



“An overview and operation procedure of
KUEHNE+NAGEL Bangladesh ltd”



Internship Report on Kuehne +Nagel Bangladesh ltd

Submitted to:

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Date of Submission: 21st August, 2017

To
Mr. Ahmed Abir Choudhury
Lecturer
BRAC Business School
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Subject: Submission of internship report for the completion of BUS401

Dear Sir,

This is to inform you that with great pleasure that I have prepared by internship report on the “Kuehne + Nagel Ltd” that you have assigned to me to mark the completion of my internship in the company and to express my knowledge from the experience in writing. I have tried my level best to prepare an effective and creditable report given the extreme time constraints and immense work pressure.

Kuehne + Nagel Ltd’s internship program is a yearlong program of which I have completed three months till date. Throughout my ongoing internship period I have not only acquired different skills and knowledge, but also a good network. Working in this organization has exposed me to the inner workings of a multinational organization. While preparing the report, I ensured that I abide by the rules and regulations of BRAC University and use authentic materials to support my report. I hereby, submit my report.

Sincerely,
Mehedi Hasan Rana

ID- 12204039

BRAC Business School

BRAC University

Acknowledgements

Firstly, I would like to thank Almighty Allah for his blessings upon me to make it this far and for giving me an opportunity to work in one of the finest multinationals in the world. Secondly, I would like to convey my special thanks to Mr. Ahmed Abir Choudhury Sir, my faculty advisor for his valuable guidance, which helped me to complete this report successfully. I am highly grateful to him.

I would also like to acknowledge the help of my departmental head, Mr. Fazlur Rahman, Deputy General Manager, Sea Freight, Talent Acquisition, for sharing his insights into the topic and providing me the support I needed and allowing me to spend extra hours behind this project besides my regular work. I would also like to thank Mr. Masud Karim my organizational supervisor, Manager, Sea Freight and Mr. Masud Bhuiyan (HR & Admin) for extending their support and sharing their knowledge about the topic.

Executive Summary

The KUEHNE+NAGEL LTD is a leading freight forwarding company. The business of the company is forward cargo of customer. The main objective of the company is to serve to the customers and survive in the global freight forwarding world. It was established in 1890, in Bremen, Germany, by August Kühne and Friedrich Nagel.

The main business of KUEHNE+NAGEL LTD is to carry on all any of the business as buying agent, manufacturers, suppliers, importers, exporters, agents, dealers etc. Of all type of garments, readymade garments, clothing and wearing apparels of all kinds made of cotton, synthetic fiber, silk, wool, jute and the like.

As one of the main objectives of internship is to gather job experience, I have tried to put some of the experience that I have learned from my internship in this report. The specific objectives to prepare this report are to present an overview of KUEHNE+NAGEL LTD, to evaluate the operations of the company, to evaluate the service of the company.

KUEHNE+NAGEL LTD always tries to get feedback from their buyers and customers because they sustain in the market. Lastly their strength is to cope with the market. KUEHNE+NAGEL LTD looks for the better opportunities all the time.

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Chapter-1



Introduction

1.1. INTRODUCTION

1.1 .Background of the Report

Bachelor of Business Administration (BBA) is a professional undergraduate course. The course is designed with an excellent combination of practical and theoretical aspects. After completion taught courses of BBA, a certain time is kept for internship. As a student of BBA, internship is an academic requirement. For internship every student is required to work in a selected institution to enhance ones practical knowledge and experiences. After completing the internship prepared a report on the knowledge of internship. From that perspective this report is prepared on “*An overview and operation procedure of KUEHNE+NAGEL Bangladesh ltd.*”

1.2. Significance of the Report

This internship report is an important partial requirement of four years BBA graduation program. This is because knowledge and learning become perfect when it is associated with theory and practice. That is, student can train and prepare themselves for the job market. A poor country like Bangladesh has an overwhelming number of unemployed educated graduates. As they have no practical experience been able to gain normal professional knowledge to establish networking, which is important in getting a job. Therefore, it is obvious that the significance of internship is clearly justified as the crucial requirement of four years BBA graduation.

Broad Objective:

The broad objective of this report is to analyze the operational procedure and financial data of Kuehne + Nagel Ltd.

