

**A Study about Freight Forwarding at WEFFA Logistics**

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**ABSTRACT**

Project cargo is also called over dimension cargo (ODC) and often referred to as heavy lift cargo due to its typical characteristic. It plays a very important role in development of a country or region as most of the infrastructural projects fall in this category. The topic project cargo and ODC is an ocean by itself, extremely complex, requires planning and conceptualization in advance, a thorough knowledge and ability to visualize the various project cargo dimensions and handling requirements. The professionals dealing with this of cargo should have a unique combination of management skills, prior updated information about the developments in industries like engineering, power and energy, construction and oil and gas. The data collected was based on a structured questionnaire keeping in mind the objective of the study and was approved by the host company and faculty guide. The vital information were collected by visiting prominent manufacturing companies, logistics service provider's, CHA's handling project cargo and ODC in Chennai and had an unstructured informal interview with the executives of those companies. The study commenced with the survey in different industrial estates in Chennai, which are concentrated with industries handling these cargoes. The study brings out the various vital facts, information, findings and suggestions for the company to restructure its focus and strategy. Feedback from the prospects and customers, analysis of the movement of cargo.

**1. INTRODUCTION**

The supply chain management in India has yet to reach its maturity. The freight forwarding and logistics industry is still largely fragmented, due to the several layers of sub-contractors engaged to fulfill any logistics requirement and further consolidation is inevitable in sector like trucking, warehousing and 3pl (third party logistics) service.

Studies have shown that transportation cost and lead-time, two of the main drivers in the logistics business. A well-established infrastructure will reduce both. This could be achieved by parting global players who have both the capabilities and wide network to provide a tailor made logistics solution for any client. The fact that many customers are considering their supply chain management as a differentiating factor, substantially impacting their competitiveness is a proof point that there is tremendous focus on total logistics management, especially if it is customized to the industry and customer specific needs.

The potential behind the logistics market is tremendous and largely remains to be unlocked. Project cargo and ODC is an ideal, inseparable part on this. Companies top management has taken a well thought and timely decision to capitalize on this trend. And the target of attaining 10-15% of the Chennai market is reasonable, challenging and attainable.

## **2. OBJECTIVES OF STUDY**

### **PRIMARY OBJECTIVE**

- To study the efficiency parameters for various service providers involved in the import logistics management at WEFAA Global logistics

### **SECONDARY OBJECTIVES**

- To determine the consistency of various logistics service providers in handling project cargoes
- To identify the business efficiency level
- To study the movement of project cargo handled through port of loading and port of destination place in Chennai
- To Identify prominent logistics service provider lines handling project cargo

## **3. NEED OF THE STUDY**

- The project management of upstream and downstream value-added flows of supplies, final goods, and related information among suppliers, company, resellers, and final consumers
- The systematic, strategic coordination of traditional business functions and tactics across all business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole

## **4. SCOPE OF THE STUDY**

- The project help in identifying the efficiency parameter of the logistics service providers.
- Collect and analyze the information about the various customers need and waves and different types of special equipment's frequently used and study the movement of project.
- To understand the vital aspects of project cargo and ODC handling the complex task of planning and executive involved.

## **5. LIMITATIONS TO THE STUDY**

- The material required and information needed for the study are limited and very difficult to gather, hence the researcher has to confine his research of study.
- The information provided by the customers, liner companies and logistics services provider could be biased due to his/ her personal reasons.
- Complex statistical tools could not be applied due to small sample size and inherent nature of data.
- As the topic given by the host company is an ocean by itself and time duration available to complete the project was less, researcher could not get into the depth of certain issues.

## 6. REVIEW OF LITERATURE

**Subratha Mithra** says in her article titled **Import Logistics;**

Examine their demographic profile, the importance of monitoring the level of performing values, creating variables in a different services and logistics from as received by the customer.

### **BANGALORE IMPORT MANAGEMENT**

The new airport terminal, which is started the operation on march30th, located at devanahalli, the air cargo club members have expressed concern that no definite indication had been given to the operators with regard to facilities and processors that control help the industry with smooth transition of their business operation to the new airport.

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The research reported here had three primary goals to study the influence of customer services on customer attitudes and satisfaction, to study the influence of customer services on market share, to review the literature and the research result.

