

The Use of Digital Automation for Transport Partner Limited.



Inspiring Excellence

Submitted by:

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Submitted to:

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BRAC Business School, BRAC University.

Executive Summary

This report is based on the learning achieved over the period 16 weeks within a reputable company Transport Partner Limited. Transport Partner Limited is a company who supports the logistics for various companies starting from the import and export means of goods and other various services. This means that, Transport Partner Limited is a freight forwarding company. The utmost privilege to work under them as an intern was a good learnable experience.

In this report, brief explanations how the business operates and its goals have been given although this report was mainly prepared with relation towards digitalization and partially e-commerce based projects. Working on this project helped to gain tremendous achievements and experience which benefited for the complete use of proper academic knowledge about e-commerce. Inside the report, explanations about export and import documents, the difference between master and house bill documents and the importance of these documents for doing import and export related businesses for supplying goods and services are broadly explained. The main focus of this report is basically about a project which was assigned by the operations supervisor Mr. Khandaker Ahasan Habib. The project is all about digitalization and automation. After going through the report, you will be able to understand the importance and sophistication of a system development and the benefits of it. The world is changing day by day, and it is important for everyone to stay updated. Within this report, brief explanations are given about how a single system will be developed and it could benefit from digital automation starting from preparing documentation of master and house way bills to preparing invoice receipts. More importantly, the system is also developed to keep records of all the transactions. This means, all sort of general ledgers, cash books, petty cash books and other various book keeping system will also be generated automatically with a simple data entry system. Due to this data entry system, the means of hand written documents will become obsolete, as everything is being automatically generated. Furthermore, the system is designed in such a manner, that all the employees of the company will be able to access this system with great ease. This means, if an employee wants to work from their home, they will be able to work not just from their home but from anywhere around the world. Another benefit of building this automated system is, the system is very fast, reliable and spontaneous as the data storing system is completely cloud based operating technology.

BBA Program
K.M. Nafiul Haque, Lecturer
BRAC BUSiness School
BRAC University

Letter of Endorsement

17/12/2018

K.M.NAFIUL HAQUE
Lecturer
BRAC Business School
BRAC University

RE: Endorsement of Internship Program Participation for BRAC Business School

Dear Sir:

Saddman Sakib Zaman has been employed as an intern to work in the company Transport Partner Limited. Thus, he will be able to complete his internship program under this organization with proper assessments.

Transport Partner Limited understands the time required away from work to successfully complete Mr. Zaman's internship program and has reached an agreement to support and assist him. Transport Partner Limited further understands that MR. Zaman attending this program will benefit him by absorbing the valuable lessons that will provide immediate value to the organization. Consequently, we are pleased to provide all the support and logistics required for him to complete this program.

Sincerely,

Saddman Sakib Zaman
ID: 13204094
BRAC Business School

K.M. Nafiul Haque
Lecturer
BRAC Business School
BRAC University

Letter of Transmittal

Mr. K.M.NAFIUL HAQUE

Lecturer

BRAC Business School, BRAC University.

Subject: Letter of Transmittal for Internship Report.

Dear Sir,

I am pleased to submit my internship report at Transport Partner Limited as per requirement. The topic of the report is “The Use of Digital Automation for Transport Partner Limited”.

I have been working as an Intern at Transport Partner Limited during my organization attachment period for 16 weeks. During this period of time, I have performed the role of a Project Manager and have been a part of many digital campaigns.

I sincerely hope that I will be able to fulfil the objectives and requirements of my internship successfully through the submission of this report. I have put in my best effort to contribute towards the successful completion of this report. I also thank you for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige.

Sincerely,

SaddmanSakibZaman

ID: 13204094

BRAC Business School

Acknowledgement

At first I would like to thank almighty Allah for giving me the strength and determination to make it possible for me to complete my work and perform necessary research for preparing the report within the given time. In this procedure, I would like to mention some people with due respect and honor who assisted me, without any hesitation to complete my internship report within the due time. Therefore I would like to thank them all from the bottom of my hearts.

