



Inspiring Excellence

“Freight forwarding business focused on sea freight export of
Kuehne+Nagel Bangladesh Ltd.”

Prepared for-

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Prepared by-

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Date- September 3, 2018

Internship report on



KUEHNE+NAGEL

“Freight forwarding business focused on sea freight export of
Kuehne+Nagel Bangladesh Ltd.”

Letter of transmittal

September 3, 2018

To,

Mr.Ahmed Abir Choudhury

Lecturer,

BRAC Business School

BRAC University,

Mohakhali , Dhaka-1212

Subject: Submission of internship report on Kuehne+Nagel Bangladesh Limited.

Dear Sir,

With due respect, I am pleased to submit the internship report on “**Freight forwarding business focused on sea freight export of Kuehne+Nagel Bangladesh Ltd.**” This report is an essential part for graduation and I tried my level best to work on it carefully and sincerely to make the report informative. I have prepared this report under your guidance and direct supervision. Without your support and guidance, it would not be possible for me to prepare this report.

I have put my sincere effort to give this report a presentable shape and made it as informative and precise as possible. I wholeheartedly thank you for providing me with this unique opportunity.

Sincerely yours,

Md.Shahjalal Talukder

ID-14104089

BRAC Business School.

Letter of endorsement –

This to certify that Md.Shahjalal Talukder ,ID-14104089,BRAC Business School ,BRAC University has done this report on “Freight forwarding business focused on sea freight export of Kuehne+Nagel Bangladesh Ltd” for the purpose of completing BBA internship program. This report has been accepted by me .

I wish him success in his future endeavor.

Mr.Ahmed Abir Choudhury

Lecturer,

BRAC Business School

Acknowledgement-

Above all, I convey my indebtedness to almighty Allah, the most beneficent and merciful, for giving us the strength to accomplish this term paper on “Freight forwarding business focused on sea freight export of Kuehne+Nagel Bangladesh Ltd.”

First, I would also like to take the opportunity to thank heartily and express my insightful gratitude towards honorable Lecturer Mr.Ahmed Abir Choudhury , BRAC Business School, BRAC University for his immense support and guidance throughout my internship period, Without his help and guidance it was totally impossible for me to complete this internship report. Secondly, I want to thank my supervisor Debashish das gupta, senior executive, Sea freight also Luke gomes, executive, Sea-freight; Muhiuddin Himel, executive ,sea-freight, Ashraful Islam, executive, sea- frieght and Zulkarnyne chowdhury, executive, Sea freight for their kind support. Consecutively, I would like thank all my colleagues of KN sea freight for providing me the enormous insights of today’s business world and how it operates.

Lastly, I want to thank BRAC University and its faculty members for their immense support, for them it seems quite possible for me to earn my bachelor degree successfully.

Executive Summary-

Kuehne+Nagel Ltd. is a leading freight forwarding company, currently operating in over 100 countries, with around 76,000 employees with 1,300 offices. It is very much financially stable, independent global freight forwarding company. Main business of this company is basically forwarding the cargo of customer including tracking transportation, giving insurance of cargo, freight consolidation etc. In this report I tried my level best to focus on sea freight (export) business of Kuehne+Nagel Bangladesh Ltd.

Basically, there are three main departments are there in operations of Khuehne+Nagel Bangladesh, in terms of volume Sea freight business is bigger than air freight in Bangladesh. They forward containerized cargo; serve to customers with international quality freight forwarding. The sea freight mainly shifts readymade garments products in the Europe, North America and north East Asian countries and import of machinery, car, fabrics and chemicals from the Europe, Middle East and North East countries and subcontinent. The sea freight plays an important role in Kuehne+Nagel customer service. In Bangladesh they have several departments including Human Resource, Sea, Air, Sales, Accounts, and IT department. Luckily , I got the opportunity to work closely with a sea-freight export department which is bigger than other departments that's why Here, I have discussed only the sea freight export operation process of Khuehne+Nagel , From booking to cargo delivery in customers door I've tried my level best to give all the glimpse of their business process

Moreover, I discussed about the challenges I've faced during internship period also discussed about future opportunities they have and the risk associated with it .Furthermore ,I did SWOT, and PESTLE analysis of Kuehne+Nagel Ltd and at last gave some recommendation which might help them in the long run.

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Organization Overview-

Freight Forwarding-

Freight forwarder is a company which arranges import and export of goods as per requirement of customers. Over the years , freight forwarding business has evolved into something else now, it is not just forwarding of freights of the shipper its more than that including managing warehouses, booking cargo space, negotiating freight charges, freight consolidation, cargo insurance, and filing of insurance claims. Nowadays, Bill of lading or in sort B/L became more import as its works both as deconsolidation of cargos and freight collection services.