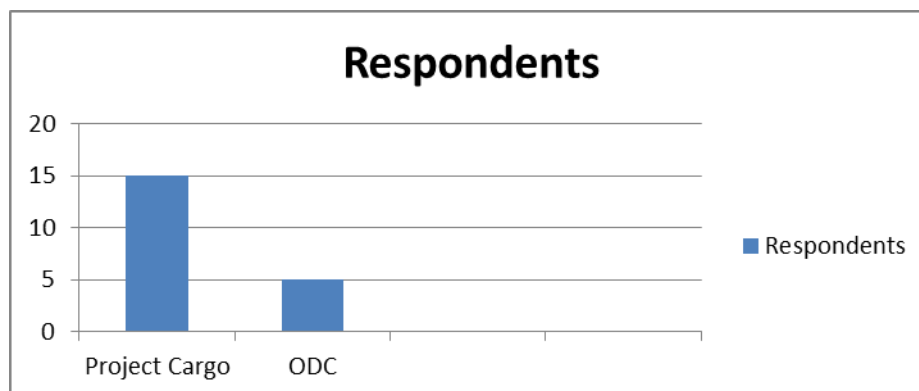
### **DATA ANALYSIS & INTERPRETATION**

Whether your organization is importing project cargo or ODC?

#### **ORGANIZATION IS IMPORTING PROJECT CARGO OR ODC**

| <b>PARTICULAR</b> | <b>RESPONDENTS</b> | <b>%</b> |
|-------------------|--------------------|----------|
| Project cargo     | 15                 | 65       |
| ODC               | 5                  | 35       |
| Total             | 20                 | 100      |

**TABLE NO 1**



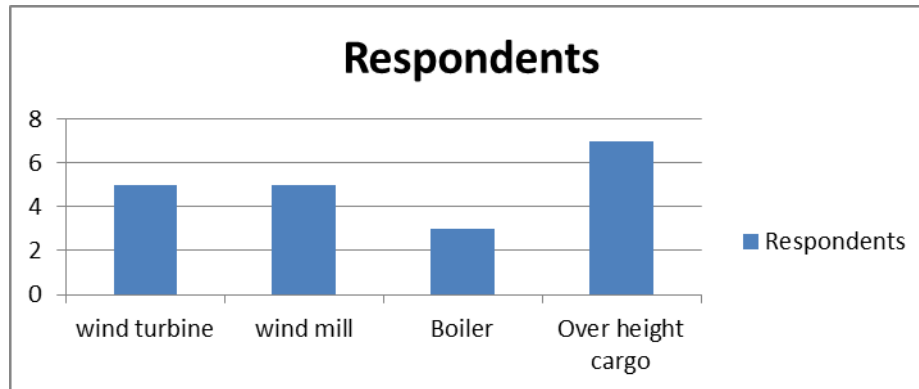
**CHART 1**

### **INFERENCE**

It consists of 65% project cargo and 35% ODC recorded out of 20 people.  
Description of project cargo or ODC handled by your organization

**PROJECT CARGO HANDLED BY AN ORGANIZATION**

| PARTICULAR        | RESPONDENTS | %   |
|-------------------|-------------|-----|
| Wind Turbine      | 5           | 25  |
| Windmill          | 5           | 25  |
| Boiler            | 3           | 15  |
| Over height cargo | 7           | 35  |
| Total             | 20          | 100 |

**TABLE NO 2****CHART 2****INFERENCE**

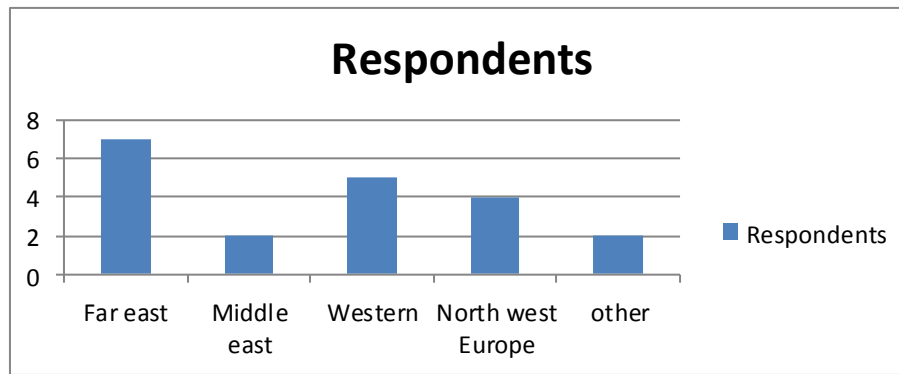
Project cargo handled by the organization sums up to 35% of all the other ODC compared.

Please choose the organization would you prefer while shipping project cargo from various destination?

