

Internship Report On

**Impact of APS Logistics International on International Trade and
Local Logistics Industries in Bangladesh**

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. This internship report is my/our own work done during my/our study at BRAC University for the degree program.
2. There is no information in the report which has been published earlier or prepared by a third party unless this has been properly cited.
3. There is no material in the report that has been presented or submitted for any other degree or diploma at any university or other institution.
4. I/We have acknowledged all the main sources of assistance.

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Letter of Transmittal

Saif Hossain

Assistant Professor & Director (BBA Program),

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Subject: Internship Report Submission based on Impact of APS Logistics International on International Trade and Local Logistics Industries in Bangladesh

Dear Sir,

First of all, it is my pleasure and honor to say that I have successfully finished my internship at APS Logistics International. My internship period was three months starting from 18th of February 2024 to 18th of May 2024 respectively. Now, I am very much privileged to submit my internship report entitled 'Impact of APS Logistics International on International Trade and Local Logistics Industries in Bangladesh. It was a great working experience for me since I managed to gain a lot of knowledge from the work done. I always have made sure to analyze the findings while working with the organization as an intern and also an employee.

Additionally, it was my great pleasure to welcome you as supervisor and as teacher as well. Your support and guidance have been tremendously helpful, and thanks to you; I was able to accomplish this report. As far as possible, I have attempted to incorporate all the learning and experiences that my organization attempted to pass onto me in this paper.

Sincerely,

Syed Rashidul Imam Ashik

ID: 20104166

BRAC Business School, BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between APS Logistics International and Syed Rashidul Imam Ashik, the student of BRAC University to complete internship project as stated in this report on the provision that no confidential data of the organization will be disclosed without the prior approval of the organization.

APS Logistics International Ltd

Syed Rashidul Imam Ashik

Executive Summary

This chapter examines the role of APS Logistics International in enhancing international trade and the local logistics sector in Bangladesh. The study's objectives were to assess the company's impact on trade, its role in the local logistics industry, and identify areas for improvement. A quantitative approach, utilizing surveys with clients and industry professionals, was employed. The findings indicate that APS Logistics has streamlined logistics operations, though opportunities exist for further modernization and training to enhance service delivery.

Keywords

APS Logistics International; logistics industry in Bangladesh; international trade facilitation; technological advancements in logistics; employee engagement programs; operational excellence.

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List of Acronyms

Acronym Full Form

3PL Third Party Logistics

APS Air Plus Sea

ATP Available to Promise

BOL Bill of Lading

BOM Bill of Materials

CPFR Collaborative Planning and Forecasting Replenishment

DRP Distribution Resources Planning

ECR Efficient Customer Response

EDI Electronic Data Interchange

FCL Full Container Loaded

HRD Human Resources Division

LCL Less Container Loaded

OD Operations Department

OD Organizational Development

POD Point of Delivery

POS Point of Sale

PPIC Planning, Procurement, Inventory, Controlling

RFQ Request for Quotation

RFP Request for Proposal

SKU Stock Keeping Unit

SPR Sales & Promotional Representative

TCCL Trade Clippers Cargo

WMS Warehouse Management System

Glossary

Term	Definition
Thesis	A longer piece of work, which forms a part of the final examination requirement for a master's degree program. It may also be considered as a project or a collection of longer papers.
Glossary	A list of defined terms that are used in the topic or the research. It is an extra page that is not necessarily required in a thesis and can be omitted if not needed.
Logistics	The supervision of the movement of goods from the raw materials point of production to the end user in order to fulfill customers' needs.
Supply Chain	A whole system of all entities that participate in creation, storage, and delivery of a product from the suppliers of raw materials to the final consumer.
Freight Forwarding	A service which is useful for companies that are involved in cross border or multi-country import and export activities. Freight forwarders work in the middle of the shipper of goods and the transportation services.
Inventory Management	The supervision of non-capitalized assets (inventory) and stock items, involving activities such as controlling and overseeing orders, storage, and the amount of product for sale.
Warehousing	The process of storing goods in a warehouse until they are needed for distribution or sale.

