

**“A Study On The Effectiveness Of Logistics Operation In Export
And Import With Reference To AVT Logistics Willingdon Island,
Kochi”**

PROJECT REPORT

*Submitted to the School of Maritime Management,
Indian Maritime University, in partial fulfilment of the
requirements for the award of degree of “Master of Business
Administration” in International Transportation and Logistics
Management*

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DECLARATION

I, TESIN FRANCIS (REGISTRATION NO: 1905305033) hereby declare that the Project Report titled “To study on the impact of Electronic Data Interchange Operation in the shipping industry” is the bona fide work submitted School of Maritime Management, Indian Maritime University, Kochi Campus, under the supervision of Dr. Sreejith U, Assistant Professor, School of Maritime Management, Indian Maritime University, Kochi Campus. For partial fulfilment of the requirement of award of the degree Master of Business administration in International Transportation and Logistics Management is a report of the original work done by me and this work has not been submitted before in part or full to this or any other university or institution for the award of any degree, diploma or any other courses.

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CHAPTER 1

INTRODUCTION

TITLE OF THE STUDY

A study on the effectiveness of logistics operation in export and import with reference to AVT Logistics Willingdon Island, Kochi

INTRODUCTION

Logistics services facilitate international trade and play an important role in growth and development of the local economy. The quality and efficiency of logistics depends upon the export and import. thus we can assume that the effectiveness of export and import is in direct relation with the logistics sector

AVT Logistics has been in the shipping/freight forwarding business for the last 35 years. The company's International Logistics operations started in Cochin 35 years ago and now it has Offices / Associates in all major sea ports/ Airports /ICD & CFS in India. It is also one of the leading custom house licensed clearing and forwarding agents and are registered multi-modal transport operators. AVT transports cargo from the shipper's warehouse to the buyer's warehouse under one single Multi-modal document anywhere in the world. It is IATA approved cargo agents in India and well represented internationally. AVT logistics has been

in the market for more than 30 years, Technology has drastically changed since then. Artificial Intelligence has played an important role in the company's future.

STATEMENT OF THE PROBLEM

Logistics sector has always increased the efficiency in exports and imports the study was undertaken to analyze the effectiveness of logistics operation in export and import with reference to AVT Logistics Willingdon Island, Kochi The study also aims in knowing the procedures involved in the same.

SCOPE OF THE STUDY

The scope of the study is limited to AVT logistics. Logistics management is a very wide field area as it also connects the domestic economy to the international economy. With reference to AVT logistics the study aims to find out how effective the logistics operations of import and export of cargo goods.

SIGNIFICANCE OF THE STUDY

The study helps in analyzing the importance of the logistics sector in the economy as import and export business is irrefutable and can arguably be one of the most important aspects of AVT. Thus this study is considered as a vital one.

OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE

- To study the effectiveness of logistics Operations in export and import with reference to AVT logistics Willingdon Island, Kochi.

SPECIFIC OBJECTIVES

- To identify the strategies followed by AVT in bulk export and import
- To identify the various procedures required in export and import
- To analyse the specific challenges faced by AVT in export and import

RESEARCH DESIGN

The study is descriptive in nature. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation.

CHAPTER 2

INTRODUCTION TO INDUSTRY

INDUSTRY PROFILE

Hindrances to trade are many and among them hindrance of place is most important. We can overcome this hindrance only through transportation. Here is the importance of logistics. Logistics has played a very important role in our world to help everyone use the things which is available all over the world. The products ranging from Tea to car is available for our use with the help of logistics. The term logistics did pop out just some time ago but it was found even in the old age. Even today we are not able to find the technology that was used at that time. If our researches are able to find out the technology it will be very helpful for our generation. The construction of MIZA Pyramid, it is one of the legendary buildings, stones weighing tones were made to the top of it but no one knows how they did it. Every company uses logistics in some way or the other from big companies to small ones. The findings of different modes of transportation help the logistics a lot. It helped them to deliver the goods in time and at a minimum cost. Every company needs a logistics Manager to look after the logistics operations and activities because he can ensure to get the job done with less cost and maximum customer satisfaction.

INTERNATIONAL STRUCTURE

The logistics and transportation industry in the United States is highly competitive. By investing in this sector, multinational firms position themselves to better facilitate the flow of goods throughout the world's largest consumer market. International and domestic companies in this industry benefit from a highly skilled workforce and relatively low costs and regulatory burdens. Spending in the U.S. logistics and transportation industry totaled \$1.48 trillion in 2015, and represented 8 percent of annual gross domestic product (GDP). Analysts expect industry investment to correlate with sector-specific growth in the U.S. economy. America's highly integrated supply chain network links producers and consumers through multiple transportation modes, including air and express delivery services, freight rail, maritime transport, and truck transport. To serve customers efficiently, multinational and domestic firms provide tailored logistics and transportation solutions to ensure coordinated goods movement from origin to end user through each supply chain network segment.

1. Air & Express Delivery Services

Firms offer expedited time sensitive and end to end services for documents, small parcels, and high value items. An \$82 billion dollar industry in the USA, EDS firms also provide the export infrastructure for many exporters, particularly small businesses cannot afford to have their own supply chain.

2. Freight Rail

High volumes of heavy cargo and products are transported long distances throughout the U.S. via U.S. rail network. Each day, this 1,40,000-mile network delivers an average of 5 million tons of goods and serves almost every industrial, wholesale, retail and resource based sector of the economy. Freight rail moves almost 70% of the nation's coal.

3. Maritime

This subsector includes carriers, seaport, terminal and labor involved in the movement of cargo and passengers by water. Water transportation moves the predominant share of U.S. international merchandise trade, including 76 percent of U.S.

4. Trucking

According to the American trucking association, trucking revenues were \$676.2 billion in 2016 while trucks moved more than 10.4 billion tons of freight.

Indian Structure

The logistics industry is a very new industry which is growing at a very fast rate in India but in foreign countries it's a very well-developed industry. Many market giants like Walmart and even the online Companies like Amazon, Flipkart have also started their own logistics division in order to reduce their cost. Logistics is a very big field because there are lot of activities which come under it. If the customer wants to be happy they must be delivered in time and the product should be of good quality. Because if the product doesn't arrive at time specified by the company it's a bad mark for the company it is because their logistics activities are not very affective. The reason why Amazon is still a leader compared to Flipkart is because the logistics wing of Amazon is a very effective one so it ensures that the product get delivered in time. In order to control logistics activities a Logistics Manager is appointed, he should have very good skill in controlling the activities. In India logistics is growing fast and new companies are coming into the industry and in the near future India is going to be a good hub. Many job opportunities related to logistics is going to come in the near future. The logistics help to save cost and time if they are properly carried out. The reason why Walmart is still at the top is because they are able to maintain their stock, how

they do is by bringing the stocks directly to the shop instead of the warehouse, thus eliminating a huge amount of cost for the warehouse. And mainly there is no out of stock for the items. The logistics also grow with technology, there are many software's and equipment's which help the logistics activities, so technology plays a very important role which is essential for survival in the field. The selection of the best way of transport should be done with a very careful analysis because the wrong selection of the mode can lead to a huge loss for the company. Valuable things like gold, diamond should be transported through air. And the amount for the product and the cost involved and the profit should be given a proper study. It can be understood with a very simple example

The cost of Honda car is higher because Honda only have a very few manufacturing plants in India since the demand for Honda cars are high, they have to use airways to transport the cars to ensure timely delivery to the customers since they want the cars early as possible to meet customer demand and satisfaction, they have no other choice but to take the airway so this effects the final cost for the cars. So if they want to cut the cost they must adopt other cheaper modes of transport. The reason why other car manufacturers like Maruti and Hyundai is able to cut their cost because they are able to meet the demand for the cars by using cheaper means of transport.

RECENT SCENARIO

The recent Indian logistics sector comprises inbound and outbound segments of the manufacturing and service supply chains. Of late, the logistics infrastructure has gained a lot of attention both from business industry as well as policy makers. The role of managing this infrastructure, to effectively compete has been slightly under-emphasized. Inadequate logistics infrastructure has an effect of creating bottlenecks in the growth of an economy. The

logistics management regimen has the capability of overcoming the disadvantages of the infrastructure in the short run while providing cutting edge competitiveness in the long term. There exist several challenges and opportunities for the logistics sector in the Indian economy.

CHALLENGES FACED BY INDIAN LOGISTICS

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

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

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

FUTURE OF LOGISTICS IN INDIA

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

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

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

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

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

Impact of COVID-19 on Export - Import

The logistics industry is working hard to catch up with demand and supply that's being affected by COVID-19. But with the spread of this deadly virus, almost every industry, everywhere, is now being affected. Whether it's raw inbound goods, a manufacturing level, a distribution level, everybody's experiencing a pain point somewhere in their supply chain.

The situation is less critical for cargo movement that occurs within a given state, while inter-state movements remain more challenging due to a big drop in Imports from other countries. Intra-movement of goods are also limited as drivers are reluctant to operate on roads due to challenges in getting basic needs enroute.

The most affected areas are Seaports. Vessels are quarantined and not allowed to board at near ports Containers are stuck up at ports due to lack of labours, drivers & trailers. CHA/FF activities are hampered due to unavailability of government & port authorities. Inter-plant or short distance transport movement of raw materials is bit limited due to manpower issues. Many plants are shutting their operations due to limited raw materials, scarcity of labours and safety of workers.