Freight Forwarders uses different kind of transportation services such as-

1. Air freight
2. Sea freight
3. Overland
4. Contract logistics
5. Integrated logistics

A Freight Forwarder handles ancillary services that are part of the international shipping business

- ❖ Insurance
- ❖ Customs Documentation
- ❖ etc...

A Freight Forwarder provides to consolidators as well as individual shippers:

- Non-Vessel Operating Common Carrier documentation
- Bills of Lading
- Warehousing
- Risk Assessment and Management

- Methods of International Payment
- etc...

A Freight Forwarder insists on personal communication and great customer service.

History of Kuehne+Nagel

At the beginning the company was known as KUEHNE & NAGEL LTD, now the name of the company is KUEHNE+ NAGEL LTD. It was established in 1890 at Bremen in Germany. The head quarter of the company is at Schindellegi in Switzerland. The founders of the company are Mr. August Kuehne and Mr. Friedrich Nagel. Today, the Kuehne + Nagel Group have some 1,300 offices in over 100 countries, with around 76,000 employees.

Some facts of Kuehne+Nagel-

“Market Cap **\$16.87 B** As of May 2014

At a Glance

- Industry: **Transportation**
- Founded: **1890**
- Country: **Switzerland**
- CEO: **Detlef Trefzger**
- Website: www.kuehne-nagel.com
- Employees: **62,744**
- Sales: **\$22.58 B**
- Headquarters: **Schindellegi**

Forbes Lists

#785 Global 2000

- #412 in Sales
- #928 in Profit
- #665 in Market value

More on operation-



Seafreight:

- Number 1 global seafreight forwarder
- Sustained year-on-year double digit growth in managed freight
- Solid partnerships with an extensive range of preferred ocean carriers



Airfreight:

- Number 2 global air cargo forwarder
- Leader in innovative cargo management concepts
- Global Cargo iQ Phase 2 certification



Contract Logistics & Integrated Logistics:

- Number 2 global contract logistics provider
- Worldwide network of warehouse and distribution facilities
- Number 1 global lead logistics provider



Overland:

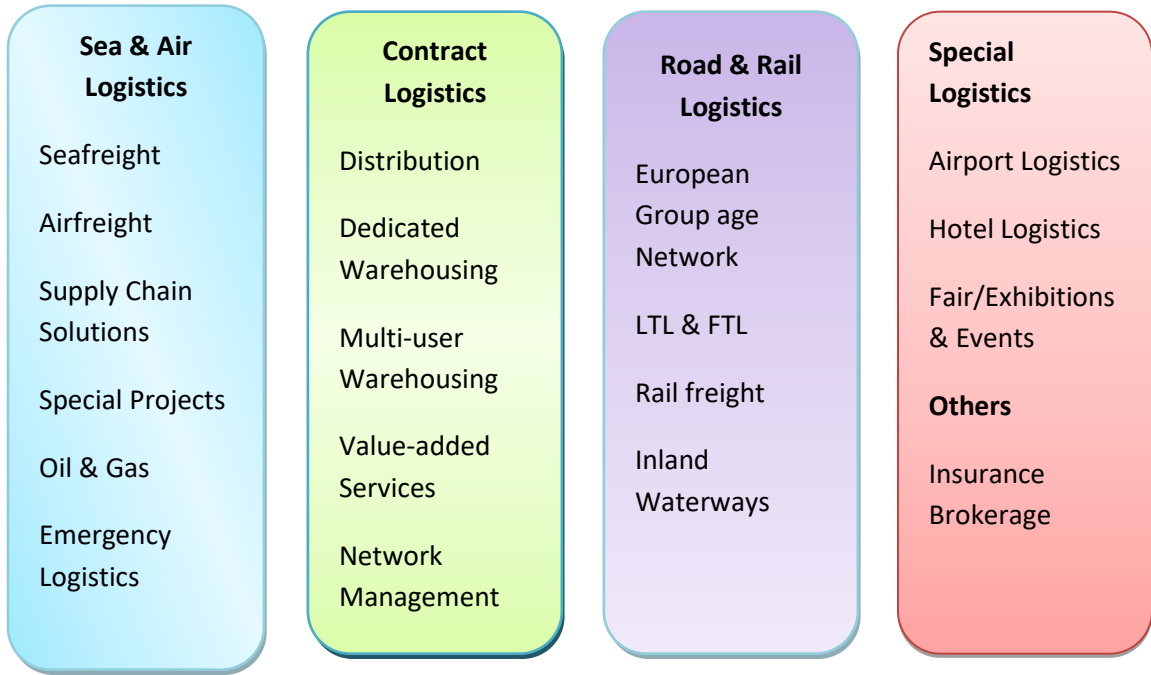
- European Top 5 provider, North and Central America Top 15 provider, presence in GCC and South East Asia
- Leader in Groupage, LTL, FTL, intermodal transports as well as pharma transportation
- Extensive own fleet and close partnerships with best-in-class carriers

(Source- kn-portal.com/about_us)

Mission & Vision statement-

"The global logistics network is our strongest asset. Dedication, integration and innovation are at the heart of our business philosophy. Focused on our customers' needs we provide integrated logistics solutions of outstanding quality and operational excellence – we are the extension of your business."