**DESTINATION OF SHIPMENT OF PROJECT CARGO FROM YOUR ORGANIZATION**

| PARTICULAR        | RESPONDENTS | %   |
|-------------------|-------------|-----|
| Far East          | 7           | 35  |
| Middle East       | 2           | 10  |
| Western           | 5           | 25  |
| North West Europe | 4           | 20  |
| Other             | 2           | 10  |
| Total             | 20          | 100 |

**TABLE NO 3**



**CHART 3**

### INFERENCE

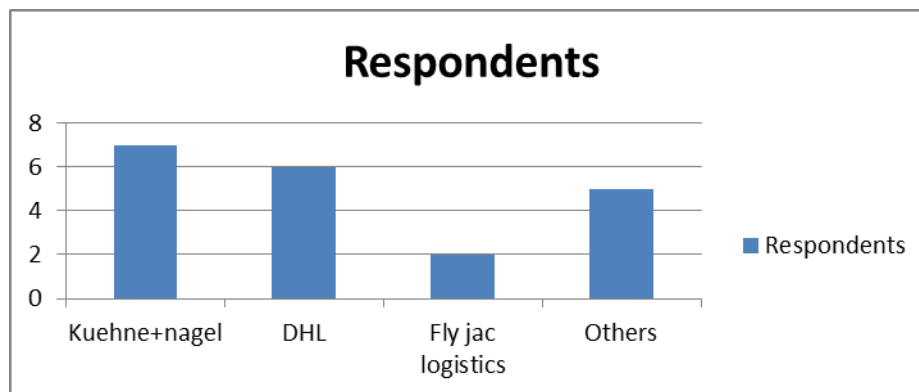
The maximum number shipments done to the organization are from Far East 35% and western countries 25% respectively.

Please choose the service provider for your organization would prefer while shipment of project cargo to import.

### CHOOSE THE SERVICE PROVIDER FOR YOUR ORGANIZATION

| PARTICULAR        | RESPONDENTS | %   |
|-------------------|-------------|-----|
| Kuehne+Nagel      | 7           | 35  |
| DHL               | 6           | 30  |
| Fly Jac Logistics | 2           | 10  |
| Others            | 5           | 25  |
| Total             | 20          | 100 |

**TABLE NO 4**



**CHART 4**

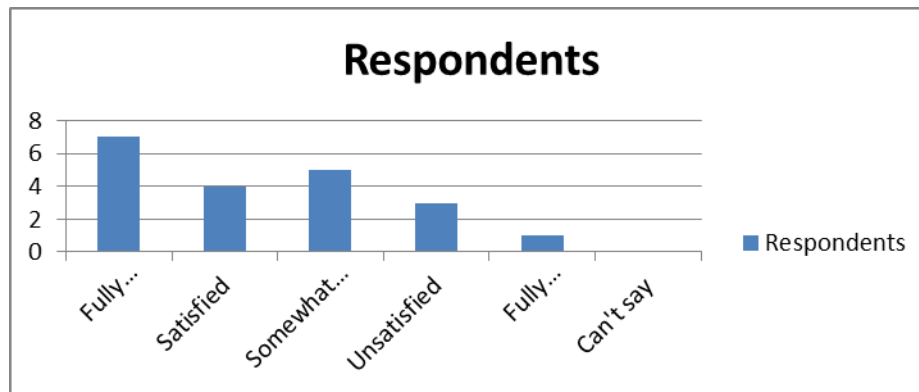
### INFERENCE

The organization prefer the service provider for shipment of project cargoes are kuehne+nagel 35% and DHL 30%.

Describe the service rendered by CHA'S?

**SERVICE RENDERED BY THE CHA'S**

| PARTICULAR        | RESPONDENTS | %   |
|-------------------|-------------|-----|
| Fully satisfied   | 7           | 35  |
| Satisfied         | 4           | 20  |
| Somewhat          | 5           | 25  |
| Unsatisfied       | 3           | 15  |
| Fully Unsatisfied | 1           | 5   |
| Can't say         | 0           | 0   |
| Total             | 20          | 100 |

**TABLE NO 5****CHART 5****INFERENCE**

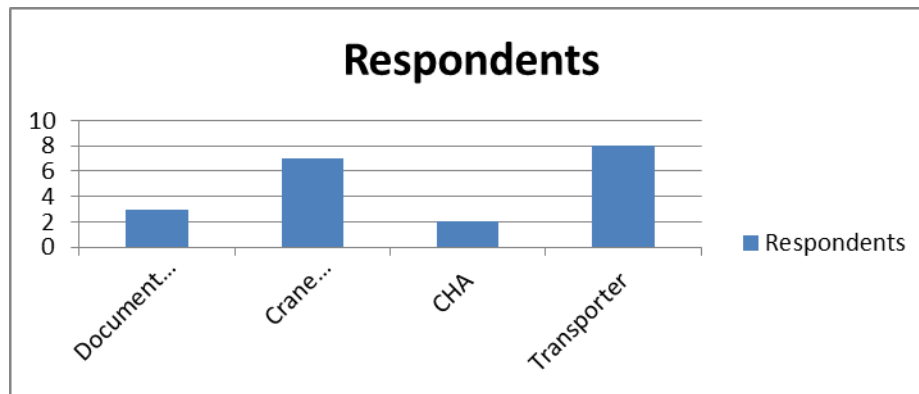
The result consist of service rendered by CHA'S are fully satisfied and somewhat.

