLE 4.1. 20: HIGH END TECHNOLOGY

Particulars		Frequency	Percent
Valid	Highly Satisfied	9	12.9
	Satisfied	16	22.9
	Neutral	38	54.3
	Dissatisfied	4	5.7
	Highly Dissatisfied	3	4.3
	Total	70	100.0

Source: Primary data

CHART 4.1.20: HIGH END TECHNOLOGY



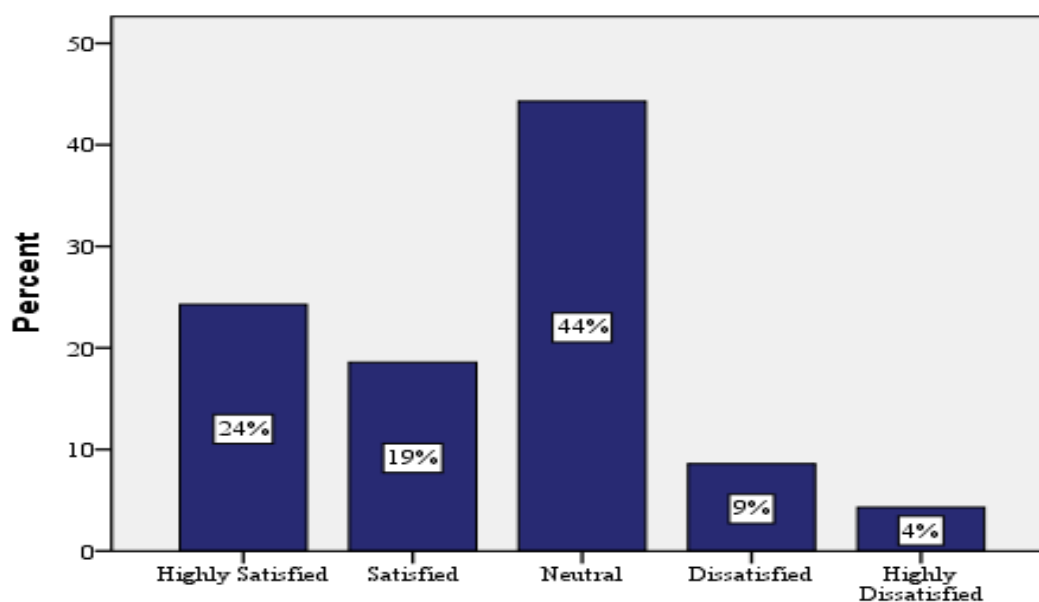
Interpretation: 13% respondents are highly satisfied with the high end technology of Shreyas Relay Systems, 23% of them are satisfied, 54% respondents are neither satisfied nor dissatisfied, 6% of them are dissatisfied and rest 4% respondents are highly dissatisfied with this

TABLE 4.1. 21: OVERALL SERVICE QUALITY

Particulars		Frequency	Percent
Valid	Highly Satisfied	17	24.3
	Satisfied	13	18.6
	Neutral	31	44.3
	Dissatisfied	6	8.6
	Highly Dissatisfied	3	4.3
	Total	70	100.0

Source: Primary data

CHART 4.1.21: OVERALL SERVICE QUALITY



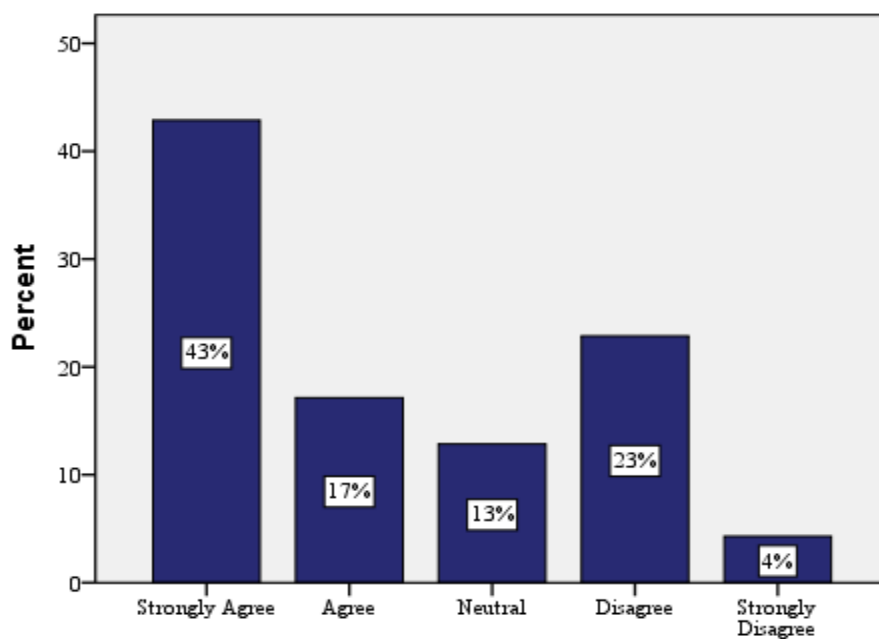
Interpretation: 24% respondents are highly satisfied with the overall service quality of Shreyas Relay Systems, 19% of them are satisfied, 44% respondents are neither satisfied nor dissatisfied, 9% of them are dissatisfied and rest 4% respondents are highly dissatisfied with this