Global Business Units:



Goal:

- Company’s goal is to continuously optimize process, data and service quality, across the entire organization.
- To reduce risks to employees' safety and health to an absolute minimum.
- To protect the environment and nature, ensuring sustainability for future generations.
- Provide port-to-port CO2 emissions visibility at ocean carrier level by implementing a transparent emissions calculation methodology.
- Develop professional skills and leadership abilities, contingent on talent, personal goals and the company's requirements

Key Performance of 2017-

<i>in CHF million</i>	2017
22,220	Turnover
18,594	Net turnover
7,023	Gross profit
1,150	EBITDA
937	EBIT
13.3%	EBIT in per cent of gross profit (conversion rate)
740	Earnings for the year
1,148	Operational cash flow
238	Investments
<hr/>	
64%	Return on Capital Employed
CHF 6.16	Earnings per share (basic)
CHF 5.75	Dividend per share *
<hr/>	
27	New locations
5	New companies
4	Acquisitions
75,876	Employees

(Source-2017-annual-report.kuehne-nagel.com)

Introduction-

Rationale –

Freight Forwarders eases all the freight forwarding related tasks from custom clearance to delivering cargos to customer's doors. Internship completion is mandatory task for all BBS students to pass bachelor degree. In order to pursue, the degree I chose Kuehne+Nagel as it's a leading freight forwarders in the world. As blue economy is booming in our country that means their business is booming, too. Though, my major was in finance but I intended to know how this freight forwarders works, as a sea-freight department internee it was my partial tasks to do the costing part as well, so in a sense I learned both their software and costing part. Moreover, as its multinational company so they have their code of conduct and excellent work ethics too, which will help in my near future in competitive corporate world, so that was my intention, too. Furthermore, from a report I have come to know that, Kuehne + Nagel is one of the world's leading logistics companies providing services from more than 1,000 locations in over 100 countries, which has a clear focus on providing IT-based integrated solutions. (Burnson.P, 2013).In this report, I tried to focus on only sea-freight export operations of Kuehne+Nagel Ltd. also tried to clarify freight related terms and their application in real world, so that in near future if anyone wants to do research on freight- forwarders or any students from BBS department get chances to work with freight-forwarding companies they can easily access my report through Dspace and get the glimpse of all freight related tasks. Moreover, I was assigned to sea-freight export department which is the largest department of all and its operation is bigger than any other department. Here, in this report I tried my level best to reflect daily operations and challenges I faced in my three months long internship tenure in Kuehne+Nagel Bangladesh Ltd.

Background-

Brief Description of Kuehne+Nagel Bangladesh Ltd.-

Kuehne+Nagel Bangladesh was established in 1997 under the supervision of DAC NM Rafi Omar with a few employee. Now, it has emerged as a leading IT based logistics company with 145 employees. It has three branches in total two of are in Dhaka (Uttara & Banani) and other one is in Chattogram. Kuehne+Nagel bd falls under south asia pacific region and managers claimed that it is number one in terms of performance in entire south asia pacific region.

K+N Dhaka office -

KN Dhaka office is consist of one Managing director (also known as national manager) and six departments with six department heads (also known as general manager) their designation are as follows-

Managing Director: DAC NM/ Tarun Patwary

<u>Department</u>	<u>Employee Code and Name</u>
❖ Air Freight	DAC ZA/ Tanjirur Rahman
❖ Sea Freight	DAC ZS/ Sheikh Fazlur Rahman
❖ Accounts	DAC ZF/ Tohidul Islam
❖ Information Technology	DAC ZI/ Nazrul Islam Khan
❖ Human Resource	DAC ZP/ Milton M. Peris
❖ Sales	DAC ZV/ Md.Ibrahim

According to the company rules and regulation here I found that that the Kuehne+Nagel ltd . Uses the personal location code and Employee code. From the above chart I found that location code always in three letters and most of the employee code is in two letters.

The K+N uses sometime there employee code more than two alphabets but with a condition. Here I found that the employee code consists of two alphabets and it may be extended up to another two alphabets with a high pen (-) upon responsibility.

Example: 1. DAC ZP-D, 2. DAC FA-AO.

Operation through Software –

The Kuehne+Nagel Ltd have their own personal Software, by this personal Software they integrate the whole Operation along with all tasks of Sales and Accounts Department. In this regard the company uses following software Application:

★ CIEL/SaLog – Computer Integrated External Logistics Which is used for Operation in Sea freight and Airfreight. Now, they have introduced new software called Salog for asia pacific region.