Term	Definition
NVOCC	Non-Vessel Operating Common Carrier, a company that is involved in the ocean transport of goods but does not own ships and does not provide shipping services, but acts as a carrier, issuing bills of lading and accepting responsibility for the goods.
C-TPAT	Customs-Trade Partnership Against Terrorism, a voluntary supply chain security program of the U. S. Customs and Border Protection which aims to enhance security of the private sector's supply chain.
CSR	Corporate Social Responsibility, a management concept that enables a company achieve social responsibility before itself, its stakeholders and the society.

Chapter 1: Internship Experience at APS Logistics International

1.1 Introduction

I completed my internship at APS Logistics International, a prominent logistics and freight-forwarding company in Bangladesh. Founded in 2010, APS Logistics specializes in providing comprehensive logistics services, including air and ocean freight, inland transportation, warehousing, and outsourcing solutions. As an intern, I had the opportunity to gain firsthand experience in the logistics industry, contributing to both the operational and strategic processes of the organization.

1.2 Internship Role and Responsibilities

During my internship, I worked primarily in the Operations and Quality Control Department, where my role included coordinating shipments, monitoring inventory, and ensuring the smooth handling of logistics processes. It was my duty to manage the movement of goods from the source to the final destination, monitor the shipments and maintain an interface between the company and the clients.

Key responsibilities included:

- Assisting in the planning and execution of both local and international shipments.
- Monitoring inventory levels and ensuring efficient stock management in the warehouses.
- Collaborating with the operations team to resolve logistical challenges.
- Maintaining accurate documentation for imports and exports.

- Offering customer relations through informing the clients on their consignments and any problems they may be encountering.

1.3 Skills and Knowledge Acquired

This internship helped me to get experience and learn numerous skills and about the functioning of the logistics department. Key areas of learning included:

- **Logistics Management:** Here I got to know how to handle the supply chain management, how to plan for the best routes and how to liaise with other departments in order to meet the delivery schedules.
- **Inventory Management:** Due to my practical training, I gained knowledge in stock checking, storage management and inventory control relation to overall logistics.
- **Documentation and Compliance:** I also got an understanding of the documentation process involved in the international trade such as the bill of lading, invoice, and the customs clearance papers.
- **Technology in Logistics:** I was introduced to the application of logistics software in tracking consignments, inventory control and giving feedback to the customers.
- **Customer Relations:** My position had direct contact with clients and thus I was able to improve my interpersonal skills as well as the problems solving skills.

1.4 Suggestions for Improvement

Based on my experience, I would like to offer several suggestions to APS Logistics International to enhance their operations:

1. Upgrade Technology Infrastructure: An upgrade in the logistics software can help in tracking and managing the shipments which may enhance the overall functioning.
2. Expand Employee Training: To enhance the efficiency of the operations, there is need to provide employees with more frequent training on the current practices that are used in the logistics industry and the technologies that are current in the market.
3. Enhance Communication Channels: It is also important to enhance the internal and external communication in order to address some of the problems and enhance the customer satisfaction.
4. Strengthen Data Analytics: The incorporation of efficient data analysis methods for demand forecasting as well as for supply chain management can go a long way in enhancing the organization's ability to meet the needs of its clients.

1.5 Sales and Marketing Role

Following my two months of internship at APS Logistics International, I was moved to the sales and marketing department where I was privileged to engage with many potential clients especially the exporters and importers. These interactions were crucial to understanding the decision-making processes of businesses in logistics and how to engage them.

1.5.1 Meeting Potential Clients:

Some of the duties I was expected to carry out include the identification and approach of potential clients especially those that make frequent shipment. I visited various offices at the intended frequency to introduce APS Logistics, and explain how we could be of assistance in handling their logistics. This exposure made me aware of the wide needs of exporters and importers in different sectors.