CHAPTER 3

COMPANY PROFILE

INTRODUCTION TO COMPANY

A.V Thomas & Group Company (AVT) promoted in 1925 by Late Alfred Vedam Thomas. He proved that not only British but Indians could also manage plantations. He proved it by starting a Tea plantation in Tamil Nadu about 300 acres. The AVT now has a very wide range of products ranging from Vanilla, Tea, Rubber, Pepper, and many other products. Today AVT is a 200 crore turnover company with about 15000 employees and it is the main exporter of tea and other spices. The company had to face many issues at the starting stage because it was the time of British ruling. But considering all the consequences he had to face, A.V Thomas took it as a challenge to start the company because of his hard work and dedication. He was able to bring his company to a very well-established position. Seeing the potential of the industry A.V Thomas & Co Ltd(Logistics) was also incorporated in 1935. AVT Logistics has been in the shipping, freight forwarding business for the last 35 years. The companies' international operation started in Cochin 35 years ago and they have offices in all major seaports/airports/ICD and CFS in India. They are also one of the leading Custom House licensed clearing and forwarding agents and are registered multimodal transport operations. They are also IATA approved agents in India and well represented internationally.

COMPANY PROFILE

The Willingdon Island office of AVT was the Head office of the Logistics division of AVT.

This office controls logistics activities of 10 branches under it.

The 10 Branches are

1. AVT KOCHI AIR
2. AVT KOCHI SEA
3. AVT CHENNAI AIR
4. AVT CHENNAI SEA
5. AVT COIMBATORE SEA
6. AVT COIMBATORE AIR
7. AVT CALICUT AIR
8. AVT TRIVANDRUM AIR
9. AVT TUTRICORIN SEA
10. AVT Bangalore AIR

A.V Thomas & Co Ltd is one of the best logistics and one of the oldest companies with an updated technology. This Logistics wing of AVT is one of the companies of A.V Thomas Group Companies. The other group of companies come under this group are as follows

Name of Other Group Companies

- A.V THOMAS INTERNATONAL LTD
- L.J INTERNATIONAL LIMITED
- A.V THOMAS LEATHER & ALLIED PRODUCTS PRIVATE LTD
- AVT NATURAL PRODUCTS LTD
- AVT McCORMICK INGREDIENTS PRIVATE LTD
- AVT GAVIA FOODS PRIVATE LTD
- NEELAMALAI AGRO INDUSTRIES LTD

- THE MIDLAND RUBBER & PRODUCE CO LTD
- THE NELLIAMPATHY TEA & PRODUCE CO LTD
- THE HIGHLAND PRODUCE CO LTD
- THE RAJAGIRI RUBBER & PRODUCE CO LTD

As an established company, AVT stresses on its vision, mission and values greatly. They are as follows:-

VISION

“To be a Global leader in enriching lives through nature’s own ingredients as food, nutrition, and medicines for mankind.”

MISSION

“We will be a Global Leader in Marigold Extracts through a fully integrated supply chain with excellence in Plant Science & Agriculture and Logistics Management.

VALUES

- Constantly strive for value in whatever we do.
- Belief in ethical business and transparency.
- Encourage individual excellence and foster an environment for team work.
- No short cuts – never sacrifice long term for short term.
- Know the business environment, product and customers well – update knowledge.
- Respect the neighborhood and individuality of each customer, supplier, and employee.

ACHIEVEMENTS

- Has bagged Best Cargo Agent Award from various airlines and FFCAI
- Best Freight Agent Award from Falcon CFS
- Awarded by Forbes for the best top 200 SME.

DEPARTMENTALIZATION

Departmentalization means division of work into smaller units and their regrouping into bigger units (departments) on the basis of similarity of feature. Each department is headed by a person known as departmental heads. The manager cannot do all the work by himself so Departmentalization is very helpful for the manager to cut down the work load of the manager. And help him to focus on the other aspects to increase the profit of the company.

In AVT there are 4 departments

1. C&F DEPARTMENT
2. ACCOUNTS DEPARTMENT
3. HR DEPARTMENT
4. WAREHOUSE DEPARTMENT

1. C&F (SHIPPING, AIR CARGO, CLEARING, FORWARDING)

This is the main department which controls the logistics activities. The GM ensures that all the activities are going at a much organized manner as mentioned in a SWOT analysis. The main strength of the company is having its own products for exporting. In addition to this it is acting as a CHA (Custom House Agent) for other companies. Even though the company started many years ago its very updated in terms of technology. It uses ERP (Enterprise Resource Planning) software called FOCUS ERP and it also uses a Digital Signature Hardware called TRUST KEY. These technologies are very helpful because it is easy to control 10 branches under it. So, it won't take even a minute to sign and send to the branch through the internet and to upload it to the customs website called ICEGATE.

2. ACCOUNTS DEPARTMENT

The accounts department handles all the money related and all other accounts related to the banks. It maintains all the transaction details and handles all the salary of all the employees and the expenses to know that they are productive. The cheque for the Steamer agents should also be done with their approval. They maintain balance sheet, journals and of the company to see whether they are on the profit side. All the departments should also report about the accounts related issues to this department. Even a small purchase or sales should be accounted. For the ease of them all the computers in the office are linked through LAN cables. So, any information need to be passed to them can be done through the computers .

3. HR DEPARTMENT

The Human Resource Department handles all the things related to the employees, the things like which help them to increase their productivity and to make a good working place for them to work. The HR department also helps to decide the working hours and employee welfare measures etc. The HR department of AVT is a very good one. The entire employee in the office gets tea and small snacks in the morning and in the afternoon. Tea is a very good beverage which helps the employees to get rid of their tiredness and sleep. The working place is very effective and nice one where we can interact with everyone in the department through intercom and the working place is air-conditioned one. The office timing is also very well planned the normal working hours is from 9:30 AM – 5:15 PM. Lunch break is 45 minutes it's a very comfortable timing even a fresher can adjust to. There is also a lunch place or a small Club like setup where the employees can rest and have lunch if they bring

from home. Recreational facilities are also available in the club room. The company provides all employee welfare measures stipulated by the govt like PF, gratuity etc. Overall the company provides more benefits than required by the government regulation. The company has a good promotion policy which will encourage and motivate employees to fulfill their career aspirations.

4.WAREHOUSE DEPARTMENT

In the warehouse, the tea from different tea states is stored. The teas are categorized into different types according to their qualities and standards and they are given to the local agents for selling and also, they are auctioned here. And there are also warehouses for the exporting goods for the other client's goods need to be tested to ensure that the product is up to the standards and qualities recommended. Also need to be fumigated the container as well as the goods especially if its coffee and spices. So, these processes take about sometime so the warehouse helps them to store it at the warehouse under their guidance. Having a warehouse of their own is a very good advantage because it helps them to save cost and a very large amount of time. The warehouse department takes care of the warehouse activities, they continuously monitor the goods and the warehouse needs to be kept clean in order to protect it from insects and they need to keep the goods where there is no moisture because otherwise it causes damage to the goods. They will note each and every load of containers which enter the compound and keep watch of it until they are unloaded. This is to see no malpractices occur and the goods should be unloaded under the guidance of the supervisor. The unloaded goods must be counted normally if the container is 20 feet. There will be about 120-160 bags and if it's a 40 feet container there should be about 320-360 bags of it. They should also ensure that the specifications of the goods are matched between the invoice and the bags which arrive on the warehouse.

SERVICES

- Export/Import Consolidation
- Ocean Freight (FCL, LCL, Project Cargo, ODC, Specialty Equipment, Reefer, Break Bulk, etc.)

AVT provides export/import through SEA ways with the help of shipping lines

FCL (Full Container Load)

LCL(Less than Container Load)

ODC (Over Dimensional Consignment)

Reefers- It is a ship which is refrigerated for transporting fish meat etc.

Specialty Equipment-Specialty Equipment's are those equipment's which are used to pack, load or unload the goods.

Break bulk- It's a method of saving space. The goods will be broken down into pieces the transportation of machinery, windmill.

Project Cargo- AVT provides the export of goods for the purpose of GOVT projects like the Metro for the purpose machineries where exported from Japan and China.

- Air Freight (IATA Agency)

The export/import through the means of Air. AVT was awarded for the best Cargo Agent Award from several Airlines.

- Custom House Agency (Custom Brokerage, C&F, CHA)

AVT has the license to get the goods cleared; it's a main advantage because it helps to save time and money.

- Multimodal Transport (MTO)

Multimodal transport (also known as combined) is the transportation of goods under a single contract, but performed with at least two different means of transport

- Warehousing & Distribution

AVT has its own warehouse which is located in Willington Island its very useful because it helps to reduce cost. And they also arrange trucks for the same.

- Packing, Unitization, Palletization of cargo

Goods must be safe inside the container for that purpose AVT provides packing the goods into pallet and cartons.

- Cold Chain

A cold chain or cool chain is a temperature-controlled supply chain.

- Door Delivery & Pick Up of Cargo

They offer the pick-up and delivery of the cargo from the ports and other warehouses.

- DGR Cargo Handling

DGR (Dangerous Goods Regulations) some goods need special approval of the Customs for transporting the goods like fireworks, chemicals. AVT has a highly professional DRG Professional for this.

- Pre / Post Shipment Documentation

Pre-shipment Documents which are prepared before shipment i.e. Export order, Invoice, P/list, Product catalogue/ Literature/Drawings etc. The declaration given to customs

Post- Shipment Documents which are prepared after shipment means sailing of the cargo i.e. Bill of lading, Certificate of Origin, legalise documents etc. Insurance certificate in case of terms of delivery CIF or C&I

Documents is received by the overseas party in export consignment i.e. Invoice, P/list, Product catalogue/ Literature/Drawings etc.; Bill of lading, Certificate of Origin, legalise documents etc. Insurance certificate in case of terms of delivery CIF or C&I.

- Export / Import Consultancy

For those who want to export/import goods AVT provides support by providing logistics services from A-Z. They also provide a reasonable amount for all the services rendered by them.