★ KN CORELOG – its for sales Department.

★ ACON NEW- Its for Accounting Department.

From the above application software the KUEHNE+NAGEL LTD. use for its internal operational in all branches over 1000 locations in 100 countries in the world. By the above Software K+N link and transfer update information with internally of its Head Quarter and as well as its all branches.

Objective-

My primary objective was is to pass four years bachelor of business administration program from BRAC University as giving internship report is a partial requirement to pass. Moreover, as I was an intern of their sea-freight export department so I had to go through their each and every packing list, invoices correct them through software and send them to shipper in a way I became familiar with the vast supply chain and logistics world. Furthermore, I knew how the costing does like every industry in forwarding business there is also have some variable and fixed cost .This is how it became my valuable job experience.

Literature Review-

Bangladesh is considered as one of 45 emerging markets of the world. Moreover, foreign direct investment has increased in recent years; many more local and multinational companies are trying to enter in the competitive market. According to Islam (December 2016), There are 1500 freight forwarding ,150 shipping line and 50 airlines operating in Bangladesh & total of 50,000(approximate) people serving in said industry in different role and positions.

According to Netherland Bangladesh Business platform(2014), Inland water transportation is dominated by private sector parties and accounts for 40 percent of total imports and exports to end from Bangladesh, both cities Mongla and Chattogram are considered as main national ports for handling sea cargo. Chattogram is contributing 30 % to the Bangladeshi GDP.

Upcoming years there will be more sea cargo as there is a positive relationship between sea cargo and water transportation as cost is comparatively low. So in a sence , Freight forwarders is going to contribute more on Bangladeshi economy.

Activities Undertaken- Job Description-


Basically, as an intern I had to maintain every day given stuffing report, at first I used to write all information(container size, destination, shipping mode, depot etc) on a hard file then given information to CIEL software. CIEL software is connected with the Hong-Kong regional office so that they can keep track of every information I gave I it, error in any input can be fatal as all of the information is linked with Bill of lading. Moreover, just putting those information and making dummy B/L was not end of the job, keeping all those file in follow up was also my part of job. Furthermore, making phone calls to shipper, doing communication through their in mail system was my day to day activities. The whole KN supply chain activities and my involvement in it is given below broadly-

R.SHANTO BL-07		07 TEU											
HLG	HLBU1344514	HLB3698017	20GP	58708359									8878.70
4861-0220-804.655	KJK TEXTILIE	APPAREL-21LTD	2606	560	6.08	1372.00	ROTTERDAM	4500075150/100	28 Apr 18	643653	30 Apr 18	30 Apr 18	
4861-0220-804.655	KJK TEXTILIE	APPAREL-21LTD	2606	191	2.07	467.95	ROTTERDAM	4500075150/100	28 Apr 18	643653	30 Apr 18	30 Apr 18	
4861-0220-804.655	KJK TEXTILIE	APPAREL-21LTD	2606	1805	19.59	4422.25	ROTTERDAM	4500075150/100	28 Apr 18	643653	30 Apr 18	30 Apr 18	
4861-0220-804.655	KJK TEXTILIE	APPAREL-21LTD	2606	50	0.62	122.50	ROTTERDAM	4500075150/200	28 Apr 18	643653	30 Apr 18	30 Apr 18	
				2606.00	28.36	6384.70							

(KN- Daily stuffing report)

Bill of Lading-

First of all, Bill of lading is legal document of shipper and carrier, when shipper wishes to ship his goods he either contacts shipping company or through freight forwarder to reserve space on a particular vessel.

Shipper RUIAN BAIAN TRADE CO.,LTD 1#JIXIANG RD.LUOFENG ZHONGBEI INDUSTRIAL ZONE.TANGXIA ,RUIAN CITY.ZHEJIANG PROVINCE.CHINA. +86-13968899025		 Bill of Lading <small>for Multimodal Transport And Port to Port Transport</small>		
Consignee (This bill is non-negotiable unless marked "To order" or "To the order of ..." Here. See Clause 4). DT-DIESEL TECHNIC AG SPARE PARTS FOR TRUCKS, TRAILERS AND BUSES WEHRMANNSDAMM 5-9 27245 KIRCHDORF / GERMANY		Notify Party 2 (No liability shall attach to the Carrier or to his Agent for failure to notify. See Clause 14).		
Notify Party (No liability shall attach to the Carrier or to his Agent for failure to notify. See Clause 14). DT-DIESEL TECHNIC AG SPARE PARTS FOR TRUCKS, TRAILERS AND BUSES WEHRMANNSDAMM 5-9 27245 KIRCHDORF / GERMANY		Delivery Agent KUEHNE + NAGEL (AG & CO) WILHELM-KAISER-STRASSE 1 28195 BREMEN GERMANY		
Place of Receipt (Multimodal Transport only)	Pre-carriage by	Port of Loading SHANGHAI	B/L-No. 4351-0220-310.482	
Vessel MARIE MAERSK	Voyage No. 1302	Port of Transhipment		
Port of Discharge BREMERHAVEN	Place of Delivery (Multimodal Transport only)	Movement CFS/CY	Freight Payable at DESTINATION	
PARTICULARS FURNISHED BY SHIPPER - CARRIER NOT RESPONSIBLE (See Clause 7.3)				
Marks and Numbers	Number of Packages	Description of Goods	Gross Weight kgs	Measurement
DT	3 PALLET(S)	AUTO SENSOR TTL : 3PLTS SAY TOTAL THREE PALLETS ONLY	865.00	4.100
TOTAL	3	MSKU6510687 CN8094594 40G FREIGHT COLLECT	865.00	4.100