Specific Objectives:

There are some specific objectives also:

- ❖ To know about the shipping trade.
- ❖ To be acquainted with the Export & Import required documents.
- ❖ To analyze the business policies.
- ❖ To know the procedure of transaction of KN.
- ❖ To learn about financial position of the company (liquidity, activity and profitability ratio).

1.3. Methodology

Methods followed to perform a job or conducting activities to complete a task is called methodology. In conducting this study the following methodology was adopted in collecting data and information, preparation of reports etc. The methodology of report is given below.

- ❖ *Research Type:* This is a Descriptive Research, which briefly reveals the operational procedure and financial position of Kuehne + Nagel.
- ❖ To perform the study data source were identified, collected, interpreted and presented in a systematic manner and key points were found out. This overall process of methodology is given in the form of flowchart that has been followed in the study-

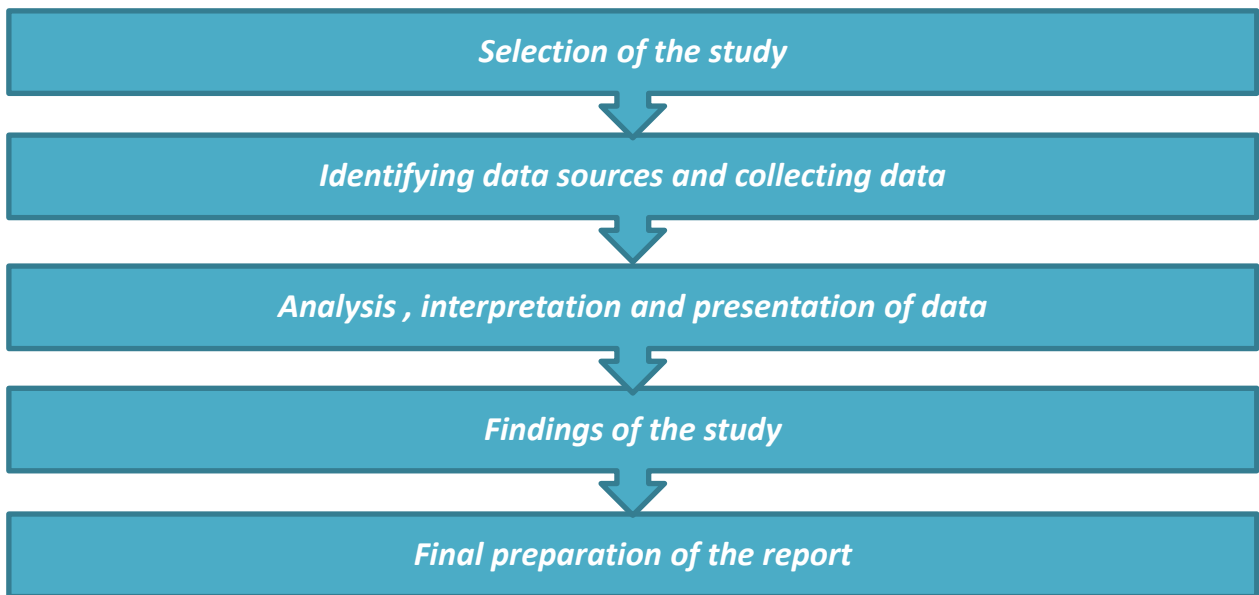


Figure 01: Flow chart of Methodology

Selection of the topic:

The topic selected for the study was approved by Mr. Ahmed Abir Choudhury, Lecturer, BRAC Business School, BRAC University.

Sources of Data:

To prepare this report all the necessary information collected from-

➤ **Primary Sources**

- Direct conversation with the company officers.

- Daily activity conducted by me at the Kuehne + Nagel.
- **Secondary sources**
 - Web browsing.
 - Published and personally collected data from officers.

1.4. Limitations of the study:

The report is prepared mainly on the basis of face to face conversation with the officials and little practical experience in the company. So, no perfect study is conducted to measure the viability of the report. The following are some other limitations –

- ❖ Limitation of time was one of the most important factors that shortened the present study. Due to time constraints, many aspects could not discuss in the present study.
- ❖ Lack of comprehension of the respondents was the major problem that created many confusions regarding verification of conceptual questions.
- ❖ Confidentiality of data was another important barrier that was faced during the conduct of this study. Every organization has their own secrecy that cannot be revealed in publics.
- ❖ Rush hours and business was another reason that acts as an obstacle while gathering data.
- ❖ As, I had more dependence on the primary sources, so there might be some level of inaccuracy with those collected information.
- ❖ Insufficient books, publications, Facts and figures narrowed the scope of accurate analysis.
- ❖ KN does not have rich and wealthy collection of various types of finance related Books and Journals.
- ❖ Confidential information regarding past profit or product cost, financial information was not accurately obtained. Alike all other institutions, KN is also very conservative and strict in providing those information. In those cases, I have relied upon some assumptions, which in result have created certain level of inaccuracy. Still I had tried my best in obtaining that sensitive information, as much as possible.

