

**“ROLE AND FUNCTIONS OF FREIGHT
FORWARDERS WITH SPECIAL REFERENCE
TO AWATAC CHENNAI”**

*A dissertation submitted to the School Of Maritime Management,
Indian Maritime University in the partial Fulfillment of*

**Master of Business Administration
in
International Transportation and Logistics
Management**

By

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UNDER THE SUPERVISION AND GUIDANCE

OF

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SCHOOL OF MARITIME MANAGEMENT

INDIAN MARITIME UNIVERSITY

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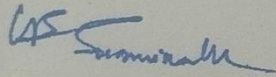
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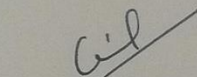
Certificate

This is to certify that the project report titled **“Role and Functions of Freight Forwarders with Special Reference to Awatac Chennai”** is a bonafide work done by **Nandana Haridas (Reg.No:- 2103305030)** in partial fulfilment of the requirement for the award of the degree of Master of Business Administration in Indian Maritime University, Chennai.



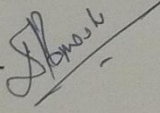
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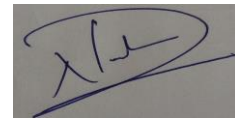
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DECLARATION

I, **NANDANA HARIDAS** (Reg. No. 2103305030) student of the School of Maritime Management, Indian Maritime University – Chennai Campus, hereby declare that this project report titled **”Role and functions of Freight forwards with special reference to Awatac Chennai”** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration in International Transportation and Logistics Management is my original work carried under the guidance of my project guide. It has not formed the basis for the award of any Degree/Diploma of any University / Institution. The information submitted is true and original to the best of my knowledge.



Place: Chennai

Date : 8/5/2023

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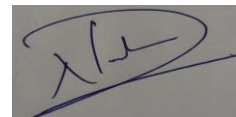
It gives me immense pleasure to express my thanks to all those who helped in the successful completion of this project. First & foremost, I thank God Almighty for his gracious guidance throughout the project.

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Date : 8/5/2023

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TABLE OF CONTENTS

| S. NO. | CONTENTS | PAGE NO |
|---------------|--|----------------|
| I | CERTIFICATE | I |
| II | DECLARATION | II |
| III | ACKNOWLEDGEMENT | III |
| 1 | INTRODUCTION | 1 - 10 |
| 1.1 | Freight Forwarding | 3 |
| 1.2 | How freight forwarding is carried out | 3 |
| 1.3 | Freight forwarding market dynamics | 5 |
| 1.4 | Research objectives | 8 |
| 1.5 | Scope of the study | 8 |
| 1.6 | Research methodology | 8 |
| 1.7 | Limitation of the study | 9 |
| 1.8 | Chapter Scheme | 10 |
| 2 | LITERATURE REVIEW | 11 - 18 |
| 3 | ANALYSIS OF FREIGHT FORWARDING INDUSTRY | 19 - 31 |
| 3.1 | Introduction | 19 |
| 3.2 | Awatac an overview | 21 |

| | | |
|----------|---|---------|
| 3.3 | Associates of awatac | 22 |
| 3.4 | Certifications | 23 |
| 3.5 | Services | 24 |
| 3.6 | Departments in Awatac Chennai | 30 |
| 4 | DATA ANALYSIS AND INTERPRETATION | 32 - 45 |
| 4.1 | Analysis of data | 32 |
| 4.2 | Advantage of hiring freight forwarding services | 45 |
| 5 | FINDINGS, SUGGESTIONS AND CONCLUSION | 46 - 48 |
| 5.1 | Major Findings | 46 |
| 5.2 | Suggestions | 47 |
| 5.3 | Conclusion | 47 |
| | BIBLIOGRAPHY | 49 |
| | APPENDIX | 52 |

LIST OF FIGURES

| FIGURE NO | TITLE | PG .NO |
|------------------|--|---------------|
| 4.1 | Age group | 33 |
| 4.2 | Education | 33 |
| 4.3 | Years of experience with a freight forwarder | 34 |
| 4.4 | Freight forwarders assist in determining the most efficient shipping route | 34 |
| 4.5 | Do freight forwards provide client with information regarding export cost | 35 |

| | | |
|------|--|----|
| 4.6 | Freight forwarders are obliged for contracting and making reservation of cargo space on train, truck, ship or aircraft | 36 |
| 4.7 | Do you that modern technology helps in making freight forwarding process easy | 37 |
| 4.8 | Freight forwarders check and assist insurance for the shipment of the cargo on behalf of the client. | 38 |
| 4.9 | Freight forwarders assist clients for the best way to transport merchandise and perform packing, storing and loading of cargo | 39 |
| 4.10 | Freight forwarders indulge in the preparation as well as the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others. | 40 |
| 4.11 | Freight forwarders obliged for Handling with foreign customs agents to make sure the documents and the merchandise abide by the customs regulations | 40 |
| 4.12 | Freight forwarders advice the client on social situations, political state, and legislation affecting international trade as well as other dynamics that may affect the transportation of the goods | 41 |
| 4.13 | That Freight forwarders act as an arbitrator in customs negotiations around the world to efficiently direct the cargo | 42 |
| 4.14 | That freight forwarders use modern technology to ensure a real-time tracking of the transport merchandise | 43 |
| 4.15 | Freight forwarders helps use of multimodal transport system | 44 |

CHAPTER 1

INTRODUCTION

The logistics industry is seen as a vital sector for improving international trade as a result of digitalization and globalisation. The logistics and freight sector, which is rapidly growing and widely recognised as India's economic backbone since it provides prompt, effective, and affordable delivery of goods throughout the nation, is crucial to many business sectors. The adoption of cutting-edge and creative technology in India's logistics business has led to increased production and new combined operating models. When logistics firms expand, the logistics market expands as well, increasing global competitiveness and playing a crucial role in the economic development and expansion of a nation. The interaction of technology, infrastructure, skilled labour, and new kinds of service providers determines the logistics sector's capacity to serve clients, reduce prices, and provide excellent services. In India's modern logistics sector, the production and service supply chains for inbound and outgoing goods were combined. In recent years, the logistics system has received much-needed attention from both corporations and policymakers. In recent years, the logistics sector has seen tremendous change. Preparation, execution, and monitoring of goods movement have all grown quicker and more dependable as a result of cutting-edge technology and improved processes. Many avenues exist for contemporary processes and practises to benefit supply chain systems. Innovative logistics initiatives increase awareness and create fresh business plans for businesses that offer transportation services around the globe. Recently, hurdles in India's economic progress have been brought on by outdated logistics infrastructure and conventional corporate practises. On the other hand, the most recent method of logistics management can handle the problems while preserving long-term competitiveness. To ensure that their products reach customers quickly, manufacturing businesses contract out their logistical tasks to third-party logistics providers. Material management, sorting facilities, commodity storage and retrieval, warehousing, distribution, freight handling, inland waterways, and the creation of processing strategies were all part of these logistical operations. The technological needs of third-party service providers are often met, but they have not been able to offer their finest services because of inadequate infrastructure and antiquated technology.

90% of all trade takes place on the sea, making the shipping industry the backbone of the global economy. The demand for industrial raw materials typically rises in response to rising economic growth, which drives up imports and exports. The supply and demand of goods by consumers significantly determines the freight rates and profits of shipping businesses. Depending on the type of cargo transported, the shipping sector can be classified into three groups: dry bulk, wet bulk (tankers), and containerships. Iron ore, steel, coal, and other bulk materials are transported by dry bulk carriers, whereas crude oil, downstream refined goods, and chemicals are transported by tankers. Initially, broken bulk was delivered by containerships (commodities which are shipped in bundles, pallets, bins etc.). The shipping business has a high capital intensity, so there must be enough cash flows to cover working capital needs. Furthermore, important elements that operate as entry barriers in this industry are experience and technological know-how. Price is the only factor in the competition, yet companies with younger fleets can charge more. Suppliers' negotiating strength is eroding as a result of the constant increase in fleet supply and fierce international competition. On the other hand, because the market is competitive, customers have more negotiating power.

A freight forwarder or forwarding agent arranges import and/or export shipments in the shipping and logistics sector. Individuals or other organisations, such as distributors or retailers, may receive these packages. Instead of acting as an active carrier, a freight forwarder often acts as an agent. A forwarding agency is a non-asset-based third-party logistics service who dispatches shipments in collaboration with asset-based carriers. Booking and securing space for shipments on carriers like ships, planes, trucks, and trains is the responsibility of freight forwarders. The forwarder's main duty is to negotiate with different carriers to arrange carriage. Advice on documentation and customs procedures in the destination country is another duty of the forwarder. His overseas representative was in charge of his customers' goods and alerted him of any issues that might impede their transfer. Today's environment places equal responsibility on the forwarder and the shipper. It runs through a corresponding agency, a foreign branch office, or as a domestic carrier. The forwarder will act for his client as both a carrier (principal) and an agent in a same transaction. NVOCCs, customs brokers, and international freight forwarders frequently demand a fee to transfer documents to another transportation company at the destination. The exporter pays this charge at the origin in the International Commercial Term (incoterm) CFR (cost and freight) and CIF (cost and insurance), and the importer pays it in the incoterm FOB (free on board) (cost, insurance and freight). This price is distinct from other paper processing and cargo release fees, as well as the paperwork fees that carriers and NVOCCs include as part of the freight charges on a bill

of lading. This price, which some companies call an administration fee, a paper fee, or a document transfer fee, is recognised by most shippers and is present in almost every destination. Carriers using steamships are exempt from this tax.