1.5.2 Developing Client Relationships:

In this role, it was very critical to establish and maintain a good working relationship with the clients. I focused on meeting the clients frequently, listening to their concerns and providing appropriate solutions that would benefit their organizations. This helped in building the confidence of the clients, thus making them have APS Logistics in mind for their future shipments.

1.5.3 Business Development Efforts:

Another responsibility that I had was to go after new business opportunities. This meant continually engaging the clients and looking for ways of improving their experience and drawing their attention to opportunities for them to make larger orders, or gaining a better understanding of their needs and how we could potentially help them optimize their supply chains. I liaised with the operations team in order to make certain that all the clients were satisfied with the services provided by APS Logistics and that these were delivered efficiently and effectively.

1.5.4 Expanding Client Base:

As for the business development, I planned to attend the networking events and visit new potential clients to increase their number. I got leads, booked appointments, and ensured that all the appointments were followed by the presentation of the APS Logistics capabilities, for instance the shipment tracking and customer services. It is my work that helped to enhance the company's position in the market.

1.5.5 Client Retention and Feedback:

Another aspect that was critical to client retention was sustaining the communication with the clients even after having closed a deal. I would also make follow up to see whether they were happy with the service we had offered to him/her and this would involve asking for his/her feedback to enhance service delivery. This not only strengthening the business relationship between the organization and the client but also enable APS Logistics to perfect its services.

From my sales job, I have gained the lesson of perseverance, active listening and the overall knowledge of the logistics Industry from the sales aspect. With these skills I was able to gain more knowledge in APS Logistics that I had learned earlier on during my operations.

1.6 Suggestions for Improvement in the Sales and Marketing Role

In the sales and marketing position I occupy at APS Logistics International I have gained a lot of experience and there is still room for improvement to make the position more effective and contribute more to the business growth:

1.6.1 Enhanced Client Data Management

A stronger Customer Relationship Management (CRM) system could help in better organizing the client data, recording the communication history, and the scheduling of the follow up meetings. This would enhance effectiveness and guarantee that no lead or any possible opportunity is left behind.

1.6.2 Targeted Marketing Strategies

APS Logistics has no clearly defined marketing strategies that could be useful for the company and improve its position in the market. This can be achieved through market analysis of trends and customers' profile, which will enable the company to design specific marketing strategies for certain industries or regions. This approach would assist in drawing in more suitable clients and in development of specific business leads.

1.6.3 Continuous Sales Training

Sales meetings on a routine basis for the sales team can assist them to be in a position of knowledge with regard to market trends, negotiations and client interaction. Through this process, salespeople will be able to better address client's problems and concerns since they will have enhanced their skills in the process.

1.6.4 Leverage Digital Marketing

The company could do more in terms of its digital marketing through the use of social media advertising and email marketing as well as search engine optimization. This will create more brand awareness, extend the market and get more clients, especially those that would not be easy to get through the normal sales channels.

1.6.5 Stronger Collaboration with Operations Team

The sales and operations functions have to work hand in hand in order to ensure that client promises are met. Having regular coordination meetings can enable the sales team to appreciate the operational issues and opportunities so that they can give the clients reasonable expectations for logistics solutions.

1.6.6 Offering More Flexible Solutions

The clients frequently seek for the more versatile and individual approaches that meet the needs of a particular company. Offering more flexible and individualized services like differential pricing options or combination of services may also enable the company to secure and keep more clients.

1.6.7 Incentive Programs for Client Referrals

Other incentives which can be of benefit include; Rewards for clients who bring in new business for instance in the form of incentives. It may be useful to offer various promotions or special deals to the clients who bring in new clients and partners to the company in order to enhance their loyalty and the company's overall growth.

Thus, by implementing these strategies, the company can enhance the sales and marketing performances and build stronger relationship with the clients in order to enhance the business operations.