(Source-Baian.en.alibaba.com)

Three following outlines are main functions of bill of lading-

- Receipt of Goods
- Evidence of contract carriage
- Document of title

Now I'm going to describe the whole export process of goods and how I was related with it-

Sea-Freight Export Process-

Step 1- First of all, all the process started with the booking, shipper request forwarding company to arrange necessary works .Point to be noted, all these job done by written format (email) to

keep the track, then shipper tells everything including goods information with weight, H.S. Code etc.

Sea-freight export- Business flow chart

Consignment inquiry	⇒	Clients
⇓		
Checking in CIEL		
⇓		
Creating job file	⇒	KNIE
⇓		
Sending booking to KN destination office	⇒	EMAIL
⇓		
Receiving confirmation from KN dest. Office	⇒	KN dest. Office via email
⇓		
Booking to carrier	⇒	Via email
⇓		
Confirming space		
⇓		
Collecting shipping documents from custom broker	⇐	Shippers custom broker
⇓		
Shipping order to custom broker	⇒	Custom clearance
⇓		
Cargo received at KN cfs		
⇓		
Cargo received update		
⇓		
Cargo stuffing as per customers requirement		
⇓		
Issuing dummy B/L + shipment advice to shipper	⇒	KNIE to dest. Office

↓		
Sailing confirmation		
↓		
Issuing local invoice		
↓		
Issuing B/L of fcr		
↓		
Export document receiving & updating		
↓		
Confirm CIEL status		
↓		
ESI to carrier		
↓		
AMS/ACI		
↓		
B/L checking		
↓		
Expense claim		
↓		
Collecting Ocean B/L		
↓		
E-filing		
↓		
Billing to KN destination office		
↓		
Ocean B/L checking		
↓		
Sending required documents to dest. Office	⇒	Mail /Scan
↓		
Checking FSL screen	⇐	ACON system

↓		
ALL done	⇒	File closing & filing

(Issued by – DAC ZS, 27-10-2011)

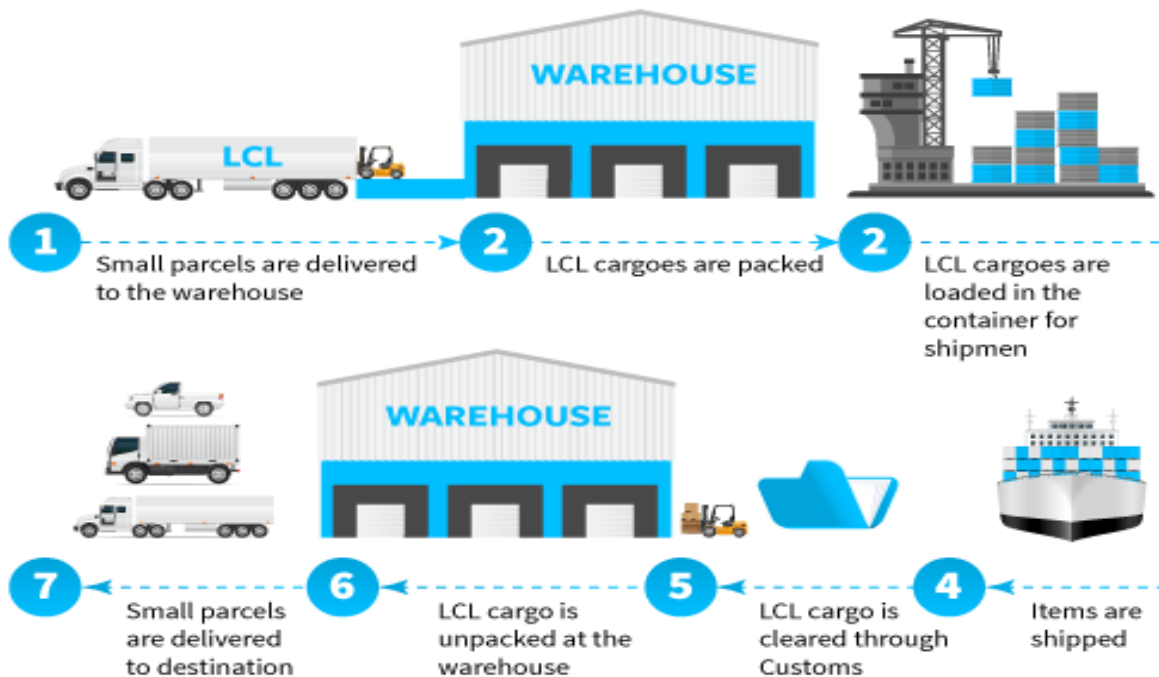
Step 2-in this phase shipper sends everything including invoice, packing list to Dhaka office or chattogram office for security purpose. If shipper sends those to chattogram office then there they will make a house B/L otherwise if they don't send then in Dhaka office officers make a new one or modify the previous one. House B/L are made with unique number like 4861-3341-05.01 , here every code represent something unique for instance by 4861 it means it's a Bangladeshi products .Couple of freight terms are included here those are settled by shipper and consignee for example -FOB(Free on Board), CFR (cost and freight)/Prepaid.