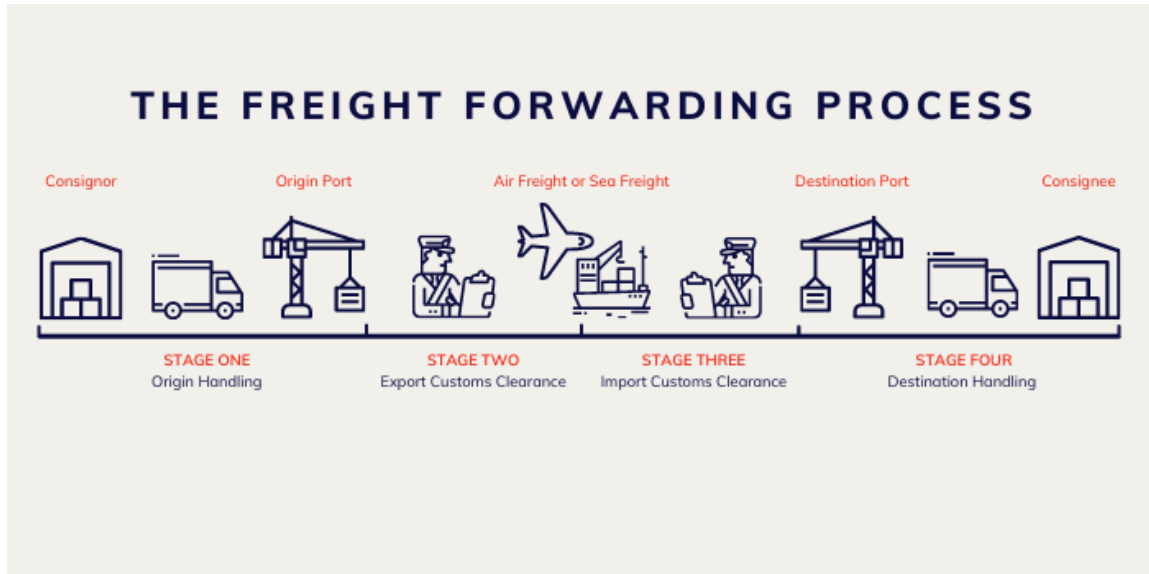
1 1 Freight Forwarding

The process of moving cargo by freight transport companies from a point of origin to a destination, whether that cargo is being transported via truck, ship, or the air, is known as freight forwarding. As long as the shipment is within their geographic range, freight forwarding companies are in charge of picking up, transporting, and delivering the cargo to the ultimate location. In addition to tracking onshore transit, warehousing, setting up cargo insurance, procuring cargo space, calculating freight costs, completing out shipping and export documentation, and freight consolidation, freight forwarders also offer a wide range of other services. Through air or water, freight forwarders will transport the goods listed on their waybills. Additionally, they collaborate with third-party partners at numerous locations throughout the world to offer paperwork, transportation, and other necessary services. Freight forwarders are frequently regulated by government organisations to make sure they abide by the rules established by these regulatory bodies. The kinds of cargo that can be moved or the amount of weight that can be transported at once by a particular company may also be under the control of these agencies. Usually, this kind of law protects both the consumer and those who handle their goods while they are being transported. It's also critical to understand that freight forwarders do not possess the cargo they move. Just picking up and moving cargo from one location to another is their responsibility.

1.2 How freight forwarding is carried out

When the importer (consignee) and the supplier (consignor) agree on the purchase terms and Incoterms, the goods moving process gets started. The terms of trade (Incoterms) selected will determine who is responsible for each step of the goods shipping process, including origin handling, inspections, and documentation.

A freight forwarder is hired to oversee the transportation procedure after the two parties exchange the business invoice. Freight forwarders, in particular, take away all the hassle if firms are transferring goods worldwide because they have experience doing so through international suppliers. One of the many advantages of utilising a freight forwarder is this.



- Step One: Export clearance and origin handling

Moving products from a supplier's location to the origin port for direct shipping or to the warehouse of a goods forwarder constitutes the first stage.

First, goods forwarders will make a planned reservation with a land, sea or air carrier. These will subsequently make it easier for the applicable regulatory body (the origin country's customs agency) to check and authenticate the cargo's contents. Typically, a trucking company is hired to transport the cargo to an export terminal. The type of items, volume being moved, and distance between locations can all affect how long this process takes.

- Step 2: Export Customs Clearance

Getting permission for the items to depart their nation of origin is the next step. To ensure that

all paperwork complies with regulatory requirements and carrier specifications, customs clearance documentation should be coordinated and completed by the supplier, the recipient of the products, and the designated carrier of the shipment. Think of this collection of documents as the shipment's passport. The shipment won't move without it. The merchandise will be sent into international transit once it has been approved.

- Step Three: Import Customs Clearance

The documentation for the shipment will be examined by the country's customs and quarantine authorities once the cargo reaches its final country of destination. To ensure efficiency, the goods forwarder or customs broker can create this documentation before the shipment arrives. Import customs clearance refers to getting the recipient country's customs authorities to

approve your foreign consignment. Governments have laws that must be followed in order for you to have all required import licences, permits, and certificates.

Freight forwarders may take care of this step in some circumstances. They assist with the paperwork needed to make sure your shipment is lawfully permitted to enter the nation.

- **Step Four: Handling and Arrival at Destination**

Freight forwarders will arrange for the cargo's ultimate handling when customs approves the shipment. If third-party warehousing is necessary, they can send the package immediately to the goods forwarder's warehouse, or they can deliver it at the agreed-upon time to the destination.

Freight forwarders are not a "one-stop-shop" for all transportation requirements. Instead, a lot of freight forwarders collaborate closely with freight brokers or agents who act as the point of contact for customers and freight forwarding businesses. Both sides may benefit from this in terms of pricing and customer service. Also, some smaller shippers might discover that hiring just one business is more convenient than trying to manage several connections at once.

1.3 Freight forwarding market dynamics:

Drivers of freight forwarding market:

- **Increase in the trade agreements between nations:** Trade agreements between nations enhance the import and export of products and services, which fuels the expansion of the goods forwarding market. 90% of the tariffs between 15 East Asian and Pacific countries will be eliminated by the new free trade agreement. 15 East Asian and Pacific nations are included in the agreement known as the Regional Comprehensive Economic agreement (RCEP). The value of trade between the 15 members was approximately US\$ 2.3 trillion, and the tariff concessions in the pact may increase exports by US\$ 42 billion inside the newly formed alliance.
- **Use of artificial intelligence (AI):** Artificial intelligence in logistics and supply chain management is developing quickly. The market for AI in logistics and supply chain is anticipated to develop at a CAGR of 20% during the projected period, reaching US\$ 14 Bn by 2029. The integration of artificial intelligence (AI) has become a critical issue that is gaining pace in the goods forwarding industry. Artificial intelligence helps to save costs, save time, increase productivity, and enhance accuracy through automation and real-time data.
- **Rising international trade by air freight and ocean freight:** Over the course of the projected period, ocean freight is anticipated to increase in value at a CAGR of 4.5%. More trade is

being created as a result of the new trade agreements between the nations. In 2021, the air freight forwarding industry grew by 14.9% year over year, and during the projection period, it is anticipated to rise at a CAGR of 5.4%. Through the course of the projected period, the pharmaceuticals and international e-commerce industries are anticipated to drive market expansion.

- Growing acceptance of e-commerce: E-commerce accounts for 15% of the total volume of air freight trade. E-commerce currently accounts for 18% of air cargo income, with a projected increase to 22% by the end of 2022. Due to the e-commerce industry's consistently strong demand, which has proven to be a substantial source of cargo volume for airlines, the air cargo business has benefited from this trend. The market for e-commerce logistics was estimated to be worth €441.47 billion in 2021, and over the forecast period, it is anticipated to expand at a CAGR of 11.65%. To reach US\$ 4.280 trillion in 2021, the total value of online retail sales climbed by 27.6%.

Global Scenario

The Business Research Company has released a number of new reports, including the freight forwarding research report, that offer statistics on the industry. These statistics include the global market size, regional shares, competitors with a share of the freight forwarding market, in-depth freight forwarding segments, market trends and opportunities, and any other information you might require to succeed in the freight forwarding sector. This goods forwarding study report gives you a comprehensive view of everything you need and provides a detailed analysis of the industry's present and future conditions.

The size of the worldwide freight forwarding industry increased at a compound annual growth rate (CAGR) of 4.2%, from \$191.01 billion in 2022 to \$199.09 billion in 2023. At least temporarily, the Russia-Ukraine conflict hampered the possibilities of a COVID-19 pandemic-related global economic rebound. Economic sanctions on a number of nations, a rise in commodity prices, and disruptions in the supply chain as a result of the conflict between these two nations have caused inflation in many different markets throughout the world and affected the prices of goods and services. With a CAGR of 3.1%, the goods forwarding market is projected to reach \$224.78 billion in 2027.

The volume of international trade is increasing, which has a big impact on the market for goods forwarding. Global trade is the exchange of goods and services across nations. Global trade will allow consumers and nations the chance to experience items and services that are either unavailable or more expensive domestically. On behalf of shippers, goods forwarders

plan the intermodal transportation of products, and rising trade volume will increase freight forwarding activities. For instance, the World Trade Organization estimates that the volume of international trade in goods expanded by 8.0% in 2021. As a result, the future expansion of the goods forwarding market is anticipated to be fueled by the development in the volume of international trade.

Apex International Corporation was purchased by Kuehne+Nagel, a transport and logistics firm with headquarters in Switzerland, in May 2021 for an unannounced sum. Specifically in e-commerce fulfilment, high technology, and e-mobility, Apex and Kuehne+Nagel will be able to give customers an attractive solution in the cutthroat Asian logistics market thanks to this acquisition. A logistics company located in China that specialises in freight forwarding is called Apex International Company.

The following companies dominate the freight forwarding industry: Agility, Bollere Logistics, CEVA Logistics, DB Schenker, DHL Global Forwarding, Dimerco, Expeditors International, Hellmann Worldwide Logistics, Kuehne+Nagel, Nippon Express, Expeditors International, C.H. Robinson Worldwide, Panalpina World Transport Holding Ltd., CMA CGM, CJ Logistics Corporation, Kerry Logistics, and DAMCO.

Indian Scenario

The Indian logistics market was worth around \$250 billion in FY 2020–21, and it is expected to grow to US\$380 billion by 2025. With the help of technology, the logistics sector in India is primed for substantial growth after the epidemic, with a CAGR of 10–12 percent.

Other trends driving its pace include the adoption of technology for tactical, strategic, and operational decision making, routing, fleet optimization, and data analysis. Infrastructure readiness and technology are projected to be the key engines of its expansion. Digital freight forwarding businesses have exploded in recent years as "Uber for freight" trends gain popularity. Nowadays, the majority of freight forwarders are going digital, making it simple and convenient to book freight with only a few clicks.

India has made significant progress in the creation of infrastructure connections because to initiatives like the construction of goods corridors and the Sagarmala and Bharatmala plans. Spending on the creation of connectivity infrastructure projects has increased since the last federal budget. Market leaders are also anticipated to use the Internet of Things (IoT), automation technology, blockchain technology, cloud computing, advanced/big data analysis, artificial intelligence (AI), and robotics in the logistics domain to pursue improved quality and lower prices.