My heartfelt gratitude goes out to my business faculty and also my internship supervisor K.M.NAFIUL HAQUE, who was always ready to guide me and solved all the difficulties that I faced during the accomplishment of the report.

Most importantly, I would also like to thank Mr. Khandaker Ahasan Habib (Asst. Manager – Sales & Operations), my line manager in Transport Partner Limited and my colleague who helped me by providing informative instructions. I was closely attached with them during my internship period. Without their help this project would have been difficult to complete.

Lastly, I also thank my family members, relatives, friends and other well-wishers for their undeniable support and encouragement throughout the preparation of the report on Transport Partner Limited.

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Rationale of the Report

1.1 Introduction

This report has been assigned to me as part of my Internship Requirement for the completion of my Internship Program. The Internship Program is a must requirement for my BBA graduation procedure and due to this program, I am able to have an overall idea about the corporate world. Due to this program, I am able to work under the operation sector of and now I have a clear picture how the operations of Transport Partner Limited works.

Transport Partner Limited is a freight forwarding company. The fundamental purpose of freight forwarding company is to make connections with every parts of the world.

1.2 Rationale for Selecting the Report

Internship program gives us the opportunity to work and gain experience about the real world. The idea of internship program is to use our acquired knowledge achieved from our study programs over our four years of journey. It is very important for every students to take their internship program very seriously since this is the best opportunity they will get to learn about the practical world. The importance of this internship program is so vital that students need to differentiate between the theoretical world and the practical world. I as a student of BRAC University, is able to use my theoretical knowledge in the practical world as is able to filter out the necessary means to complete every task I was given with the help of my academic apprehension.

In theory, we were able to learn lots of things from our respected faculties based on practical examples which is very admirable. In the practical world, things might not work accordingly like our study materials refer us, rather, we need to use lots of improvisations. This differences between the theoretical and the practical aspects creates a drift. This is where the internship program plays a vital role to close the bridge between the theoretical and the practical world. With the help of the academic understandings, we are able to choose the

fields we want to work in and the internship program helps us to connect with those designated fields. Thus the internship program was a complete learning platform for all the students and it was a necessary one. Thereby, I have completed my internship program in a reputable company Transport Partner Limited in the operations and logistics department under the supervision of Mr. Khandaker Ahasan Habib. Transport Partner Limited is a shipping company who is able to do all sorts of operations related to export and import freight forwarding.

The Operations and Logistics Department is a single department but works into two different ends. The operations sector looks after the sales and handles the clients on its own. Whereas the logistics sector looks after the internal affairs of the data entry system. I was grateful to work under both Operations and Logistics and was assigned to a very important project which is the company's internal system development. In this project, I worked as a project maintenance manager and was able to connect all my acquired knowledge from my E-Commerce major courses.

Therefore, I am able to choose my topic for my internship program, "The Use of Digital Automation for Transport Partner Limited"

1.3 Company background

Transport Partner Limited manages logistics and supply chain management for major brands and retailers on a global level. The company started its operations few years ago, and had been thriving ever since. The rapid growth of Transport Partner Limited had earned its reputation among its competitors. The company has a global outlook based on its clients' needs and wants. The company believes in zero tolerance for defiance and infringements.

1.4 Objectives of the report

The culture of Transport Partner Limited is pretty much different compared with other companies. In Transport Partner Limited, the company believes that efficiency thrives over all successes and thus the importance of digitalization becomes a necessity. The purpose of

this report is to understand and analyze about the necessary means required to make the work environment as much digitalized and systematic as possible.

Within this report, my main focus is all about the system development project which I had worked on during my internship time period. The automation functional ability of the system creates a huge impact on the outlook of the company in terms of efficiency. A fully automated system is always important for any company to create a huge impression over its predecessors.

Furthermore, the main objective of this report is to make sure that the new system works better and more efficiently than old school and trendy methods. This means that, the older system stepped down and automation needs to take over.

Activities Undertaken

The internship program is pretty much similar like our regular jobs. The only difference is that, we interns are given quite limited resources compared with a regular office going person. Within those limited resources, we interns have to excel and thrive forward. No tasks were given to us which is pretty much quite impossible for us interns to achieve within our expertise.

