

A STUDY ON OCEAN FREIGHT WITH REFERENCE TO ABC CARGO FORWARDERS PRIVATE LIMITED

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ABSTRACT

Ocean freight relies heavily on the services of third parties called freight forwarders. Freight forwarders usually mean a third-party individual or company who picks up your goods, properly arranges them to be loaded and on board for shipping, and eventually correctly delivered to the final destination. This is because it is usually necessary to have trusted eyes and hands that can help collect your goods from the seller and arrange to ship and place your goods aboard the ship. Descriptive research was carried out by collecting the data. It was concluded that depending upon various factors customers can choose either air freight or ocean freight. It completely depends upon the factors considered by the customer and their requirements.

Key Words: Complaints, Cargo, Communication, and Documentation

INTRODUCTION AND REVIEW

Ocean freight is the method of transporting often large loads of goods by sea – putting cargo in large containers which are loaded onto vessels. Over 90% of all the world's trade is carried by sea – and even more in some countries. The ocean freight is more up greeted in the big countries, The countries which are high and rich are more and advanced developed in port areas for export and import. The export and import more often make a country to improve their revenue and market prices to be raised in other countries, The more number export makes the country that rich in revenue. An ocean freight rate is a cost of transporting shipments directly by the sea. Freight quotations are the estimated summary of charges during the entire transportation process, including pick-ups, trucking, warehousing...etc.

Air freight is another term for air cargo that is, the shipment of goods through an air carrier. Air transport services are the most valuable when it comes to moving express shipments around the globe. Just like commercial or passenger airlines, air freight flies in the same gateways.

Road transport means the transportation of goods and personnel from one place to the other on roads. Road is a route between two destinations, which has been either paved or worked on to enable transportation by way of motorized and non-motorized carriages.

Tai-Cherng Lirn in his research on ocean freight forwarders and shippers used freight forwarders' services in Vietnam to explore the key practices of CSR in the Vietnam ocean freight forwarding industry. The Analytical Hierarchical Process (AHP) methodology is employed to assess and weigh 15 sub-criteria that are covered by three dimensions: environment performance, social rating and corporate governance rating. Using the snowball sampling technique. Kee-Hung Lai (2006) reports the results of a study of the freight forwarding industry in Hong Kong. A survey questionnaire was administered to over 1,100 companies in the industry, examining their demographic profiles, capability in providing different types of logistics services, service performance and the perceived prospects of the industry. Consequently, the result indicates that among three evaluation dimensions, the environmental dimension is perceived to have the highest degree of importance and among 15 sub-criteria, protection of labour, pollution prevention, clean energy and materials are the top three criteria that were perceived to have the highest degree of importance when a freight forwarder wants to fulfil its CSR.

OBJECTIVES OF THE STUDY

- To study the mode of introduction and communication
- To analyze the satisfaction process
- To study the customer complaint process
- To study the satisfaction level of cargo tracking

RESEARCH METHODOLOGY

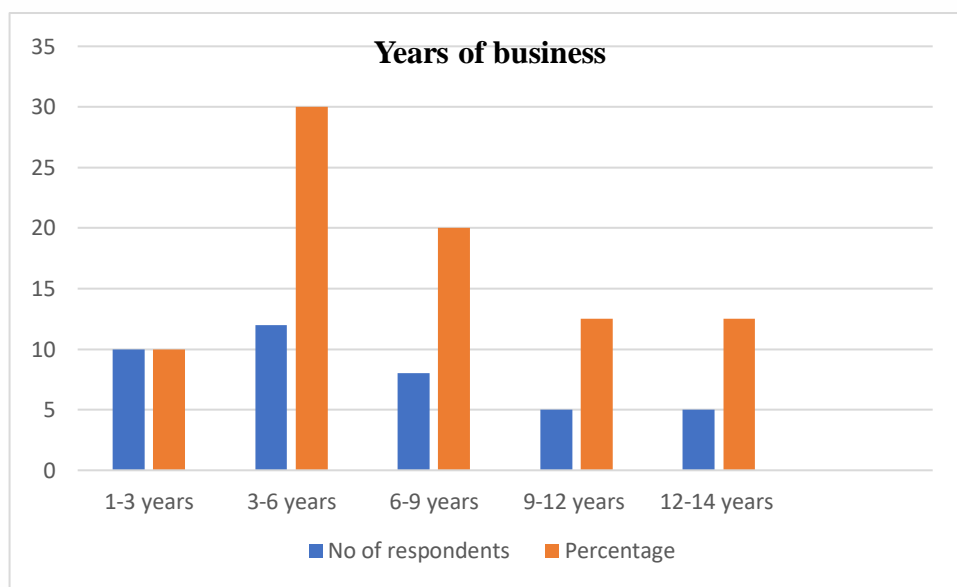
- Research design: Descriptive research
- Sample design: Convenient sampling
- Sample size:40
- Analysis tools: Percentage
- Source of data: Primary Data