ORGANIZATIONAL STRUCTURE

GENERAL MANAGER



DEPARTMENT HEADS



SENIOR EXECUTIVES



EXECUTIVES

SWOT ANALYSIS

SWOT analysis means the Strength, Weakness, Opportunity and Threat of a company. It is very useful for the company to analyse these SWOT analysis and makes changes to the existing conditions. But the SWOT analysis should be analyzed by a professional otherwise it can lead to disaster.

STRENGTH

A.V Thomas & Co Ltd is located in Willingdon Island which is the hub of logistics activities of Kerala and mainly all companies prefer here is that it's the place where the Customs House and all other related Governments offices are located here. Like the PQ, Q10 etc. The main advantage is that it has its own Exporting product mainly Tea and Spices. So, it's not that hard for AVT to compete against its competitors and maintain its profit and growth. There are few companies like AVT which has its own product for exporting. And of all AVT products have very high brand value both in domestic and international Markets. One of the companies in AVT, The AVT NATURAL PRODUCTS LTD is listed in Forbes Magazine as top 200 SME's.

WEAKNESS

The weakness is that some of the products face seasonality in sales because of low demand in some season. And some of the exporting products even come back due to certain reasons. The product tea is a perishable good so it's expensive to maintain because these need to be kept at certain temperatures otherwise it will lose its quality. There are a lot of procedures to be complied with in exporting and importing business.

OPPORTUNITY

AVT is a company which has strong traditional values. So, public do have a lot of confidence in this company and its diversified activities and products and services which are proved by time. So, if the company starts a new venture it is very easy to get good partners and customers and it has a very good logistics and supply chain. Due to its diversification interconnecting with other group companies will help them to grow easily. And very strong management team and members is a good asset for the company.

THREATS

AVT has competition from logistics as well as from Tea and Spice companies. The competitors are Kitchen Treasures, Synthite and Plant Lipids which also have their own exporting products and logistics. But competition is very common in business. And there are some other government policy related issues like Export & Import duty, Exchange rate fluctuations and these have to sort out from time to time.

IMPORT AND EXPORT IN AVT

DEFINITION OF IMPORT

"Imports" consist of transactions in goods and services to a resident of a jurisdiction (such as a nation) from non-residents. The exact definition of imports in national account includes and excludes specific "borderline" cases. Importation is the action of buying or acquiring products or services from another country or another market other than one's own. Imports are important for the economy because they allow a country to supply nonexistent, scarce, high cost or low quality of certain products or services, to its market with products from other countries.

- An import of a good occurs when there is a change of ownership from a non-resident to a resident; this does not necessarily imply that the good in question physically crosses the frontier. However, in specific cases national accounts impute changes of ownership even though in legal terms no change of ownership takes place. Also smuggled goods must be included in the import measurement.
- Imports of services consist of all services rendered by non-residents to residents. In national accounts any direct purchases by residents outside the economic territory of a country are recorded as imports of services; therefore all expenditure by tourists in the economic territory of another country are considered part of the imports of services. Also international flows of illegal services must be included.

DEFINITION OF EXPORT

The term **export** in international trade means the sending of goods or services produced in one country to another country. The seller of such goods and services is referred to as an *exporter*; the foreign buyer is referred to as an *importer*.

Export of goods often requires involvement of customs authorities. An export's reverse counterpart is an import.

Methods of exporting a product or good or information include mail, hand delivery, air shipping, shipping by vessel, uploading to an internet site, or downloading from an internet site. Exports also include distribution of information sent as email, an email attachment, fax or in a telephone conversation.

IMPORTANCE OF EXPORT AND IMPORT IN KERALA

The external trade in Kerala is mainly operational through the Cochin Port. Kerala plays an important role in the export prospects of the nation by contributing to the export of spices and marine products. Major items of trade are cashew, coir and coir products, tea, coffee, pepper, cardamom, ginger, other spices and spices oil, marine products, machinery, chemicals, coal, fertilizers and raw materials. The total traffic handled by the Cochin Port increased from 215.95 lakh MT in 2014-15 to 220.98 lakh MT in 2015-16, or an increase by 2.33 per cent. Within this traffic, exports accounted for 39.14 lakh MT and imports accounted for 181.84 lakh MT

Tea, cashew, coir and coir products, coffee, pepper, cardamom, ginger, other spices and spices oil and marine products are the major items exported through the Cochin Port..

For specific commodities, there were sharp falls in the exports through the Cochin Port. Between 2014-15 and 2015-16, the export of spices declined by 41 per cent, of tea declined by 25.73 per cent, of cashew kernels declined by 25.60 per cent, of sea foods declined by 24.71 per cent, and of coffee declined by 16.09 per cent. In the export of coir products and miscellaneous products including POL, the decline was marginal to the extent of 0.97 per cent and 0.34 per cent respectively.

Fertilizers and raw materials, iron and steel and machinery, newsprint, raw cashew nut, food grains and POL are the main items of import through the Cochin Port. The import of all items, except fertilizers and raw materials, miscellaneous items and raw cashewnut, marked an increasing trend between 2014-15 and 2015-16

IMPORTANCE OF EXPORTS AND IMPORTS IN INDIA

As we know that whole world was rushing towards globalization and integration. Earlier India had not joined the race, which resulted that the economic scenario had worsened the development. At that point of time the only recourse left to India was to increase its exports to tide over the ever-increasing imports. After that India aimed to gain a considerable proportion of international business and make its presence felt on the international front. The Government announced various export promotion measures and incentives. Laws were framed to streamline the process of export and import. These laws ensured that our commitment to expansion of India's trade remained firm. The laws and facilitation announced by the Government were not only related to export and import of goods and services, but were also directed to up gradation of technology and integration of all the departments by using latest technologies available. As we can see, e-commerce plays a very significant role in today's trade.

Today's world is economic in nature and increased exports give credibility to the standing of the country in overseas market. Exports, therefore, are of importance and are considered a national priority by the Government of India.

Why there is Need of Import?

As in today's perspective there is lots of competition and because of tough competition, one country can sell only if the quality of your product is better than that of your competitors, the

price most competitive and the buyers get delivery on time. In order to achieve all this, one needs to have access to international standard quality materials and capital goods.

The area in which the imports are almost essential are defence requirements, crude oil, fertilizers, capital goods, industrial inputs like raw materials, components, consumables, spares, etc., import of samples, import of technology, import of drawing and designs, import of services etc.

Objectives of Export Import Policy:

- (1). To derive maximum benefit from expanding global opportunity.
- (2). To enhance economic growth by provide raw material, intermediates, consumable and capital good for production.
- (3). To enhance technological strength and efficiency or Indian agriculture, industry and service.
- (4). To provide consumers with goods quality product at reasonable prices.
- (5). To simplify the procedural formalities and follow the expanding freely importable list.

Export & Import Policy in India:

India's import and export system is governed by the Foreign Trade (Development & Regulation) Act of 1992 and India's Export Import (EXIM) Policy. Imports and exports of all goods are free, except for the items regulated by the EXIM policy or any other law currently in force. Registration with regional licensing authority is a prerequisite for the import and export of goods. The customs will not allow for clearance of goods unless the importer has obtained an Import Export Code (IEC) from the regional authority.(5)

Import Policy:

The Indian Trade Classification (ITC)-Harmonized System (HS) classifies goods into three categories:

1. Restricted

2. Canalized

3. Prohibited

Goods not specified in the above mentioned categories can be freely imported without any restriction, if the importer has obtained a valid IEC. There is no need to obtain any import license or permission to import such goods. Most of the goods can be freely imported in India.

(1). Restricted Goods:

Restricted goods can be imported only after obtaining an import license from the relevant regional licensing authority. The goods covered by the license shall be disposed of in the manner specified by the license authority, which should be clearly indicated in the license itself. The list of restricted goods is provided in ITC (HS). An import license is valid for 24 months for capital goods, and 18 months for all other goods.(6)

(2). Canalized Goods:

Canalized goods are items which may only be imported using specific procedures or methods of transport. The list of canalized goods can be found in the ITC (HS). Goods in this category can be imported only through canalizing agencies. The main canalized items are currently petroleum products, bulk agricultural products, such as grains and vegetable oils, and some pharmaceutical products.

(3). Prohibited Goods:

These are the goods listed in ITC (HS) which are strictly prohibited on all import channels in India. These include wild animals, tallow fat and oils of animal origin, animal rennet, and unprocessed ivory.

Export Policy:

Just like imports, goods can be exported freely if they are not mentioned in the classification of ITC (HS). Below follows the classification of goods for export:

1. Restricted
2. Prohibited
3. State Trading Enterprise

(1). Restricted Goods:

Before exporting any restricted goods, the exporter must first obtain a license explicitly permitting the exporter to do so. The restricted goods must be exported through a set of procedures/conditions, which are detailed in the license.

(2). Prohibited Goods:

These are the items which cannot be exported at all. The vast majority of these include wild animals, and animal articles that may carry a risk of infection.

(3). State Trading Enterprise (STE):

Certain items can be exported only through designated STEs. The export of such items is subject to the conditions specified in the EXIM policy.

IMPORTANCE OF IMPORTS AND EXPORTS IN GLOBAL MARKET

The history of importing and exporting dates back to the Roman Empire, when European and Asian traders imported and exported goods across the vast lands of Eurasia. Trading along the Silk Road flourished during the thirteenth and fourteenth centuries. Caravans laden with imports from China and India came over the desert to Constantinople and Alexandria. From there, Italian ships transported the goods to European ports.

For centuries, importing and exporting has often involved intermediaries, due in part to the long distances traveled and different native languages spoken. The spice trade of the 1400s was no exception. Spices were very much in demand because Europeans had no refrigeration, which meant they had to preserve meat using large amounts of salt or risk eating half-rotten flesh. Spices disguised the otherwise poor flavor of the meat. Europeans also used spices as

medicines. The European demand for spices gave rise to the spice trade. The trouble was that spices were difficult to obtain because they grew in jungles half a world away from Europe. The overland journey to the spice-rich lands was arduous and involved many middlemen along the way. Each middleman charged a fee and thus raised the price of the spice at each point. By the end of the journey, the price of the spice was inflated 1,000 percent.

