



## A STUDY ON FREIGHT MANAGEMENT WITH REFERENCE TO HOPE LINES SHIPPING PVT.LTD, CHENNAI

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### Abstract:

Logistics service plays a vital role in the field of international business. It plays an important role in making the product conform to customer requirements. A **freight forwarder** is a person or company that organizes shipments for individuals or corporations to get large orders from the manufacturer or producer to market or final point of distribution. Forwarders will contract with a carrier to facilitate the movement of goods.

### KEYWORDS:

Freight Forwarding, Lines, Shipping, Shipments and Logistics

### INTRODUCTION OF THE LOGISTICS

The concept of logistics has evolved in the late 1940s. In the 1950s, and

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

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

Logistics has come to be recognized as a distinct function with the rise of mass production systems. Production and distribution were earlier viewed as a sequential chain of extremely specialized activities. The role of logistics is to ensure availability of all the required materials before every step in this chain. Obviously inventory of raw materials, semi-finished and finished goods is a must across this chain to ensure its smooth functioning



The concept of logistics has its base upon the systems approach. There is a single chain, with flow of materials starting from the supplier, then to the plant and finally to the end customer, and also these activities are done sequentially in order to achieve customer satisfaction at low cost. For this to be successful there has to be co-ordination in the activities of the department.

**NEED OF THE STUDY:**

Logistics service plays a vital role in the field of international business. It plays an important role in making the product conform to customer requirements. A **freight forwarder** is a person or company that organizes shipments for individuals or corporations to get large orders from the manufacturer or producer to market or final point of distribution. Forwarders will contract with a carrier to facilitate the movement of goods.

This Study would help us to know about the freight forwarders and how they arrange cargo movement to any domestic destination.

To study about the customer satisfaction towards the various services provided by the company. This will enable to

retain the existing customers and attract new customers.

To know about some of the typical information to be reviewed for further improvement in the freight management process.

**RESEARCH DESIGN**

The research design is the specification of the method and procedure for acquiring (getting) the information needed to solve the problem

The research design followed for this research study is descriptive research design, where we find a solution to an existing problem. The descriptive research is used to depict the present state of affairs of the business condition.

**SAMPLING SIZE:** THE SAMPLE SIZE IS 30

**SAMPLING METHOD:**

**CONVENIENCE SAMPLING:**

Convenience sampling method has been used because the selection of units from the population has been done based easy availability or accessibility. The disadvantage of convenience sampling is



that the units that are easiest to obtain may not be representative of the population.

**METHOD OF DATA COLLECTION:**

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

**PRIMARY DATA:**

The first data is to gather information from the **Hope line shipping Pvt Ltd** . This was done by visiting the **Hope line shipping Pvt Ltd** . Then a questionnaire was prepared was to gather data from the sample population.

**SECONDARY DATA:**

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

**QUESTIONNAIRE DESIGN:**

**Data Analysis And Interpretation**

**DEMOGRAPHIC FACTORS**

TABLE 1: AGE

| PARTICULARS    | RESPONDENTS | PERCENTAGE |
|----------------|-------------|------------|
| 20-30 years    | 10          | 10         |
| 30-40 years    | 30          | 30         |
| 40-50 years    | 40          | 40         |
| Above 50 years | 20          | 20         |
| Total          | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 40% of the respondents are in the age group 40-50 years, 30% of the respondents are in the age group 30-40 years, 20% of the respondents are above 50 years and 10% are in the age group 20-30 years.

TABLE 2: GENDER

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| Male        | 60          | 60         |
| Female      | 40          | 40         |
| Total       | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 60% of the respondents are male and 40% of the respondents are female.

TABLE 3: SIZE OF THE COMPANY

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| Start-up    | 20          | 20         |
| Small       | 20          | 20         |
| Medium      | 30          | 30         |
| Large       | 30          | 30         |
| Total       | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 30% of the respondents say that the size of the company is medium and



other 30% say it is large, 20% of the respondents say that the size of the company is small and the other 20% say it is just a start up.

|                | NO OF RESPONDENT | PERCENTAGE |
|----------------|------------------|------------|
| Gujarat        | 20               | 20         |
| Pondicherry    | 10               | 10         |
| Maharashtra    | 17               | 17         |
| Karnataka      | 20               | 20         |
| Tamil Nadu     | 23               | 23         |
| Andhra Pradesh | 10               | 10         |
| TOTAL          | 100              | 100        |