ANALYSIS AND INTERPRETATION

Table 1: Years of business

No of years in business	No of respondents	Percentage
1-3 years	10	25
3-6 years	12	30
6-9 years	8	20

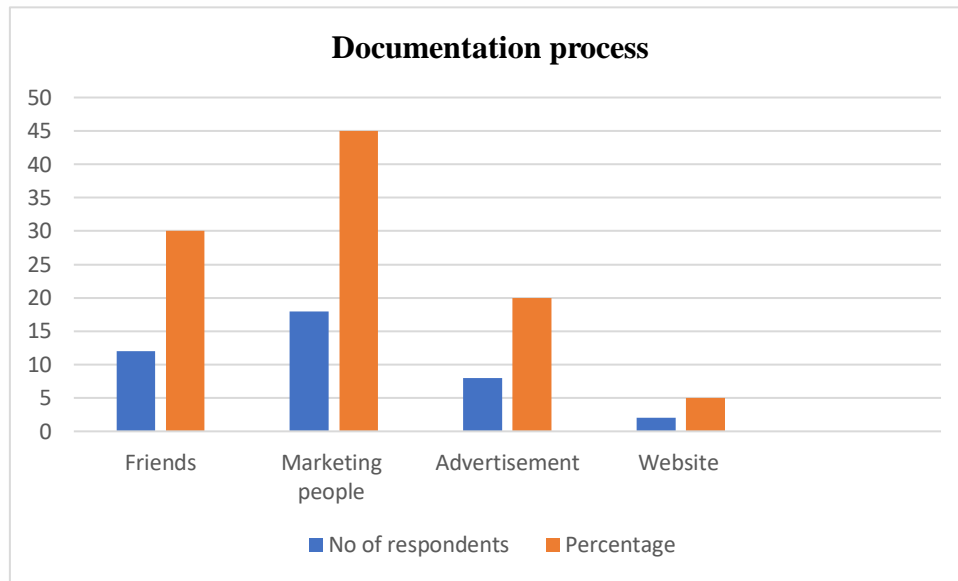
9-12 years	5	12.5
12-14 years	5	12.5
Total	40	100



From the above table, it is clear that 30 percent of customers are doing business with the logistic company for 3-6 years, 20% of customers doing business for 1-3 years, 25% of customers are doing business for 6-9 years. 12/5 of customer are doing business for 9-12 years and the same percentage of respondents are doing business with 12-14 years.

Table 2: Mode of introduction

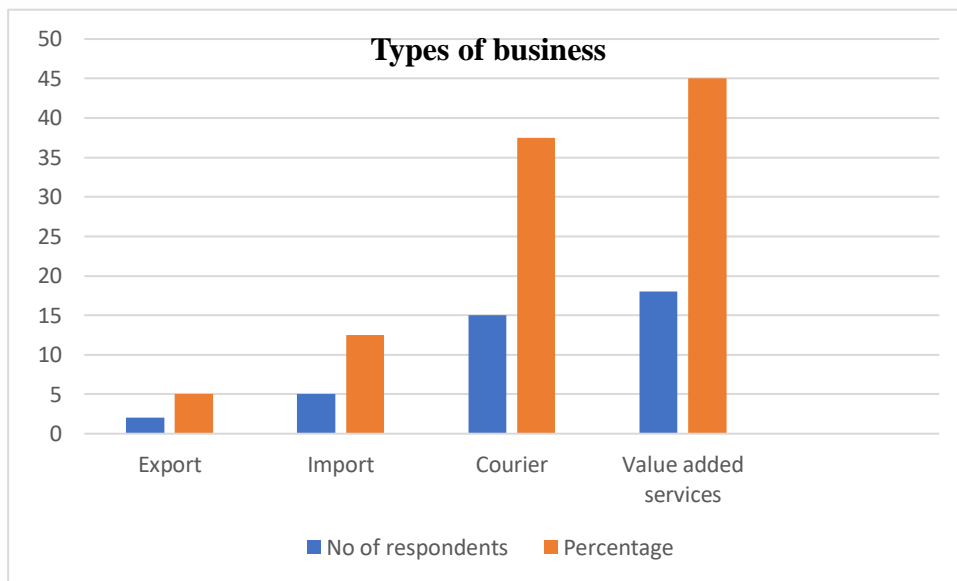
Mode of Introduction	No of respondents	Percentage
Friends	12	30
Marketing people	18	45
Advertisement	8	20
Website	2	5
Total	40	100