Step 3- In this step, Kuehne+Nagel sales team contact with shipper for pricing and other related inco-terms. Then both parties settle down for agreement, if everything is done then it's time for CFS (Container freight station) booking.

Step 4- Now, Forwarder will book CFS for cargo loading purpose. Usually, Kuehne+Nagel uses SAPL (Summit Alliance Port Limited) depot but except SAPL there are other depot as well like EBIL (Essac Brothers Limited), Shafi Motors, OCL depot.

Step 5- Before loading the cargo forwarders need to book space in ship as well so usually , Kuehne+Nagel chooses shipping companies like Maersk-Line, Hapag-Lyod, CMA-CGM, Yang-ming Shipping line etc. Now, based on products containers are chosen for example, in case of rotten prone products like potato, fruits, they use Reefer container , for other garment products they use standard container with 20G, 40HC size.

LCL Process Flow



(Source- freightforwarderquoteonline.com)

Step 6- After loading cargos to ship then comes the custom clearance part, as Kuehne+Nagel has the valid custom license it can easily do it or some cases they arrange third parties to do the necessary work. Point to be noted, this job must be done before cargo leaving the origin country.

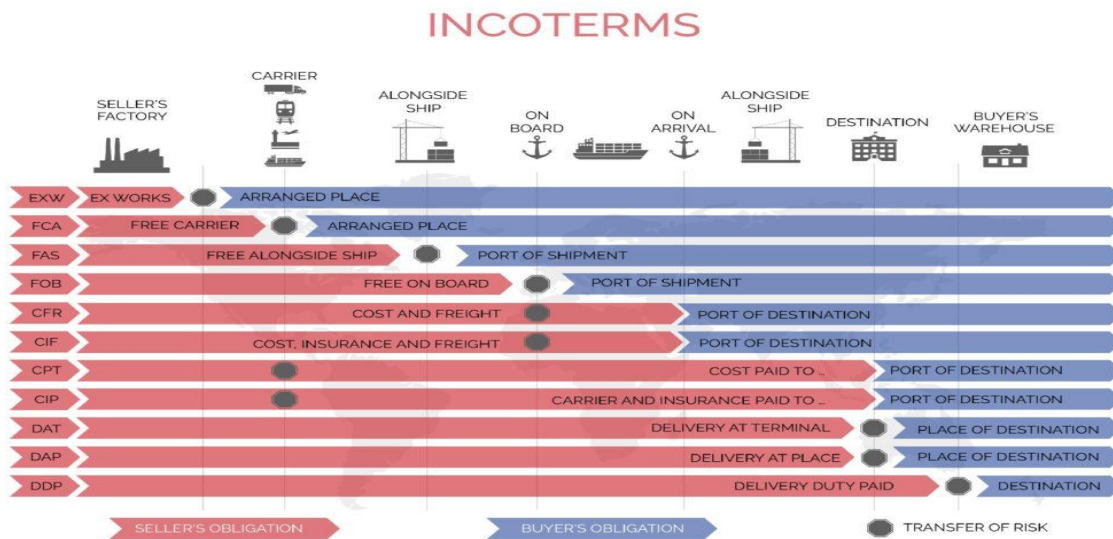
Step 7- After Cargo has been loaded, some documents are sent to Dhaka Office including CBM, Container number, seal number, container size, freight-mode, Feeder- vessel, Mother-vessel name etc.