TABLE 4.1. 22: CORPORATE BRAND

Particulars		Frequency	Percent
Valid	Strongly Agree	30	42.9
	Agree	12	17.1
	Neutral	9	12.9
	Disagree	16	22.9
	Strongly Disagree	3	4.3
	Total	70	100.0

Source: Primary data

CHART4.1. 22: CORPORATE BRAND



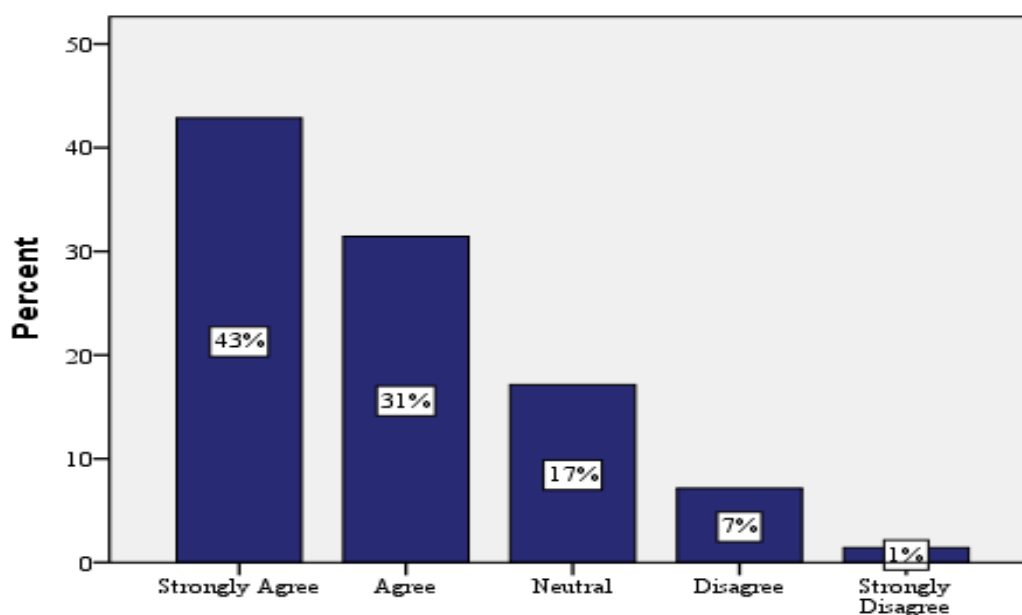
Interpretation: 43% respondents strongly agree that the corporate brand value of Shreyas Relay Systems made them to choose their services, 17% of them are agree with this, 13% of them neither agree nor disagree with 23% respondents disagree and rest 4% respondents strongly disagree with this

TABLE 4.1. 23: FLOW OF BUSINESS

Particulars		Frequency	Percent
Valid	Strongly Agree	30	42.9
	Agree	22	31.4
	Neutral	12	17.1
	Disagree	5	7.1
	Strongly Disagree	1	1.4
	Total	70	100.0