From the above table, it is clear that 45 percent of customer comes to know about the company through marketing people and 30 percent of customer are aware through friends. 20% of customers are aware of it through advertisements and the remaining percent are aware of it through the website.

Table 3: Type of business

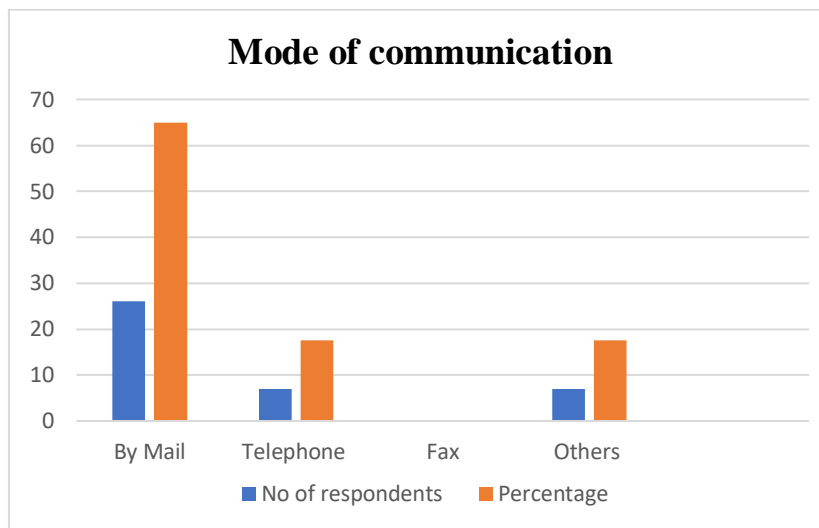
Type of business	No of respondents	Percentage
Export	2	5
Import	5	12.5
Courier	15	37.5
Value-added services	18	45
Total	40	100



From the above table, 45 percent of customers do value-added services with the freight for 3 orders and 37.5 percent of customers do courier business. 12.5% of customer do import business. Negligible percent of customers do export business.

Table 4: Mode of communication

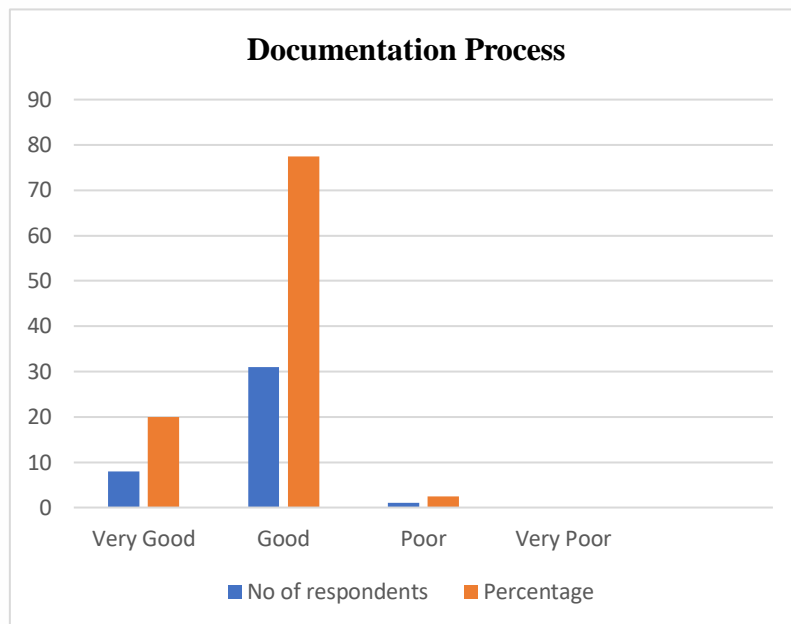
Mode of communication	No of respondents	Percentage
By Mail	26	65
Telephone	7	17.5
Fax	0	0
Others	7	17.5
Total	40	100



From the above table, it is clear that 65 percent of the customers preferred mail communication and 17.5 percent of customers prefers both telephones and other communication.