1.7. Conclusion

This is why I decided to do my internship at APS Logistics International as I was given a good practical experience of the logistics industry. It was useful for me to gain a 'hands on' appreciation of the key operational problems and prospects of the sector. Therefore, the company has introduced changes and innovations that have put the company in a position to more growth in the future.

Chapter 2: Organizational Overview

2.1 Mission and Vision

Mission:

APS Logistics International is a company that has set its goal in providing the best and efficient logistics services that could enhance trade and at the same time, give value to the customers. Our mission is to ensure the seamless movement of goods across borders by offering reliable, transparent, and cost-effective services while adhering to high standards of professionalism and sustainability.

Vision:

To be a leading global logistics service provider, revolutionizing the logistics industry through continuous improvement, cutting-edge technology, and a commitment to customer satisfaction. We envision contributing significantly to global trade and the development of Bangladesh's logistics sector.

2.1.1 Observation:

"Providing First Class Freight Services"

APS Logistics International aspires to be among the leading freight-forwarding firms by using creativity and inventiveness.

2.1.2 Offering Top-Notch Freight Services

The goal of APS Logistics International is to become a leading freight-forwarding firm by using innovation and strategic thinking.

2.1.3 Objective

"APS Logistics International provides airfreight, import express, non-documents, international papers, and other express international courier services. Our international air forwarding services provide complete supply chain transportation solutions. Our global information system offers customers continuous reporting and real-time shipping insights."

2.1.4 Current Company Objectives

APS Logistics International is dedicated to accomplishing the following important goals:

- Revenue Growth: Constantly raising revenue levels by service diversity and strategic growth.
- Operational Efficiency: Improving operational effectiveness to provide smooth logistical solutions that quickly and successfully satisfy customer demands.
- Client Satisfaction: Maintaining solid connections and providing dependable services to ensure high levels of client satisfaction.
- Industry Leadership: enhancing the company's standing and position as a leader in the freight forwarding sector in Bangladesh.
- Continuous Improvement: Seeking to innovate and advance continuously in order to meet changing market needs.

Beside fulfilling the customer needs and expectation APS Logistics International has intricate objective to develop the logistics sector of Bangladesh both domestically and internationally.

2.2 Functions of APS Logistics International

In this section, the aim is to analyze the activities of APS Logistics International with emphasis on the core areas that define its operations. These are the Accounting and Finance departments, an assessment of the company using the SWOT Analysis and Porter's Five Forces Model.

2.2.1 Accounting Function

The accounting department in APS Logistics International is involved in the management of finance as it involves keeping of accounts, ensuring that the company is in line with the laws of the respective country, handling of invoices and coming up with financial reports. This department plays a vital role in managing the company's overall financial health, including:

- **Bookkeeping and Financial Reporting:** Recording of the income and expenses of a company and the generations of other financial statements including balance sheet, income statement and cash flow statement.
- **Budgeting and Forecasting:** Coordinating with other departments in developing the budgets and keeping an eye on the financial outcomes of the company and its efficiency in terms of resources usage.
- **Tax Compliance:** This includes making sure that the company complies with the taxation laws of the country, filing tax returns on time and handling tax assessments where necessary.

The Accounting team collaborates with the Finance department to guarantee that finances of the company are well managed and the legal guidelines are being followed.

2.2.2 Finance Function

In APS Logistics International, the Finance department deals with financial planning, investments, risk management and cash flow management. This department is very important for the growth and development of the company in the long run. Key functions include:

- **Financial Planning and Analysis (FP&A):** Supervision of financial results, development of financial plans and scenarios, and suggestion on the future financial directions.
- **Risk Management:** Defining possible threats to the financial situation and ways of dealing with them, for example, currency risk, credit risk, or shifts in the economic conditions.
- **Cash Flow Management:** The roles include monitoring of the company's cash flow position through the management of receivables, payables and working capital needs.

The collaboration between Accounting and Finance is crucial for making informed business decisions that align with the company's strategic goals.