Legal environment: In India, a freight forwarder is governed by the following statutes:

The Multimodal Transportation of Goods Act, 1993, Carriage of goods: Land - Carriage by Road Act, 2007; The Railways Act, 1989, Sea: The (Indian) Bills of Lading Act, 1856; The Carriage of Goods by Sea Act, 1925; The Merchant Shipping Act, 1958; The Marine Insurance Act, 1963. The Carriage by Air Act, 1972. The Warehousing (Development and Regulation) Act, 2007. Draft National Logistics Policy (NLP): The Union Budget 2022-23 has given thrust to the logistics industry in India, through the PM Gati Shakti Program. The NLP, which has been in discussion for quite a while will be soon implemented to ease the supply chain bottlenecks and expedite the development of an integrated logistics ecosystem in India. It aims to reduce the cost of logistics in India from 14 percent of GDP to 10 percent.

1.4 RESEARCH OBJECTIVES

Objectives of the study are

- To study the role and functions of freight forwarders in logistics operations with special reference to Awatac Group
- To determine the advantages of hiring services of a freight forwarder

1.5 SCOPE OF THE STUDY

The work of the freight forwarding teaches us how the international market works as per the currency rates. In this study we can understand the relations and work of the freight forwarders with co-loaders, Custom housing Agents of clearing agencies and local vendors for the pickup and transportation. The study also helps to understand the role and functions of freight forwarders in logistics operations. Also, study can help to understand that how freight forwarders, shipping lane, CHA, co loaders and even local transport vendors are interrelated to each other. The study also helps to determine the various advantages of hiring freight forwarder's services.

1.6 RESEARCH METHODOLOGY

Population: responses are collected from the personnels working in awatac, there are a total of 20 responses. I have introduced a google form to collect data.

Tools for analysis: percentage analysis, diagrams and graphs will be used for presentation and analysis of data.

DATA COLLECTION

Primary Data: - Primary data are information collected by a researcher specifically for a research assignment. In other words, primary data are information that a company must gather because no one has compiled and published the information in a forum accessible to the public. The primary data used for the project are the raw materials of the study which were collected through questionnaire from different personnels in awatac.

Variables that could consider for the role of freight forwarders in logistics operations:

- **Cost:** Freight forwarders can help to reduce the cost of logistics operations by negotiating rates with carriers, consolidating shipments, and optimizing routing.
- **Customer service:** Freight forwarders can help to improve customer service in logistics operations by providing personalized support, offering value-added services, and resolving customer concerns.
- **Reliability:** Freight forwarders can help to ensure the reliability of logistics operations by managing risk, providing insurance, and maintaining compliance with regulations.
- **Technology:** Freight forwarders can help to enhance logistics operations through the use of technology, such as automated shipment tracking, digital documentation, and predictive analytics.
- **Communication:** Freight forwarders can help to improve communication in logistics operations by serving as a single point of contact, providing regular updates, and resolving issues quickly.

Secondary Data: - Secondary data are the data collected by a party not related to the research study but collected these data for some other purpose and at different time in the past. If the researcher uses these data, then these become secondary data for the current users. These may be available in written, typed or in electronic forms. Secondary data was collected from internet, website of the company, company financial books and books of related topics.

1.7 LIMITATION OF THE STUDY

- Findings are limited to the responses received from the small population.
- The study was conducted using a limited sample and thus the feasibility of the study in a broader perspective is limited.
- Limited access to data
- Time constraints

1.8 CHAPTER SCHEME

Chapter I – Introduction

Chapter II – Literature Review

Chapter III – Analysis of Freight Forwarding Industry

Chapter IV – Data Analysis and Interpretation

Chapter V – Findings, Suggestions and Conclusions

CHAPTER - 2

LITERATURE REVIEW

- Vasantha Shanmugam (2019)

Logistics is the movement of goods from one place to other. Freight forwarders play a major role in logistics operations. The main objective of the freight forwarders is to dispatch the shipments via carriers. Forwarder has the ability to arrange cargo movement from one destination to another within a short limit of time. It is tough for a company to ship goods at a normal price without a forwarder. Forwarders are having a long-term relationship with carriers and obtain good deals in the least possible time. The forwarding operations and company strategy differ from one company to another, by providing different (Vasantha & Meena, 2019)

- Parimala Gopinath (2006)

The goods are moved from the manufacturers/exporters to the customers/consumers by the freight forwarders with their effective utilization of the road/sea/air transportations. The key concept in freight forwarding service is the delivery of the cargo till the destination point or at the forwarders place to perform the operations to bring the goods to their end users. The international freight forwarders act as bridge between the manufacturers/exporters to the destination of the consumers. Their role through the development of multimodal transport operations is important to increase efficiency in international movement of goods, which is a critical component in the quest of improving our total export competitiveness. The factor perceived as most important to international traders is Reliability. We also found that the Reliability group of factors is the most important. The second most important perceived factor is Deadlines. The ability of forwarders to meet deadlines directly affects their clients' ability to meet their own obligations towards their customers and to provide them with reliable supply schedules. The third most important factor is Competitive Prices. Selecting an IFF company is basically an economic decision, based, to a large extent, on cost considerations. (parimala gopinath & ., 2013)

- Parimala Gopinath (2006)

Freight forwarding is a vital part of logistics in international trade activity. The traditional outlook of the role of Freight Forwarders/Customs House Agents (CHAs) has been to act as a buffer between the manufacturer/exporter and the sea carrier. By doing so, they assist in the efficient flow of goods down the international supply chain. Services generally offered by the forwarders are booking space with the carrier, helping in the movement of goods down the dock, ensuring the safe loading, arranging customs clearance and producing the documentation to and from the sea carrier. This paper articulates a research study (based on the perception of exporters) with a special focus to appraise the role played by freight forwarders/Customs House Agents (CHA) in logistics in Tiruppur. Logistics is concerned with getting products and services, 'where they are needed when they are desired'. Consumers expect products to be readily available and fresh, that they take for granted, a high level of logistical competency. No marketing or manufacturing process can be accomplished without logistical support. Movement of goods is carried out by the Freight Forwarder on behalf of the shipper. Freight forwarding is a vital part of international trade activity. Forwarding can be defined as "Help forward, send on to further destinations". The traditional outlook on the role of a forwarder was that of a buffer between the Manufacturer/Exporter and the sea carrier, to assist in the efficient flow of goods down the international transport chain. The forwarder helps in booking space with the carrier, helping in the movement of goods down the dock, ensuring safe loading, arranging customs clearance and producing the documentation to and from the sea carrier. (Parimala Gopinath, 2006)

- Issa Baluch

The problem of supply and demand is the driving force of human history, and it is directly related to transport: if we cannot produce the food or goods we want to consume or use, they must be transported to us. In the age of trade between farms and villages, this transport was relatively simple, if slow, and performed with animals and wagons or only with manpower. However, as people began exploring other trading opportunities, cross-country and cross-continental travel began to spread. With exploration and the birth of global maritime trade came the growth of merchant shipping and long-distance transport by sea. The Industrial Revolution of the eighteenth and nineteenth centuries applied steam power to transport, ultimately facilitating even faster movement of goods. Today, the products we consume travel long distances along global supply chains to reach us. Production, inventory control, transport, and distribution, and specialized handling and management are all part of these supply chains.

As supply chains become more geographically intricate, their success depends more and more on the expertise of competent transport intermediaries (freight forwarders, or freight logistics providers). (ISSA BALUCH, 2022n.d.)

- H.-J. Schramma

This paper is about the role of freight forwarders in managing international logistic chains, where they are often seen as their 'architects'. But they are in danger of being by-passed or disintermediated, due to organisational and/or technological reasons. First, a need for an integrated approach to logistic chain has been already recognised in theory and practice. Multinational firms in the industry or retail sector i.e. show an increasing demand for complex transport and logistic service like world-wide door-to-door delivery or one-stop-shopping. Second, the employment of new technologies in connection with the Internet cause a deep change in the relationships along the logistic chain due to a change in intermediation. This will be reflected by developing a theoretical framework based on Casson's theory of entrepreneurial networks in international business to provide some insight in the complex relationships between shippers, freight forwarders and other intermediaries or service providers along the international logistic chain.(H j Schramma & ., n.d.)

- Sławomir Skiba, Adrianna Karaś (2022)

The need for transport services is growing, which has caused the goods forwarding industry to change. The freight forwarder is no longer a one-service provider; rather, they are now a part of a full supply chain, and the business is already experiencing dynamic changes in how it connects customers and suppliers. As major shipping companies like Maersk broaden the scope of their operations to encompass freight forwarding, the present developments pose a challenge to freight forwarders. They encounter difficulties for a variety of reasons, which may account for their failures. They might occasionally be unable to meet the needs of the customer because of obstacles. The biggest difficulties encountered are brought on by government rules and regulations (GST), importers or exporters, port authorities, warehousing of the cargo, insurance company red tape, customs clearance, liner firms, infrastructural issues, etc. Both primary data and secondary data are used in the study. a carefully constructed questionnaire created to collect information from goods forwarders. 50 forwarders make up the identified sample size. The study's conclusion offers suggestions for overcoming the difficulties experienced by goods forwarders.(Skiba & Karas, 2022)

- Miloš Poliak, Ekaterina Salamakhina, (2022)

This article brings up the subject of how freight forwarders' responsibilities vary in different Commonwealth of Independent States member nations. (hereinafter CIS). The aim of this analysis is to ascertain and evaluate the degree of accountability of goods forwarders in various nations. Future consideration of modifications to the legal standards governing international forwarding activities may be made using the information gathered. No matter which state the business providing forwarding services is registered in, the proposal to amend the legal requirements will include the establishment of uniform conditions for goods forwarders' accountability, which will streamline the process of planning the transportation of goods. The article summarises the findings of an investigation of freight forwarders' accountability in a few chosen member states of the European Union (hereafter the EU), which were found within the context of earlier studies. Additionally, the legal standards governing the goods forwarding process were examined together with the conditions of accountability of goods forwarders in CIS nations. The discrepancies between the duties of freight forwarders in the freight forwarding contracts provided by these organisations were also noted, along with national associations of freight forwarders. Based on the analysis's findings, a comparison of the data was made that can be applied to a more thorough investigation of the topic at hand. Analysis of freight forwarders' responsibilities in a few CIS nations is the goal. The comparative legal method of analysis was employed in the article's methodology. Results: Findings from the examination of freight forwarders' accountability in a few CIS nations have been acquired, and they will serve as the foundation for further development of collaborative solutions to integrate the requirements for conducting forwarding operations in various nations. Practical Implications Companies involved in international forwarding operations should put the results to use.(Poliak & Salamakhina, 2022)

- Rashika Mudunkotuw, Jayathmi D Gamachchige (2017)

Global economy tend to focus on more imports and exports, Where business need more and more support from 3PL providers to smooth their complicated business processes. When it comes to international business, there are lot of regulations and steps to be followed. Starting from making a booking with the carrier, reserving space, negotiate better rates, equipment reservations, fumigation, obtaining certificates, clearing, border regulations are few events involved. As a solution to the complicated processes freight forwarders came in to industry

thus the business can focus on their core activities while forwarder involve in the transport and logistics processes.