Table 5: Rate the documentation process

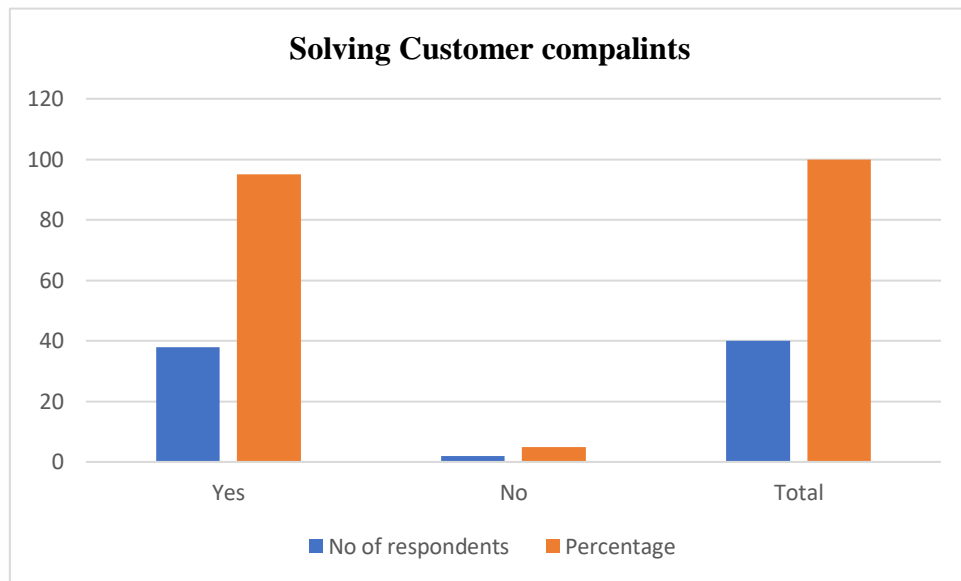
Documentation process	No of respondents	Percentage
Very Good	8	20
Good	31	77.5
Poor	1	2.5
Very Poor	0	0
Total	40	100



From the above table it is clear that 77.5 percent customer rate the documentation process as good and 20 percent customer says very good, 2.5 % of customer rate it as poor.

Table 6: Solving the customer complaints/grievances

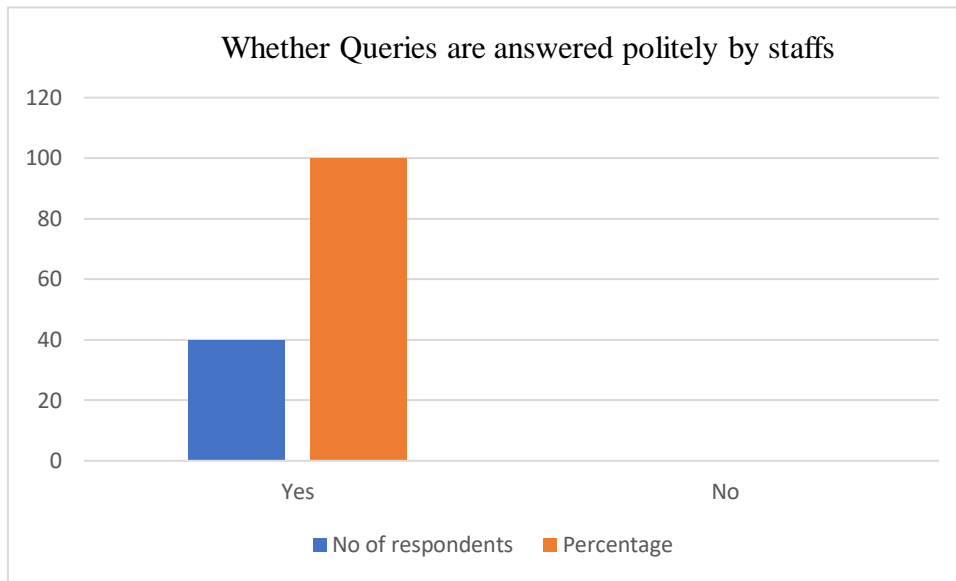
Customer complaints	No of respondents	Percentage
Yes	38	95
No	2	5
Total	40	100



From the above table, it is clear that 95 percent of customer says the organization gives preference for solving customer complaints/ grievances.

