

Report On

Impact of COVID-19 on the logistics management industry supply chain in
Bangladesh: A case study on an MNC- Kuehne + Nagel

By

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An internship report submitted to the Graduate School of Management in partial fulfillment
of the requirements for the degree of Master of Business Administration (MBA)

Graduate School of Management Brac University October, 2021

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INTERNSHIP REPORT

ON



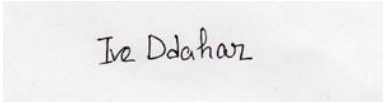
IMPACT OF COVID-19 ON THE LOGISTICS MANAGEMENT INDUSTRY SUPPLY CHAIN IN BANGLADESH

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Dr. M Nazmul Amin Majumdar

Designation: Adjacent Faculty

Graduate School of Management

BRAC University

66Mohakhali, Dhaka-1212

Subject: Impact of COVID-19 on the logistics management of Kuehne+Nagel Bangladesh Ltd.

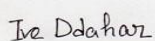
Dear Sir,

With due regard, it is an honor to yield the internship report of “Impact of COVID-19 on the logistics management of Kuehne+Nagel Bangladesh Ltd.” I have completed my internship from well-known transport and logistics company Kuehne + Nagel. My fundamental thought process was to get ready for this report concurring with your instruction and rule for this particular course.

Hence, I am submitting my internship report, with the desire that you simply will appreciate my approaches that instructed by you. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Student Full Name: Ive Ddahar

Student ID: 19164024

Graduate School of Management

BRAC University; Date: 10.25.2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Kuehne + Nagel Ltd. and the undersigned student at BRAC University Student to complete the internship report titled “Impact of COVID-19 on the logistics management of Kuehne+Nagel Bangladesh Ltd.”

Ive Ddahar

Student Full Name: Ive Ddahar

Student ID: 19164024

Graduate School of Management

BRAC University

Acknowledgement

I would like to express my special thanks to BRAC University for giving me the chance to carry out this internship. I would like to thank Kuehne+Nagel Ltd for letting me do the internship at their HR Department. I would like to thank Dr. M Nazmul Amin Majumdar Sir, my internship supervisor for guiding me with the completion of this report. I'd also like to thank Milton Makbath Peris, HR Manager; and Ms. Shajadi Khan, Senior Executive HR & Admin, from Kuehne+Nagel for keeping me under their supervision and provide me with all the necessary information which has helped me in the completion of this report. I would also like to thank all the officials of the Kuehne+Nagel for allowing me to be an intern at their organization and help with the necessary information.

Executive Summary

“Freight Forwarder” is a firm specializing in organizing capacity and shipping of stock for the sake of its shippers. Cargo forwarders more often than not give administrations like the following transportation, arranging cargo charges, cargo combination, cargo protections, and recording of protections claims, etc. Cargo sending attempts the duty of orchestrating the transport from point of root to goal. Kuehne + Nagel as a cargo sending company are fiscally solid, steady, and free. Their worldwide logistics arrange in-house skills and the great client benefit is confirmation of the company’s commitment as the market pioneer. The most objective of the company is to serve the customers and survive within the worldwide cargo-sending world. In this entirety report, I have attempted to incorporate all the encounters that I have accumulated amid my internship period at Kuehne+Nagel Bangladesh Limited. Ocean cargo trade is greater than discuss cargo in Bangladesh. They forward containerized cargo; serve clients with worldwide quality cargo sending. The ocean cargo primarily shifts readymade pieces of clothing items within Europe, North America, and North East Asian nations and purport of apparatus, car, textures, and chemicals from the Europe, Center East and North East nations and subcontinent. In Bangladesh, they have a few departments counting Human Resource, Sea, Air, Sales, Accounts, and IT department. In this report, I have discussed the impact of covid 19 in the KN logistics department.

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List of Acronyms

KN	Kuehne + Nagel
LTL	Less Than Truck Load
FTL	Full Truck Load

Chapter 1: Overview of Internship:

1.1 Student Information:

Name: Ive Ddahar

ID: 19164024

Program: MBA

Major: HRM

1.2 Internship Information:

1.2.1 Period: From March 11, 2021 till now

Company Name: Kuehne + Nagel Ltd

Department: HR

Address: SKS Tower (Level-7)

7, VIP Road, Mohakhali

Dhaka-1206, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Milton Makbath Peris

Position: National Human Resources Manager

1.2.3. Job Responsibilities:

- Recruitment & selection and enlist the proper employees.
- Learning & development.
- Maintain worker records.