Hence purpose of this study was to investigate the factors considered by shippers when selecting a freight forwarder and help to improve the service quality of the freight forwarding industry and provide a platform for shippers to raise their expectations from the freight forwarder. Organisation size as well as the relationship of Frequency of using freight forwarders with the newly found factors and the organization size with the new factors. In order to carry out the research questionnaire survey was developed with the past research papers, articles and distributed among the sample of 250 shippers which was selected out of the 1557 exporting companies in 23 industries in Sri Lanka. Factor Analysis used to reduce the number of found factors through the survey and new factors were named as Quality, Reliability, Infrastructure, Standards, Paperwork and Forwarders Choice, Service Excellence, Industry Knowledge, and Consignee Requirements. Further descriptive analysis was used to analyse the data. Furthermore it was found a relationship between new factors with organization size and the frequency of using freight forwarders. Going forward recommended to the policy makers of freight forwarding company to consider the found factors in their corporate plans, implement and maintain them to achieve competitive advantages in the business.(Rashika Mudunkotuwa, 2017)

- Thomas Van Asch (2022)

the role and position of the freight forwarder in the air cargo market will be assessed. The freight forwarder is considered to be one of the most important decision-makers in the air cargo market. In addition, shippers rarely go directly to an airline, meaning that freight forwarders control a large part of the air cargo market. However, very little is known about their position in the industry. The first stage of this chapter will further elaborate on the role of the forwarder and secondly, on its position in the air cargo market. Whereas the business concept of freight forwarders is based upon cooperation, the integrators offer a wholly integrated product. Competition between both market segments increased in the last couple of years. Freight forwarders benefit from the consolidation of many smaller shipments into a limited number of larger consignments. The aviation industry is strongly moving toward a consolidating trend in the air freight forwarding market, as evidenced by the many mergers and acquisitions. Competition will be assessed by looking at some concentration indices (e.g., CR4, Herfindahl-Hirschman Index, Gini-coefficient). The presence of a wide range of freight forwarders at an airport is believed to be beneficial for the development of the air cargo market

at the airport. The presence of these forwarders at some selected airports is analyzed as well.(Van Asch, 2021)

- Borka Tusevska (2015)

This paper deals with the liability of the freight forwarders according to national and international law. The liability of the freight forwarder is an extremely complex issue for theoretical examination. The latter is especially case considering the process of complete transformation of the freight forwarder position that freight forwarders experienced in the last decade of 21-st century. Considering the fact that process of transformation of freight forwarders position imposed a new terminology determinant - logistic operators, in this paper we use the term freight forwarders, and emphasize that the subject of examination is conventional/classical freight forwarders. Theoretical examination of the freight forwarder status is vital for clarification of many practical dilemmas and disputes in logistic sector. The determination of the freight forwarders liability is aimed at reducing of judicial and arbitral disputes in Macedonian practice, and analysis of the legal regime of the freight forwarder's liability in the context of international shiiping, which present the main goal of this paper. The clarification of the freight forwarders liability is closely related to the determination of the freight forwarder position towards his principal and the third party in the obligation. For the purposes of the determination of freight forwarders liability, the position of freight forwarders in front of the customs services, insurance companies, warehouses, companies for control of the quality and quantity of the goods, will be a subject of consideration(BORKA Tusevska, 2015)

- T.-Y. Chou (2016)

Ocean freight forwarders play a critical role in the economic development of Taiwan and import/export services are their most important business line. As an integral element of the marine transportation industry, forwarders find themselves exposed to greater risks due to the homogeneity of their services in a highly competitive and changeable marketplace. It is hence essential to develop a model to evaluate trade risks so as to prevent and mitigate such risks, enhance competitive edge and operational sustainability. This paper examines the trade risks undertaken by the ocean freight forwarding industry in Taiwan and applies the algorithms of fuzzy multi-criteria decision making (FMCDM) to construct a model to assess such risks for

the industry in an empirical study. By combining the fuzzy set theory with the analytic hierarchy process (AHP) technique, this paper finds that the most important dimension of the import/export risks undertaken by ocean freight forwarders are partnership risks, followed by freight operational risks and warehousing operational risks. The top three risk items are the unfamiliarity with overseas customs regulations and procedures, insufficient capability in warehousing operations and insufficient capability in container loading/unloading.(Chou, 2016)

- Chang Hoon Shin , Jin-Yi Choi, Kyung-Woo Cho and Han-Na Yang (2013)

With the increase in the trade volume between countries, the market of freight forwarders industry has been gradually growing. However, not only in Korea, with the number of global freight forwarders increasing, global competition has been increasingly fierce, and domestic freight forwarders are facing enormous challenges, therefore, the relevant policy sectors have carried out a series of supportive policies, while academics have conducted various researches. But most of them have focused on the current situation or the business model, and they could not get feedback on government support policies from enterprises. Using the AHP analysis, this study decided the priority of the government's ongoing supporting policies, compared the cognitive differences among of the companies of 3 different sizes, which was further verified using t-test. Then we compared the government support policies with the actual expectations of the companies to see if they matched on the basis of the previous results of this study, in order to help to strengthen the competitiveness of our freight forwarding industry.(Shin et al., 2013)

- Naima Saeed (2013)

The objective of this paper is to compare vertical and horizontal cooperation among freight forwarders. The paper analyses three freight forwarders ('players') with two different means of transportation. The first two players are truck-operating freight forwarders. The third player is a freight forwarder with its own ship. For the purposes of analysis, the paper applied a two-stage game. The results revealed that the best form of cooperation is the one in which the large truck-operating company would establish a coalition with the ship-operating company; that is, vertical cooperation. This cooperation would generate better payoffs in the form of profit, not only to the members of this coalition, but also to the player that has not joined the coalition. However, user surplus is negative in all coalitions, which shows that the establishment of these

kinds of cooperation is not beneficial (in terms of prices) for the users of these service providers.(Saeed, 2013)

- Li, Zhen (Lee, Wesley) (2018)

This study looked into why freight forwarders dominate air freight networks even though carriers (airlines) possess the majority of the capital assets. The results showed that the supremacy can be linked to goods forwarders' capacity to combine orders into a steady stream of orders.(Li, 2018)

CHAPTER 3

ANALYSIS OF FREIGHT FORWARDING INDUSTRY

3.1 INTRODUCTION

The logistics sector is regarded as a crucial one for enhancing international trade as a result of digitalisation and globalisation. The logistics and freight sector, which is rapidly growing and widely recognised as India's economic backbone since it provides prompt, effective, and affordable delivery of goods throughout the nation, is crucial to many business sectors. The adoption of cutting-edge and creative technology in India's logistics business has led to increased production and new combined operating models. As logistics firms expand, the logistics market expands as well, increasing global competitiveness and playing a crucial role in the economic development and growth of a nation. The interaction of technology, infrastructure, skilled labour, and new kinds of service providers determines the logistics sector's capacity to serve clients, reduce costs, and provide excellent services. In India's modern logistics sector, the production and service supply chains for inbound and outgoing goods were combined. In recent years, the logistics system has received much-needed attention from both corporations and policymakers. In recent years, the logistics sector has seen tremendous change. Preparation, execution, and monitoring of goods movement have all grown quicker and more dependable as a result of cutting-edge technology and improved processes. Multiple ways exist for modern processes and practises to benefit supply chain systems. Innovative logistics initiatives increase awareness and create fresh business plans for businesses that offer transport services around the globe. Recently, hurdles in India's economic progress have been brought on by outdated logistics infrastructure and conventional commercial practises. On the other hand, the most recent method of logistics management can handle the problems while preserving long-term competitiveness. To ensure that their products reach clients quickly, manufacturing businesses contract out their logistical tasks to third-party logistics providers. Materials management, sorting facilities, commodity storage and retrieval, warehousing, distribution, goods handling, inland waterways, and the creation of processing strategies were all part of these logistical operations. The technological needs of third-party service providers are often met, but they have not been able to offer their finest services because of inadequate infrastructure and antiquated technology.

Some challenges faced by logistics industry

- Local, state, and national governments enact a variety of laws and regulations at different levels.

The logistics business faces many issues, including a lack of integration in transportation networks, a lack of warehouse and storage space, and information technology.

- There is a lack of training facilities and a need for competent workers in the logistics sector, which is problematic for employees and logistics managers.
- In the perishables industry, subpar management and storage facilities are to blame for significant material damage, degradation, and failure. Both maintenance and refrigerated containers and storage are required.
- The development of infrastructure, addressing the requirements of diverse sectoral supply chains, altering industrial regulations to encourage effective manufacturing and transportation, and implementing efficient management techniques and technology to boost productivity are a few of the key concerns.

In the year ahead, there will be significant investment in the logistics and transportation sector. The industry will generate a sizable number of jobs as a result of the changes and advancements brought about by these investments. According to analysts, the transport and logistics industry will have added the most employment by 2022.

If a nation's economy is to realise its full potential, supply chain restrictions must be eliminated to promote foreign trade growth. cheaper tariffs will result in cheaper logistics costs, which will boost the GDP of the country.

Customers are looking for much more from their freight forwarding and contract logistics providers than just the standard transportation and warehousing services as they expand into new markets, particularly in emerging nations. It has become competitive to be able to offer new, value-added services like warranty processing, returns administration, light manufacturing, customs and insurance brokerage, trade and transportation management. To put it another way, becoming a "one-stop-shop provider" is becoming more popular as a method to stand out from the competition and seize cross-segment opportunities.