QUESTIONS:

TABLE 4: NO OF YEARS IN BUSINESS:

|             | NO OF RESPONDENT | PERCENTAGE |
|-------------|------------------|------------|
| LESS THAN 5 | 63               | 63         |
| 10 YEARS    | 30               | 30         |
| ABOVE 10    | 7                | 7          |
| TOTAL       | 100              | 100        |

INFERENCE:

In this table 63% of the people have less than 5 years in business, 30% of the people have 5-10 years in business and only 7% of the employee have more than 10 year experience in business

TABLE 5: TYPE OF BL YOU PREFER FOR EXPORT

|             | NO OF RESPONDENT | PERCENTAGE |
|-------------|------------------|------------|
| ORIGINAL BL | 60               | 60         |
| SWITCH BL   | 23               | 23         |
| SEAWAY BILL | 17               | 17         |
| TOTAL       | 100              | 100        |

INFERENCE:

In the above the table 60% of people prefer the original BL, 23% of the people prefer switch BL and 17 % of the people prefer the sea way bill

INFERENCE:

In the above table 23% exported to Tamil Nadu, 20% exported to Gujarat, 20% exported to Karnataka, 17% exported to Maharashtra and 10 % exported to Andhra and Pondicherry

ARE YOU SATISFIED WITH THE INFRASTRUCTURE OF HOPE LINES SHIPPING PVT LTD

TABLE 7:

|           | NO OF RESPONDENT | PERCENTAGE |
|-----------|------------------|------------|
| YES       | 47               | 47         |
| NO        | 27               | 27         |
| PARTIALLY | 27               | 27         |
| TOTAL     | 100              | 100        |

INFERENCE:

In the infrastructure level 47% of the employee satisfied and dissatisfy 27% of the people and partially satisfied 27% of the people.

WHAT TYPE OF CONSIGNMENT DO YOU TRADE MOSTLY

TABLE 8:



|       | NO OF RESPONDENT | PERCENTAGE |
|-------|------------------|------------|
| LCL   | 27               | 27         |
| 20 ft | 57               | 57         |
| 40 ft | 17               | 17         |
| TOTAL | 100              | 100        |

**INFERENCE:**

In the above table 57% respondent to 20 ft consignment trade as mostly, 27% of LCL consignment trade as mostly and 17% of respondent to 40 ft consignment

**WHAT TYPE OF CONTAINER SHIPMENT IS MORE PROFITABLE**

TABLE 9

|        | NO OF RESPONDENT | PERCENTAGE |
|--------|------------------|------------|
| LCL    | 33               | 33         |
| FCL    | 63               | 63         |
| OTHERS | 3                | 3          |
| TOTAL  | 100              | 100        |

**INFERENCE:**

In the above table 63% of the respondent selected FCL is the profitable cargo, 33% of the respondent selected FCL is the profitable and 3 % of respondent selected others is profitable.

**WHICH TYPE OF PRODUCTS HAS MORE DRAWBACK DUTIES**

TABLE 7

|              | NO OF RESPONDENT | PERCENTAGE |
|--------------|------------------|------------|
| AGRICULTURAL | 50               | 50         |
| GARMENTS     | 33               | 33         |
| PERISHABLE   | 17               | 17         |
| TOTAL        | 100              | 100        |

**INFERENCE:**

Above table shows 50% of the respondent selected agriculture product as a more drawback duties and 33% respondent selected garment product have more drawback and 17% perishable goods have more drawback duties

**REASONS FOR AMENDMENT IN ASSESMENT**

TABLE 11:

|                        | NO OF RESPONDENT | PERCENTAGE |
|------------------------|------------------|------------|
| VOLUME OF THE CARGO    | 27               | 27         |
| DIMENSION OF THE CARGO | 40               | 40         |
| WRONG RITC             | 33               | 33         |
| TOTAL                  | 100              | 100        |

**INFERENCE:**

In the above table 40% of people selected most of the amendment made by the dimension of the cargo and 33% of the people selected amendment made by wrong RITC and 27% of the people decide amendment made by volume of the cargo.