- Prepare the existing meet shape and help to boss for taking a meeting with the talk of concern leave representative.
- Prepare the discharge letter/involvement letter/acceptance letter and hand it over to the concerned employees
- Collect all the vital information from distinctive vendors
- Drafting distinctive sorts of letters/memos both in English & Bangla
- Managing Job interviews.
- Overseeing the enlisting process.
- Prepare salary sheet
- Any other obligations as and when allowed from time to time

1.3 Internship Outcomes:

1.3.1 Students contribution to the company:

- Screen the resumes of potential employees, view their applications and find the most suitable candidates for the vacancies. Avoid any process bias, such as experience, sexual orientation, and gender identity bias among others to ensure the company has equal opportunity as an employer.
- Arrange and set up interviews of short listed candidates.
- Design, get ready, and send offer and dismissal letters, emails, and messages to all candidates.
- Honor all controls the company because it is composed and clarified by superiors.
- I continuously go to office opportune and work fitting hours of work endorsed supervisor
- I carry on and dress suitably for the workplace
- I regard the privacy of the office and office related issues.

1.3.2 Benefits to the company:

- Finding a work can be a challenge, particularly on the off chance that are not involved. Internships are an incredible way for college understudies, new graduates or anybody considering a career alters to get important work experience.
- An internship can be a genuine certainty builder for a student. Being fruitful within the real world can motivate a student to work harder at school, and be more willing to require on challenges or be exterior of his/her consolation zone.
- Internships are an incredible way to apply the information from the classroom to real-world encounter. Learning is one thing, but taking those aptitudes into the workforce and applying them could be an awesome way to investigate diverse career ways and specializations that suit person curiosities.
- Internships can give me with the delicate aptitudes required within the work environment and in administration positions. Delicate aptitudes as being more vital than specialized abilities. Abilities, such as communication, administration, issue tackling, and collaboration can all be learned through an internship and utilized previous experience.
- An internship can offer assistance me choose if a particular career could be a great coordinate for their identity, way of life, interests and objectives. This way as I can dodge investing time and cash on preparing for a career that does not truly suit their capacities or needs.
- I can learn a parcel approximately my qualities and shortcomings amid an internship. Internships permit for input from administrators and others who are set up within the field, and offer a unique learning opportunity merely may not have once more as a working grown-up. Grasp the mistakes make as an assistant and the numerous things merely will not know. Inquire questions, observe, and take hazards to urge the foremost out of internship preparing experience.
- My internships are paid which suggests pick up important work encounter and make cash at the same time. A paid internship will give cash to support our expenses.
- Many companies utilize internships as a way to improve their enlistment endeavors. In a few cases, a company may choose to contract an understudy at the conclusion of

the task. Indeed in the event that a work offer doesn't happen right absent, an assistant who makes a favorable impression seem get an offer down the line when an opening happens. It's a way for companies to test out a representative some time recently committing to enlisting them.

1.3.3 Difficulties:

The main difficulties I face during the internship period are the collection of information. Since most of the data are private. Therefore, they do not want to disclose them. Moreover, I am not able to show any forms which they use in the time of joining or we use to upgrade the files.

1.3.4 Recommendations:

I highly recommend to internship in Kuehne + Nagel Company. It is a freight forwarding company. Here environment and employees are too friendly and helpful. Here is operations side is too good for internee. They can learn so many things there. I did not get that much chance because I was in Human Resources department and HR information is very confidential. However, as much as possible my sir was trying to teach me. One best part to do internship here is that here is a chance to permanent job based on internee's performance.

Chapter 2: Organization Overview

2.1: Introduction:

When a business chooses to send out their items abroad or in case they need to consequence from exterior the border of a nation, they before long realize that they ought to again with a colossal number of obstructions that need to be overcome in arrange to ship the item to the conclusion client. In numerous cases, commerce will see to a pro in this, known as a freight forwarder, who can manage these obstacles. The services advertised by a cargo sending company can change between diverse companies but the most work or the most center of the cargo forwarder is to act as a center man between the client who is enlisting them and different transportation services or shippers that are included in getting the item abroad to the client.

Kuehne + Nagel Bangladesh was built up in 1997 with many representatives under the supervision of DAC NM Rafi Omar. Presently, it has risen as a driving logistics company with 145 representatives. It has three branches, two in Dhaka (Uttara and Mohakhali) and the other in Chittagong. Kuehne + Nagel BD fall beneath the South Asia Pacific locale and directors claim that it is number one in terms of execution within the South Asia Pacific locale. The KN Dhaka office incorporates a Managing Director (too known as National Manager) and six office heads (too known as GM) with the taking after titles:

Managing Director: DAC NM/ Tarun Patwary.