3.2 AWATAC AN OVERVIEW

AWATAC is committed to offering its global clientele top-notch air-to-air and port-to-port freight services. Modern technology and established networks enable us to offer a full spectrum of dependable shipping options.

- For every customer, we provide the ideal solution.
- Personal logistical services.
- Collaborations with logistics firms; team composed of experts in both air and sea freight

Since our foundation, AWATAC has offered dependable freight forwarding and logistical solutions. In all parts of international multi-modal logistics, the freight professionals strive to the best of their ability to be innovative, progressive, and market driven.

We assist you in getting your items delivered, whether you are a tiny business or an established corporation. With the significant expertise we have acquired through international logistics and shipping, we provide warehouse and distribution services.

Awatac, a reputable logistics company, offers integrated logistics services that are tailored to the needs of prestigious clients and custom regulations.

Since our inception, we have received a lot of praise for providing trustworthy logistic services that are both effective and efficient. We are providing a whole logistical portfolio, which includes: Express Air-to-Air freight services, thanks to the ideal synthesis of our nimble workforce and state-of-the-art facilities:

- Time-bound Customs clearance services; cost-effective port-to-port freight services
- Services for Safe and Secure Warehousing
- Transportation and distribution services that are very well structured • Gentle handling of project cargo with a long shelf life

3.3 ASSOCIATES OF AWATAC:

Awatac has established into a reputed logistics company that provide integrated logistics services which are tailored to the needs of prestigious clients and that cop up with custom regulations. It is incorporated in 8 march 2012 and has more than 10 years of experience in the logistics industry, working in five countries (India, Malaysia, Singapore, Mombasa, and Uganda) with twelve offices. Its head office is in Chennai and corporate office is at Hyderabad.

Branches:

- ◆ Guntur
- ◆ Krishnapatnam
- ◆ Bangalore
- ◆ Kolkata
- ◆ Mumbai
- ◆ Gujarat

Overseas:

- ◆ Malaysia
- ◆ Tanzania
- ◆ Singapore



3.4 CERTIFICATIONS:

Awatac Group are certified by:

1. **WCA world:** World Cargo Alliance is the world's largest and most powerful network of independent freight forwarders and covers more than 5000 member offices 190 countries around the world. The most generous and comprehensive financial protection policy in the market is automatically provided to every member of every WCA network, enabling your firm to transact with other WCA members in total security and confidence
2. **AMTOI:** Recognition in the Industry as a certified AMTOI member, AMTOI is known for commitment to the cause of promoting Multimodal Transport. AMTOI membership certificate can be prominently displayed in the office and AMTOI logo can be used on your stationary, website and other collaterals. Members can Participate in various Training sessions and seminars organized by AMTOI. AMTOI is acknowledged in the industry as a certified member and is renowned for its dedication to the cause of promoting multimodal transportation.
3. **ASSOCHAM:** The Associated Chambers of Commerce and Industry of India is a nongovernmental trade association and advocacy group based in New Delhi, India India's top chamber, ASSOCHAM, has more than 200,000 enterprises and professionals as members, making it the largest in the nation. As a preeminent trade association, ASSOCHAM defends the interests of business and commerce and collaborates with government in policy matters and in the promotion of bilateral economic issues by complementary international organisations.
4. **MTO:** A multimodal transport operator license plays a key role in the Indian shipping business. It's mandatory for a shipping company or a freight forwarder to register under the Multimodal Transportation of Goods Act, 1993.02-May-2022. Any person may apply for registration to carry on or commence the business of multimodal transportation

5. **URS -ISO 9001:2015:** Strong standards for a Quality Management System are outlined in the international standard ISO 9001:2015. It outlines particular steps, actions, and procedures that businesses must develop, put into place, keep up with, and enhance in order to properly manage producing goods or providing services. Your business may be able to expand into new markets, nations, and sectors if you are certified in accordance with the standard. However, there is a greater benefit to meeting the requirements
6. **BUREAU VERITAS:** Service providers for testing, inspection, and certification include Bureau Veritas SA (Bureau Veritas). Asset management, certification, consultation, inspection, remote audits, testing and analysis, and training are all services that the business provides. Additionally, Bureau Veritas provides wealth management, safety training, cybersecurity services, and business restart. It supports the food, oil and gas, marine and offshore, power and utilities, building and infrastructure, chemicals, commodities and agriculture, consumer goods and retail, and automotive and transportation.

3.5 SERVICES

➤ NON-VESSEL OPERATING COMMON CARRIER

SOC container services across the Asia, Gulf, and Upper Gulf sectors for a decade, professionally and diligently. SOC container services are AWATAC's initial primary focus. Over time, it increased geometrically, giving the Group's Liner agency services the essential boost. The NVOCC industry gradually grew to include the majority of Asia and the Gulf sectors. Due to this, AWATAC had to establish offices both domestically and abroad. As AWATAC's NVOCC business increased, more equipment was added to the group's inventory, which initially consisted of 20' dry containers but later also included 40's, Flat Racks, Open Tops, and Reefers. Leading insurance providers have comprehensive coverage for all the used equipment and Bills of Lading.

➤ **LOGISTICS**

- Freight forwarding
- Customs clearance
- Turnkey solutions
- Third party logistics
- Project cargo

Freight forwarding

SEA FREIGHT

Even though air freight services guarantee quick delivery, most business people cannot afford to use them due to the higher costs. For them, AWATAC offers fully customised, trustworthy, and affordable marine freight forwarding services with a range of features, such as fully-trained freight professionals who are familiar with country-specific documentation

AIR FREIGHT

In the cutthroat corporate environment of today, millisecond latency can cost millions of dollars. It's crucial to use the quick moving airport-to-airport transportation services to deliver goods within the allotted period in order to combat the effects of the continuously shifting demand and supply chain market.

AWATAC want to be customers go-to partner for all air freight needs with

- long-standing global networks
- A hardworking, conscientious team that is versed with industry requirements
- dependable, high-quality services
- pristine delivery
- Express service that runs on time

Customs clearance

Customs clearance entails a number of legal obstacles that must be overcome during the physical and value assessment of the shipment, which if not achieved results in high storage charges and penalties.

Awatec offers complete logistical services for customs clearance to assist you in this area, including

- managing customs procedures without incident
- flawlessly completing the paperwork necessary for cargo clearance
- Services for bonded warehousing facilities under customs regulations
- Quick and painless customs clearance of shipments

To prevent unnecessary postponements, our skilled team of seasoned specialists, who are knowledgeable of the most recent custom rules, regulations, and procedures, escort the cargo from the time it enters the customs warehouse until delivery at the customer's desired destination.

Turn key solutions

In accordance with industry standards and guidelines, AWATAC is skilled at offering genuine, dependable turnkey solutions that meet the various wants and needs of its devoted clientele.

Our engineering team implements numerous processes in the creation of turnkey projects, such as

- requesting provisions from the client
- drawing up a blueprint
- Purchasing the plan
- search for defects

Delivering the project, they provide the clients with the most dependable turnkey solutions within the allotted time limit.

Third party logistics

By fostering a variety of third-party logistic warehousing practises, AWATAC is committed to providing a wide range of services.

- Facilities for dedicated and shared warehouses
- 24-hour professional on-site security
- hi-tech tools and modern technologies
- modern methods that are in line with industry standards
- Inspection of harmful goods and timely security audits are necessary to assure safety.
- quickly and effectively sort the goods, assisting the clients in smoothly handling both imported and exported shipments.

By putting the needs of the customer first, we can guarantee that they will receive services of the highest calibre, meeting all of their unique security, safety, and compliance requirements.

Project cargo

The transportation of over-dimensional, heavy-lift project cargo requires skilled personnel, cutting-edge equipment, and current technology. AWATAC is dedicated to provide top-notch project cargo services with

- modern technology to efficiently handle out-of-gauge freight
- a successful enterprise resource planning system
- a quick team of highly skilled and trained experts
- courtesy, cautious handling, and safe transportation
- Systematic and highly organised express services

➤ **AGENCY**

LINER AGENCY

A full Liner agency package may be completed quickly and affordably because to our technical team's skills and state-of-the-art facilities. Our distinguishing characteristics are as follows:

- operating system that is fully integrated
- current research on traffic flow
- complete control over equipment inventories
- Documentation for export and import

VESSEL HANDLING

The wide range of customised vessel handling services that AWATAC offers through its large network of vendors includes:

- Notification of the local port authority prior to arrival
- Simple customs clearance for the ship Mandatory inspections of the quality and quantity of the cargo

- engine and hull repairs
- Immigration and other procedures stevedoring

VESSEL HUSBANDRY

The operating system for AWATAC Vessel Husbandry incorporates several of your previously set port call requirements. To assist you in returning to the sea as soon as possible, our skilled team of professionals serves as your dependable extension team.

We provide complete port agent services, which include, in an effort to make your port calls efficient.

- Pre-arrival and post-departure documentation
- aid in acquiring port maintenance and work permits
- Keep track of and plan repairs for engines, machinery, and other equipment.
- provide maritime lubricants and fuels

➤ CONTAINER TRADING

Using its global network, AWATAC engages in offering a variety of equipment to customers as and when required. Our distinguishing characteristics are as follows:

- specialised equipment and contemporary techniques
- team of technicians knowledgeable about industry standards
- ethical experts with extensive expertise
- Fabrication and repair of containers on-site

➤ MAINTENANCE & REPAIR

The ability to offer outstanding quality Container maintenance and repair services is what AWATAC, which is supported by highly knowledgeable professionals, is known for. We do that by performing a series of actions, which include

- Evaluation of the container's need for repairs
- Verification of the maintenance or repair component
- upkeep and repairs
- quality testing when under load
- Installing on-site

➤ CONTAINER FABRICATION

By offering its clients with the highly sought-after tough grade containers manufacturing services, AWATAC has established itself as a reliable company.

- expert group of very experienced individuals
- seasoned professionals who are knowledgeable with industry standards, modern techniques, and innovative concepts
- high-tech equipment and materials of the highest calibre.