However, omitting the limitations, the report will help to understand the Company.

Chapter-2

An Overview of Kuehne + Nagel Ltd.

2.1. Background & History of KN:

Kuehne + Nagel International:

In 1890 founding in Bremen, Germany by August Kuehne and Friedrich Nagel, Kuehne Nagel has grown into one of the world's leading logistic providers. Today, The Kuehne + Nagel group is one of the world's leading logistic providers with 1300 offices in over 100 countries with approximately 700000 employees. Kuehne + Nagel's key business activities and market position is built on its capabilities as one of the leading global logistic providers:

- **Seafreight:** Number 1 global forwarder, sustained year-over-year double digit growth in freight under management extensive partnerships with preferred ocean carriers.
- **Airfreight:** Top 3 global forwarder, leaders in innovative air cargo management. Global cargo 2000 phase certification best –in-class carriers.
- **Road & Rail Logistics:** Integrated road and rail offerings, extensive and growing European networks, relationships with best-in-class carriers.
- **Contract logistics:** Top 3 global provider, more than million square meters / 75 million square feet of worldwide warehouse space, focus on continuous improvement process.

Kuehne + Nagel Asia Pacific:

Kuehne + Nagel (Asia Pacific) Management Ltd. is a wholly owned subsidiary of Kuehne + Nagel International AG, one of the world's leading logistics companies.

The Asia-Pacific organization was established in Hong Kong in 1961 and incorporated in 1965. In March 2010, the Asia-Pacific regional headquarters was re-located to Singapore from Hong Kong.

Over the years, the company has advanced to be one of most successful market players in the region. Today, it's extensive network spans around 150 locations in 21 countries across the

region, including Afghanistan, Australia, Bangladesh, Cambodia, China, Hong Kong, India, Malaysia, Indonesia, Japan, Korea, Macau, the Maldives, New Zealand, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam. The total regional workforce amounts to around 6000 people.

Kuehne + Nagel in Asia-Pacific focuses on several business sectors, including automotive, high-tech, industrial good & chemical, pharmaceuticals & healthcare and FMCG & customer durables. In addition, the company provides specialized solutions in areas of hotel & aviation logistics and is engaged in several Niche sectors including the global transportation of Perishables, beverage logistics, exhibition logistics, aid and relief logistics as well as in the oil and gas and project business. Two of the world dynamic markets in the Asia-Pacific region China & India has been rapidly expanded in recent years.

Kuehne + Nagel Bangladesh:

Established in January 1997, Kuehne + Nagel LTD., Bangladesh with a present staff strength of 150, offering international sea and air freight forwarding to the Bangladesh trading community. In addition services related to Project Handling, warehousing, Custom clearance, Bonded quality control facility, overland transportation with complete it solutions comparable to the KN global standards makes the organization a market leader in this trade.

Bangladesh Country Headquarters: National Head Office

Address:	House# 74, Road# 18, Block# J, Banani,
City:	Dhaka
Country:	Bangladesh
Postal Code:	1213
Phone	6953
Fax:	9884002

Activity Country of Kuehne + Nagel Ltd.:

Asia Pacific	Middle East	Africa	South & Central America	Europe	
Afghanistan	Azerbaijan	Angola	Argentina	Albania	Macedonia
Australia	Bahrain	Kenya	Bolivia	Austria	Malta
Bangladesh	Egypt	Mauritius	Brazil	Belarus	Montenegro
Cambodia	Iran	Mozambique	Chile	Belgium	Netherlands