Exporting is defined as the sale of products and services in foreign countries that are sourced or made in the home country. Importing is the flipside of exporting. Importing refers to buying goods and services from foreign sources and bringing them back into the home country. Importing is also known as global sourcing.

Exporting and importing helps grow national economies and expands the global market. Every country is endowed with certain advantages in resources and skills. For example, some countries are rich in natural resources, such as fossil fuels, timber, fertile soil or precious metals and minerals, while other countries have shortages of many of these resources.

Imports are important for businesses and individual consumers. Countries like Ellen's often need to import goods that are either not readily available domestically or are available cheaper overseas. Individual consumers also benefit from the locally produced products with imported components as well as other products that are imported into the country. Oftentimes, imported products provide a better price or more choices to consumers, which help increase their standard of living.

Countries want to be net exporters rather than net importers. Importing is not necessarily a bad thing because it gives us access to important resources and products not otherwise available or at a cheaper cost. However, just like eating too much candy, it can have bad consequences. If you import more than you export, more money is leaving the country than is coming in through export sales.

On the other hand, the more a country exports, the more domestic economic activity is occurring. More exports means more production, jobs and revenue. If a country is a net exporter, its gross domestic product increases, which is the total value of the finished goods and services it produces in a given period of time. In other words, net exports increase the wealth of a country.

TYPES OF EXPORTS

Businesses have several options to choose from when entering foreign markets. One method commonly employed is to enter into a joint business venture with a company based in the targeted market. Such arrangements often take the form of licensing agreements—wherein the business assigns the rights to distribute or manufacture its product or service to the foreign company—or off-shore production—in which a business either establishes its own facility or contracts with an off-shore facility operator to manufacture the product. Most small businesses, however, choose to introduce their products or services to foreign markets via a variety of exporting arrangements. But while there are many nuances and options associated with exporting, these various practices are commonly divided into two areas: direct exporting and indirect exporting.

DIRECT EXPORTING

Direct exporting practices generally require greater initial outlays of funds, personnel, and other resources, and they are generally regarded as riskier in nature than indirect exporting options. But direct exporting can also be a tremendously profitable practice. It basically requires businesses to find a foreign buyer for its products and make all arrangements to deliver those goods to the buyer.

There are four primary methods of direct exporting, each of which entails doing business with a different element of the international business world. The simplest option if you are a

small business owner is simply to export your product line directly to the end-user. End-users that may make purchases in this manner range from foreign governments and major businesses to individual consumers.

Some businesses, though, choose to sell their goods directly to foreign retailers. Firms that employ this kind of direct exporting either hire sales representatives to work in the target market or introduce themselves and their products to retailers via direct mail campaigns or the Internet. The latter approach is less expensive, for it eliminates commission fees and travel expenses associated with maintaining a sales force, but it also curtails opportunities to engage in one-on-one communication with potentially valuable clients. Some business owners, of course, employ the Internet, direct mail, and sales representatives to establish themselves in new markets.

Another way of direct exporting is to secure the services of a sales representative or agent who conducts business in the target market. Representatives work on a commission basis to secure buyers for the exported product; they often handle other non-competing product lines as well. Agents, meanwhile, are often empowered to make legal commitments on behalf of client businesses, so small business owners should make certain that any agreement they sign with an agent specifies whether the agent will have legal authority to represent the company.

INDIRECT EXPORTING

- Small businesses that wish to enter international markets also have the option of pursuing a variety of indirect exporting options. Many of these options involve the use of intermediaries.

TYPES OF IMPORTS

There are two basic types of import:

1. Industrial and consumer goods
2. Intermediate goods and services

Companies import goods and services to supply to the domestic market at a cheaper price and better quality than competing goods manufactured in the domestic market. Companies import products that are not available in the local market.

There are three broad types of importers:

1. Looking for any product around the world to import and sell.
2. Looking for foreign sourcing to get their products at the cheapest price.
3. Using foreign sourcing as part of their global supply chain

Direct import refers to a type of business importation involving a major retailer and an overseas manufacturer. A retailer typically purchases products designed by local companies that can be manufactured overseas. In a direct-import program, the retailer bypasses the local supplier and buys the final product directly from the manufacturer, possibly saving in added cost. Data on the value of imports and their quantities often broken down by detailed lists of products are available in statistical collections on international trade published by the statistical services of intergovernmental organisations, supranational statistical institutes and national statistical institutes. Industrial and consumer goods.

KEY PLAYERS IN IMPORT EXPORT BUSINESS

Manufacturer

The manufacturer is most likely one of the first contacts you will make. If you are dealing with imports, the manufacturer will be the producer of goods from a foreign country. It will then be your job to connect them with domestic distributors and retailers in order to sell their product in your country. On the other hand if you choose to work more in the export business, the manufacturer will be local and your job will be to find them foreign distributors for their product. Regardless of what you choose, your relationship with the manufacturer is

one of the most important parts of running an import export business. As long as you make them money, you are making yourself money, too.

Distributor

The import distributor is another important part of the import/export equation. In order to move your manufacturer's product, you will need to make contact with foreign or domestic distributors, whether in person or via web meetings. The great part about distributors is that they do the rest of the work for you and your manufacturer. They will buy the product you have imported or exported and help it find its way to the end user, either by selling the goods to a retailer or directly to the consumer. It is important that you maintain a good relationship with your distributors in a business for importing and exporting. They play a major role in the success of your business.

Retailer

The retailer is an optional third party. The import distributors may choose to work through a retailer or sell products on their own. When they do choose a retailer however, it is important that you take note. The distributor is your last direct link in the import export business, but a retailer will often have a lot of say in your business success. If customers buy the products you have imported and exported, then it is likely that the retailer, and therefore the distributor, will be coming back for more. They are the tail end of your trade channel, so they have a lot to do with its success. If the retailer can move the product, then your manufacturer makes more money. When your manufacturer makes more money, you make more money.

Consumer

The consumer is another indirect member of the import export business. When you are working with manufacturers and distributors regarding details like shipping container sizes, it is important to keep potential customers in mind. Especially when dealing with cultural differences, you want to remember that not every product that sells well domestically will do

well internationally. However, you may also find that goods that failed in other countries become extremely successful imports. It all depends on what and how you sell the product. The consumer makes the ultimate decision regarding your company's success.

CHAPTER 4

DATA ANALYSIS

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| Highly satisfied | 13 | 21 |
| Satisfied | 23 | 36 |
| Dissatisfied | | |
| Neutral | 27 | 43 |
| TOTAL | 63 | 100 |

Table 4.1: Showing the level of satisfaction regarding the infrastructural facilities provided

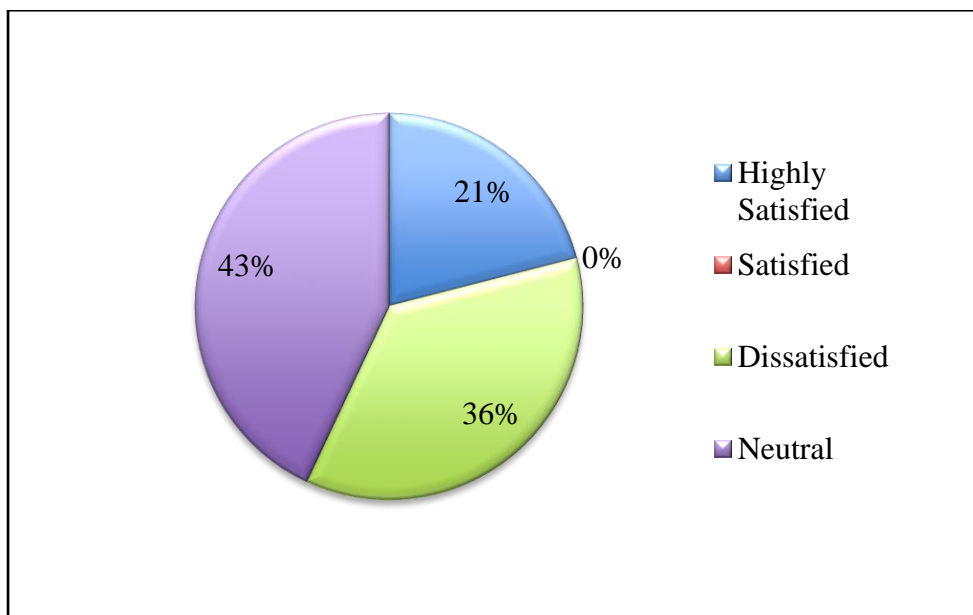


Diagram 4.1: Showing the level of satisfaction regarding the infrastructural facilities provided

INFERENCE

The above graph shows that, 21% of the employees are highly satisfied with the infrastructural facilities provided, while 36% shows simply satisfied and rest 43% of the employees remains neutral.