During our internship period, we are given some certain tasks and with our limited timeline of our internship program it is very important for us to complete those tasks. I as an intern was no such special cases and were assigned to lead a project with the full supervision of my supervisor who is Mr. Khandaker Ahasan Habib who is also my mentor in for this internship program. According to Mr. Habib I was assigned to work on the particular project which is their main automated system. The project is basically the backbone of the whole company Transport Partner Limited. Without this system development, the company will not be able to work efficient enough to cope up with the vast competitive world and its strong competitors.

My prime objective in this project was to run this project as smoothly as possible. While running this project as smooth as possible, I figured out that this project is pretty big and I will not be able to finish this project within my internship time period. Thus, I chose to start with the most important and vital parts of the project. Before I explain all these, I will first describe and discuss about the classifications of the whole project.

The classifications of this projects are as follows:

- 1) Operations
- 2) Accounts
- 3) Report
- 4) Human Resource

Operations:

Operation is the vital sector or one could say it is the heart of this project. Without operations, there will not be any requirement of this fully automated system. The operation department handles all the operations related to shipments which is in other words the sales the division. As Transport Partner Limited is a logistics based company, the company is only able to sell

services related to freight forwarding. In other words, Transport Partner Limited is a freight forwarder. Without the operation team, there will no existence of Transport Partner Limited. The operation sector is mainly divided into export and import.

Accounts:

After the completion of all sorts of operations, it is very important to bill the clients or customers since they are using our services. Also, there are many miscellaneous costs such as carrier costs, agent costs, noc costs and so on. This costs needs to be cleared through payments. This is where the accounts come into play after making all the invoices. Without accounts, it will be a very difficult task to keep every invoices into proper order. The idea behind separating the accounts is to make separate accounts for each particular operative transactions so that each particular type of accounts could be accessed and observed individually.

The account section consists of customer general ledger, vendor general ledger, bank ledger and account general ledger.

Report:

The reporting part is pretty similar with the accounts. In the report section, all the account heads are listed as per their designations. Furthermore, in the report section we would be able to access the automated balance sheet and the profit and loss account. This means, we do not need to go through any excel sheets to fully understand the balance sheet or the profit and loss accounts. In doing so, all we need to do is just simply make sure that the invoices are properly being invoiced as per their operations. This will save lots of time and manual labor and anyone with the access of the company's user interface id will be able the access the reports. That means, the financial department will not need not do much of a work to keep all the booking keeping system tidy as all the data are being generated automatically according to the system.

The report section consists of profit and loss, balance sheet, outstanding report, MIS report, agent and shipment general diary.

Human Resource & Pay Role:

The human resource and pay role plays the role of the human resource department. In this section, the human resource department keeps all the records of all the employees employed in the company. That means, on keeping record of every employees of Transport Partner Limited, every employees individual profiles are being created. Without this profile, no employee will have any sort of access of the system and without any access, no employees will be able to do any sort of work regarding to logistics of Transport Partner Limited. The Human Resource department also keeps records of every employee's pay scale and how much each employee are being paid.

While doing this automated system development project, I realized I should take some certain initiatives before proceeding with any kind of work activities.

Since, my internship program is constrained for a very short period of time though which I will not be able to complete the whole project since the completion time of the project would take about a year to enter its final phase. I chose to start with the most basic and most vital part of the operation. That part is basically the operation sector. I thought to myself, if I don't start with the operation sector there will be no point of doing this project since operation is the core of this project and without it, accounts and report section cannot be prepared since everything is very much interrelated.

The operation is classified into three sections. They are as follows:

- (a) Import
- (b) Export
- (c) Domestic

According to logistics, the operations are also known as shipments. Within these classifications, the shipments are distributed into three sectors. They are as follow:

- (a) Air
- (b) Sea
- (c) Road

Among the shipment classifications, air and sea shipments have both import and export except for road shipments. All sort of road shipments are classified as domestic.