Department, Employee Code and Name:

- 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

Objectives:

- Sending adequate volume of cargo to form a benefit through the course of action of transport and handling.
- Accomplishing an adjusted stream of cargo, which ought to make it conceivable to dodge purge return ventures by arranging work well.
- Accomplishing a tall level of client benefit and keep up this level and exist level too able to estimate approximately modern client who is entering to the market.
- The expanding volume of commerce and increment benefits not as it was domestic but moreover abroad.
- Building up arrange of hardware and communications so that the development of cargo vehicles can be controlled and documentation arranged traded through the electronic framework.

Methodology:

Primary: The primary data collected through face-to-face meet, monitoring

Secondary: The secondary data collected from website, magazine, reminder, diaries, books and a few other important sources.

Both primary and secondary information source will be utilize to create this report. Primary information sources are plan overview, casual discourse with experts and perception whereas working in several work areas. The auxiliary information sources are diverse distributed reports, manuals, cost upgrades and diverse publications.

Limitation:

The main limitation of the study is the collection of information. Therefore, they do not want to disclose them. Moreover, I am not able to show any forms which they use in the time of joining or we use to upgrade the files.

2.2 Overview of the Company:

Kuehne + Nagel shape the world of logistics with a solid assurance to associate individuals and products through imaginative and maintainable logistics arrangements. Each day, they go over and past to meet the wants of their clients. By foreseeing challenges and applying their visionary attitude, they development worldwide exchange and bring communities together. 400,000 clients believe them to oversee their logistics. 1,395 workplaces around the world, so that they are near to their clients. 109 nations are connected by their system. 2030 is the year by which they point to create all shipments CO2 unbiased. Over 80,000 coordinators and supply chain experts deliver their best regularly. KN accepts contributing to the world around them and hence being a portion of something more noteworthy. As logistics accomplices, they see themselves as a Portion of the huge picture, bringing individuals and communities all over the world closer together. That's why they commit their time to guarantee that individuals all over the world have got to what powers their businesses and lives, from specialized components, medicine and perishables to critical save parts for an air ship. KN endeavors to have a positive effect on the world around us by working towards maintainable logistics. Our Net Zero Carbon initiative points to realize carbon lack of bias for our sea cargo shipments by 2030. We look to form a distinction nowadays, for the individuals of tomorrow. Since 1890, they've been committed to conveying advances to society. In addition, as the world around us changes, that commitment remains the same. It is sort out within the subsequent five topographical divisions:

Europe (based in Hamburg, Germany)

Middle East and Africa (based in Dubai, United Arab Emirates)

North America (based in Jersey City, New Jersey, United States)

Central & South America (based in Santiago de Chile, Chile)

Asia Pacific (based in Singapore, Singapore)

Kuehne + Nagel gives ocean cargo and airfreight sending, contract logistics, and overland businesses; with a center on giving IT-based logistics arrangements. Its cargo sending (sea/air) services incorporate the fundamental course of action for the transport of merchandise by street and rail. Its contract logistics unit offers warehousing and conveyance services. KN Coordinates logistics incorporates 4PL Administration, Provider & Stock Administration, Aftermarket Administration, and Supply Chain Innovation. KN Coordinates

logistics acts as the single point of contact with full operational duty with center on supply-chain integration. Kuehne + Nagel's arrangements amplify to the world's biggest businesses counting aviation, car, fast-moving customer merchandise, high-tech & shopper gadgets, mechanical products, oil & gas, retail, pharma & healthcare.

Mission Statement of KN:

The global logistics network is the company's strongest asset. Dedication, integration and innovation are at the heart of company's business philosophy, focus on their customer's need they provide integrated logistics solutions of outstanding quality and operational excellence and they believe they are extension of your business.

Vision Statement of KN:

Kuehne + Nagel fulfill vision for a cost-effective, environmentally responsible solution.

The company's vision is to hold a leadership position.

Goals of KN:

Company's goal is to continuously optimize process, data and service quality, across the entire organization.

- To reduce risk to employee's safety and health to an absolute minimum
- To protect the environment and nature, ensuring sustainability for future generations.
- To develop professional skills and leadership abilities, contingent on talent, personal goals and the company's requirement

2.3 Management Practices:

Economic improvement centers on assembly the requirements of individuals nowadays without compromising the capacity of future eras to drive future advance. Kuehne+Nagel get it its corporate part in creating capable social heart and green obligation as a commerce basic. The HR methodology reflects this company's rule and reason by adjusting its hones and

approaches with supportability objectives. In doing so, HR promotes and empowers economical hones to extend representative mindfulness and commitments on the issues of maintainability. Kuehne+Nagel's stand on maintainability and its objectives on CO2 outflow are an obligatory portion of the Company Acceptance program for all representatives. Well-adjusted with the brand, HR has made an umbrella stage "Care for Communities" for all these activities. Inside this stage, one of the foremost critical activities is #BlueforGreen: This stage solidifies more than 300 activities all-inclusive overseen by our colleagues to diminish plastic within the working environment and drive various reusing activities. KN Talents have too been relegate on a program concerning lessening of CO2 outflow, supported by our Administration Groups.



