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A Study on Freight Forwarding and Logistics Operations at Sea Sand Cargo Services Pvt. Ltd.

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Abstract: ***The logistics and freight forwarding industry plays an important role in facilitating international trade by ensuring the smooth movement of goods across borders. Efficient logistics operations, proper documentation, and timely customs clearance are essential for maintaining the flow of cargo through different modes of transportation such as air, sea, and road. Freight forwarding companies act as intermediaries between exporters, importers, and transportation service providers, ensuring that goods are delivered safely and on time. This study focuses on the logistics and freight forwarding operations of Sea Sand Cargo Services Pvt. Ltd., a company engaged in freight forwarding and customs clearance activities. The main objective of the study is to understand the operational procedures followed in cargo handling, documentation, and transportation management. The study also examines the role of freight forwarders in coordinating various logistics activities and ensuring efficient movement of goods. The research is based on primary and secondary data collected through observation, company records, and relevant literature. The study highlights the importance of effective logistics management in improving operational efficiency and customer satisfaction. It also identifies certain challenges faced in freight forwarding operations and suggests possible measures to enhance the efficiency of logistics services. Overall, the study provides insights into the functioning of freight forwarding services and emphasizes their significance in supporting international trade and supply chain management.***
Keywords: Freight Forwarding, Logistics Management, Customs Clearance, Cargo Transportation, Supply Chain Management.

I. INTRODUCTION

Logistics and freight forwarding play a significant role in the smooth movement of goods in international trade. With the growth of global markets, the demand for efficient transportation and cargo management services has increased rapidly. Freight forwarding companies act as intermediaries between exporters, importers, and transport service providers, ensuring that goods are transported safely and delivered on time. They handle various activities such as documentation, customs clearance, cargo handling, and coordination of different modes of transport including air, sea, and road. Sea Sand Cargo Services Pvt. Ltd. is a freight forwarding and customs clearing company that provides logistics solutions to its customers. The company offers a range of services including cargo transportation, customs clearance, and distribution of goods. Efficient logistics management helps the company maintain reliability, reduce delays, and ensure customer satisfaction. This study focuses on understanding the logistics and freight forwarding operations of Sea Sand Cargo Services Pvt. Ltd. It aims to analyze the procedures followed in cargo handling and transportation and to understand the importance of effective logistics management in supporting international trade.

II. OBJECTIVES

1) To know the satisfaction level of customers towards Sea Sand Cargo Services.
2) To identify the major problems of the customers in the Sea Sand Cargo Services.
3) To study the freight forwarding procedure of shipping industry at Sea Sand Cargo services.
4) To know the quality of services provided by Sea Sand Cargo Services. and to study the trust and loyalty of customer towards freight forwarding firm.

III. LIMITATIONS

1) Lack of time is also a major constrain of study.
2) The study is only allowed to do only in one organization.
3) The study was carried out only with freight forwarding service.
4) Due to privacy policies of the companies accessing.

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IV. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data was collected through observation and interaction with employees of Sea Sand Cargo Services Pvt. Ltd. to understand the logistics and freight forwarding operations of the company. Secondary data was collected from company records, reports, websites, journals, and other relevant sources. The study mainly focuses on analyzing the operational procedures involved in cargo handling, documentation, and customs clearance. The collected data was organized and interpreted to understand the efficiency of logistics operations and the role of freight forwarding services in facilitating international trade.

V. ANALYSIS AND INTERPRETATIONS

A. *Anova*

TABLE 1 Relationship between Gender vs satisfaction from the respondents

Relationship between Gender vs satisfaction from the respondents	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	37.891a	34	.296
Likelihood Ratio	45.159	34	.096
Linear-by-Linear Association	1.674	1	.196
N of Valid Cases	107		

Interpretation: The statistical analysis indicates that there is no significant relationship between gender and satisfaction among respondents. The Pearson Chi-Square value (37.891) with 34 degrees of freedom has an asymptotic significance of 0.296, which is greater than the 0.05 threshold, suggesting that gender does not significantly impact satisfaction levels. Similarly, the Likelihood Ratio (45.159, p = 0.096) and the Linear-by-Linear Association (1.674, p = 0.196) further confirm the absence of a meaningful correlation. These findings imply that satisfaction is influenced by other factors, such as service quality, efficiency, or customer experience, rather than gender differences.

B. *Correlation*

Table 2 Difference satisfaction with communication

		How 4 were you with the communication from Sea Sand Cargo throughout the shipping process?	Satisfaction
How 4 were you with the communication from Sea Sand Cargo throughout the shipping process?	Pearson Correlation	1	.906**
	Sig. (2-tailed)		.000
	N	108	107

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Satisfaction	Pearson Correlation	.906**	1
	Sig. (2-tailed)	.000	
	N	107	107

Interpretation: The correlation analysis shows a strong positive relationship between communication and customer satisfaction with Sea Sand Cargo. The Pearson correlation coefficient (0.906) indicates a very high correlation, suggesting that as communication quality improves, customer satisfaction also increases significantly. The p-value (0.000) is well below the 0.05 significance level, confirming that this relationship is statistically significant.