**HOW MUCH TEU's PER MONTH**

TABLE 12:

|              | NO OF RESPONDENT | PERCENTAGE |
|--------------|------------------|------------|
| LESS THAN 50 | 17               | 17         |
| 50-100       | 57               | 57         |
| ABOVE 100    | 27               | 27         |
| TOTAL        | 100              | 100        |



**INFERENCE:**

Above table shows 57% of the employees selected 50-100 TEU's handled per month, 27% of the employee selected above 100 TEU's exported per month and 17% of the employees selected less than 50 TEU's handled per month

**SATISFACTION LEVEL IN FREIGHT FORWARDING:**

TABLE 13:

|                     | No of respondent | Percentage |
|---------------------|------------------|------------|
| Highly Satisfied    | 20               | 20         |
| Satisfied           | 40               | 40         |
| Neutral             | 10               | 10         |
| Dissatisfied        | 30               | 30         |
| Highly Dissatisfied | 0                | 0          |
| Total               | 100              | 100        |

**INFERENCE:**

Table reviews 40 percent of the respondent selected satisfied in satisfaction level and 30% of the respondents selected dissatisfied and 20% respondents selected highly satisfied.

TABLE 14: TRANSPORT FACILITIES

| PARTICULARS         | RESPONDENTS | PERCENTAGE |
|---------------------|-------------|------------|
| Highly Satisfied    | 40          | 40         |
| Satisfied           | 30          | 30         |
| Neutral             | 10          | 10         |
| Dissatisfied        | 20          | 20         |
| Highly Dissatisfied | 0           | 0          |
| Total               | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 40% of the respondents are highly satisfied about the transport facilities provided, 30% of the respondents are satisfied, 20% of the respondents are dissatisfied and 10% of the respondents are neutral.

TABLE15: PUNCTUALITY OF PARCEL SERVICE

| PARTICULARS         | RESPONDENTS | PERCENTAGE |
|---------------------|-------------|------------|
| Highly Satisfied    | 40          | 40         |
| Satisfied           | 30          | 30         |
| Neutral             | 20          | 20         |
| Dissatisfied        | 10          | 10         |
| Highly Dissatisfied | 0           | 0          |
| Total               | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 40% of the respondents are highly satisfied with the punctuality of parcel services, 30% of the respondents are satisfied.

TABLE16 : HELPLINE NUMBERS



| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| Never       | 50          | 50         |
| Very rarely | 30          | 30         |
| Frequently  | 13          | 13         |
| Once        | 7           | 7          |
| Total       | 100         | 100        |

**INFERENCE:**

From the above table it can be inferred that, 50% of the respondents are agreeing never for the helpline number and 30% of the respondents are very rarely state.

TABLE 17: PRICING FACTORS

| Factors         | Highly Satisfied | %  | Satisfied | %  | Neutral | %  | Dissatisfied | %  | Highly Dissatisfied |
|-----------------|------------------|----|-----------|----|---------|----|--------------|----|---------------------|
| Freight Charge  | 10               | 10 | 20        | 20 | 40      | 40 | 30           | 30 | 0                   |
| Handling Charge | 0                | 0  | 10        | 10 | 30      | 30 | 40           | 40 | 20                  |
| Incidental      | 10               | 10 | 30        | 30 | 50      | 50 | 10           | 10 | 0                   |
| Sur Charge      | 33               | 33 | 17        | 17 | 30      | 30 | 13           | 13 | 7                   |
| Pass Charge     | 50               | 50 | 30        | 30 | 20      | 20 | 0            | 0  | 0                   |

**INFERENCE:**

From the above table it can be inferred that, 40% of the respondents are neutral about freight charges, 40% of the respondents are dissatisfied about the freight charges, 50% of the respondents are neutral about the incidental charges, 33% of the respondents are highly satisfied with the Surcharge and 50% of the respondents are highly satisfied with the Pass charge.

**CONCLUSION:**

The universe is witnessing unimaginable growth in majority of the industries. The logistics and freight industry is one such industry that is rapidly growing. **Hope line shipping Pvt Ltd** has come a long way from being service provider. The present scenario and future of the organization with regard to the management are satisfactory.

Documentation cost reduced by using the switch bill and seaway bill because original BL is more costly. Optimize the service level to Colombo based on the market demand product. FCL containerized shipment is more profitable in **Hope line shipping Pvt Ltd** compared to LCL shipment, because they prefer the FCL shipment in **Hope line shipping Pvt Ltd**

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