Happy Birthday Milton!

They planted a tree for him.

As recognition of him special day and supporting their #BlueForGreen by Care for Community activities, Kuehne+Nagel has planted a tree for him. In the coming years, his tree will be part of KN Forest. It will help to effectively fight erosion, reduce CO2 Emission and contribute to the local community development.

2.4 Marketing Practices:

Kuehne+Nagel Marketing Procedure to get its items, pricing, publicizing & dissemination strategies:

Kuehne+Nagel Item Procedure: Kuehne+Nagel is one of the world's driving transport and logistics companies. It gives sea cargo and airfreight sending, contract logistics and overland organizations with an accentuation on giving IT-based logistics courses of action. Its cargo sending (ocean/air) organizations consolidate the basic course of activity for the vehicle of items by road and rail. Its ostentation logistics unit offers warehousing and scattering organizations as a portion of its promoting blend item portfolio offerings. Kuehne + Nagel Coordinates Coordination's joint 4PL Administration, Provider and Stock Administration, Aftermarket Management and Supply Chain Innovation. Kuehne + Nagel Coordinates Logistics go around as the single reason of contact with full operational commitment with highlight on generation arranges joining. Kuehne + Nagel's answers reach out to the world's greatest endeavors counting: flying, car, speedy moving customer items, cutting edge and buyer contraptions, advanced stock, oil and gas, retail, pharma & community assurance.

Kuehne Nagel Price/Pricing Strategy: Kuehne Nagel's estimating methodology is subordinate on a few components like goal, timelines, stack, labor required etc. Kuehne Nagel has been endeavoring to decrease its costs and expansion its amplexity. It has been passing on beneficial headway at a persevering rate. Assessing approach of Kuehne Nagel bunch depends upon components like whole course of action or brief objective, maritime drive sort and the course sought after. A customer-focused affiliation gives eco-compelling and solid transport organizations. Kuehne Nagel has gotten a respect based esteeming strategy that has obligated to the sort of thing and organization required and on its client. Kuehne Nagel faces firm competition from other logistics companies and in this way has kept its assessing course of activity flexible and sensible to suit specific needs.

Kuehne Nagel Place & Conveyance Strategy: Kuehne Nagel has more than 75,000 people at more than 1000 workplaces in overabundance of 100+ nations and has generally 7 million sqm of dissemination Middle space beneath administration. It is sorted out within the going with seven arrive divisions.

Kuehne Nagel Advancement & Promoting Strategy: Kuehne Nagel has continuously known the upsides of advancing on any connection and from presently on has gotten a handle

on one or two of unprecedented systems. Its central component of take note is print media and promoters, everything considered, by strategies for papers. Kuehne Nagel has found electronic long-range interpersonal communication as an astounding vehicle for B2B publicizing and has begun an honest to goodness relationship with its show and potential clients. It instruments its clients on the natural impacts of transport industry by applying the plausibility of straightforwardness in its dealings.

2.5 Financial Performance & Accounting Practices:

The accounts department has begun its operation from the beginning of the company at Dhaka. The finance or account department of Kuehne + Nagel maintains all the finance activities that are happen at the time of operation. Finance department records all the data and financial activities in a chronological order.

Any operation that is incurred Kuehne + Nagel, accounts department then keep all the financial data systematically. The finance or accounts departments take an importance role at KN. These are as follows:

- The finance department maintains all the financial activities and of KN Ltd.
- The finance department records all the financial account and array them in an ascending or descending order which is convenient for them.
- The finance department counts the total paid amount from the clients and other concerned parties.
- These department pay the employee' salary and all internal expenses that and pay to the employee who visit the overseas office and company's training.
- The department prepares a balance sheet internally at Dhaka office for a month. Then they send report KN headquarter at Schindellegi in Switzerland.
- Then headquarter prepare a clearing for a month and publish and send it to KN Dhaka office.
- The department also prepares a sheet of income and expenditure for a month and a year.
- The accounts department also takes any financial decision which is reasonable and beneficial for the company

The accounts and financial department of Kuehne + Nagel Ltd. do the above important tasks properly.

2.6 Operations Management & Information System Practices:

Kuehne + Nagel are separate into the according operating sections:

- Sea Logistics
- Air Logistics
- Road Logistics
- Contract Logistics
- Rail Logistics

At the beginning of the company operate its documentation process by manually or hand written process. Day by day KN has improved its IT section. Now KN runs its operation process by world leading technology as exchange information regarding the sea freight, airfreight, sales and finance department. The KN use CIEL (Computer Integrated External Logistics) for sea freight and airfreight department, ACON is use for accounts department. The above particular software is specially implement only for KN of all the branches of the world.