Step 8- In this step, I became involved with their core operation, at first manager distribute all those stuffing report accordingly, then from the excel sheet I used to take necessary information which is required to write in their hardcopy for instance, mother vessel, feeder- vessel info, B/L no, CBM, etc. After, writing that info I put that information to CIEL software which is used for their internal operation. In Chittagong office they create the master B/L in Dhaka we create the

House B/L. Moreover, job carries to the next day as I had to do some correction in CIEL software as per shippers request that's why I had to make phone calls, let them know vessel sailing information, B/L correction etc. all by mail. At last, when ship sails from chattogram I could finally give the hardcopy of file to customer care department where they do print, scan for their necessary job.

Step 9- After getting all green signal ship is ready to go, for shortage in navigability mother vessel can't come to Chittagong port, that is why all cargos are loaded to feeder vessel and then they meet their mother vessel in transshipment port (where containers are shifted from feeder vessel to mother vessel). Transshipment ports are Port-klang(Malaysia),Colombo, Singapore.

Step 10- After that the last step is the delivery of cargo to the consignee, when the cargo is received in consignee courtyard Kuehne+Nagel counterpart confirms that and Dhaka office get the notification, in CFR shipment shipper pays all the cost so all necessary finance related job is done here in Dhaka, on the other hand if shipment mode is FOB then buyer pays the fee to Kuehne+Nagels counterpart. This how Kuehne+Nagel executes the whole operation.



(Source-QeOps.eu)

The difference between local and International freight forwarding company is , Khuehne +Nagel Maintain all above mention tasks very strictly others do not, that is why Kuehne+Nagel's fee is comparatively higher than the local freight forwarders

SWOT Analysis-

SWOT refers to strength, weakness, opportunities and threats. SWOT analysis of Kuehne+Nagel BD are given below-

Strength-

- 1) **Strong Brand value-** Kuehne+Nagel is a big name in supply chain arena, currently operating in over 100 countries, with around 76,000 employees with 1,300 offices. They are no 1. Freight forwarder in sea-freight and no2. In air –freight all over the world.
- 2) **Innovation through software-** they have their own innovative software which is linked with their headquarter so there is no chance of data losses, moreover they spend millions of dollars in software development to make it faster, accurate than its competitor.

Weakness-

- 1) **Less Promotional activities-**Though most of the buyers are nominated but still because of less promotional activities it is losing its local customers. Except, garments managers, executives and the people related with forwarding only know its name which is their big weakness, they could easily grab local customer's attention if they could do more promotional activities.

Threats-

- 1) **Too many competitor-** Competitors like DHL, FedEx has strong presence in local market ,moreover as economy of our country is booming many more logistics service providers are also increasing so , competition is also increasing

Opportunity-

- 1) **Improvement in Import department-** As our country is rigidly turning into middle income country ratio of import is also increasing .ratio of import export is 2:1 now. Therefore, it's a big opportunity for KN import team to shine and grab some market share from BD.

PESTLE Analysis-

PESTLE is a mnemonic where P refers to political, E refers to economical, S refers to social, T refers to technological, L refers to legal and E refers to environmental. PESTLE analysis of Kuehne+Nagel is given below –

- 1) **Political-** Every industry is somehow related with political factors, Government certain policy might affect certain industries as things are co related here, for instance tax policies, fiscal policies might affect freight forwarding business.
- 2) **Economical-** Economic factors are related with peoples buying power. Here, in freight business economical factors has a long term effect. For instance, instruments like inflation might cause severe problem as it will negatively affect on consumers buying power that means revenue of Khuene+Nagel will be minimized.
- 3) **Social-** Social factors like Norms, attitude might affect people's need and interest, and biggest things about social factors are its frequently changing so not responding to its change might affect market share so managers should be aware of this matter.
- 4) **Technology-** Kuehne+Nagels whole operation is based on technology so sudden change in technology might affect the whole business , in a fast forwarding world everyone wants fast service so to cope up with that advancement in technology is a must but great thing is to integrate the whole business effectively kuehne+nagel is investing millions of dollar in technology.
- 5) **Legal-** how border friendly the country is that is positive factor for freight forwarders that means if legal factors are liberal freight forwarders may get ease of doing business in that particular country.

- 6) **Environmental-** Freight forwarders leave behind lots of negative effects on environment as they are related with cargos and all , that means even ship leaves the shore they leave behind lots of carbon di-oxide in the environment so they should keep that in mind tom while doing business.

Challenges and Action for Improvement-

To be honest my three months internship tenure in Kuehne+Nagel was just amazing, I had the opportunity to closely take glimpse of how efficiently a multinational company works, learned corporate norms. Moreover, met some amazing people which made me feel right at home. Moreover, my major was in finance but I did worked on a supply chain related company but it was an amazing experience, I learned one crucial truth about supply chain that is if the operation is done in smart way lots of time and resources can be saved. Furthermore, not doing error makes the whole chain more efficient .To add, if I talk about challenges I faced in my internship tenure first one in the list would be gathering necessary data's as company is not keen to give resources to interns as they call it "Confidential". Moreover, as there is no official website of Kuehne+Nagel Bangladesh that is why I couldn't add their local performance and related financial statements.Finally, I would like to say was not easy for me to get all those mentioned datas I had to go through in every department to find necessary information, though I tried my best to give whole report a presentable shape.