2.2.3 SWOT Analysis

A SWOT analysis of APS Logistics International highlights the internal strengths and weaknesses, as well as the external opportunities and threats the company faces. Below is a breakdown of these elements:

- **Strengths:**
 - Well-established logistics network within Bangladesh and globally.
 - Expertise in handling a wide range of cargo, including hazardous materials and temperature-controlled logistics.
 - Strong relationships with major air and sea carriers, ensuring reliability and competitive rates.

- **Weaknesses:**
 - High employee turnover, particularly in the sales department.
 - Limited presence in regions beyond Dhaka and Chittagong.
 - Need for technological upgrades in certain operational areas such as inventory and warehouse management systems.

- **Opportunities:**
 - Expanding into new markets within Bangladesh and internationally.
 - Increasing demand for logistics services in the e-commerce sector.
 - Potential to enhance customer experience through digital solutions like real-time tracking and app improvements.

- **Threats:**
 - Increasing competition from both local and international logistics providers.
 - Economic instability, which could affect the supply chain and freight costs.
 - Regulatory changes and import/export restrictions in key markets.

2.2.4 Porter's Five Forces Model

Porter's Five Forces Model helps analyze the competitive landscape APS Logistics International operates within. This analysis evaluates the intensity of competitive forces that shape the company's strategy and profitability.

1. Threat of New Entrants:

The barriers to entry are relatively low to moderate; for instance, the industry requires capital inputs for acquiring fleet and/or warehouses. However, small or niche players can come into the market which makes the market moderately competitive. To overcome this, APS Logistics has employed a good network and a number of clients.

2. Bargaining Power of Suppliers:

APS Logistics uses shipping lines, airlines and trucking companies as the means of transport. The suppliers' power in this sector is fairly strong, especially in the case of air and sea freight services. This is because APS has developed long term strategic partnerships with several carriers, which makes it easier to get better deals.

3. Bargaining Power of Buyers:

Clients can work with different logistics companies due to the availability of the service, thus, clients have the power to bargain. Thus, to retain customers, APS provides an individual approach and emphasizes on the customer relationship management. It also enhances value to clients through the use of technology to give real-time information on shipments.

4. Threat of Substitute Products or Services:

The threat of substitution is relatively low as there are few alternatives to logistics services. However, some companies might internalize logistics functions to reduce costs.

APS combats this by offering specialized services that clients may not be able to replicate internally, such as handling hazardous materials or temperature-controlled shipments.

5. Industry Rivalry:

The logistics industry is highly competitive, with a large number of players both at the local and international levels. APS Logistics faces stiff competition from both well-established logistics companies and smaller, niche providers. The company focuses on maintaining high service quality and investing in new technology to differentiate itself from competitors.

2.3 The Company's Organogram, Departments, and Principal Working Areas

As of the writing of this report, excluding interns and part-time workers, APS Logistics International, therefore, uses the services of about sixty employees. For efficiency in operations and delivery of services, the organization has many major departments.

2.3.1 The Division of Sales

The Sales Department plays the role of acquiring shipment from businesses and other private organizations. Some of the responsibilities include supervising the customers' relations, implementing branding strategies, and ensuring that the freight charges are affordable. The sales people are equally very important in ensuring that sound client relations are maintained and this ensure a consignment is continuously incoming.

2.3.2 Division of Finance and Accounts

The Finance and Accounts Division also controls the budgeting, internal financial control, tax and VAT, financial reporting and maintain all correct accounts of the company to ensure the financial stability of the company.

2.3.3 Division of Operations and Quality Control

The Operations and Quality Control Division is in charge of ensuring the continuous product inspection in an effort to try and ensure that supply chain management is effectively had well as compliance to quality standards. It is important for the preservation of the business's reputation as a reliable and excellent service delivering company.

2.3.4 Division of Import and Export

Incoming and outgoing services for imports and exports, and related documentation and clearances are administered by the Export and Import Division to ensure legal and efficient operations. This division addresses itself to every angle of the international business transactions to facilitate their smooth running.