China	Iraq	Namibia	Colombia	Bosnia & Herzegovina	Norway
Hong Kong	Israel	Reunion	Costa Rica	Bulgaria	Poland
India	Jordan	South Africa	Cuba	Croatia	Portugal
Indonesia	Kazakhstan	Tanzania	Ecuador	Cyprus	Romania
Japan	Kuwait	Uganda	El Salvador	Czech Republic	Russian Federation
Korea	Lebanon	Zambia	Guatemala	Denmark	Serbia
Macau	Qatar	Zimbabwe	Honduras	Estonia	Slovakia
Malaysia	Saudi Arabia		Nicaragua	Finland	Slovenia
Maldives	Turkey		Panama	France	Spain
New Zealand	Turkmenistan	North America	Peru	Germany	Sweden
Pakistan	United Arab Emirates		Puerto Rico	Greece	Switzerland
Philippines	Uzbekistan	Canada	Uruguay	Hungary	United Kingdom
Singapore		Mexico	Venezuela	Ireland	Ukraine
Sri Lanka		United States		Italy	
Taiwan				Latvia	
Thailand				Lithuania	
Vietnam				Luxembourg	

Mission Statement:

The global logistics network is Kuehne + Nagel's strongest asset. Dedication, integration and innovation are at the heart of our business philosophy. Focused on customer's needs KN provide integrated logistics solutions of outstanding quality and operational excellence, KN extend it's your business?

Chapter-3



*Operational Procedure
Of Kuehne + Nagel*

3.1 Human Resource Department

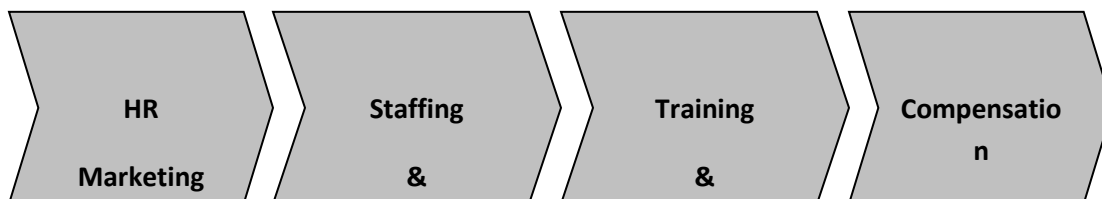
The Human Resource Department of the K+N is involved in organizing, staffing, leading and finally controlling the Human Resource of the KUEHNE+NAGEL LTD. at Dhaka and Chitagong office.

The Human Resource Department of the K+N is doing its job in chronological order as Human Resource marketing, Staffing & Administration, Training & Development and Compensation & Benefit and finally execution.

From the beginning of the company it serves at satisfactory level of what clients actually want. For this why the K+N has achieved **ISO9001:2000** and **ISO:14001** certificate by **BVQI** for fulfill of ISO requirement for **International Standard and Quality Safety Health and Environment (QSHE)** on International Forwarding, Contract Logistics, Overland Transportation.

K+N's freight forwarding procedure, execution system of all departments, management system, quality management, audit procedure, software application system, staffing method, administration, training method, compensation and benefit to employee and overall performance ensue the KUEHNE+NAGEL LTD. as a leading freight forwarding company in the world.

The Human Resource Department of KUEHNE+NAGEL LTD. in Bangladesh designs there Human Resource process logic that help to co-ordinate and execute the whole Human Resource and other assets. The HR department is designed to execute the process as follows:



There are four execution processes of Human Resource Department of KUEHNE+NAGEL LTD. The above four operation processes of this department are interdependent in to one another. These four steps are explained below:

1. Human Resource Marketing: Usually in Bangladesh, no formal advertisement is made. Rather, CVs are collected through internal channel in order avoid the huge hassle of sorting and arranging for so many candidates and external lobbying.

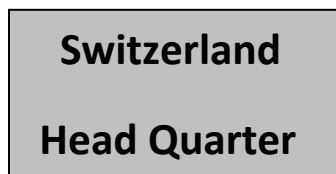
2. Staffing & Administration: In this stage the HR manager staffing the right one by recruitment process among the candidates. Manager will teach the new employee all duty, rules and regulations of the company.