Other services include:

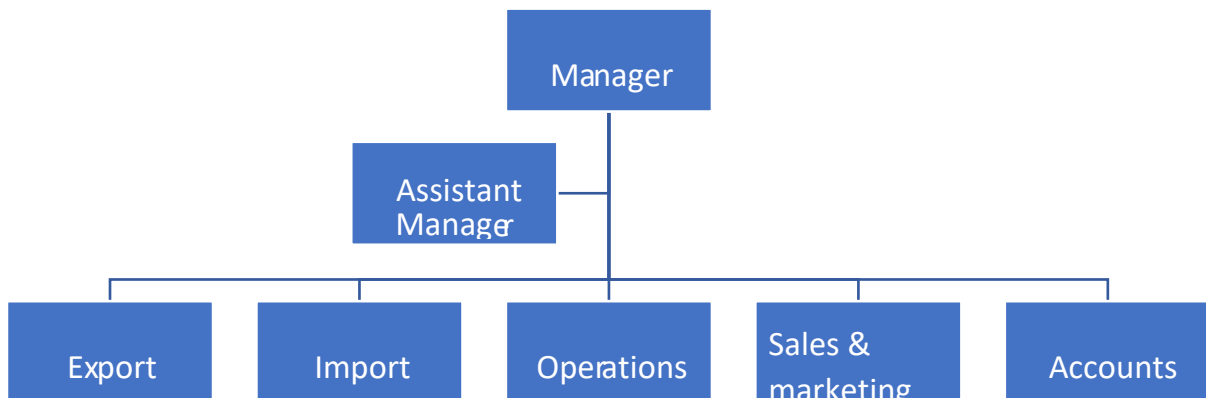
- Our Core activity is NVOCC - SOC Operations focused on trade lanes in Far East, InterAsia & Middle East. Our own fleet of 20', 40'hq and Special Equipment within this region with service sector of almost 90 destinations.
- Our Freight Forwarding services are designed for most economic movements of shipments to every continent.
- We offer Own & buyers consolidation service to our overseas partners and customers through air and ocean products.
- Our single window logistics service will give transparent and most cost-effective consolidation service to our customers.



- AWATAC is committed to deliver superior quality project cargo services.
- We ensure superior quality Container trading services in accordance with the diverse demands of our esteemed clients.

- Our expertise in ocean and air products but as an added value-added service like local transportation with own custom clearance service materialize the unique consolidation solution for overseas customer.
- Our expedited team of well qualified and trained professionals works in close coordination with the transporters to help them in overcoming trade, technical and process barriers of logistics with consistent focus on safe transport, careful handling and courteous service.
- Our Team with freight experience understands your urgency and cares about your shipments as much as you do.
- Our team would process and oversee each stage of the shipments so your valuable cargo will arrive/ reach destination safely on time. Transit of over-dimensional heavy-lift project cargo needs efficient experts, latest technology, and modern machines.
- We give equal importance to your cargo in any volume so our airfreight service would be a pleasant experience to you.
- Our customer service will provide live updates of your shipment till the delivery.

3.6 Departments in Awatac Chennai



- Export – All products leaving the country, as well as their documentation, are handled by the export department.
- Import – The import department is in charge of all cargoes and their documentation that arrive in our country.
- Operations – This department is in charge of customs clearance, preparation of Form 13
- Sales and marketing – This department is concerned with bringing business to the company and keeping good relation with the clients.
- Accounting – The accounts department is responsible for issuing invoices, processing payments on behalf of exporters and importers, and handling all other financial matters

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 ANALYSIS OF DATA

This chapter deals with the analysis of primary data collected through structured questionnaire and valid and meaningful conclusions are made. Freight forwarding is an important aspect of logistics. Freight forwarders perform various activities to get the product from point of origin to point of destination. In order to understand various roles and functions of freight forwarders a questionnaire is prepared and is circulated among the targeted population. The purpose of the questionnaire is to gather data to understand whether freight forwarders help in determining efficient shipping route, export cost, whether they contract and make reservation of cargo space on train, truck, ship or aircraft etc. Questionnaire is circulated among the target and the data gathered would be analysed to find patterns and trends after it was gathered. Based on the graphs and the data received detailed interpretation will be made. Following that, conclusions would be drawn regarding the role and functions of freight forwarders and to understand the advantage of hiring freight forwarding service is determined from previous research along the responses received from the questionnaire. Additionally, the chapter would summarise questionnaire's results in a clear and concise manner, illuminating the information with tables, graphs, and charts.

Q1.

Age
20 responses

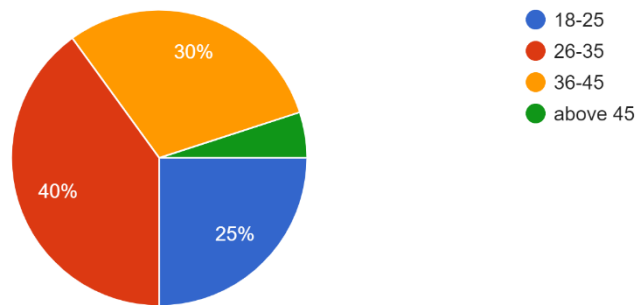


Figure 4.1

Interpretation

From the responses collected 40% of the respondents are at the age group of 26-35, 30% are at the age group of 18-25, 25% are at the age group of 36-45 and rest at the age group above 45

Q2

Education
20 responses

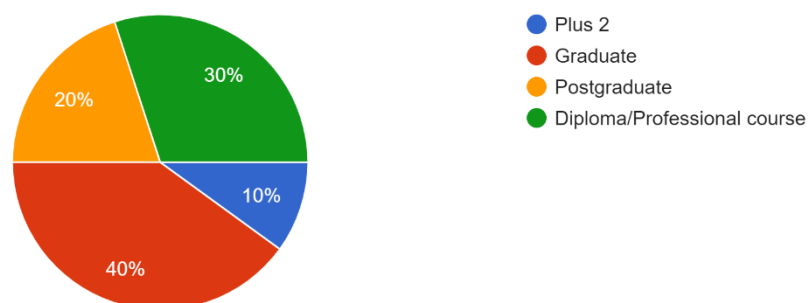


Figure 4.2

Interpretation

From the above graph it is clear that 40% of respondents are graduate, 30% are diploma/professional course holders, 20% are postgraduates.

Q3

Years of experience with a freight forwarder
20 responses

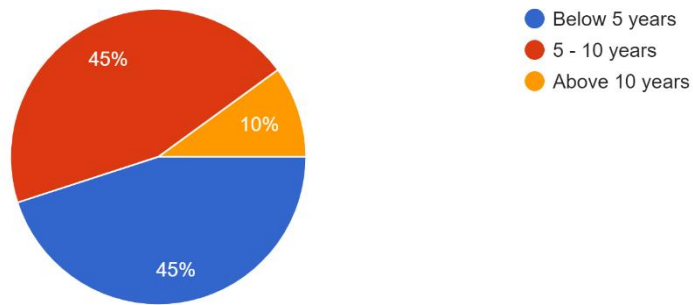


Figure 4.3

Interpretation

Most of the respondents (45%) have 5-10 years of experience with a freight forwarder and another 45% have an experience of below 5 years and 10% of the respondents have more the 10 years of experience working with a freight forwarder.

Q4

Fright forwarders assist in determining the most efficient shipping route?

20 responses

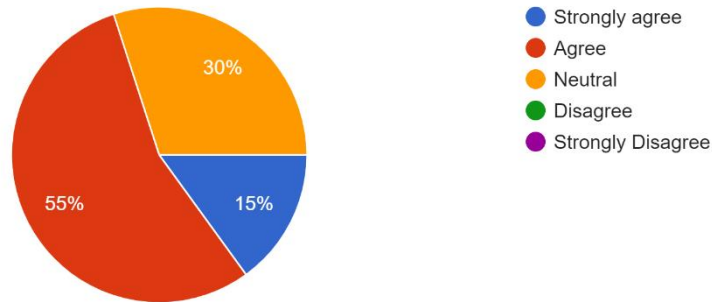


Figure 4.4

Interpretation

Even though 55% have agreed to the fact that freight forwarders assist in determining the most efficient shipping route, 30% were neutral towards it. Freight forwarders have access to a wide network of carriers, routes, and transportation modes, which allows them to determine the most cost-effective route for shipping goods. They can compare prices and services across different carriers and routes to ensure that the most economical option is selected.

Q5

Do freight forwarders provide clients with information regarding export cost?

20 responses

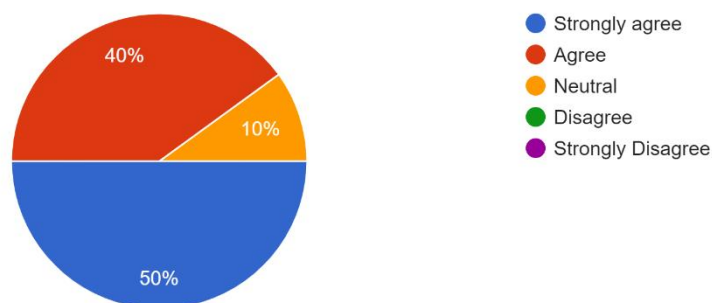


Figure 4.5

Interpretation

From the figure it's evident that the freight forwards provide client with information regarding export cost as 50% have strongly agreed to the fact. Freight forwarders have access to a wide range of carriers, transportation modes, and shipping routes, which allows them to compare prices and services to find the best option for their clients. Freight forwarders also have knowledge and expertise in navigating the various regulations, paperwork, and documentation required for exporting goods, which can help to avoid delays and potential fines or penalties for non-compliance. They can work with their clients to ensure that all necessary documentation is completed correctly and on time, which can help to avoid additional costs associated with delays or non-compliance.

Additionally, freight forwarders can provide their clients with cost-saving solutions, such as consolidating shipments, optimizing container space, or selecting the most efficient transportation mode, which can help to reduce export costs.

Q6

Freight forwarders are obliged for Contracting and making a reservation of the cargo space on train, truck, ship, or aircraft?