Table 7: Whether queries are answered politely by staff.

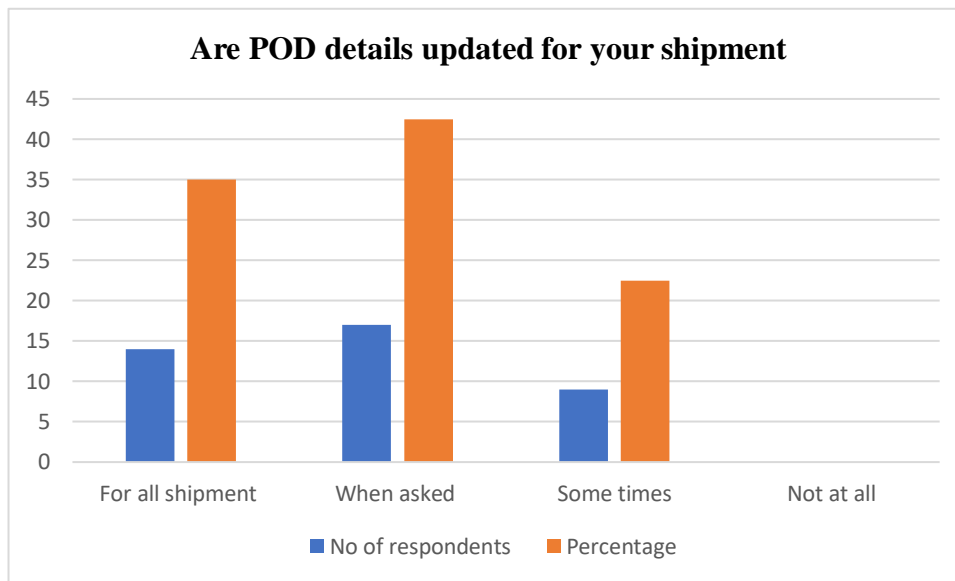
Politeness	No of respondents	Percentage
Yes	40	100
No	0	0
Total	40	100



The above table shows that almost all the customers are satisfied with the politeness of staff members.

Table 8: POD details updated for your shipment.

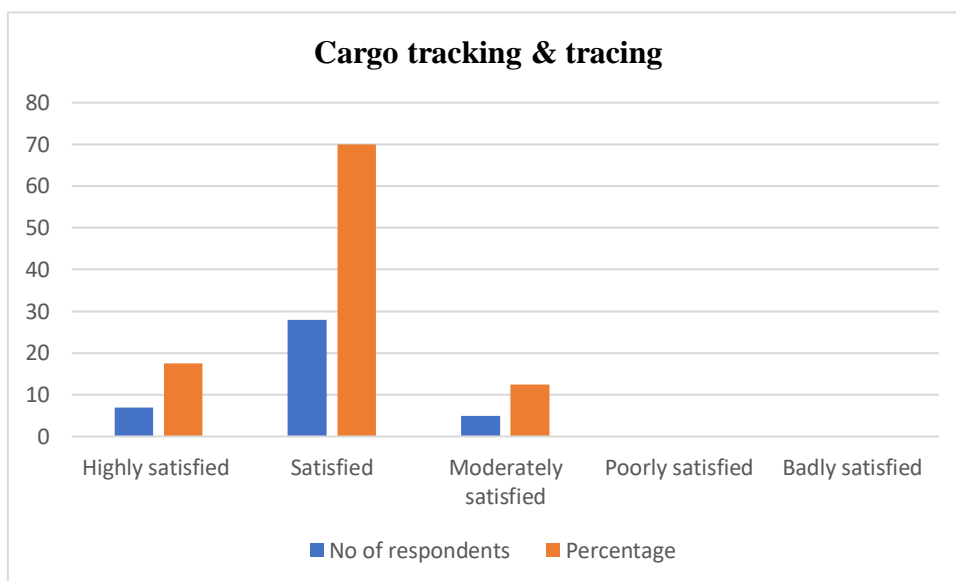
POD details updated	No of respondents	Percentage
For all shipment	14	35
When asked	17	42.5
Some times	9	22.5
Not at all	0	0
Total	40	100



From the above table, it is clear that 42.5 percent of customers said POD details are updated when asked and 35 percent of customers said the POD details are updated for all shipments, 22.5% feel sometimes is updated.