Source: Primary data

CHART 4.1. 23: FLOW OF BUSINESS



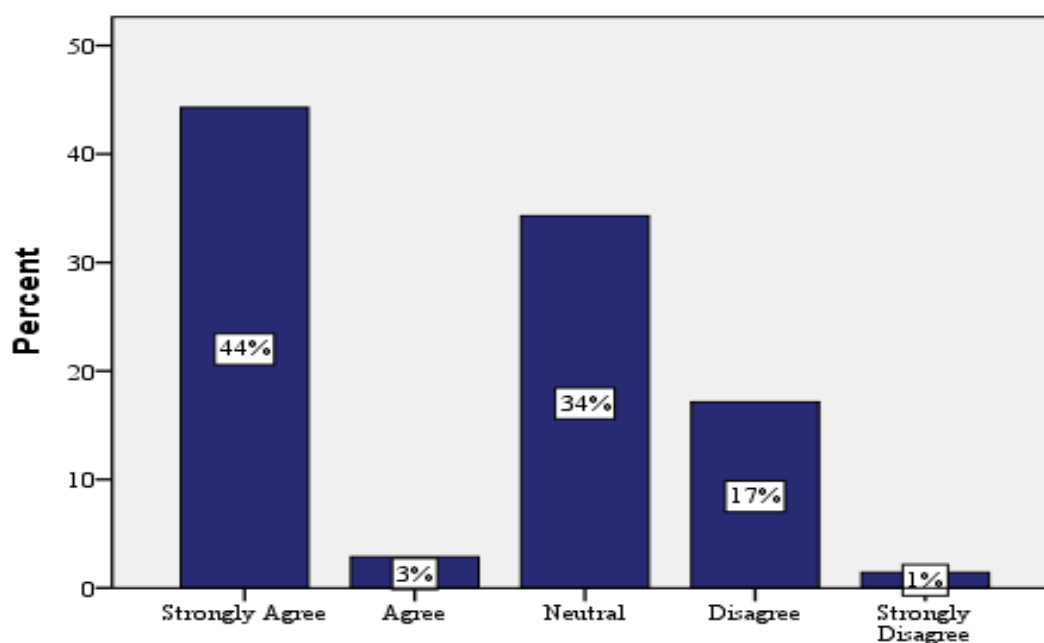
Interpretation: 43% respondents strongly agree that the flow of business with Shreyas Relay Systems made them to choose their services, 31% of them are agree with this, 17% of them neither agree nor disagree with 7% respondents disagree and rest 1% respondents strongly disagree with this

TABLE 4.1.24: HANDLING OF DOCUMENTS

Particulars		Frequency	Percent
Valid	Strongly Agree	31	44.3
	Agree	2	2.9
	Neutral	24	34.3
	Disagree	12	17.1
	Strongly Disagree	1	1.4
	Total	70	100.0

Source: Primary data

CHART 4.1. 24: HANDLING OF DOCUMENTS



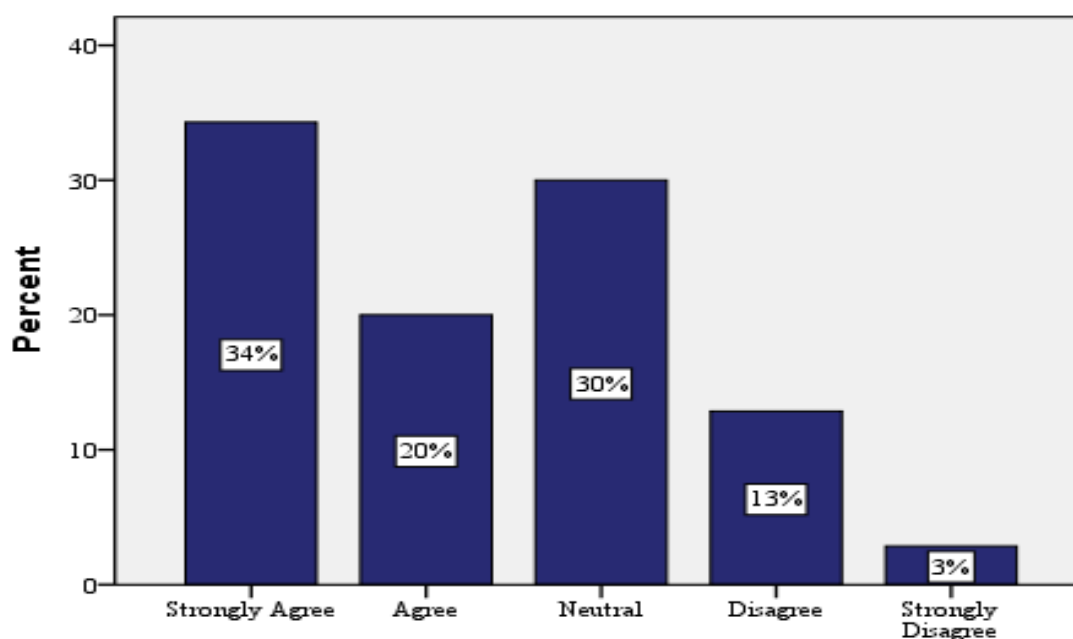
Interpretation: 44% respondents strongly agree that handling of documents by Shreyas Relay Systems made them to choose their services, 3% of them are agree with this, 34% of them neither agree nor disagree with 17% respondents disagree and rest 1% respondents strongly disagree with this