20 responses

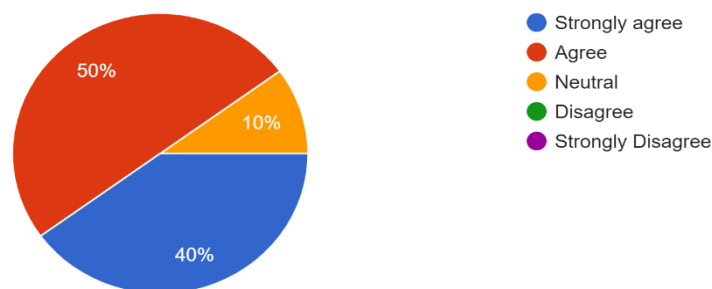


Figure 4.6

Interpretation

Freight forwarders are obliged for contracting and making reservation of cargo space on train, truck, ship or aircraft as 50% have agreed to the fact. Freight forwarders performs various tasks on behalf of client. Freight forwarders work with carriers to book cargo space for their clients. They negotiate rates and make reservations based on the client's needs, such as the size and weight of the cargo, the destination, and the required delivery date. They are responsible for coordinating the logistics of shipping goods, including arranging for pickup

and delivery of cargo, managing customs and documentation requirements, and coordinating with carriers to ensure that the cargo is transported efficiently and safely and also monitor the progress of shipments, keeping their clients informed of the status of their cargo

Q7

Do you think modern technology helps in making freight forwarding process easier
20 responses

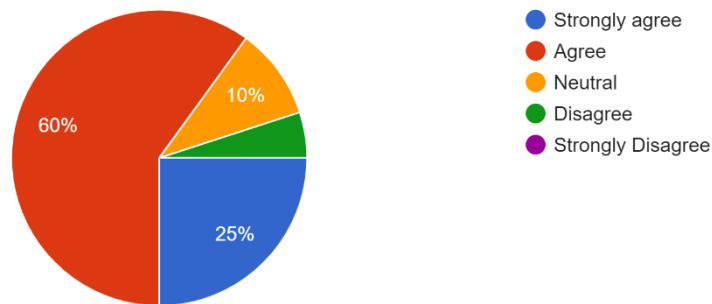


Figure 4.7

Interpretation

60% of the respondents have agree that modern technology helps in making freight forwarding process easy and only 5% have disagreed to this. Modern technology has played a significant role in making the freight forwarding process easier and more efficient. One of the most

significant advancements in the freight forwarding industry has been the adoption of digital documentation. Freight forwarders can now create, share, and sign shipping documents electronically, which reduces paperwork and speeds up the process. Many freight forwarders have adopted automated systems that help to streamline their operations. These systems can automate tasks such as booking cargo space, generating documentation, and tracking shipments, which can help to reduce errors and improve efficiency. Many freight forwarders have moved to cloud-based solutions, which allows them to access their systems and data from anywhere, at any time.

Q8

Freight forwarders Check and assist insurance for the shipment of the cargo on behalf of the client
20 responses

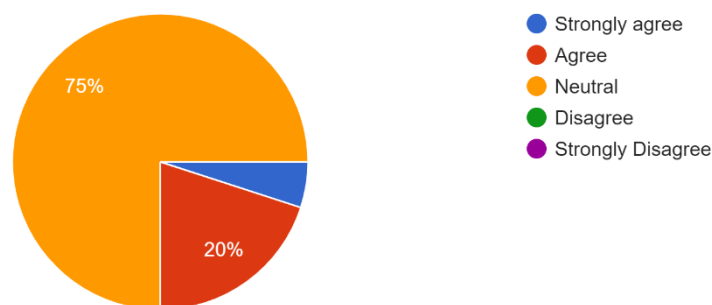


Figure 4.8

Interpretation

Majority of the respondents have a neutral opinion to whether freight forwarders check and assist insurance for the shipment of the cargo on behalf of the client. not all freight forwarders may offer insurance services directly, they can assist their clients in obtaining the necessary insurance coverage to protect their cargo during shipping. Freight forwarders may have relationships with insurance providers and can help their clients to select an appropriate insurance policy that meets their needs. Some of the freight forwarders may have good relationship insurance providers in that case the may assist their clients in obtaining insurance. It depends upon the freight forwarder.

Q9

Freight forwarders Assist clients for best way to transport the merchandise and perform packing, storing, and loading of the cargo.

20 responses

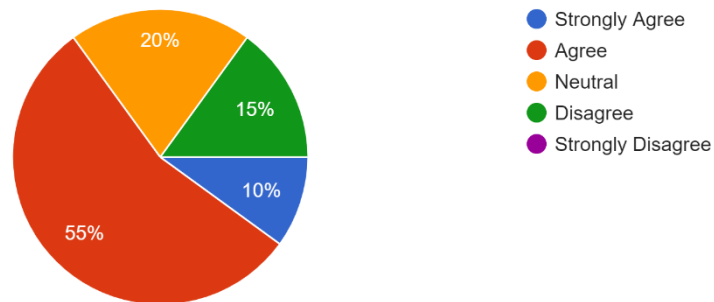


Figure 4.9

Interpretation

Even though 55% have agreed that freight forwarders assist clients for the best way to transport merchandise and perform packing, storing and loading of cargo 15% have disagreed to this. Freight forwarders can provide guidance on the best way to pack and store goods to ensure that they are protected during shipping. They can advise on the appropriate packaging materials, packing methods, and storage options to minimize the risk of damage during transit. Freight forwarders can also assist with the loading and unloading of cargo, ensuring that it is loaded and secured correctly to minimize the risk of damage during transit. They can coordinate with carriers and shipping agents to ensure that the cargo is loaded and unloaded safely and efficiently. Also help clients to select the most efficient and cost-effective way to transport their goods.

Q10

Freight forwarders indulge in the preparation as well as the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others?

20 responses

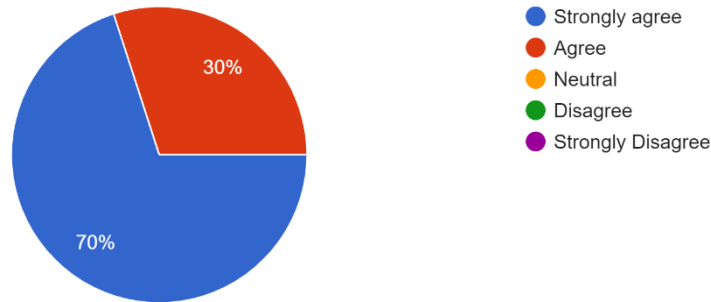


Figure 4.10

Interpretation

There is a positive response towards whether freight forwarders indulge in the preparation as well as the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others. Freight forwarders play an important role in the preparation and presentation of transport and trade documents needed for import and export. By working with a freight forwarder to prepare trade documents, clients can ensure that their shipments are compliant with the relevant regulations and that the necessary paperwork is completed accurately and efficiently. This can help to avoid delays, reduce the risk of penalties or fines, and ensure that goods are shipped smoothly and on time.

Q11

Freight forwarders obliged for Handling with foreign customs agents to make sure the documents and the merchandise abide by the customs regulations

20 responses

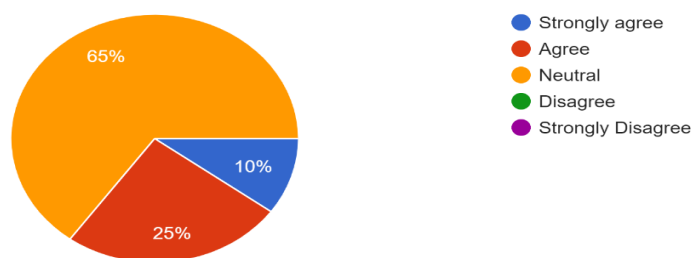


Figure 4.1

Interpretation

Regarding whether Freight forwarders obliged for Handling with foreign customs agents to make sure the documents and the merchandise abide by the customs regulations 65% of respondents were neutral towards it and 35% have responded positively. When it comes to customs clearance, freight forwarders can work with foreign customs agents on behalf of their clients to ensure that all necessary documentation is in order and that the merchandise meets the relevant regulations and requirements. This can include providing documentation such as bills of lading, commercial invoices, and certificates of origin, as well as coordinating with carriers and shipping agents to ensure that shipments are properly labelled and packaged.

Q12

Freight forwarders Advise the client on social situations, political state, and legislation affecting international trade as well as other dynamics that may affect the transportation of the goods.

20 responses

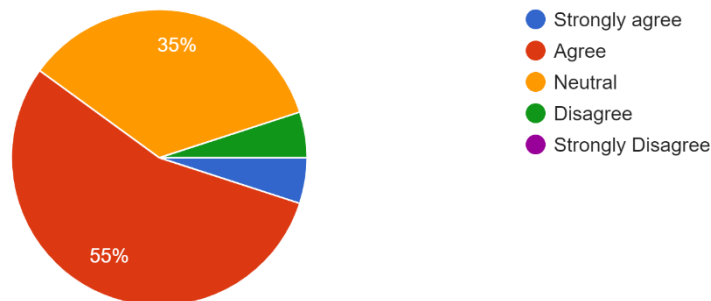


Figure 4.12

Interpretation

55% of the respondents have agreed to the fact that freight forwarders advise the client on social situations, political state, and legislation affecting international trade as well as other dynamics that may affect the transportation of the goods and only few have disagreed (5%). Freight forwarders can provide advice on the political situation in a particular country or region and how it may impact the transportation of goods, such as potential disruptions to transportation routes or delays due to increased security measures. They can also provide guidance on the latest laws and regulations related to international trade, including customs

regulations, export controls, and trade agreements. In addition, freight forwarders can provide advice on the social and cultural norms of different countries, including business practices, etiquette, and customs, which can be important considerations when shipping goods internationally.

Q13

Freight forwarders act as an arbitrator in customs negotiations around the world to efficiently direct the cargo.

20 responses

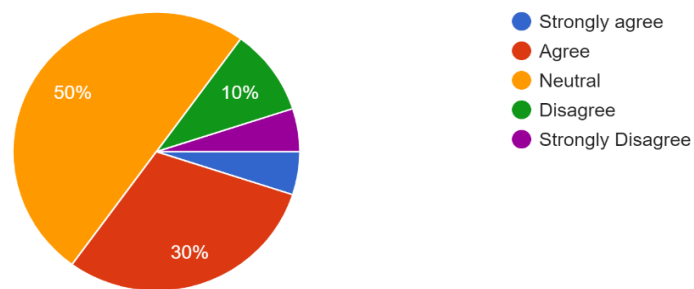


Figure 4.13

Interpretation

Among the respondents 30% have agreed and 5% have strongly agreed that Freight forwarders act as an arbitrator in customs negotiations around the world to efficiently direct the cargo and 10% have responded opposite. While freight forwarders can assist with customs negotiations, they typically do not act as arbitrators in the legal sense. Instead, they work with clients to ensure that the necessary customs documentation and processes are in place to facilitate the movement of goods across international borders. In some cases, freight forwarders may assist with customs negotiations, such as helping clients to resolve disputes related to customs valuation or classification. However, this is typically done in a non-legal capacity, and freight forwarders may work with customs brokers or other legal professionals as needed to facilitate the negotiation process.