Air import

After figuring out where to start with the project, I decided to start with Air Import. At first, the designing phase began for the entry system. Without the entry system, the operation team will not be able to record and store the data of any sort of operations. While designing the Air Import entry system, I figured out that, there are two categories of entry system. Those two categories are as follow:

- (a) Master Air Way Bill also known as MAWB
- (b) House Air Way Bill also known as HAWB

In Air Import, it is vital to start the entries with the Master Way Air Bill which is also known as MWAB. The system is developed in such a way, that without entering any single Master Way Air Bill entries no entries of House Way Air Bill could be entered. This is because, the Air Carrier prepares the Master Way Air Bill first and then sends the Master to the freight forwarder for further processing. For every shipment, there will always be a single master and each master might contain one or several houses. In Air Import, the Delivery Agent upon preparing the House goes to the Carrier and the Carrier gives the Master document and thus after confirming everything with the Shipper, the Delivery Agent gives the document to their Agent which is basically us Transport Partner Limited. Then we forward these documents to the consignee of the shipment so that the consigner would be able to release their cargo shipments from the customs airport.

My task in this operation is to make sure that these documents are being generated automatically from the system without any sort of redundancies. This operation system is very important and without this systematic method, it would be very hard to prepare all these documents manually.

Air Export

The procedure of creating air export is pretty much similar to air import. The only differences were, we need to create the House Air Way Bill first and then make the Master Air Way Bill since the Master Air Way Bill documents are being generated from the Flight Carrier Agent.

Without them, no one would be able to prepare the master documents since the Master Air Way Bill serial number is being generated only by the Flight Carrier Agent. As a result, when the shipper had finally contacted with the freight forwarder such as Transport Partner Limited, we will prepare the House Air Way Bill and then these documents will be forwarded to the Flight Carrier Agency in order to generate the Master Air Way Bill documents.

Therefore, I set my plan to prepare the House Air Way Bill documents with great importance. While preparing the House Air Way Bill, I made sure that the House Air Way Bill serial number should be generated automatically from the system instead of manual input system. This will keep all the house numbers in proper recording system. The rest of the entries have manual input system such as name of the shipper, name of the consignee, delivery and carrier agent and so on.

Sea Import

All sort of sea import related operations are being done in the Chittagong branch. As a matter of fact, the sea import related operations were already managed by the Chittagong management body before I joined this company as an intern. Therefore, I do not need to make any sort of changes in sea import related operations and as it was already being established previously.

Sea Export

Sea export operations are pretty much similar with air export system. In sea export, we at first create the houses first just like air export since we know the shipper and the consignee. After the houses are being made, we go to shipping line in order to surrender the Bill of Lading. In sea operations, the documents are named quite different compared with the air export documents. The name of the house and master documents are as follows:

- (a) Bill of Lading which is the house bill.
- (b) Ocean Bill of Lading which is the master bill.

While preparing the Bill of Lading, I made sure that the Lading number is being generated automatically from the system. This will eventually help to keep a secured information and will also help to keep the records of all sort of operations in a systematic manner. The rest of the informations are being given with the manual data entry input system. Without manual

data entry system, it would be difficult to give the rest of the informations for preparing the Bill of Lading.

Road shipment

The model of road shipment operations was built before I joined this company as an intern which is why I do not have to make any sort of changes in the system.

Challenges & Proposed Course of Action for Improvement

Every projects have its ups and down and there are no projects which were run without any problems. While doing this project, I had to face lots of serious problems which I was able to overcome eventually.

The project is a one year completion process. The amount of time I was able to spend behind this project is very limited. Also as an intern, I had access to very limited resources. Within this limited time period, I was able to solve lots of problems even though the project was nowhere near to completion. Even though the project was meant to be accessed by all the departments of the company, I was barred from getting access to the Managerial Directorial level of clearances as well as my own freedom of implementing my own ideas into the project. While doing the project, I have to go through the hierarchical procedures to get simple minor changes in the system. As a result, there were delays while implementing those changes with the developing team.

Further delays were also faced, since I was also assigned to do operation related works. As a result, the developing team had to wait for my instructions to make some final changes into the system.