The information technology department maintains these two personal systems of K + N because one department's personal system is directly depending on the overseas office of the regional headquarter at Hamburg in Germany. Thousands of IT experts over the globe are working difficult to make consistent information trade frameworks to back our clients and providers. Our objective is to gotten to be a completely technology-enabled and data-driven esteem chain provider. 2,000 IT specialists around the world- Contribute to getting to be a completely data-driven esteem chain supplier. 900 program products- Make the spine of our logistics trade. 3 innovation centers- Quicken computerized change. 10,000 data exchange per minute-Move through our frameworks around the world. Our current ventures center on most recent advances and patterns: Blockchain, Enormous Information, OpenShift, Mobile Application advancement.

2.7 Industry & Competitive Analysis:

Kuehne + Nagel International AG (K+N) are a major supply chain arrangement supplier. The company's center commerce is the arrangement of end-to-end logistics arrangements, such as sea freight, airfreight, rail, and road contract logistics and coordinates logistics. The company too centers on giving IT-based logistics solutions. Major businesses served by the company incorporate aviation, car, high-tech, retail, fast-moving shopper products, pharma and healthcare, mechanical, and oil and gas. It moreover acts as a key arrangements firm, giving crisis and alleviation logistics, fairs and shows, and inn logistics. The company works in more than 100 nations over the world.

The contract logistics fragment is concerned with giving end-to-end logistics arrangements. Contract logistics section income expanded by 1.1% from US\$4,654.1m in 2015 to US\$4,704.9m in 2016. The portion income development is credited to the company centering on the arrangement of specialized end-to-end logistics arrangements for businesses such as car, e-commerce, high-tech, customer merchandise and pharmaceuticals.

The company's overland fragment gives arrives transportation and intermodal transportation services. Overland fragment income expanded at rate of 5.8%, from US\$3,914.2m in 2015 to US\$4,140.9m in 2016. The increment in segmental income was essentially due to the company's benefit extension inside the European region. The company's airfreight fragment comprises of industry particular discuss cargo carriage administrations, such as KN EngineChain. The moderate down in request for air cargo driven to decay within the company's discuss cargo fragment income over the final three quarters of 2016. It is down 4.6%, from US \$ 5,790.8m in 2015 to US \$ 5,525.6m in 2016.

Table 1: KN Brand Analysis

Kuehne Nagel Brand Analysis	
Parent Company	Transportation
Category	Transportation
Sector	Transport and Logistics
Tagline/ Slogan	The Global Logistics Network
USP	Number 1 global sea freight forwarder

Table 2: KN STP

Kuehne Nagel STP	
Segment	Business which requires transportation and logistics services
Target Group	Businesses which require sea freight, air freight forwarding, contract logistics, road & rail logistics services
Positioning	Leading global provider of innovative and fully integrated supply chain solutions

Table 3: KN Competition

Kuehne Nagel Competition	
Kuehne Nagel Competitors	Below are the top 3 competitors of Kuehne Nagel: 1. Expeditors International of Washington, Inc. 2. Sinotrans 3. UTi Worldwide

SWOT analysis of KN:

Strengths within the SWOT Analysis of Kuehne + Nagel:

- Driving market situation
- Broadened income sources and activities
- Solid development in income and profits
- More than 1300 workplaces in over 109 countries
- The staff has more than 82,000 employees

Kuehne + Nagel Weaknesses:

- Here are the weaknesses within the Kuehne Nagel SWOT Analysis:
- Retired employee post-retirement benefits
- Frail edges and returns is a concern
- Lesser commerce unions than leaders

Kuehne + Nagel Opportunities:

- The opportunities for Kuehne Nagel SWOT analysis are as follows:
- Development in worldwide airfreight market
- Key contracts and agreements
- Acquisitions to extend entrance

Kuehne + Nagel Threats:

The threats within the SWOT Analysis of Kuehne Nagel are as mentioned:

- Strongly competition globally
- Expanding Money risk
- Falling customer certainty within the US

2.8 Summary & Conclusions:

Kuehne + Nagel incorporate a demonstrated record of accomplishment with some of the biggest and best-known companies within the world. They give coordinates, value-creating arrangements to the world's major businesses. With demonstrated end-to-end supply chain ability and committed industry pros, the company completely gets it what drives the different segments, expecting their particular logistics requirements. Seamlessly combining its whole suite of services from over its commerce areas, Kuehne + Nagel creates and executes customized logistics arrangements all through the supply chain, from logistics counseling and arranging right through to aftermarket services. Kuehne + Nagel has turn to be one of the world's best 3 airfreight sending specialists by advertising a comprehensive extend of universal air cargo arrangements and top notch levels of client benefit. Their worldwide airfreight groups, found in more than 300 workplaces around the world, are continuously accessible to prompt people. Their specialized, industry-focused approach will make certain the client's air cargo voyages the most secure, speediest and most cost-effective way possible. Every year the company looks after about 948,000 tons of air cargo, traversing not as it were key worldwide airfreight courses but moreover person transportation arrangements to the more inaccessible parts of the planet.