Lastly, I want to add something about academia and corporate world, as in BRAC University we had to do more or less forty courses to pass bachelor program where they could include more optional courses of supply chain, finance, accounting courses for non –majors, for instance I am finance major but I worked in supply chain related organization, which I had zero knowledge to be honest, if two or three courses were added in syllabus it could have been easy for me to relate my knowledge in real world. Rather than doing Environmental science /Sociology/anthropology I would do more supply chain/ accounting courses though it my personal preference it may vary person to person.

Lesson Learned From Internship Program-

I have worked as an intern at Kuehne+Nagel Bangladesh in their sea-freight department. I have learnt so many things in past three months and working in such a big company was an amazing experience for me. My co-workers and supervisor was friendly and co-operative as well, though my major was in finance I worked in supply chain field and I found this field very intriguing and challenging. Now, I'm going to describe the things I've learned from KN in details-

- 1) **Basic of Freight Forwarding** -Firstly, I would say Kuehne+Nagel created an equal level playing field for every employee what I learned there is I can ask anyone about anything to develop my skill level, there was not any ego among seniors, that helped to learn basic operations of freight forwarding.
- 2) **Technical skills**-Secondly, my supervisor taught me many shortcut skill of Microsoft office package which will come handy in later journey of corporate world I suppose. Moreover, I used CIEL software and pretty much learned how to handle it so in future if I get any chance to work in freight forwarding company this added advantage will take me further than any candidates.
- 3) **How to thrive in corporate arena**-Thirdly, Working in a freight forwarding company was totally new to me, I had zero idea about the company but slowly I started grasping the whole scenario now I think working in supply chain arena can be pretty challenging. Lastly, this three months internship program has broaden my my outlook by entering this arena I came to know how big this arena is and how competitive business world could be , whole process is pretty fascinating. The experience and knowledge I've gathered in past three months in Kuehne+Nagel Bangladeesh is quite remarkable to be honest and I would recommend any business grad to join them if they want to learn from the best.

Concluding Statements-

Summary-

To be honest I spent splendid time in Kuehne+Nagel in past three months their corporate philosophy, ethics, working norms has amazed me. I gained both practical skill and knowledge and also got the opportunity to meet great peoples in there .In short period of time they made me one of theirs which is pretty rare in any workplace . They helped me to gain confidence day by day in competitive corporate arena.

Though Kuhene+Nagel has many competitor but they will remain market leader for a long time as their strategy is far beyond than local competitors, they are investing millions of dollars in latest technology to make whole operation more faster and quicker than ever, they are spending more on research tom make customer experience more , smoother. As, current world is becoming more and more screen- oriented people hardly read newspaper or other conventional media that's why they have launched a mobile app where consumers can track real time positioning of their cargo, speed and tentative time to reach cargo to destination and many more features are coming on its way which its competitors can only dream of .So, I witnessed this faster change in workplace daily which was not possible for me to witness if I joined any local company. Furthermore, their customer service is so fast and error free , they hardly switch this company it gave them competitive edge over its competitor.

Finally, I can say that my joining to Kuehne+Nagel Bangladesh was a great choice , doing internship out of my major area wasn't wrong decision. Moreover, I made some connections that will last forever; I learnt something special from this company which won't be available to everyone; I couldn't be more thankful.

Recommendations and Suggestions-

Kuehne+Nagel Bangladesh claim that they are best in South Asia pacific region though they are the market leader I would recommend some point they should take care of –

- ❖ **Implementation of new software** -Though they spend millions of dollar in technology they haven't implemented their latest software Salog in export department, user interface of CIEL

is pretty boring and just like any other software new version is always good , the sooner they implement it better for the organization

- ❖ **Spend more on branding**-They should spend more on branding, except its nominated customers nobody even haven't heard of the company name on the other hand FedEx, DHL is known to all. I think for that reason they are losing many local customer.

- ❖ **Expanding import operation**-According to OEC (2016), Bangladesh is the 50th largest export economy in the world. In 2016, Bangladesh exported \$37.8B and imported \$41.2B, resulting in a negative trade balance of \$3.39B.As our countries economy is booming so its shifting from export to more import oriented , but here what I saw is import department is really small in KN , so I think they should give more emphasize on that.(OEC,2016)

- ❖ **Maintaining public relationships**- They should give more emphasize on public realationship,as it can be different from developed country to developing country, giving more attention can result in more profit.

I believe if they follow this suggestion list they can prosper in near future and retain their current position in local market.

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