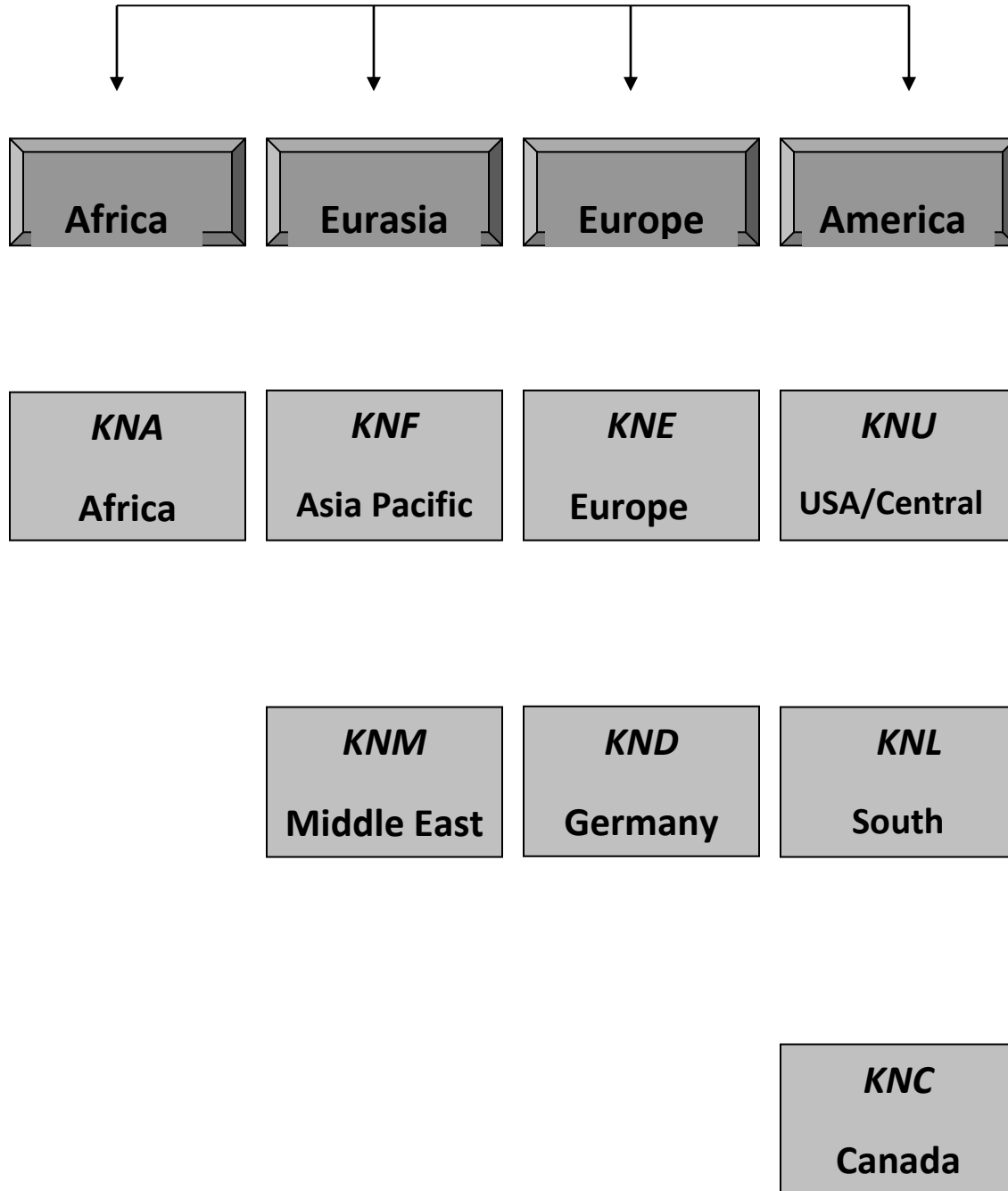
3. Training and Development: In this stage new employed one will be trained by the human resource department as company's new employee training procedure. Further HR manager shift him for practical work that develop the new employee.

4. Compensation & Benefits: In the last stage the HR department provides the employed one such as sharing profit, Accident and sick benefit, fringe benefit, traveling and lunch, provident fund and well environment.

GLOBAL STRUCTURE, REGIONAL BASIS

The global structure of KUEHNE+NAGEL LTD. is designed as regional basis which arranged as four main regions that contain several individual sub divisions. They are as follows:





The above structure is designed by K+N Head Quarter in the Switzerland. The above four regional head offices control the respective located head offices and execute the overall operations and freight forwarding network over the region. **Bangladesh is under the Asia Pacific region and the regional head office is located in Singapore.**

3.2 Sea Freight Department

The Sea Freight section has begun its operation from the beginning of the company as KUEHNE+NAGEL LTD. in Bangladesh. The operation of containerized cargo in the Sea Freight is increasing day by day due to pressure of cargo and also service quality in international freight forwarding. I was fortunate enough to witness and join the celebration of KN BD breaking its record in the month of June by exporting cargo equivalent to 2133 Tons. In the following month, it again broke its record by exporting 2283 Tons. The Sea Freight mainly exports readymade garment products to Europe, North America and North East Asian countries.