Delay in terms of transporting the project cargoes by?

**DELAY IN TRANSPORTATION OF PROJECT CARGOES**

| PARTICULAR       | RESPONDENTS | %   |
|------------------|-------------|-----|
| Document Process | 3           | 15  |
| Crane Operator   | 7           | 35  |
| CHA              | 2           | 10  |
| Transporter      | 8           | 40  |
| Total            | 20          | 100 |

**TABLE NO 6**



**CHART 6**

## INFERENCE

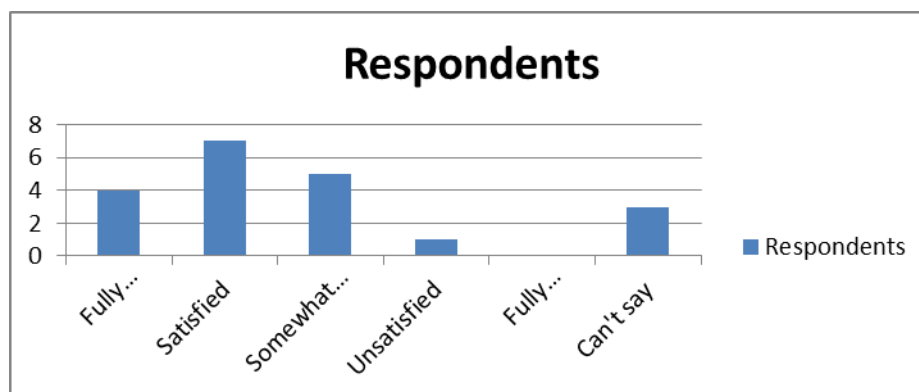
In the most of time transportation of the project cargo delayed by crane operator 35% and transporter 40% respectively.

What is your satisfaction level with the service offered by your present service provider?

## THE SERVICE OFFERED BY THE PRESENT SERVICE PROVIDER

| PARTICULAR        | RESPONDENTS | %   |
|-------------------|-------------|-----|
| Fully satisfied   | 4           | 20  |
| Satisfied         | 7           | 35  |
| Somewhat          | 5           | 25  |
| Unsatisfied       | 1           | 5   |
| Fully Unsatisfied | 0           | 0   |
| Can't say         | 3           | 15  |
| Total             | 20          | 100 |

**TABLE NO 7**



**CHART 7**

**INFERENCE**

The service offered by the present service provider to the organization is satisfied and somewhat

**7. FINDINGS**

- All project cargo has to be registered with customs department turnkeys project are the one that are outsourced to contractors and they take full responsibility of moving and installing plant and machineries
- Regarding description of cargo, it is found during the study that heavy machineries are the most favorite.
- Almost all the customer is satisfied with the survey provide by the WEFAA Global Logistics.

**8. SUGGESTION**

- In comparison between imports and exports, it is imports cargo movement that is as high as 75% whereas exports are only 25%
- About frequency of handling project cargo and ODC, it is clear from the study that the market is relatively small but has slowly started to pick up.
- And also other cargos are available like extended slabs/beams, glass, turnkey projects, air conditioning, thermal and nuclear power equipment's.

**9. CONCLUSION**

Logistics Management Services delivers cargo, warehousing and setting up explanations for hospitality, trade, restaurant and healthcare developments.

Whether it comes to finding the suitable freight carrier at well-organized estimating, an operative storeroom near your project and/or an setting up team with the involvement to confirm your project is effective, LMS along with McCollister's and their assets will provide an operative, well-organized, superiority resolution.

**10. REFERENCES****BOOKS**

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- [2] Krishnavanimuthiah, logistics management and world sea-borne trade
- [3] George Anderson International Marketing

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- [1] Shipping times, Chennai

**WEBSITES**

- [1] [www.tradeindia.com](http://www.tradeindia.com)
- [2] [www.evergreen.com](http://www.evergreen.com)
- [3] [www.eximin.net](http://www.eximin.net)
- [4] [www.logisticsweek.com](http://www.logisticsweek.com)
- [5] [www.article.com](http://www.article.com)