Table 9: Satisfaction level toward cargo tracing & tracking

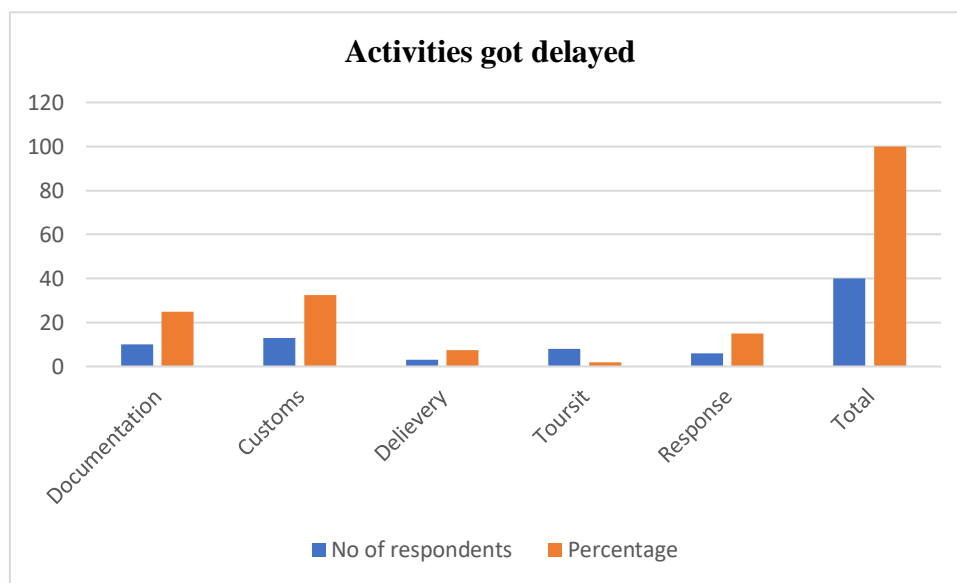
Cargo tracking & tracing	No of respondents	Percentage
Highly satisfied	7	17.5
Satisfied	28	70
Moderately satisfied	5	12.5
Poorly satisfied	0	0
Badly satisfied	0	0
Total	40	100



From the above table, it is clear that 70 percent of customers are satisfied with the cargo tracking & tracing methods and 17.5 percent of customers are highly satisfied with the cargo tracking and tracing., 12.5% of customers are moderately satisfied.

Table 10: Activities that get delayed

Activities got delayed	No of respondents	Percentage
Documentation	10	25
Customs	13	32.5
Delivery	3	7.5
Tourist	8	2
Response	6	15
Total	40	100



From the above table, it is clear that 32.5 percent of customers said that activities are getting delayed in the customs part. 25% feel that delays are due to the documentation process. 7.5% are getting delayed due to poor delivery and 2% are due to tourism.

MAJOR FINDINGS

- From the study it is clear that 30 percent of customers are doing business for 3-6 years
- The study shows that it is clear that 45 percent of customer comes to know about the company through marketing people and 30 percent of customer are aware through friends.
- The study shows that 45 percent of customers do value-added services and 37.5 percent of customers do export.
- From the study it is clear that 65 percent of the customers preferred mail communication and 17.5 percent of customers prefers both telephones and other communication.
- From the study it is clear that 77.5 percent of customer says good for documentation process and 20 percent of customer says very well.
- From the study it is clear that 95 percent of customer says the organization gives preference to solving customer complaints/ grievances.
- Almost all the customers are satisfied with the politeness of staff members
- From the study it is clear that 42.5 percent of customers said POD details are updated when asked and 35 percent of customers said the POD details are updated for all shipments.
- From the above study it is clear that 70 percent of customers are satisfied with the cargo tracking & tracing methods and 17.5 percent of customers are highly satisfied.
- From the study it is clear that 32.5 percent of customers said that activities are getting delayed in the customs part.

CONCLUSIONS

Customers feels that the company has to improve its import handling process and mostly all the customers are contacted via mail. All business deals are performed through the mail. Since customers are not much satisfied with the pre-alert details given by the company, Pre alert details given to the customers have to be updated regularly. Most of the activities are getting delayed in customs so proper relationships have to be maintained with the customs clearance office to quicken the process.

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