The Sea Freight plays an important role in KUEHNE+NAGEL LTD. The Sea Freight operates in export from most of the countries in the Europe and North America and Import of machinery, car, yarn, fabrics and chemicals from the Europe, Middle East and North East countries and subcontinent.

The Sea Freight attributes for the freight forwarding business for its Easy Shipment and huge quantity and heavy weighted cargo for both Export and Import operation system.

Weight:

Most of the export oriented goods are transported by sea and now a days the cargo are exported as containerized. This sending process to consignee with takes more time than Air shipment but it forwards heavy weight and quantity, the greater the reduction in capital costs. The cargo reaches in time to the destination as containerized.

Shipping conferences have invested huge sums in specialized container ships: ports invested in the necessary loading gear, container park etc. The major international ports such as Felixstowe (England), Rotterdam (Netherlands) Hamburg (Germany) have specialized in container traffic.

As is the case with conventional cargo, sea transport of containerized cargo requires expert and experienced packing: for this reason specialized forwarder like KUEHNE+NAGEL LTD are operating in this industry.

Security:

Sea transport offers reduced risk of damage in transit and handling. Though the cargo are transported from Bangladesh through transshipment ports- Colombo and Singapore; the cargos are handled with due care by containerizing. The goods are not exposed to humps, jerks, hooks,

climactic changes or salt water. Because the goods are less at risk, packing costs and transport insurance premium are lower.

Reliability:

The international trade always involves two or more nationalities that would be buyer and seller and place wise another one thing is media. This could lead to a lot of legal problems which can only be solved forwarding the cargo through a specialized third party among the nations who want to business with one another. The KUEHNE+NAGEL LTD. accumulates that freight problems and try to solve with the security, accountability and more reliability.

Responsibility:

The sea freight of the company take a vital role to deliver the cargo of consignee's door to door. Before delivering the cargo, full responsibilities are taken by forwarder. The K+N as a forwarder, promptly takes that responsibility to provide best services to its clients.

EXPORT DOCUMENTATION AND OPERATION SYSTEM

The Sea Freight export operation systems are implemented by different kinds of documentation and operation systems. This documentation system requires some specific PHASEs and procedures and job work which enable to operate and continue the freight forwarding service like Sea freight of KUEHNE+NAGEL LTD. in Bangladesh and all over the world. The operational and documentation process is executed through the CIEL (Computer Integrated External Logistics) system all over the world in the same unified, disciplined and efficient manner.

The specific works that are adopted in the export documentation procedures are given below:

PHASE ONE

The sales department of local and overseas office contact with the shipper (the person or company who sends the goods) for local office and consignee (the person or company to whom goods are sent) for overseas office in term of export shipment. They make an agreement with the prospective shipper and finally both parties settle a contract with specific terms and conditions of the shipment which under a selling rate to the shipper or consignee.

Selling rate is the rate in which our sales department sale our service to forward the cargo from one to another destination in home and worldwide.

PHASE TWO

The shipper sends the commercial invoice, packing list and delivery note and a most important written document as booking format by fax or physically a hard copy to Chittagong or Dhaka of which is the essential for booking carrier in the forwarder of KUEHNE+NAGEL LTD. Those are included the freight term and status time e.g. preparing for shipment or cargo delivery date.

If the shipper sends the booking documents to the Chittagong office, a house B/L number is created there and then sent to Dhaka office for preparation of the main documents.

Freight term is settled by the shipper and consignee and it would be written in commercial invoice. The most common ones are-

1. Collect shipment (FOB)).
2. Prepaid shipment (C&F).

PHASE THREE

In this stage the shipper sends the cargo to the cargo yard at our Chittagong warehouses. We have two nominated warehouses at Chittagong port, SAPL and EBIL.

After the booking confirmation, we make bookings with the specific shipping lines (commonly Maersk Line, Hapag, APL and CMA) according to the shippers or consignee's cargo forwarding destination and approximate time of arrival of cargo to the destination. The shipping lines provide us a monthly schedule of ocean vessels (feeder vessels and mother vessels)for destinations all over the world.