All Kuehne + Nagel airfreight shipments are arranged, controlled and measured agreeing to Cargo 2000 methods, so the shipments are observed door-to-door inside their arrange, giving clients the data they require, when they want it. Kuehne + Nagel's suite of airfreight items has been outlined to meet the challenges their clients confront in today's energetic generation and benefit situations. Their esteem recommendation- the company conveys exceedingly adaptable administrations through associations with driving carriers, as well as simple deceivability and checking of cargo developments through KN Login, our worldwide data system. "They have over 7,500 ocean cargo specialists all through the world prepared to assist discover the proper arrangement, customized to meet interesting prerequisites. So, notwithstanding of the measure trade, or area, the chances are Kuehne+Nagel will be able to meet necessities, in conjunction with tailor-made rates to guarantee value. In expansion, KN Login, the company's web-based worldwide information management system, will empower clients to track and follow and plan shipments, and produce reports, at whatever point clients require them. Kuehne + Nagel can offer assistance optimize transportation stream over Europe and is completely coordinates with other Kuehne + Nagel supply chain components, such as Sea/Air and Contract Logistics. The company representative said, "We are the contract logistics accomplice of choice for logistics outsourcing and the administration of complex supply chains. Our coordinate's services incorporate all viewpoints of logistics arranging, control, and execution. From point of beginning to utilization, they plan arrangements that turn logistics operations from a challenge into a considerable competitive advantage."

2.9 Recommendations:

- In spite of the fact that the framework program utilized for sea export (CIEL) is very quick but it isn't as progressed as the one utilized for import (Salog). The company ought to see into this and make necessary updates as before long as conceivable.
- Must have adaptable customs rules to guarantee a smooth movement and handle. Custom rule plays a vital part within the freight forwarding business.
- The situation of the freight forwarding industry isn't as like as within the advanced nations. Individuals in Bangladesh barely know almost this industry. The company ought to center more on open relations so that individuals can know more almost this industry.

Chapter 3: Impact of COVID-19 on the logistics management industry

supply chain in Bangladesh:

3.1: Introduction:

Kuehne+Nagel Bangladesh Limited began its travel in the Bangladesh locale in 1997. Since that point, it has been driving the freight forwarding industry in Bangladesh with pride. Kuehne + Nagel Bangladesh work in Bangladesh from Dhaka and Chittagong. Next to these two areas, there's an unused opening in Mongla from the conclusion of this year (2017). The corporate head office is found in Mohakhali, Dhaka. Alongside this, there's another office in Uttara, which is for the most part utilized for capacity purposes. The warehouse of the Kuehne + Nagel Bangladesh Dhaka office is found in Gazipur. In Bangladesh, Kuehne + Nagel give two sorts of services to their clients. They are Sea freight and Airfreight services. Here in Bangladesh, K+N don't have the overland administrations due to the need for requests. In the event that anytime this demand increases, this benefit too may well be accessible here. The errands of the sea and airfreight services are the same as the other abroad nations. Kuehne+Nagel employments a worldwide program for sea and airfreight services over the world and there is distinctive software both for Import and Export operations. For sea freight, Export operations, the software KN utilize is called CIEL and for Import, the software is called SAlog. KN gives entryway-to-entryway shipment checking benefits to their clients. Around the world, Kuehne+Nagel are exceptionally well known for the code of conduct it takes after. A few of them are exceptionally strict and the discipline for not taking after these can be demonstrated as expensive both for the company and as well as for the representative. The reason behind this can, be within the benefits industry; all the company needs to give is the guaranteed benefit and for this taking after a few confidentialities is obligatory for such risky commerce like freight forwarding.

After a year, KN proceeds to be in a worldwide spread but see numerous regions returning to a modern type. They stay careful in all their offices and operations and closely screen advancements universally. More than ever they see the significance of continuous supply chains and the part the coordination's industry plays for society as an entirety. They take their duty exceptionally genuinely at Kuehne+Nagel. They are appreciative of the positive

criticism they get each day from clients whose supply chains they serve beneath troublesome circumstances. This persuades everybody included - truck drivers, stock room laborers, ocean, discuss and street cargo specialists, and administration - to proceed to provide on their guarantees. Indeed in case, the widespread is still affecting numerous angles of their lives the coordination's industry has balanced to the modern circumstances. They, hence, have adjusted the recurrence of our Covid-19 page and will distribute upgrades as it were when important news or bits of knowledge ended up accessible. Their center proceeds to be on ensuring the wellbeing and security of their workers and guaranteeing their customers' operations run as easily as conceivable amid this troublesome period. They give their colleagues in deals and operations in-depth data on a customary premise so that they can back their clients with the foremost up-to-date and important counsel.