This very well-structured presentation depicts the various organizational divisions and the main focus of APS Logistics International: operations, financial, quality, and global supply chain management.

The Company's other Organogram, Departments, and Principal Working Areas:

Excluding interns and part-time employees, the personnel strength of APS Logistics International is about sixty. For organizational efficiency as well as effective delivery of services the operation of the organization calls for many crucial departments.

2.3.5 Division of Procurement, Planning, Inventory, and Control (PPIC)

The PPIC Division deals with supply chain planning, inventory control and the procurement regulations necessary for the provision of resources that will ensure success in fulfilling the clients' needs.

2.3.6 Division of International Business

That is why the management of shipments outside the country, as well as the provision of numerous postal services, is controlled by the International Business Division. Its objectives are to ensure delivery and increase the awareness of APS Logistics International internationally.

2.3.7 Department of Human Resources

Employee hiring, number management, communication, compliance with national and state laws or regulation, and staff training all fall under the responsibility of the Human Resource department. Without this division, the organization will not be able to easily locate qualified and self-motivated employees that will help the organization expand.

2.3.8 Division of IT and Creativity

Dubbed as White Spot Digital, the Creative and IT Division is also responsible for the management of the website, graphical arts, content development, and Information Technology Support. This area employs the use of technology with regard to improving APS Logistics International's business operations and service provision.

The organizational depth of APS Logistics International is shown by this well-organized overview, which has divisions devoted to supply chain management, global operations, human resources,

and innovative IT solutions. Every department contributes significantly to the company's goal of offering dependable, superior logistics services across the world.

2.4 APS Logistics International's Historical Background

Since its founding in 2010 in Dhaka, Bangladesh, APS Logistics International has grown to become one of the top suppliers of logistics services in the country. The company offers an extensive range of logistic services such as air freight, ocean freight, customs clearance and domestic warehousing & storage and is regulated under the Companies Act 2012 of Bangladesh. APS Logistics is very popular in International NVOCC, Sea/Air/Land Multimodal Transport, Hazmat or Hazardous Material Handling and last but not the least, Worldwide Consolidation Service.

APS Logistics was developed by a team of professional logistics individuals with a vision and mission of creating a good and apt logistics facility that will aid international trade as well as the local logistics needs in Bangladesh. The devoted professionals and support staff of more than fifty people are attributed to its fairly rapid growth and success in the market, striving to offer the best logistics services.

Over the recent past, the logistics sector in Bangladesh has experienced the much-needed revolution, thanks to APS Logistics International. The flexibilities of the modern facilities and smart partnerships ensure that the business continues to enhance the services it delivers so that customers get reliable and efficient supply chain solutions consistently. The commitment of the company to quality and customers is driven by its purpose and value propositions as well as the corporate values of value orientation, perceiving new perspectives, rational thinking and openness.

Chapter 3: The Report

Title of the Report:

"Impact of APS Logistics International on International Trade and Local Logistics Industries in Bangladesh"

3.1 Introduction

Logistics and Freight forwarding is an important part of international trade and Bangladesh's economy depends greatly on the proper management of supply chain. APS Logistics International has now emerged as one of the prominent players in Bangladesh's logistics market which offers services that range from freight forwarding to warehousing and inland transportation. The following report focuses on the role of APS Logistics International in the logistics industry of the country and its role in the international trade.

This chapter gives the research methodology used in this study, the findings of the research and the conclusions that can be made based on the objectives set out in this study.

3.2 Background of the Study

It is therefore important to understand that the logistics industry plays a very crucial role in the development of the economy through facilitating the movement of goods and services across the international borders. It is therefore imperative to understand that in today's global business environment where there is significant growth in the international trade, there is the need for enhanced logistics systems. Bangladesh is one of the fastest growing economies of Asia and has made enormous improvement in its manufacturing and export sectors especially in garments,

textiles and agriculture sectors. These sectors have therefore expanded and this called for efficient handling of the products in order to supply the international market.