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------|-----------------------|---------------------------|
| Manpower | 8 | 12 |
| Machine | 20 | 32 |
| Both | 35 | 56 |
| Neutral | | |
| TOTAL | 63 | 100 |

Table:4.2.Showing the Major type requirement needed in export and import operations

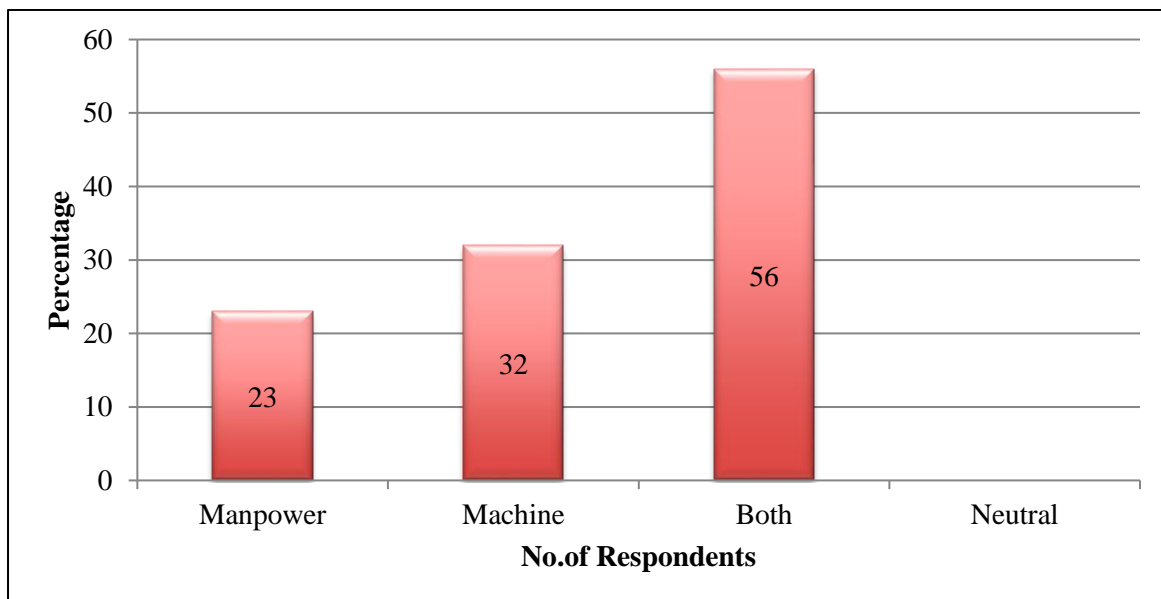


Diagram 4.2: Showing the Major type requirement needed in export and import operation.

INFERENCE: From the above graph, we can interpret that majority of the employees (56%) state that both manpower and machines are required. While 32% say that only machine is required and the rest 12% state that manpower is only required.

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| Very useful | 27 | 43 |
| Useful | 36 | 57 |
| Manageable | | |
| Neutral | | |
| TOTAL | 63 | 100 |

Table 4.3: Showing the Effectiveness of technology in export and import

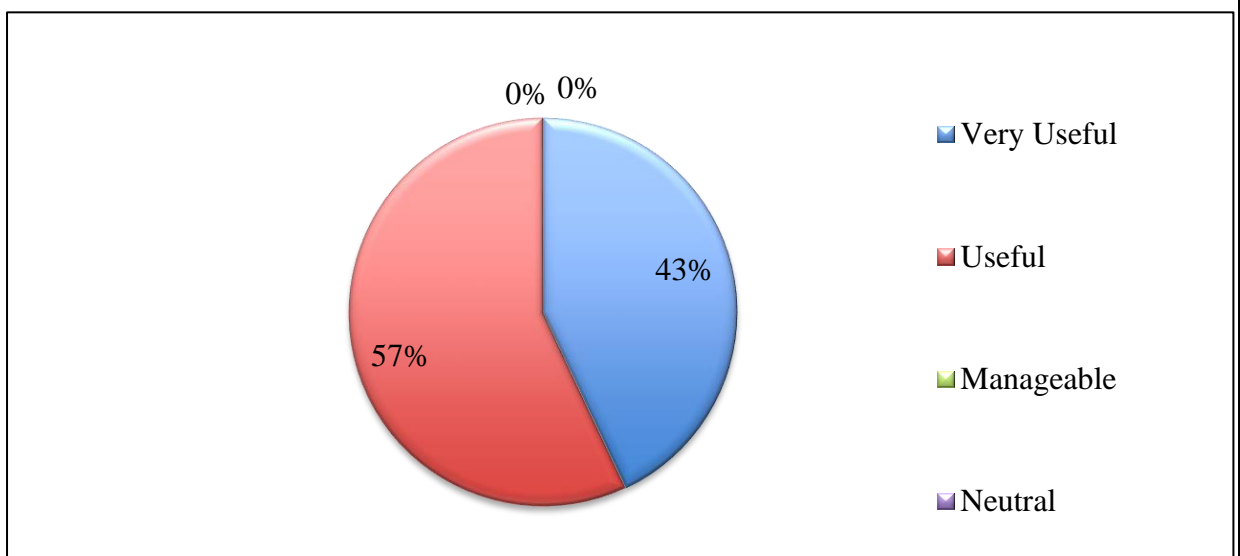


Diagram 4.3: Showing the Effectiveness of technology in export and import

INFERENCE

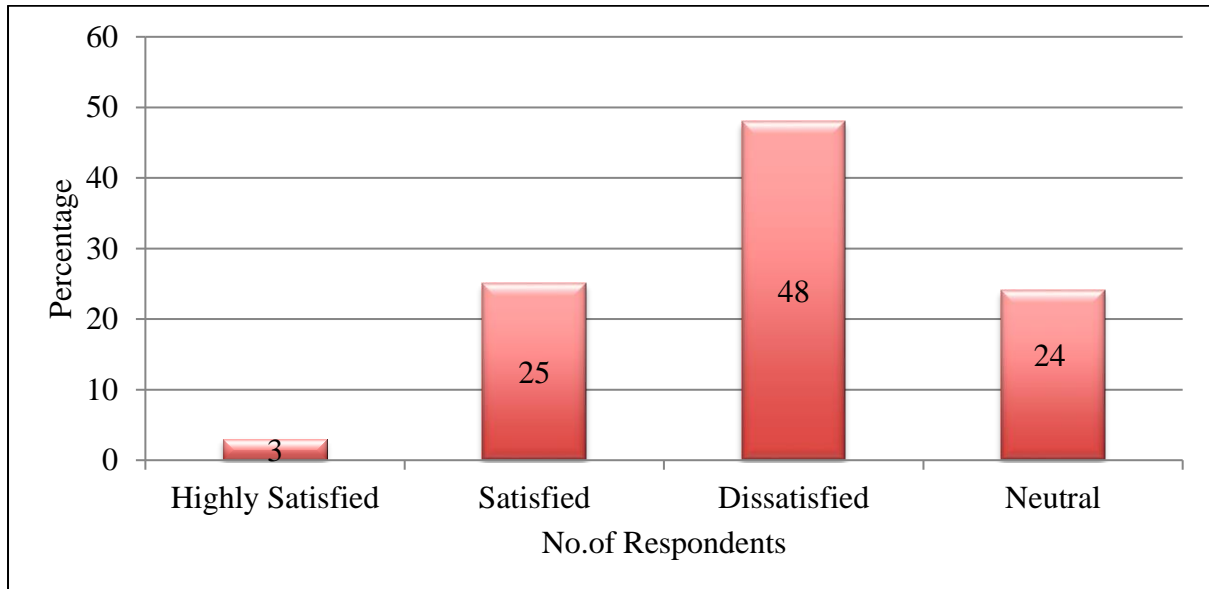


Diagram 4.4: Showing the satisfaction regarding the software provided by the company

INFERENCE

The above graph shows that 48% of the employees are Dissatisfied with the software provided by the company, while 25% are satisfied, 24% remains neutral and only 3% of them are highly satisfied. Table 4.5: Showing the usage of standard currency for international trade

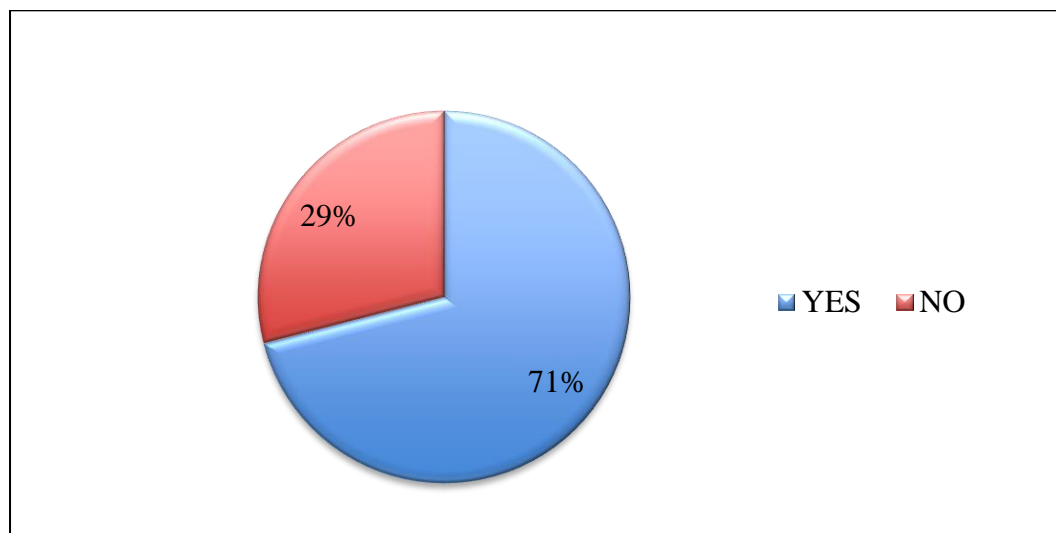


Diagram 4.5: Showing the usage of standard currency for international trade

INFERENCE

From the above pie chart, we can see that 71% of the employees state that international currency is being used during export and import operations, while only 29% state that there is no standard currency being used

Table 4.6: Showing the satisfaction regarding the working conditions of AVT

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| Very Satisfied | 22 | 35 |
| Satisfied | 18 | 29 |
| Not satisfied | 20 | 31 |
| Neutral | 3 | 5 |
| TOTAL | 63 | 100 |