Q14

Freight forwarders Use modern technology to ensure a real-time tracking of the transport merchandise.

20 responses

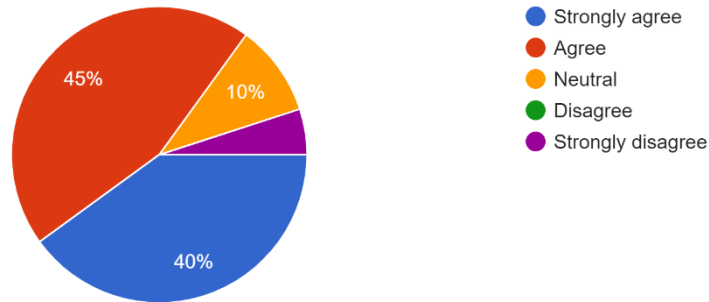


Figure 4.14

Interpretation

Most of the respondents have an opinion that freight forwarders use modern technology to ensure a real-time tracking of the transport merchandise and 5% have strongly disagreed to it. modern technology plays an important role in enabling freight forwarders to provide real-time tracking of transported merchandise. There are a variety of technological tools and platforms that freight forwarders can use to track shipments at every stage of the shipping process, from the time the goods are picked up from the point of origin to the time they are delivered to the final destination. Some of the most common technologies used by freight forwarders for real-time tracking include: GPS tracking, electronic data interchange ect.

Q15

Do you think Freight forwarders helps use of multimodal transport system.

20 responses

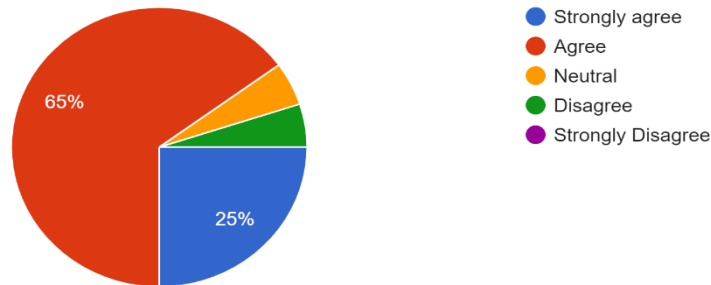


Figure 4.15

Interpretation

Most of the respondents (65%) have an opinion that freight forwarders helps use of multimodal transport system and 5% have disagreed and 5% have responded neutral. freight forwarders can assist in the use of multimodal transport, which involves the use of multiple modes of transportation (e.g., air, sea, rail, road) to move goods from one location to another. Multimodal transport can offer a number of advantages over single-mode transport, including increased flexibility, reduced transit times, and improved cost-effectiveness. Freight forwarders can play a key role in facilitating multimodal transport by helping clients to coordinate and optimize the use of different modes of transportation. This may involve selecting the most appropriate modes of transportation based on factors such as the type of cargo, the distance to be covered, and the speed and reliability of different transport options.

Q16

Do you have any suggestion regarding the functioning of freight forwarders so that they can fulfil the role better.

From the responses received, most of the have these opinions

- moving towards paperless process that help in the reduction of work load
- embracing automation
- industry to evolve to a standardised unified system with some common platform of interaction of various stake holders

4.2 Advantage of hiring freight forwarding services

To understand the advantages of hiring freight forwarding services, an analysis based on previous researches along with the data received from the respondents through questionnaire is taken into account.

Kateryna Kashchuk PhD in Economics, Associate Professor Department of Economics, Management, Marketing and Hospitality Business

Innovative technologies in the personnel and logistics management system

The rise of an information and electronic environment in an organisation helps not only workers but also managers to track their job more clearly, the risk of making mistakes is decreased, and their detection and processing becomes faster and better. Through automatic control and transparency of the organization's activities at all levels, the use of this tool enables more effective management. Companies that invest in contemporary logistics processes have the highest levels of competitiveness because these technologies enable the development of precise delivery schedules with accuracy close to 100%. Tracking can function as both a separate information technology service and one of the activities. Companies work hard to develop the most user-friendly and cutting-edge solution for tracking freight and other international mail. The solution enables you to track all potential online movements of a specific cargo easily and rapidly. Blockchain technologies enable cost reduction for enterprises through automation, payment ease, and supply chain transparency. The ability to lower logistics costs; the exclusion of data falsification risk (a document once entered, such as a bill of lading, a receipt, or a certificate of conformity, remains in the system in its original form forever); the ability to quickly identify the transportation link where the error was made; and the reduction of business costs resulting from losses are the main benefits of blockchain technology in logistics.(Kashchuk, 2022)

From the above-mentioned study, it is evident that using modern technology freight forwarders can reduce the cost of the enterprise thus helping them to provide their client adequate services at reduced cost. Data collected through questionnaire also revealed that freight forwarders can track the cargo any time any where as they are using adequate technology for tracking. Study by Kashchuk efficient management of the organisation by adopting automation this can help in delivering quality services to the clients.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Major findings

- Freight forwarders contract with shipping line for the purpose of reserving cargo space, assist clients for the best way to transport merchandise and perform packing, storing and loading of cargo and also indulge in the preparation as well as the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others.

- Freight forwarders assist in determining the most efficient shipping route, advice the client on social situations, political state, and legislation affecting international trade as well as other dynamics that may affect the transportation of the goods and provide client with information regarding export cost.

- Efficient and modern technologies are used by the freight forwarders for tracking the cargo. Most of them suggest for the implementation of paperless process so that workload can be reduced and ensure quality of work.

- From the study conducted through questionnaire and from previous research paper the main advantage of hiring freight forwarding services can be derived. They include
 - Cargo tracking: by using modern technology cargo that is shipped can be traced and know the exact position of the cargo.
 - Experience and accountability: Experience and accountability are provided by goods forwarders. Any shipment-related problems, particularly those involving international shipping restrictions, will be resolved by these service providers.
 - Factually accurate documentation: Freight forwarders offer proper documentation and the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others for customs requirements and cargo insurance.
 - Reduction of cost: using technology like Blockchain technologies enable cost reduction for enterprises through automation, payment ease, and supply chain transparency. The

ability to lower logistics costs; the exclusion of data falsification risk (a document once entered, such as a bill of lading, a receipt, or a certificate of conformity, remains in the system in its original form forever); the ability to quickly identify the transportation link where the error was made; and the reduction of business costs resulting from losses are the main benefits of blockchain technology

5.2 SUGGESTION

- Moving towards paperless process can improve the quality of work of freight forwarders and reduce their workload.
- Merger of system with top shipping line portals for up-to-date news.
- Bring more transparency in operations.
- Freight forwarders have to make close contact with foreign customs agents to make sure the documents and the merchandise abide by the customs regulations.

5.3 CONCLUSION

Freight forwarding is an integral part of logistics, it involves moving cargo from point of origin to point of destination. A Freight Forwarder or Forwarding Agent arranges import and/or export shipments in the shipping and logistics sector. The recipients of these packages could be private persons or other businesses like wholesalers or stores. Instead of acting as an active carrier, a freight forwarder often acts as an agency. According to the research, freight forwarders play a variety of roles. They gather information on export costs like freight charges, port fees, consular fees, special documentation costs, insurance prices, and merchandise costs before deciding on the optimal transit route and transporter for the client. They advise the exporter choose the most cost-effective method of freight transportation and negotiate the best prices for cargo shipping. The freight forwarder will carefully check all the paperwork to ensure that everything is complete and in order. They will also work with foreign customs officials to ensure that the products and paperwork comply with customs procedures in order to contribute to the customs clearance process and help prevent any unforeseen issues in customs during clearing. Hiring a freight forwarder can provide several advantages for businesses that need to move goods

domestically or internationally. Freight forwarders can help to simplify and streamline the shipping process, allowing businesses to focus on their core operations and avoid the complexities of logistics and supply chain management and by using modern tracking technologies and other tools, freight forwarders can keep clients informed about the status of their shipments in real-time, allowing them to make informed decisions and respond quickly to any issues or delays. Overall, hiring a freight forwarder can provide businesses with a range of benefits, including simplified logistics management, cost savings, supply chain optimization, and improved visibility and control over shipments. By partnering with a trusted and experienced freight forwarder, businesses can focus on their core operations and leave the complexities of logistics management to the experts.

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APPENDIX

QUESTIONNAIRE

Role and functions of freight forwarders with special reference to AWATAC
Chennai

Q1 Age

- 18-25
- 26-35
- 36-45
- above 45

Q2 Education

- Plus 2
- Graduate
- Postgraduate
- Diploma/Professional course
- Other...

Q3 Years of experience with a freight forwarder

- Below 5 years
- 5 - 10 years
- Above 10 years

Q4 Freight forwarders assist in determining the most efficient shipping route?

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

Q5 Do freight forwarders provide clients with information regarding export cost?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q6 Freight forwarders are obliged for Contracting and making a reservation of the cargo space on train, truck, ship, or aircraft?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q7 Do you think modern technology helps in making freight forwarding process easier

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q8 Freight forwarders Check and assist insurance for the shipment of the cargo on behalf of the client

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q9 Freight forwarders Assist clients for best way to transport the merchandise and perform packing, storing, and loading of the cargo.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q10 Freight forwarders indulge in the preparation as well as the presentation of the Transport and Trade Documents needed for import and export, such as Bill of Lading, the CMR, Airway Bill, and others?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q11 Freight forwarders obliged for Handling with foreign customs agents to make sure the documents and the merchandise abide by the customs regulations

- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

Q12 Freight forwarders Advise the client on social situations, political state, and legislation affecting international trade as well as other dynamics that may affect the transportation of the goods.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q13 Freight forwarders act as an arbitrator in customs negotiations around the world to efficiently direct the cargo.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q14 Freight forwarders Use modern technology to ensure a real-time tracking of the transport merchandise.

- Strongly agree
- Agree
- Neutral
- Disagree

- Strongly disagree

Q15, Do you think Freight forwarders helps use of multimodal transport system.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q16, Do you have any suggestion regarding the functioning of freight forwarders so that they can fulfil the role better.