Therefore, APS Logistics International can be classified as one of the market giants which provide a number of services that enable the transfer of goods across borders. APS Logistics was incorporated in 2010 and it has expanded at a very fast pace and is currently among the leading freight-forwarding companies in Bangladesh with focus on air and ocean freight, inland transport, warehousing and supply chain management. It has its office in Dhaka and has branches in Chittagong along with others and it caters to the needs of exporters, importers and even multinational companies.

The world economic environment has been gradually shifting towards liberalization of trade and opening up of markets which in turn puts the pressure on logistics firms to seek ways to enhance their performance. As a result, APS Logistics International has had to embrace the use of sophisticated technologies for instance the real time tracking systems to provide quality and timely service delivery. However, there are some challenges that hinder the growth of logistics industry in Bangladesh such as escalating costs, lack of technology and competitive forces from domestic as well as global competitors.

The objective of this research is to examine the effects that APS Logistics International has brought to the international trade system as well as the logistics sector in Bangladesh. It seeks to assess the extent of the company's involvement in the facilitation of trade, the efficiency of the company's operations and the difficulties that the company encounters in the logistics industry. By identifying these factors, the study will aim at helping APS Logistics International to know

the areas that it needs to strengthen and enhance in order to greatly contribute to the economic development of the country.

This research is invaluable for APS Logistics International and the Bangladeshi logistics industry in particular and other interested parties including policymakers, rivals, and consumers. The findings of this study will thus help to reveal those aspects, which require further improvements for the company to continue being competitive in the market of Bangladesh. Also, the findings of this study will assist logistics firms to comprehend the changing needs of their clients and the general economy.

Therefore, this paper established that the logistics industry is vital for the economic development of Bangladesh while APS Logistics International has effectively played its role in the facilitation of the international trade. This study shall seek to assess the effect of the company in the local and international market and make recommendations that will help the company maintain its market position in a very competitive market.

3.3 Objectives

The study is aimed at addressing the following objectives:

1. In order to identify the significance of APS Logistics International in enhancing the trade relation between two or more countries specifically in Bangladesh.
2. In order to assess the company's performance within the local logistic market.
3. To determine the major problems of APS Logistics International in the logistics and freight forwarding industries.

4. In order to make suggestions that would help in enhancing the services of APS Logistics International in order to suit the needs of their clients in the current world.

3.4 Methodology

This study employs a “quantitative research methodology”, primarily through surveys and statistical analysis, to meet the objectives.

Objective 1: Assessing the Role in Facilitating International Trade

Method Applied: A survey was carried out on the customers, who are exporters and importers who have business relations with APS Logistics International. The survey focused on service quality, timeliness and the extent to which the company’s operations affect the respondents’ global trade business.

Objective 2: Evaluating Operational Efficiency

Method Applied: The data was collected from APS Logistics International and consisted of internal data, operational KPIs, number of shipments, delivery times and customer satisfaction. Interviews were also conducted to get feedback on certain activities in the supply chain such as warehousing, transportation and customs clearance.

Objective 3: Identifying Key Challenges

Method Applied: The survey asked the customers about their views on the issues that the company faced, including the increased costs, technology deficiencies, and competition. The data was also sorted out to find out the common patterns and the major issues.

Objective 4: Offering Recommendations for Improvement

Method Applied: The information obtained from the surveys and internal reports has been used in the formulation of the following set of recommendations that could help enhance the company's logistics service delivery.

3.5 Analysis/Findings

The findings of the study are organized by each objective.

3.5.1 Role in Facilitating International Trade

The research conducted established that APS Logistics International has positively impacted the international trade by providing end to end logistics services which are useful for exporters as well as importers. Survey data showed that 85% of respondents were satisfied with the company's handling of international shipments, particularly regarding timeliness and reliability.

The company's ability to streamline customs clearance and provide real-time tracking were cited as major strengths.