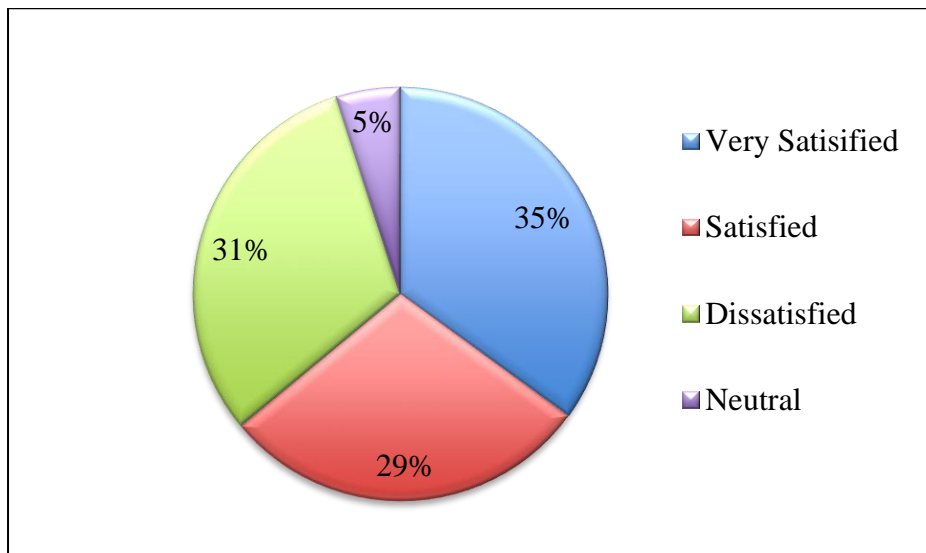


Diagram 4.6: Showing the satisfaction regarding the working conditions of AVT

INFERENCE

The above graph shows that 35% of the employees are highly satisfied with the working conditions of AVT, while 29% are simply satisfied, 31% shows Not satisfied and rest 5% remains neutral.

Table 4.7: Showing the method of shipping most preferred by company

| Particulars | Number of | Percentage of |
|--------------------|------------------|----------------------|
| | | |

| | Respondents | Respondents |
|--------------|-------------|-------------|
| FCL | 40 | 63 |
| LCL | 16 | 26 |
| Both | 7 | 11 |
| TOTAL | 63 | 100 |

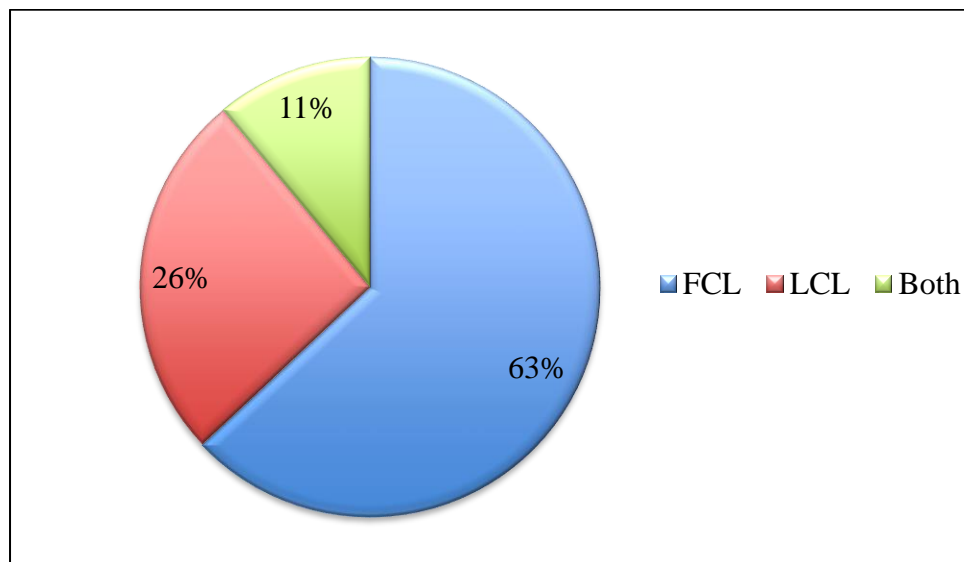


Diagram 4.7: Showing the method of shipping most preferred by company

INFERENCE

Form the above graph; we can see that 63% of the employees say that FCL is the most preferred shipping method chosen by the company, while 26% say that LCL is preferred more commonly, while 11% state that both FCL and LCL is being used.

Table 4.8: Showing whether the company faces any competition

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| YES | 60 | 95 |
| NO | 3 | 5 |
| TOTAL | 63 | 100 |

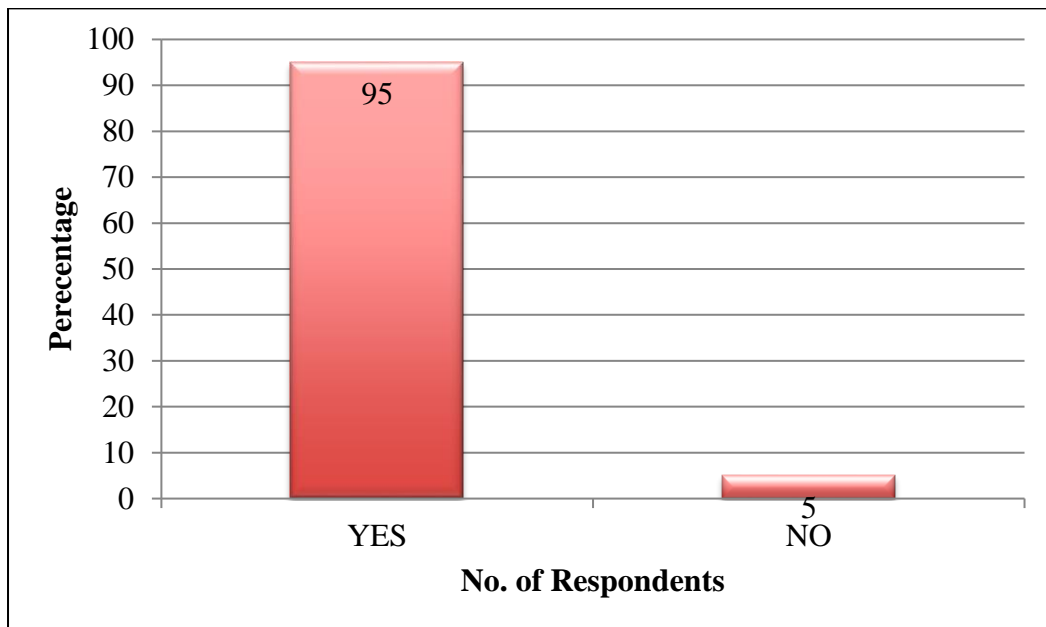


Diagram 4.8: Showing whether the company faces any competition

INFERENCE

The above graph shows that 95% employees of AVT say that the company faces competition, while 5% say that there is no competition being faced by the company.

Table 4.9: Showing whether company follows any risk management practices

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
|--------------------|------------------------------|----------------------------------|

| | | |
|--------------|-----------|------------|
| YES | 51 | 81 |
| NO | 12 | 19 |
| TOTAL | 63 | 100 |

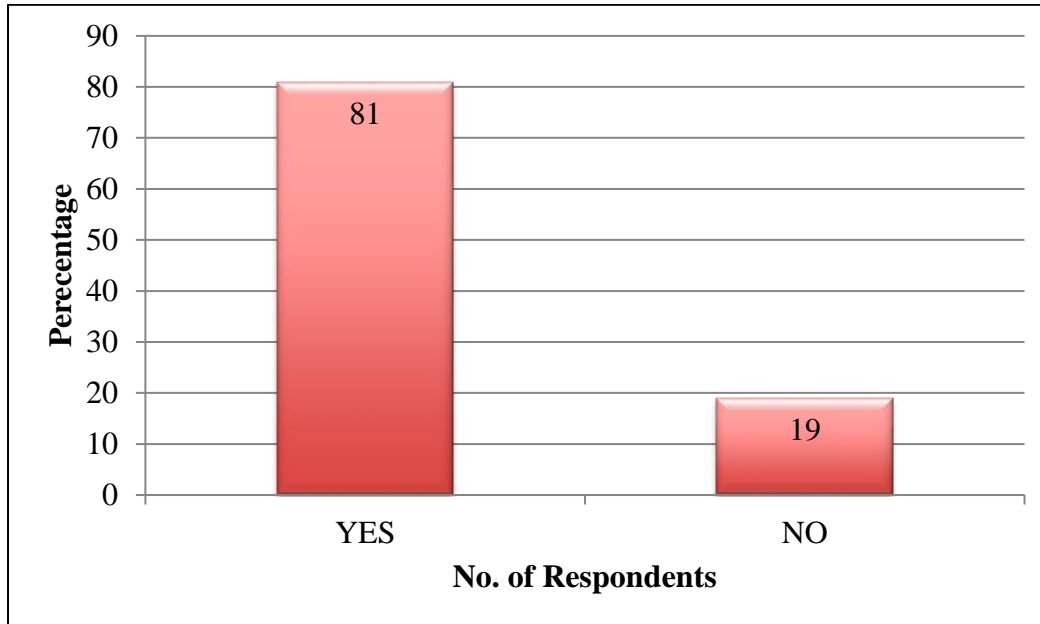


Diagram 4.9: Showing whether company follows any risk management practices

INFERENCE

From the above graph, we can interpret that 81% of the response shows that the company follows risk management practices while rest 19% shows that the company does not follow any risk management practices.