TABLE 4.1.25: ACCESSIBLE BRANCHES

Particulars		Frequency	Percent
Valid	Strongly Agree	24	34.3
	Agree	14	20.0
	Neutral	21	30.0
	Disagree	9	12.9
	Strongly Disagree	2	2.9
	Total	70	100.0

Source: Primary data

CHART4.1. 25: ACCESSIBLE BRANCHES



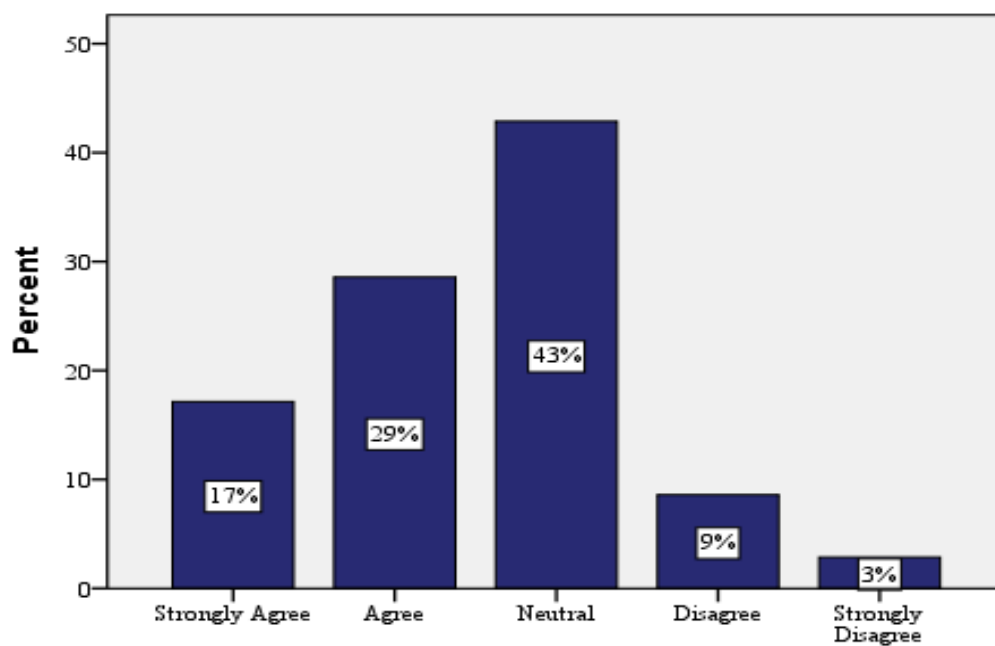
Interpretation: 34% respondents strongly agree that accessible branches of Shreyas Relay Systems made them to choose their services, 20% of them are agree with this, 30% of them neither agree nor disagree with 13% respondents disagree and rest 3% respondents strongly disagree with this

TABLE 4.1.26: 24*7 SUPPORTS

Particulars		Frequency	Percent
Valid	Strongly Agree	12	17.1
	Agree	20	28.6
	Neutral	30	42.9
	Disagree	6	8.6
	Strongly Disagree	2	2.9
	Total	70	100.0

Source: Primary data

CHART 4.1.26: 24*7 SUPPORTS



Interpretation: 17% respondents strongly agree that the 24/7 support given by Shreyas Relay Systems made them to choose their services, 29% of them are agree with this, 43% of them neither agree nor disagree with 9% respondents disagree and rest 3% respondents strongly disagree with this .

4.2 CORRELATION ANALYSIS

A Pearson product-moment correlation was run to determine the relationship between type of services availed by the respondents and their overall satisfaction level on Shreyas Relay Systems

TABLE 4.2.1 Service and Overall satisfaction

Null Hypothesis: H_0 = There is positive relationship between type of services availed by the respondents and their overall satisfaction level on Shreyas Relay Systems

Alternate Hypothesis: H_1 = There is a negative relationship between type of services availed by the respondents and their overall satisfaction level on Shreyas Relay Systems

Correlations			
		Services	Overall satisfaction
Services	Pearson Correlation	1	.048
	Sig. (2-tailed)		.692
	N	70	70
Overall satisfaction	Pearson Correlation	.048	1
	Sig. (2-tailed)	.692	
	N	70	70

INTERPRETATION

The data showed no violation of normality, linearity or homoscedasticity. There was a positive correlation between marital status of the respondents and their opinion on company using job rotations to create multifunctional workers, which was statistically significant ($r = 0.048$, $n = 70$, $p = 1$). The Pearson correlation coefficient, r , is 0.048 and that is statistically significant.

