



Study On Freight Forwarding Operation With Reference To Scanwell Logistics

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Abstract:

Freight forwarding companies are intermediaries that utilize their 'black book' of trusted contacts to negotiate the best routes, and best rates, for companies that use their services. As well as being responsible for the movement of cargo, they also take responsibility for documentation and customs clearance. Negotiating traffic, customs regulations and being fluent in the requirements of shipping by land, sea, rail, and air, freight forwarders manage the risks and benefits of shipping both nationally and internationally using the latest advances in information technology.

Key words: Black book, Movement of cargo, Negotiating traffic.

Introduction of the Logistics:

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

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

Logistics has come to be recognized as a distinct function with the rise of mass production systems. Production and distribution were earlier viewed as a sequential chain of extremely specialized activities. The role of logistics is to ensure availability of all the required materials before every step in this chain.

Obviously, Inventory of raw materials, semi-finished and finished goods is a must across this chain to ensure its smooth functioning.

The concept of logistics has its base upon the systems approach. There is a single chain, with



flow of materials starting from the supplier, then to the plant and finally to the end customer, and also these activities are done sequentially in order to achieve customer satisfaction at low cost. For this to be successful there must be co-ordination in the activities of the department.

Logistics is the art and science of management, engineering and technical activities concerned with requirements, design and supplying, maintaining resources to support objectives, plans and operation.

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

Scope of the Study:

The scope of this project is developing the export and import operation and process and done the documentation process effectively regarding the export and import of the goods. Optimize the FCL containerized and it will get the more profit. It will help to satisfy the customers and employees and survive the customers with SCANWELL LOGISTICS Pvt. Ltd.

The expansion of international trade and the development of different modes of transport over the years that followed enlarged the scope of his service. Today, a freight forwarder plays an important role in international trade and transport. The services that a freight forwarder renders may often range from routine and basic tasks such as the booking of space or customs clearance to a comprehensive package of service covering the total transportation and distribution process.

Objective of the Study:

Primary objective:

- To study about the freight forwarding operation at Scanwell Logistics Pvt Ltd.

Secondary objective:

- To study about various export and import process.
- To know about the documentation for export and import process.

Limitation of the Study:

- Time constraint: The defined time limit passed a constraint for increasing the sample size due to which sample size was restricted to 50.



- The respondent chosen were selected by using simple random sampling.
- The sample size was limited.
- The period of the project was limited.
- Personal bias of the researcher and respondent may influence the result of the study.

Research Design:

The research design is the specification of the method and procedure for acquiring (getting) the information needed to solve the problem. The research design followed for this research study is descriptive research design, where we find a solution to an existing problem. The problem of the study is to find out export/import and documentation procedure and its clearance of the SCANWELL LOGISTICS logistics service ltd.

The descriptive research is used to depict the present situation of the business condition.

Sampling size:

The sample size is 30.

Sampling method:

Convenience sampling:

Convenience sampling method has been used

because the selection of units from the population has been done based easy availability or accessibility. The disadvantage of convenience sampling is that the units that are easiest to obtain may not be representative of the population.

Period of Study

The period study

Method of Data Collection

The data needed for the research study were collected by two sources primary data and secondary data.

Primary Data:

The first data is to gather information from the SCANWELL LOGISTICS Pvt ltd. This was done by visiting the SCANWELL LOGISTICS Pvt ltd. Then a questionnaire was prepared was to gather data from the sample population.

Secondary Data:

Sources of secondary data include journals, websites, etc. all this helped in authenticating the kind of information obtained from our primary sources and thus helped to get a very objective view of the study.



Questionnaire Design:

Closed ended question:

Respondents' answers are limited to a fixed set of responses. Most scales are closed ended. Other types of closed ended question include

Yes/no question.

The respondents have answer with a "yes" or "no".

Multiple choice questions:

The respondents have several options from which to choose.

Open ended questions

No options or predefined categories are suggested. The respondent's supplies their own answer without being constrained by fixed set of possible response

Statistical tool used.

For the interpretation of the collected data some statistical techniques like,

- Percentage Analysis
- Chi-square Test
- Pie chart

Data Analysis and Interpretation:

Table:1

Table Showing the Type of Industry:

Particulars	Frequency	Percent
Automobiles	10	20%

Textiles	6	12%
Food and Chemicals	9	18%
Others	25	50%
Total	50	100

From the above table it is understood that 20% of the respondent are into Automobiles. 12% are into Textile, 18% into Food and chemicals, 50% respondents are into others like footwear, agricultural, medicals and computer goods. Hence it is inferred that most preferred industry is others (50%).