VI. FINDINGS

1) The Chi-Square test showed a significant relationship between age and satisfaction (p = 0.016), indicating that satisfaction levels vary among different age groups.
2) There was no significant relationship between education and perception (p = 0.473), suggesting that perception is influenced by factors other than education.
3) There was no significant relationship between gender and satisfaction (p = 0.296), implying that satisfaction levels are not gender-dependent.
4) ANOVA results indicated a significant difference in satisfaction levels among different education groups (p = 0.001), showing that education level impacts satisfaction.
5) Service quality significantly affects satisfaction (p = 0.000), confirming that higher service quality leads to higher satisfaction.
6) Service quality also significantly influences perception (p = 0.000), meaning better service quality improves customer perception.
7) Correlation analysis showed a strong positive relationship between communication and customer satisfaction (r = 0.906, p = 0.000), proving that better communication enhances satisfaction.

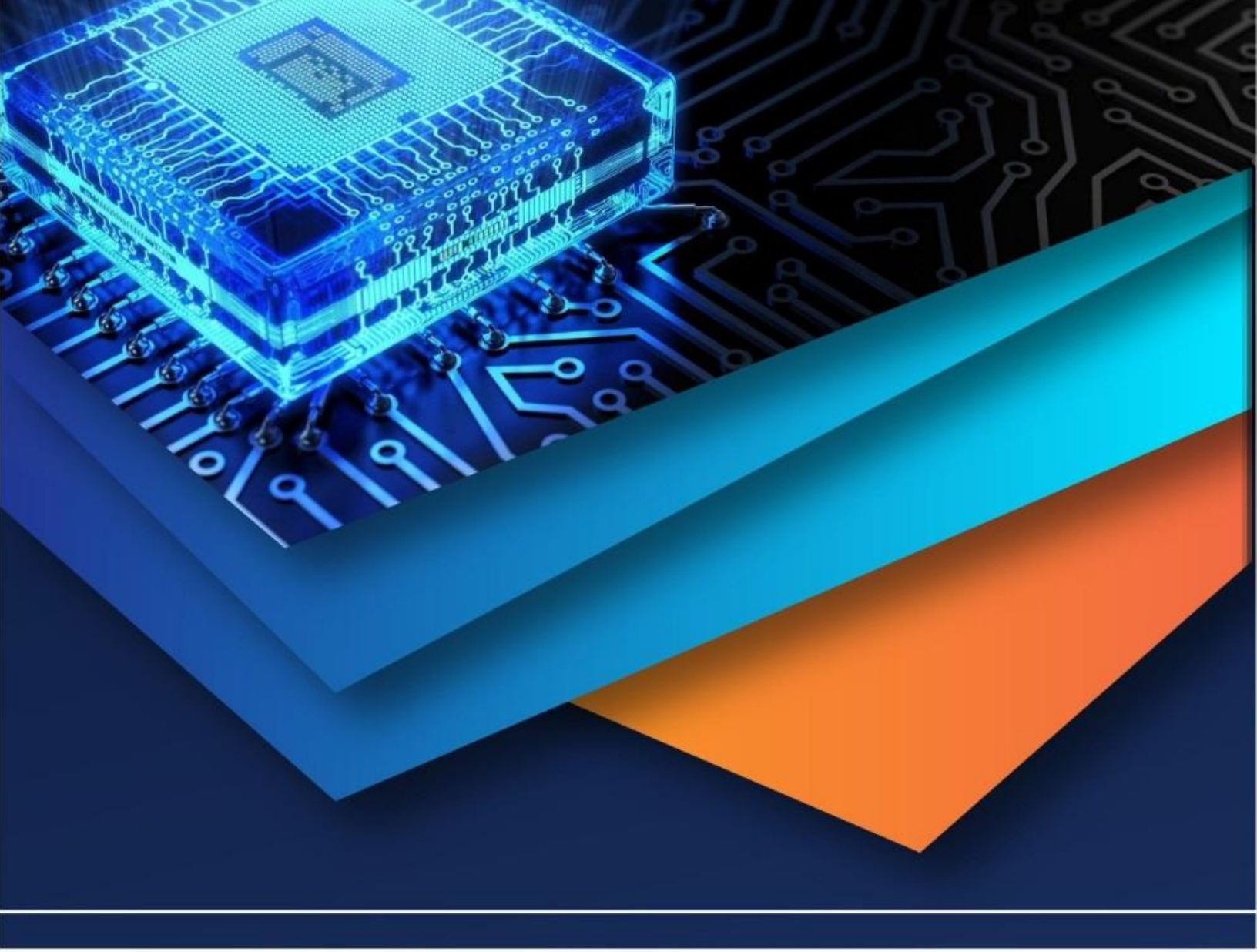
VII. SUGGESTIONS

Enhance customer service through better communication, responsiveness, and staff training. Increase shipment tracking accuracy and consistency. Strengthen issue resolution with a more efficient problem-handling system. Improve billing accuracy by enhancing transparency and reducing errors. Conduct staff training to address professionalism and knowledge gaps. Expand shipping options to offer more flexibility for customers. Minimize cargo damages and losses by improving safety measures. Strengthen online marketing and customer referral programs. Engage with customers post-service to collect feedback and address concerns proactively.

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