4.3 ONE WAY ANOVA

Hypothesis set between type of company of the respondents and their opinion on the legal and government policies are well handled by Shreyas Relay Systems

TABLE 4.3.1 type of company and their opinion on the legal and government policies are well handled

Null Hypothesis: H_0 = There is no statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled by Shreyas Relay Systems

Alternate Hypothesis:

H_1 = There is a statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled by Shreyas Relay Systems

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Dealer Exporter	22	1.86	.941	.201	1.45	2.28	1	4
Dealer Importer	13	2.38	.870	.241	1.86	2.91	1	4
Manufacturer Exporter	28	2.93	.378	.071	2.78	3.08	1	3
Manufacturer Importer	5	3.00	1.414	.632	1.24	4.76	2	5
Others	2	3.50	2.121	1.500	-15.56	22.56	2	5
Total	70	2.51	.944	.113	2.29	2.74	1	5

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.461	4	4.365	6.445	.000197
Within Groups	44.025	65	.677		
Total	61.486	69			

Interpretation: This is the table that shows the output of the ANOVA analysis and we have no statistically significant difference between our group means. We can see that the significance level is 0.000197 ($p = .000197$), which is less than 0.05, therefore, there is no statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled by Shreyas Relay Systems

4.4 CHI-SQUARE TEST

Table 4.4.1 occupation and opinion on end to end support on documentation

Null Hypothesis:

Ho = There is no dependency between occupation of the respondents and their opinion on End to End Support on Documentation by Shreyas Relay Systems

Alternate Hypothesis:

H₁ = There is a dependency between occupation of the respondents and their opinion on End to End Support on Documentation by Shreyas Relay Systems

Occupation * End to end Cross tabulation								
			End to end					Total
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Occupation	Self Employed	Count	4	13	24	3	2	46
		Expected Count	5.3	11.8	23.7	3.3	2.0	46.0
	Full Time Employee	Count	4	5	11	2	1	23
		Expected Count	2.6	5.9	11.8	1.6	1.0	23.0
	Part Time Employee	Count	0	0	1	0	0	1
		Expected Count	.1	.3	.5	.1	.0	1.0
Total		Count	8	18	36	5	3	70
		Expected Count	8.0	18.0	36.0	5.0	3.0	70.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.384 ^a	8	.967
Likelihood Ratio	2.699	8	.952
Linear-by-Linear Association	.040	1	.842
N of Valid Cases	70		
a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .04.			

Interpretation: The results of the "**Pearson Chi-Square**" say that $\chi(8) = 2.384$, $p = .967$. This tells us that there is no statistically significant association between occupation of the respondents and their opinion on End to End Support on Documentation by Shreyas Relay Systems.

4.5 RELIABILITY ANALYSIS

Cronbach coefficient was employed to ascertain the reliability for this research. The results been presented as below:-

Case Processing Summary			
		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.934	.933	31

Item Statistics			
	Mean	Std. Deviation	N
Occupation	1.36	.512	70
Type	2.31	1.084	70
Containers	1.34	.478	70
Services	2.40	1.109	70
Years	2.60	.891	70
Frequency	2.61	.906	70
End To end	2.67	.928	70
Custr handling	2.71	1.009	70
Rejections	2.53	1.003	70
Doc tracking	2.47	1.046	70
Doc compatibility	2.61	.873	70
Forward	2.69	1.470	70
Planning	2.69	1.084	70
Current account	2.71	.980	70
Proper guidance	2.29	1.342	70
Legal	2.51	.944	70
Cost of service	2.66	.961	70
Swift completion	2.51	.974	70
Employee	2.54	1.259	70
High end	2.66	.931	70
Overall	2.50	1.087	70
Corporate	2.29	1.342	70
Flow of	1.93	1.012	70
Handling	2.29	1.241	70
Accessible	2.30	1.159	70
Support	2.51	.974	70
Goals	2.50	.959	70
Avenues	2.66	.899	70
EXIM	2.56	.973	70
ISO	2.56	.942	70
Geographical	2.60	1.069	70

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.438	1.343	2.714	1.371	2.021	.113	31
Item Variances	1.068	.229	2.161	1.932	9.453	.160	31
Inter-Item Covariances	.336	-.282	1.801	2.083	-6.388	.088	31
Inter-Item Correlations	.311	-.271	1.000	1.271	-3.696	.071	31