Background:

Kuehne + Nagel are one of the driving worldwide transportation and coordination's suppliers being within the freight forwarding commerce for over 150 years, based in Schindellegi within the canton of Schwyz in Switzerland. In spite of the fact that Kuehne+ Nagel Limited was established in Bremen, Germany in 1890 as a little commerce by August Kuehne and Friedrich Nagel, it has presently developed into one of the world's driving coordination's providers and one of the biggest cargo forwarders within the whole world. They have over 1336 workplaces working all through 109 nations, with a worker arrange of over 82000. Kuehne+Nagel are the world's driving supply chain, logistics and freight forwarding company. This company is known as Kuehne& Nagel and Kuehne + Nagel, depending on dialect and nation. In German-speaking nations such as France, and Turkey, the company is known as Kühne & Nagel. In all other dialects, the ü has been supplanted with ue and distinctive logos are being utilized.

Two companions, August Kühne and Friedrich Nagel established this forwarding and commissioning commerce in 1890 in Bremen, Germany, which was centered on cotton and solidified cargo in a little way. Within the early 50s, Alfred Kühne begun growing the

company universally, and to begin with workplaces were opened in Canada and before long from there on the Middle East. As of the mid-1960s, Klaus-Michael Kühne-following in his grandfather and father's strides kept on grow the commerce universally.

Objectives:

- To understand the logistics department in a MNC
- To know how logistics department affected during covid 19 in a MNC
- To know how they overcome in this pandemic

3.2 Literature Review:

Bangladesh is considered one of 45 developing markets in the world. Additionally, the remote coordinate venture has expanded in later a long time; numerous more nearby and multinational companies are attempting to enter within the competitive market. Concurring to Islam (December 2016), There are 1500 freight forwarding, 150 shipping line, and 50 aircrafts working in Bangladesh &add up to 50,000(approximate) individuals serving in a said industry totally different part and positions. Agreeing to Netherland Bangladesh Trade platform(2014), Inland water transportation is ruled by private segment parties and accounts for 40 percent of add up to imports and sends out to conclusion from Bangladesh, both cities Mongla and Chattogram are considered as primary national ports for taking care of ocean cargo. Chattogram is contributing 30 % to the Bangladeshi GDP. There will be more marine cargo in recent years because there is a positive relationship between sea cargo and water transportation because costs are relatively low. So in a word, freight forwarders are going to contribute more to the economy of Bangladesh.

3.3 Methodology:

Primary Sources:

- Direct work experience
- Face to face interviews

Secondary Sources:

- Company website
- Journals related to freight forwarding
- Different newsletters of Kuehne + Nagel.
- Annual Reports of Kuehne + Nagel
- Different websites, books, magazines, publications, articles, etc.

3.4 Findings and Analysis:

Kuehne + Nagel use different kind of transportation services such as sea, air, road, rail, warehousing and distribution. However, in Bangladesh, they only use air and sea transportation services.

The logistics division plays an fundamentally part in encouraging exchange and commerce and making a difference businesses get their items to clients – and the continuous widespread has put an exceptional strain on the industry. Ordered lockdowns, travel limitations, and border closures over the globe had disturbed exercises at both fabricating offices and logistics operations. Within the wake of the disturbances brought by the widespread, key supply chains in logistics and transportation businesses were blocked over discuss, sea and arrive cargo divisions. Cargoes were backlogged at major container ports, shipments were deferred, and orders took longer to reach. The logistics industry seen as an assistant for exchange and commerce empowers businesses to provide the merchandise and administrations to the extreme buyers by encouraging portability all through the supply chain. The supply chain disturbances within the COVID-19 episode had a coordinate effect on the logistics industry with inconvenient components as work deficiency, divided supply lines, frail foundation, and uncertainty with regard to the rules and directions for portability of products. The coronavirus widespread has extremely affected the logistics segment, as market players say that worldwide capacity has gone down 70 per cent and cargo rates have shot up by 6-8 per cent. Due to the lockdown, development of basic commodities such as medications, therapeutic merchandise, immunizations and drugs, restorative gear, hand sanitizers and perishables, counting their consequence and send out, are moreover affected, as there's a deficiency of labor at air terminals and seaports. Advance, the street transporters are incapable to induce the products from the fabricating units to the ports due to the closure of state borders,

influencing to begin with and last-mile network. Other most-traded commodities such as pieces of clothing, car parts, calfskin items, domestic decorations, and crafted works are not moving at all. Livelihood of a major parcel of the logistics industry is affected and the industry is confronting a tremendous work misfortune circumstance amid and within the prompt repercussions of the lockdown.