Table 4.10: Showing whether the current logistics strategies are cost effective and whether they satisfy customers

| Particulars | Number of Respondents | Percentage of Respondents |
|----------------|-----------------------|---------------------------|
| Strongly Agree | 19 | 30 |

| | | |
|-------------------|-----------|------------|
| Agree | 24 | 38 |
| Neutral | 8 | 13 |
| Disagree | 12 | 19 |
| Strongly Disagree | | |
| TOTAL | 63 | 100 |

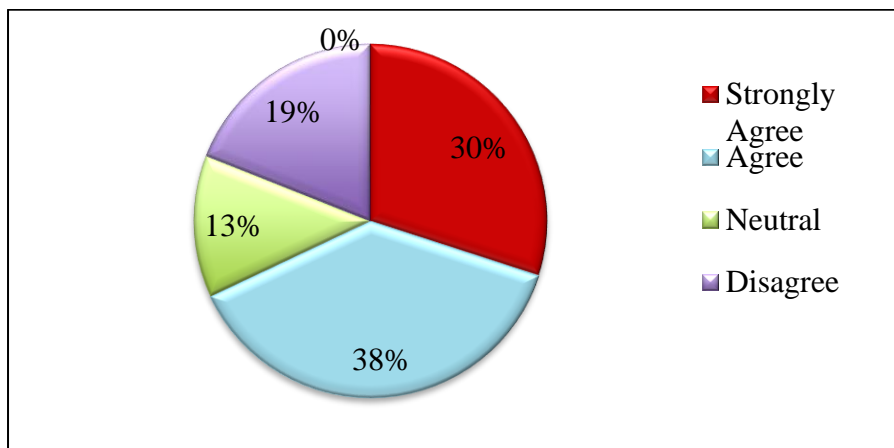


Diagram 4.10: Showing whether the current logistics strategies are cost effective and whether they satisfy customers

INFERENCE

From the above diagram, we can see that 38% of the employees' agree that current logistics strategies are cost effective and they satisfy customers, while 30% strongly agree to it, 19% of them disagree to it and rest 13% are neutral in their opinion

Table 4.11: Showing the future prospects for the export/import of products

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| High prospects | 46 | 73 |
| Less prospects | | |

| | | |
|--------------|-----------|------------|
| No prospects | | |
| Neutral | 17 | 27 |
| TOTAL | 63 | 100 |

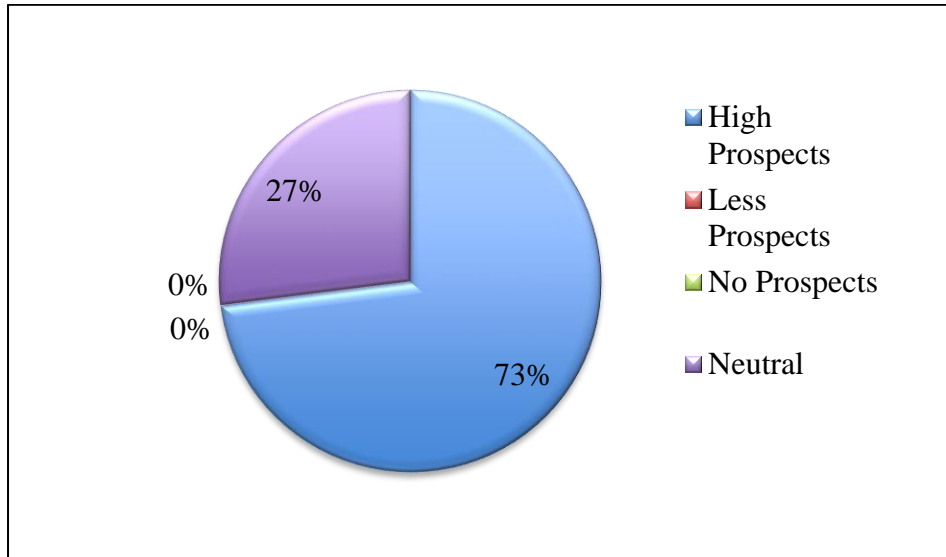


Diagram 4.11: Showing the future prospects for the export/import of products

INFERENCE

The above pie chart shows that 73% of the employees state the level of prospects in regard to future exports/imports are high, while 27% remains neutral in their opinion.

Table 4.12: Showing the type of export/import

| Particulars | Number of Respondents | Percentage of Respondents |
|----------------------|------------------------------|----------------------------------|
| Direct Export/import | 23 | 37 |

| | | |
|-----------------------|-----------|------------|
| Deemed Export | | |
| Manufacturer Exporter | 20 | 31.5 |
| Merchant Exporter | 20 | 31.5 |
| Any other | | |
| TOTAL | 63 | 100 |

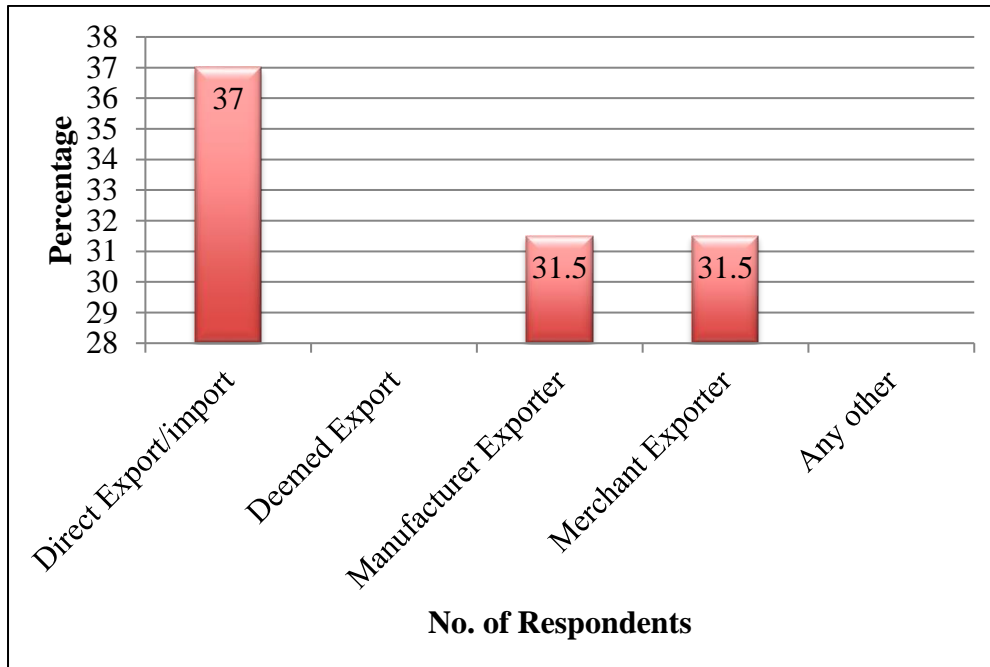


Diagram 4.12: Showing the type of export/import

INFERENCE

From the above graph it is seen that 37% of the export/import are of Direct, while manufacturer exporters and merchant exporters stand for equal percentage of 31.5%.

Table 4.13: Showing whether volume of company's imports and exports vary seasonally

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| YES | 47 | 75 |

| | | |
|--------------|-----------|------------|
| NO | 16 | 25 |
| TOTAL | 63 | 100 |

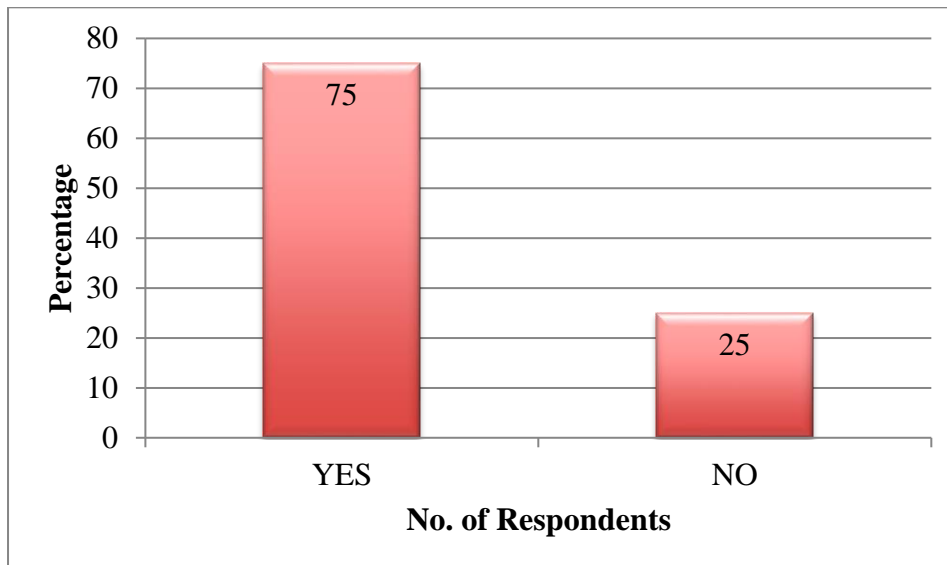


Diagram 4.13: Showing whether volume of company’s imports and exports vary seasonally

INFERENCE

The above graph shows that 75% of the employees points out that volume of exports and imports vary seasonally, while only 25% state that volume of imports and exports does not vary seasonally.