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
75.57	345.582	18.590	31

INTERPRETATION: Reliability test was carried out using SPSS software and the reliability of the item was measured. The result is as follows: The closer the reliability coefficient gets to the value of 1.0, the better the reliability of the measures is [Cronbach, 1951]. It can be seen that Cronbach's Alpha value of this study is 0.934 and the Cronbach's Alpha Based on Standardized Items with n as 31 is 0.934. So, the collected data is highly reliable. This scale can be considered to be excellent. The reliability test was used for the satisfaction set of variables

4.7 LINEAR REGRESSION ANALYSIS

Null Hypothesis: Ho = There is no statistically significant relationship between years of experience in export business and their opinion on more avenues have opened up

after the liberalization, privatization and globalization era as an impact of globalization and liberalization

Alternate Hypothesis: H_1 = There is a statistically significant relationship between years of experience in export business and their opinion on more avenues have opened up after the liberalization, privatization and globalization era as an impact of globalization and liberalization

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Years ^b	.	Enter
a. Dependent Variable: Avenues			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 ^a	.195	.183	.813

a. Predictors: (Constant), Years

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.864	1	10.864	16.451	.000 ^b
	Residual	44.907	68	.660		
	Total	55.771	69			
a. Dependent Variable: Avenues						
b. Predictors: (Constant), Years						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.499	.301		4.973	.000005
	Years	.445	.110	.441	4.056	.000
a. Dependent Variable: Avenues						

INTERPRETATION

The results of linear regression analysis show the significance value of 0.000005 which is less than 0.005. To present the regression equation as:

years of experience in export business don't have influence on the respondents' opinion on more avenues have opened up after the liberalization, privatization and globalization era as an impact of globalization and liberalization = 1.499 ± 0.445

CHAPTER-5

5.1 FINDINGS

- 66% respondents are self-employed, 33% of them are full time employees and rest 1% of them is part time employee
- 31% respondents are dealer exporters, 19% of them are dealer importers, 40% of them are manufacturer exporter, 7% respondents are manufacturer importer and rest 3% respondents are associated with other type of companies
- 66% respondents said to ship 20ft containers per annum and 34% said 40t/40' High cube
- 26% respondents said they avail EXIM services from Shreyas Relay Systems, 30% respondents said to get customs clearance, 24% said freight forwarding, 19% said to get cargo handling support and rest 1% said to avail other type of services
- 11% respondents said the they have less than 2 years of experience in export business, 30% said to have 2-5 years of experience, 49% said it is 5-15 years, 7% said it is 15-25 years and rest 3% said they have more than 25 years
- 13% respondents said the frequency of shipment took place yearly with Shreyas Relay Systems, 26% said to ship monthly, 51% said fortnightly, 7% said weekly and rest 3% said the shipments with Shreyas Relay Systems takes place daily
- **Documentation Support**
- 11% respondents strongly agree that they get end to end support on documentation, 26% of them are agree with this, 51% of them neither agree nor disagree with 7% respondents disagree and rest 4% respondents strongly disagree with this
- 16% respondents strongly agree that the organization has customer handling efficiency, 16% of them are agree with this, 56% of them neither agree nor disagree with 7% respondents disagree and rest 6% respondents strongly disagree with this

- 17% respondents strongly agree that the Shreyas Relay Systems helps with low rejections and return of documents, 29% of them are agree with this, 43% of them neither agree nor disagree with 7% respondents disagree and rest 4% respondents strongly disagree with this
- 24% respondents strongly agree that document tracking system, 19% of them are agree with this, 46% of them neither agree nor disagree with 9% respondents disagree and rest 3% respondents strongly disagree with this
- 11% respondents strongly agree that document tracking system, 27% of them are agree with this, 53% of them neither agree nor disagree with 6% respondents disagree and rest 3% respondents strongly disagree with this
- **FOREX Services**
- 34% respondents strongly agree that forward contracts are used to tackle exchange rate fluctuation, 7% of them are agree with this, 31% of them neither agree nor disagree with 10% respondents disagree and rest 17% respondents strongly disagree with this
- 10% respondents strongly agree that planning foreign exchange hedge can help to manage the foreign exchange risk, 40% of them are agree with this, 30% of them neither agree nor disagree with 11% respondents disagree and rest 9% respondents strongly disagree with this
- 14% respondents strongly agree that current account convertibility helps to reduce the risk management, 19% of them are agree with this, 53% of them neither agree nor disagree with this, 10% respondents disagree and rest 4% respondents strongly disagree with this
- 43% respondents strongly agree that proper guidance of Shreyas Relay Systems play a dominant role in the success of my organization, 17% of them are agree with this, 13% of them neither agree nor disagree with 23% respondents disagree and rest 4% respondents strongly disagree with this
- 17% respondents strongly agree that legal and government policies are well handled, 26% of them are agree with this, 49% of them neither agree nor disagree with 6% respondents disagree and rest 3% respondents strongly disagree with this