The major problems, which occurred were pretty serious. The project was mainly run with the trial and error method as there were no final layout of the system. The developing team had to do the same thing over and over again, since there was no final layout of the system. This issue almost jeopardized the whole project. Therefore, the trial and error method had to be stopped and a final layout was prepared by the hierarchy members of the company.

Another major issue was time. There was a huge time gap in giving instructions. The company had hired an outsourcing developing team to run this project. I had to take instructions from my office and had to commute to the developing team's office with a time lag of one hour considering the traffic on the road. Therefore, the considered time assigned for completion of the task or the changes required to be made into the system were delayed by every minutes.

After the project was running by one month of my joining period, I was able to figure out where was a serious level of mismanagement. In the end, I realized the problem was occurring from both parties. The hierarchies' wants some changes which the developing team

disapproves as there was a communication gap. This was delaying the project even further. As a result, I had to sit with both parties and decided that it's best if some developers will come to our office and work for some time. In doing so, the problem of miscommunications were reduced. This minor change was able to bring the project into its proper track.

Learnings

The internship program was a valuable program for me through which I was able to use my academic knowledge to its great extent. During this program, I was able to gain tremendous insight view about the corporate world. I have to admit, the corporate world is nothing like the academic part of any students. In our academic life, we only get small glimpse of the real world through theoretical analysis and case studies. Some of those informations might be back dated or pretty irrelevant compared with the world running in this period of time. In the corporate world, I was able to analyze real life examples and scenarios.

During my internship period, I stumbled upon lots of problems which I was able to solve from the guidance's I had received from my honorable faculty members. With their knowledge in my mind, I was able to solve and face those problems with great ease. Even though some problems were too great, I had always taken the help of my supervisor who was very helpful. As a matter of fact, I learned an important lesson that all tasks are pretty much achievable with a little bit of help from an experienced and knowledgeable person than me.

Furthermore, while doing my internship program I came to know the importance of deadline. In the shipping line business, deadline is an important factor. If the deadline exceeds, the shipment will be canceled. Clients will feel discouraged to do further business. This will eventually effect the company's portfolio. The practice of reaching deadline is so vital, that the company's managing director body observe each and every employees' arrival time in the office. The managing director body observes this very strictly because they believe if someone maintains their time schedule on perfect time, then that person will be cautious about the deadline of every shipment or project run by the company.

Another important lesson which I learned while doing my internship program was about improvisation. It is very important to improvise but only to a certain extent. During the internship program, my supervisor is always there to help me excel in my work but he is also pre-occupied with his work as well, which is why he is not so much available all the time. During those times, I had to do logical and rational thinking to overcome the obstacles I had underdone. I was able to do so because of the seldom participations of case studies and journals. In my opinion, everyone should participate in case competitions during their

academic time period. This will not only help them to think logical and rational but will also be able to help them think outside the box. Thinking outside the box is very important because those of us who are successful out there in the world had always thought something outside the box. For example: Pathao service were the first one to come up with the idea about fast transportation for regular commuters through ride sharing with the help of their mobile application software. Pathao not only just innovated to solve people's daily commuting life style but also created an impact in the employment rate of our country. Young generations those who are still going to college and universities are able to earn some pocket money by delivering the services provided by Pathao. This is why it is very important for us to innovate and improvise on a daily basis.

Conclusion

The importance of Digital Automation have become a necessity in this generation. With the aid of this system development, the company is able to work faster and more efficiently. The benefits of automation is so immense, that there won't be the necessity for any sort of manual book keeping. Moreover, things are moving towards digitalization so fast that it is important for a company like Transport Partner Limited to keep up with the pace. Furthermore, clients now a days prefer fast services. With the help of automated digitalized system, clients will be able to enjoy these fast benefits. Now a days, modernization created a huge impression for automation. Within this short period of time, I was able to complete some of the most vital tasks required for this project to sustain. The goal of this project is to make sure that this system works for the better of the company and make the company as automated as possible. During my stay in Transport Partner Limited, my academic knowledge came to great help while operating this project.

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