Table 4.14: Showing whether company’s current logistics strategies are effective in all sports

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| Agree | 17 | 27 |
| Neutral | 26 | 41 |
| Disagree | 20 | 32 |
| Strongly disagree | | |

| | | |
|--------------|-----------|------------|
| TOTAL | 63 | 100 |
|--------------|-----------|------------|

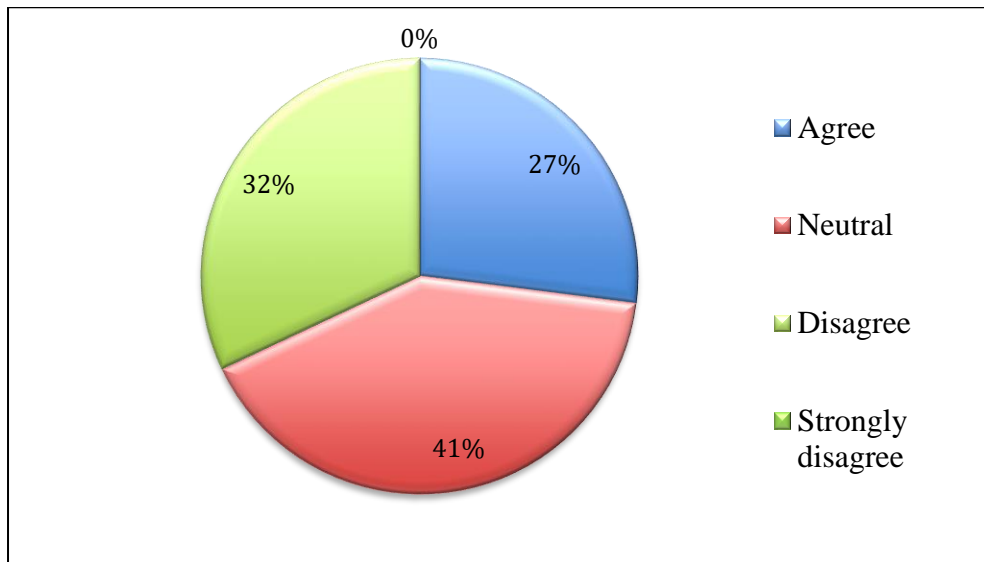


Diagram 4.14: Showing whether company's current logistics strategies are effective in all sports

INFERENCE

Thus from the above pie chart it is clear that 41% of the employees are neutral in their opinion, while 32% of the employees disagree to the above mentioned phrase, and 27% agree to the above said scenario

Table 4.15: Showing whether the export import procedures are complicated

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| Yes | 46 | 73 |
| No | 17 | 27 |
| TOTAL | 63 | 100 |

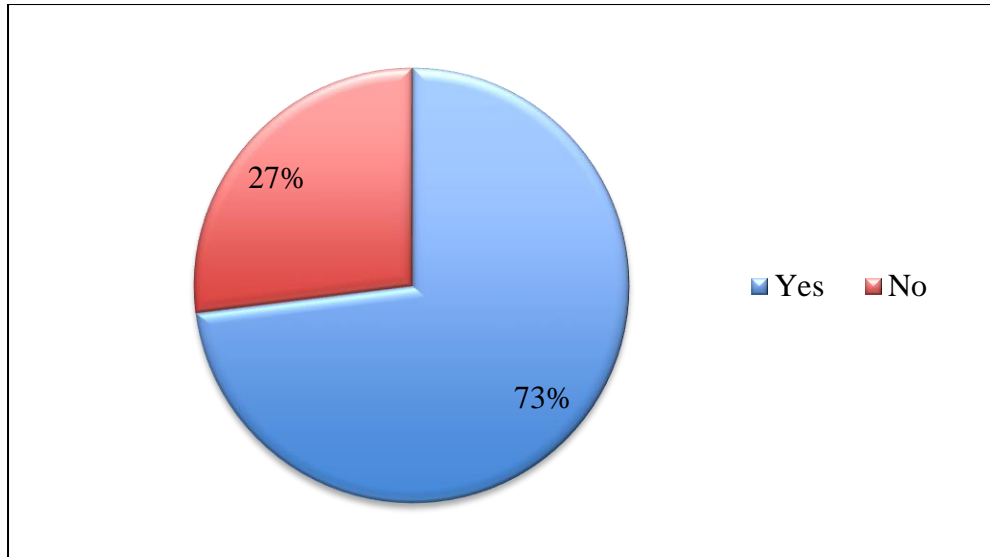


Diagram 4.15: Showing whether the export import procedures are complicated

INFERENCE

The above pie chart it is clear that, 73% of the employees say that the export import procedures of the company are complicated, while 27% of the employees state that the procedures are not complicated.

Table 4.16: Showing whether implication of GST made imports and exports easier

| Particulars | Number of Respondents | Percentage of Respondents |
|--------------------|------------------------------|----------------------------------|
| YES | 50 | 79 |
| NO | 13 | 21 |
| TOTAL | 63 | 100 |

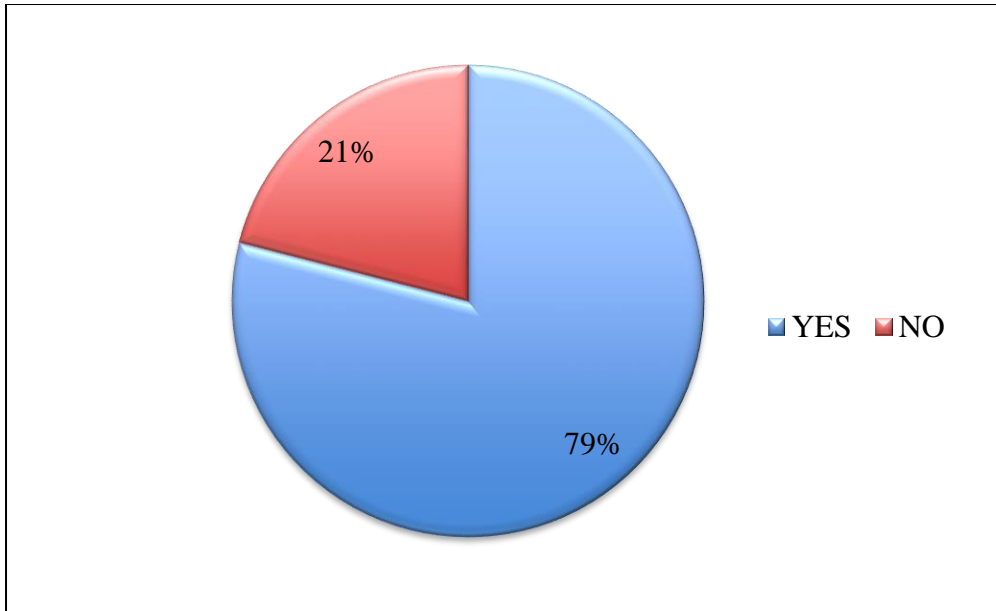


Diagram 4.16: Showing whether implication of GST made imports and exports easier

INFERENCE

From the above pie chart it is clear that 79% of the employees say that implication of GST has made import and export procedures easier, while 21% says that it has made no much of a change.

CHAPTER 5

CONCLUSION

FINDINGS

- Employees of AVT are satisfied with infrastructural facilities provided to them. However a major portion of the employees remains neutral in their opinion.
- In AVT, both manpower and machines are required in same proportion for exports and imports.
- It is seen that the effectiveness of technology used in imports and exports is Useful for the company.
- It is found that a major portion of the employees of the AVT are dissatisfied with software technology that has been provided to them.
- The employees are highly satisfied with the working conditions of the company.
- The most common type of shipping is of FCL in nature.
- It is seen that the company faces a lot of competition.
- It is found out that the company follows risk management policies.
- The current logistics strategies of the company is cost effective and they also satisfy customers.
- There are high prospects for imports and exports in future.
- The major type of exports/imports in AVT is Direct Export/import.
- It is found that the volume of company's imports and exports vary seasonally.
- However it is seen that company's current logistics strategies are not that effective in all sports
- The export and import procedures of AVT seems to be complicated
- It is found that implication of GST has made import and export procedures more easier.

SUGGESTIONS

- Since both manpower and machines are required in equal proportion, more of labour and machines could be accommodated.
- The software technology provided could be improved so that it would lead to better efficiency in operations.
- Since the company faces a lot of competition, suitable strategies and policies could be adopted to withstand the market competition.
- The Current logistics strategies could be developed in such a way that they are effective in all spots.
- The overall procedures are complicated. Thus the export and import procedures could be made much simpler.

CONCLUSION

The organisational study undertaken at AVT LOGISTICS, Willingdon island kochi helped us in gaining sufficient knowledge about how an organisation functions and help us to know the various departmental functions and strategies adopted by them. Apart from the functioning of the organisation the activities, role and effectiveness of logistics operation in export and import were analysed. The Overall export and import of AVT was understood in detail and the various factors affecting it were interpreted. Thus a proper understanding of logistics strategies in export and import was observed and interpreted from the project executed.

CHAPTER 6

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APPENDIX

CHAPTER 7

Questionnaire

1. Are you satisfied with the infrastructural facilities provided by the company?
 - Highly satisfied
 - Satisfied
 - Dissatisfied
 - Neutral

2. Which type of requirement is more needed in export and import operations
 - Manpower
 - Machines
 - Both
 - Neutral

3. How effective is technology in export and import?
 - Very useful
 - Useful
 - Can manage without it
 - Neutral

4. How satisfied are you with the software provided by our company?
 - Highly satisfied
 - Satisfied
 - Dissatisfied
 - Neutral

5. Does the company use a standard currency for international trade?
 - No there is no standard currency
 - Yes there is a standard currency

6. Are you satisfied with the working condition of AVT?
 - Very satisfied
 - Satisfied
 - Not satisfied
 - Neutral

7. Which method of shipping is most preferred by the company?
 - FTL-Full truck load
 - LTL-Less than truck load
 - Both

8. Are you facing any competition? Yes [] No []

9. Do you follow any risk management practices? Yes [] No []

10. State the future prospects for the export/import of your products?

- High prospects
- Less prospects
- No prospects
- Neutral

11. The company's current logistics strategies are cost effective and satisfy customers?

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

12. Type of Export/Import?

- Direct export/import
- Deemed export
- Manufacturer exporter
- Merchant exporter
- Any other

13. Do you think that the volume of company's imports and exports vary seasonally? Yes [] No []

14. The company's current logistics strategies are effective in all aspects?

- Agree
- Neutral
- Disagree
- Strongly disagree

15. Do you find the export import procedure complicated? Yes [] No []

16. Has the implication of gst made import and export easier? Yes [] No []