3.5.2 Operational Efficiency in the Local Logistics Industry

The company's operational efficiency was evaluated using both internal data and customer surveys. Findings indicated that 78% of respondents were satisfied with APS Logistics International's local logistics services, especially in terms of warehousing and inland transportation. However, 22% of respondents pointed to delays in delivery and limited capacity during peak seasons as areas needing improvement. The company's investment in warehouse management systems (WMS) has been noted as a positive step in improving efficiency.

3.5.3 Key Challenges

Several key challenges emerged from the survey and internal data analysis:

- **Rising Costs:** 40% of respondents cited increasing operational costs, particularly fuel and transportation costs, as a significant challenge for the company.
- **Technological Gaps:** While the company has made strides in technology, 30% of respondents mentioned that APS Logistics could further improve its logistics management software and real-time tracking systems.
- **Competition:** The company has competition from other local and international firms that offer their services at a cheaper price although this may affect the quality of services offered.

3.5.4 Recommendations for Improvement

The study's findings point to several areas where APS Logistics International could improve:

- **Technology Investment:** The utilization of the most recent logistics management software in tracking, scheduling and routing of both local and international consignments.
- **Customer Support:** In order to improve customer service, the company should provide customers with more individual approach, faster response, and clear pricing policy.
- **Capacity Management:** To overcome the delay that happen during the peak season, it can expand the sizes of the warehouses and increase the transport vehicles and equipment.

3.6 Conclusion

Altogether, the study supports proposition that APS Logistics International has made a positive contribution to the logistics and international business of Bangladesh. This has been due to the fact that the company has been able to operate efficiently while at the same time embrace the needs of its customers.

Nevertheless, APS Logistics International has to meet the challenges identified in this study yet. The following are real risks to the company's growth; high operating costs, lack of technology, and increased competition. Thus, by following the recommendations given in this report, APS Logistics International can strengthen its competitive position and keep on supporting the development of the Bangladeshi economy and its international trade.

3.7 Recommendations

Based on the findings, the following recommendations are proposed to enhance the company's operations:

1. Investment in Advanced Technology:

The company should expand its investment in better logistics management systems as the company needs to enhance the tracking and the route of the products.

2. Enhanced Customer Service:

As for the weaknesses, customer service should be enhanced by creating 24/7 support team and offering clear prices.

3. Capacity Expansion:

To avoid congestion and delivery delays especially during the peak business season, the company should increase its warehouse space and transport vehicles.

4. Cost Control Measures:

The company should look at ways of reducing its costs, for instance through using fuel efficient transport and bargaining with suppliers to deal with high costs.

5. Exploration of New Markets:

Marketing in new geographical locations, both inside and outside Bangladesh, might prove to be beneficial for increasing the number of sales and seeking new ventures.

Based on the analysis made in this study, the following recommendations are made to facilitate the sustainability of APS Logistics International and increase its competitiveness, enhance customer satisfaction as well as their role in the growth of the trade and logistics in Bangladesh.

Type of Research	Exploratory Research	Descriptive Research	Explanatory Research
Research Approach Used	Unstructured	Structured	Highly Structured
Research Conducted Through	Open-ended quantitative surveys or preliminary data collection	Detailed surveys, questionnaires, and structured interviews	Hypothesis testing using statistical analysis and quantitative data
When is it Conducted?	Early stages of gathering quantitative insights	After collecting enough data to define variables and patterns	To confirm relationships and causality between variables
Purpose	To quantify preliminary data regarding APS Logistics' impact on the logistics industry	To describe and measure specific operational areas, performance metrics, and market share	To explain and statistically prove the effects of APS Logistics' strategies on trade efficiency
Data Collection Methods	Initial quantitative surveys from stakeholders	Structured questionnaires, standardized metrics, and secondary data sources	Statistical testing (e.g., correlation, regression analysis) on collected data

Type of Research	Exploratory Research	Descriptive Research	Explanatory Research
Outcome	Basic quantitative data to guide further research	Measured and verified insights into specific areas of performance	Causal relationships between key variables and operational outcomes

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