Table: 2

Table Showing the Frequency of Exports

Particulars	Frequency	Percent
Daily	4	8%
Weekly	8	16%
Fortnightly	10	20%
Monthly	22	44%
Others	6	12%
Total	50	100%

From the above table it is understood that 8% of the respondents on daily basis, 16% weekly basis, 20% fortnightly basis and 44% on a monthly basis and 12% of the respondents on others. Hence it is inferred that the frequency of exports is monthly (44%).



Table: 3

Table Showing the Frequency of Imports

Particulars	Frequency	Percent
Daily	5	10%
Weekly	13	26%
Fortnightly	10	20%
Monthly	15	30%
Others	7	14%
Total	50	100%

From the below table it is understood that 10% of the respondents on daily basis, 26% weekly basis, 20% fortnightly basis and 30% on a monthly basis and 14% of the respondents on others. Therefore the frequency of imports is monthly (30%).

Table: 4

Table Showing the Mode of Operation

Particulars	Frequency	Percent
Door-Door	12	24%
Door-Port	8	16%
Port-Port	20	40%
Port-Door	10	20%
Total	50	100%

From the above table it is understood that 24% of the people do Door-Door operation, 16% do

Door-Port operation, and 40% do the Port-Port operation and 20% do Port-door operation. Hence it is inferred that most preferred mode of operation is Port-port (40%).

Table:5

Table Showing The Client Experience With Scanwell Logistics

Particulars	Frequency	Percent
3 months – 1 year	10	20%
1 year- 2 year	12	24%
More than 2 years	28	56%
Total	50	100%

From the table above it is understood that 24% belong to the 1–2-year category, 56% belong to more than 2 years and 20% belong to 3 months - 1 year. Hence it is inferred that most of the client experience with SCANWELL LOGISTICS is more than 2 years (56%).

Table: 6

Table Showing the Services Used From Scanwell Logistics

Particulars	Frequency	Percent
Fr eight Forwarding	28	56%
Inland Transportation & Warehousing	12	24%



Fast service	20	40%
Quality service	8	16%
Better clearance	4	8%
Experience hands	8	16%
Feasible commission	10	20%
Total	50	100%

Container Operation	10	20%
Total	50	100%

The above shown table it is understood that 56% of the respondents uses the Freight Forwarding facilities, 24% uses Inland Transportation and Warehousing and Container Operation 20%. Hence it is inferred that most of the respondents use freight forwarding service (56%).

Table: 7

Table Showing the Reasons for Using Scanwell Logistics

From the table above it is clear that 40% of the respondents prefer fast service, 16% prefer quality service, 8% prefer better clearance and

16% prefer experience hands and 20% prefer feasible commission.

Table: 8

Table Showing the Opinion Regarding the Rates Offered

Particulars	Frequency	Percent
High	0	0
Good	30	60%
Average	20	40%
Poor	0	0
Total	50	100

From the above table it is clear that 60% have rated it good, 40% rated it average. Hence it is inferred that the rates offered by SCANWELL LOGISTICS is good (60%).

Table: 9

Table Showing the Satisfaction Level with Scanwell Logistics

Particulars	Frequency	Percent
Highly satisfied	0	0
Satisfied	34	68%
Neutral	16	32%
Dissatisfied	0	0
Total	50	100%

From the above-mentioned table it is clear that 68% were satisfied with SCANWELL



LOGISTICS, 32% are neutral.

Table: 10

**Opinion about the Improvements
Required In Scanwell Logistics**

Particulars	Frequency	Percent
Documentation	6	12%
Customer service	10	20%
Operation	7	14%
Accounting	5	10%
Marketing	15	30%
Total logistics	7	14%
Total	50	100%

From the above shown table it is clear that 20% of the respondents felt the company should improve on marketing, 30% on customer services, 12% on documentation and 14% on operation, 10% on accounting and 14% on total logistics. Hence it is inferred that SCANWELL LOGISTICS should improve on marketing (30%).

Suggestions:

The following are the suggestions and recommendations for SCANWELL LOGISTICS

- SCANWELL LOGISTICS has to give more advertisement in the various Medias to make the company familiar.

- The representative of SCANWELL LOGISTICS has to meet the clients according to their need of service.
- Effective and proper communication should be maintained with the clients.
- SCANWELL LOGISTICS should concentrate more in their new customers because loyal customers were highly satisfied with the service.
- SCANWELL LOGISTICS has to consider their tariff and rates to increase their customer satisfaction.
- They should take necessary steps to solve the complaints given by clients.

Conclusion:

SCANWELL LOGISTICS enjoys world class logistical competency and has marked towards gaining competitive advantage by providing customers with superior services. The industry average in terms of inventory availability as well as speed and consistency of delivery has successfully raised the standards of SCANWELL LOGISTICS to a logistically sophisticated firm and has attracted suppliers and ideal business partners. By efficient servicing of the demand and the aim towards customer satisfaction the company is aiming to increase its market share and competitive advantage, which



would result in higher profitability for the business.

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