Sea freight: COVID-19 has turned the tides on sea freight. Ocean cargo is regularly around 90 percent of worldwide exchange volume in ordinary times. But with the onset of the widespread, everything changed. Supply of fabricated products out of Asia was obstructed and made a swell impact over the world and sent request for merchandise dispatched by sea cargo diving. Add up to holder volumes taken care of nosedived by 10.1 percent within the to begin with months of 2020. Essential reasons for this drop were the imperatives on sea cargo around the world, as well as the cancelation of sailings and end of strings (where vessels call on a few ports some time recently coming to a goal) by sea carriers.

People can believe KN to provide as guaranteed: Leveraging state of the craftsmanship innovation and their universal arrange they have the proper holder shipping solution and the ability for clients to induce their items within the right place and on time. Their worldwide ocean cargo masters are prepared to discover the foremost productive shipping associations to meet client's one-of-a-kind necessities. No matter how enormous the client's trade is, they can back the client's development and extension. For the export process, the company uses CIEL software; which is the company's claim made software. Communicating with the client's through email and how to address them was an imperative portion of the sea cargo export handle. The sea-freight export process is very long and insecure at the same time.

Air freight: Maybe the most noticeably awful hit segment is the flying industry. Cargo capacity vanished into lean air. Statista's report appeared that add up to airfreight volume fell by 19 percent in Walk 2020, producing to as it were four million metric tons. This drop in capacity was to a great extent due to the decrease and cancelation of traveler flights – which carried a noteworthy parcel of cargo as stomach cargoes. Another reason was the diminishing manufacturing in China. Numerous shippers and indeed governments are turning to air cargo to convey fundamental products and commodities, coming about in a rise in airfreights and delays due to the expanded congestions at airports.

(Peris, 2021) Today's competitive environment rewards an adaptable and responsive approach to coordination. When individuals require solid discussion cargo to realize their commerce objectives, KN can bolster them with their wide run of administrations. Improve execution with their completely coordinates frameworks and forms, data-driven experiences, and inventive innovative arrangements. They've outlined their administrations to address the challenges confront and allow an advantage.

3.5. Summary and Conclusion:

I can honestly say that spending my time during the internship with Kuehne + Nagel Bangladesh Limited is one of the best experiences of my life. Not only have I gained practical skills and knowledge but I have also had the opportunity to meet many wonderful people. The Dhaka office environment was always welcoming which made me feel right at home. In addition, I felt that I was able to contribute to the company by assisting and working on projects throughout the internship.

Furthermore, my residency in Kuehne+Nagel Bangladesh was astounding and full of learning. As an advertising pioneer, there are numerous things to memorize from this organization. Be it organizational behavior or corporate standards. Since the sky is the restrain, the organization is still evolving every day endeavoring to supply its client and others with the leading conceivable benefit. Kuehne+Nagel Bangladesh gives more noteworthy accentuation on prepare computerization and on finding the correct adjustment between volume commitments and spot buying—a technique that empowers them to realize competitive rates within the most critical exchange paths. And they have been excited adopters of shared administrations, not fair for inner forms but moreover to progress client administrations and supply chain administration.

At last, my internship at Kuehne+Nagel Bangladesh Ltd has been a victory. I was able to pick up practical abilities, work in an incredible environment, and make associations that will final a lifetime. I might not be more appreciative.

3.6 Recommendations:

- Branding is a fundamental portion of any organization. The income of an organization of the time depends on how much the organization is investing in its branding and marketing. As per the company rules, it doesn't permit Kuehne+Nagel to spend much on branding. They ought to spend more on branding, but its designated clients no one hasn't listen of the company title moreover FedEx, DHL is known to all. I think for that reason they are losing numerous nearby clients.
- In spite of the fact that the framework program utilized for sea export (CIEL) is very quick but it isn't as progressed as the one utilized for import (Salog). The company ought to see into this and make necessary updates as before long as conceivable.
- Must have adaptable customs rules to guarantee a smooth movement and handle. Custom rule plays a vital part within the freight forwarding business.
- The situation of the freight forwarding industry isn't as like as within the advanced nations. Individuals in Bangladesh barely know almost this industry. The company ought to center more on open relations so that individuals can know more almost this industry.
- Kuehne+Nagel areas of now driving the industry. In the event that the company makes a few small alterations, it can perform indeed in a more productive way. Over said are a few recommendations that might offer assistance Kuehne+Nagel Bangladesh to reach a stronger position among the other freight forwarders in Bangladesh.

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