- **Satisfaction on services**

- 16% respondents are highly satisfied with the cost of services of Shreyas Relay Systems, 20% of them are satisfied, 49% respondents are neither satisfied nor dissatisfied, 14% of them are dissatisfied and rest 1% respondents are highly dissatisfied with this
- 19% respondents are highly satisfied with the swift completion of works by Shreyas Relay Systems, 24% of them are satisfied, 47% respondents are neither satisfied nor dissatisfied, 7% of them are dissatisfied and rest 3% respondents are highly dissatisfied with this
- 34% respondents are highly satisfied with the efficiency of employees at Shreyas Relay Systems, 7% of them are satisfied, 30% respondents are neither satisfied nor dissatisfied, 27% of them are dissatisfied and rest 1% respondents are highly dissatisfied with this
- 13% respondents are highly satisfied with the high end technology of Shreyas Relay Systems, 23% of them are satisfied, 54% respondents are neither satisfied nor dissatisfied, 6% of them are dissatisfied and rest 4% respondents are highly dissatisfied with this
- 24% respondents are highly satisfied with the overall service quality of Shreyas Relay Systems, 19% of them are satisfied, 44% respondents are neither satisfied nor dissatisfied, 9% of them are dissatisfied and rest 4% respondents are highly dissatisfied with this

- **Reason for Selecting Shreyas Relay Systems**

- 43% respondents strongly agree that the corporate brand value of Shreyas Relay Systems made them to choose their services, 17% of them are agree with this, 13% of them neither agree nor disagree with 23% respondents disagree and rest 4% respondents strongly disagree with this
- 43% respondents strongly agree that the flow of business with Shreyas Relay Systems made them to choose their services, 31% of them are agree with this,

17% of them neither agree nor disagree with 7% respondents disagree and rest 1% respondents strongly disagree with this

- 44% respondents strongly agree that handling of documents by Shreyas Relay Systems made them to choose their services, 3% of them are agree with this, 34% of them neither agree nor disagree with 17% respondents disagree and rest 1% respondents strongly disagree with this
- 34% respondents strongly agree that accessible branches of Shreyas Relay Systems made them to choose their services, 20% of them are agree with this, 30% of them neither agree nor disagree with 13% respondents disagree and rest 3% respondents strongly disagree with this
- 17% respondents strongly agree that the 24/7 support given by Shreyas Relay Systems made them to choose their services, 29% of them are agree with this, 43% of them neither agree nor disagree with 9% respondents disagree and rest 3% respondents strongly disagree with this
- **Impact of Globalization / Liberalization**
- 16% respondents strongly agree that they the goals are met through proper planning of export and import transactions, 31% of them are agree with this, 44% of them neither agree nor disagree with 4% respondents disagree and rest 4% respondents strongly disagree with this
- 16% respondents strongly agree that more avenues have opened up after the liberalization, privatization and globalization era, 14% of them are agree with this, 60% of them neither agree nor disagree with 9% respondents disagree and rest 1% respondents strongly disagree with this
- 13% respondents strongly agree that EXIM policy liberalized import/export procedures, 34% of them are agree with this, 43% of them neither agree nor disagree with 4% respondents disagree and rest 6% respondents strongly disagree with this
- 16% respondents strongly agree that ISO standard helps to increase the share in the global market, 26% of them are agree with this, 49% of them neither agree nor disagree with 7% respondents disagree and rest 3% respondents strongly disagree with this

- 20% respondents strongly agree that getting geographical indication (GI) increases the volume of business, 19% of them are agree with this, 49% of them neither agree nor disagree with 7% respondents disagree and rest 6% respondents strongly disagree with this.

5.2 SUGGESTIONS

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

- Company should start some sales promotional activity for better attraction in customer's memory.
- To concentrate on advertisement. This can be done by expanding its expertise network, also by improving quality of services at a competitive price
- Also impact should make effort to make aware to customers about new trends in 3pl /4pl also telling them benefit of outsourcing.
- Last but not least impact should focus on slowly to big customers so that it can expand the size of business and can create Brand name in market for itself
- 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 Shreyas Relay Systems. Television has always been a very powerful medium of communication and it stands till today in spite of challenges from the internet. But because of the multi-utility of the internet people are spending more and more time on the internet and moving away from the television. It would be useful if the advertisements are done through internet, Television, local media and other print ads.
- The company should take some effort to make effective transportation arrangements because it affects producing pricing, on-time delivery

performance and customer satisfaction. The company should centralize inventory in one place and use fast transportation to fulfill orders. It reduces warehousing and inventory duplication cost.

- Increase the manpower in the department.
- The company should shorten the order-to-payment cycle i.e. elapsed time between order's receipt, delivery and payment. The company should manage effective logistics information management because it helps to link channel partners and share information to make better logistics decision. Information flows such as customers order, billing, inventories, and label and customer data are closely link with channel performance

5.3 CONCLUSIONS

Documentation services are concerned with getting the services on clearance and to make the EXIM process happen in a smoother way. 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 study was aimed at understanding the documents involved in exporting goods and also to know procedures of export. This would definitely be helpful for the new exporters and those who are involved in research. Indian foreign exchange market has operated in a liberalized environment for more than a decade. A cautious and well-calibrated approach was followed while liberalizing the foreign exchange market with an emphasis on the need to safeguard against potential financial instability that could arise due to excessive speculation.

They provide downside protection against risk and upside benefit from favorable movements in exchange rates. There are various option strategies and combinations which when applied in the volatile, stagnant, bullish, bearish market conditions, will provide hedge against risk. However, its applicability in India is still a long way to go due to exchange control restrictions, coupled with under-developed banking and

financial system and financial infrastructure availability. Exporters using Shreyas Relay Systems' 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 major factor. Shreyas Relay Systems has that efficiency. Then targeting perishable goods industry is very promising. There Shreyas Relay Systems can easily capture more market.

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APPENDIX-1

QUESTIONNAIRE

1. Name: _____

2. Age: _____

3. Occupation

- ☐ Self employed
- ☐ Full time Employee
- ☐ Part time Employee

4. Type of the company:

- ☐ Dealer exporter
- ☐ Dealer Importer
- ☐ Manufacturer exporter
- ☐ Manufacturer Importer
- ☐ Others (please specify) _____

5. How many containers do you ship per annum/month?

- ☐ 20ft_____
- ☐ 40ft/ 40'high cube_____

6.Which of the service of Shreyas Relay Systems' do you use?

- ☐ EXIM Process
- ☐ Customs Clearance
- ☐ Freight Forwarding
- ☐ Cargo Handling
- ☐ Others (please specify) _____

7. How many years are you in export business?

- ☐ <2 years
- ☐ 2-5 Years
- ☐ 5-15 years
- ☐ 15-25 years
- ☐ 25 years

8. In what frequency your shipments take place in Shreyas Relay Systems?

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

9Q.No	Documentation Support	SA	A	N	DA	SDA
9	End to End Support on Documentation					
10	Customer Handling efficiency					
11	Low rejections and Return of Documents					
12	Document Tracking System					
13	Document Compatibility					

Q.No	Forex Services	SA	A	N	DA	SDA
14	Forward contracts are used to tackle exchange rate fluctuation					
15	Planning foreign exchange hedge can help to manage the foreign exchange risk					
16	Current account convertibility helps to reduce the risk management					
17	Proper guidance of Shreyas Relay Systems play a dominant role in the success of my organization					
18	Legal and government policies are well handled					

Q.No	Satisfaction on services	HS	S	N	DS	HDS
19	Cost of Service					
20	Swift completion					
21	Employee Efficiency					
22	High end Technology					
23	Overall Service Quality					

Q.No	Reason for selecting Shreyas Relay Systems	SA	A	N	DA	SDA
24	Corporate Brand					
25	Flow of business					
26	Handling of Documents					
27	Accessible Branches					
28	24*7 Support					

Q.No	Impact of Globalization / Liberalization	SA	A	N	DA	SDA
29	Goals are met through proper planning of export and import transactions					
30	More avenues have opened up after the liberalization, privatization and globalization era					
31	EXIM policy liberalized import/export procedures					

32	ISO standard helps to increase the share in the global market					
33	Getting geographical indication (GI) increases the volume of business					

34. If you have any additional comments about how we can improve your satisfaction with our services, please fill in here