There are number of shipping lines in the world. They provide us the vessel schedule to forwarder for each month as well as for a year. When we receive the booking format, we try to match with the vessel schedule with the destination of cargo. If we are able to match any specific ocean vessel then we confirm to them. We send the bookings to our respective destination office colleague for approval. Only after receiving the approval, we direct the shipper to handover the cargo within due date.

There are a number of shipping lines or career services all over the world, from where we may choose the right one for our shipment. The few of them are as follows:

1. *Hapag-Lloyd*
2. APL

3. CMA-CGM
4. P&O Nedlloyd
5. K Line
6. ECU Line (BD) Ltd.
7. Cemator Line
8. Yangming Marin Transport Corp.
9. OOCL
10. Maersk Line
11. Hanjin Shipping
12. Hyundai
13. Evergreen

PHASE FOUR

A private cargo staffing company, like Eshak Brothers Industries Limited (EBIL) stuffs the cargo to the container of scheduled shipping line's container in which we already book of the shipping lines.

Then the Eshak Brothers Industries Limited (EBIL) sends the terminal receipt e.g. cargo staffing report, to the Dhaka office. The EBIL report contains the following important particulars:

1. Name of the mother vessel
2. Container size
3. Container number
4. Seal number
5. Number of carton or package

6. Total CBM

7. Expected Time of Departure (ETD) date

8. Expected Time Arrival (ETA) to the discharge place

The above information helps us to fulfill the documentation of a specific shipment of ocean vessel.

PHASE FIVE

After getting the staffing report, we open a file with for particular shipment. The Chittagong office sends the documents to Dhaka office creating serial number.

Order Management System is the system of CIEL in which the House B/L number is generated by putting the document number or booking serial number.

We create a House Bill of Leading (B/L) number from the company's CIEL system under putting the serial number like DAC-4861-0210-209.035.

The system is Computer Integrated External Logistics (CIEL). Then we e.g. sea freight department open a file for that specific shipment with this number.

This House B/L number may be more than one due to the number of order. If order is more than one, the House B/L number will be more than one and we forward that cargo of keeping different serial number.

At the time of creating of House Bill of Leading number the following information have to be filled of in the CIEL at sea export Long Booking System, they are as follows:

- Shipper's or company name.
- Consignee company code (defined by Hong Kong RI-T based on system)
- Notify Address.
- Destination (the place of discharge of cargo)
- Total CBM.
- Freight term (the term based on cargo are carried from one to another destination. The freight term consist of two individual terms:
 - Collect shipment and
 - Prepaid shipment.
- Number of package e.g. Total carton (s)
- Description of good or cargo. What kind of goods is actually into the carton.
- Net weight
- Forwarder code (defined by Hong Kong RI-T e.g. Set by the system).
- Mode of shipment e.g. CFS/CFS, CFS/CY or CY/CY.

- Vessel or shipment schedule given by the shipping lines.
- Shipping mark.
- Export reference.
- L/C reference.
- Purchase Order number (P.O. number)
- Invoice Number reference

After filling the above information then we get the B/L number. It is only the identification number of the specific order of Sea Export shipment.

After getting the house B/L number we prepare a Bill of Lading, this is called a DUMMY. Which has no value in practical with shipper or consignee, but it is issued for shipper for Export Promotion Burrow EPB purpose. In which a estimated ocean vessel schedule and original L/C number, Invoice number.

PHASE SIX

In this stage we write the following information on the file. The below mentioned particulars are the most important documentary elements for a sea freight forwarder. They are interpreted in details:

1. Container size

There are three types of container mostly used in our country.

-20 Feet Container: The capacity of a 20 ' container is 28 CBM cargo.

-40 Feet Container: The capacity of a 40 ' container is 58 CBM cargo.

-40 HC Container: The capacity of a 40 ' HC container is 65 CBM cargo.

2. Container number

Container number is marked on the side of the container. At the time of containerized of cargo number has to be written on the staffing report.

3. Seal number

Seal number is also found same as container number.

4. Package and CBM

Carton or packages are counted at the time of containerization of carton and CBM is also measured before they are containerized by EBIL or SAPL.

5. Term of movement

6. Mode of shipment

The shipping lines always use to fulfill a container with any other cargo:

Less than Container Load (LCL).

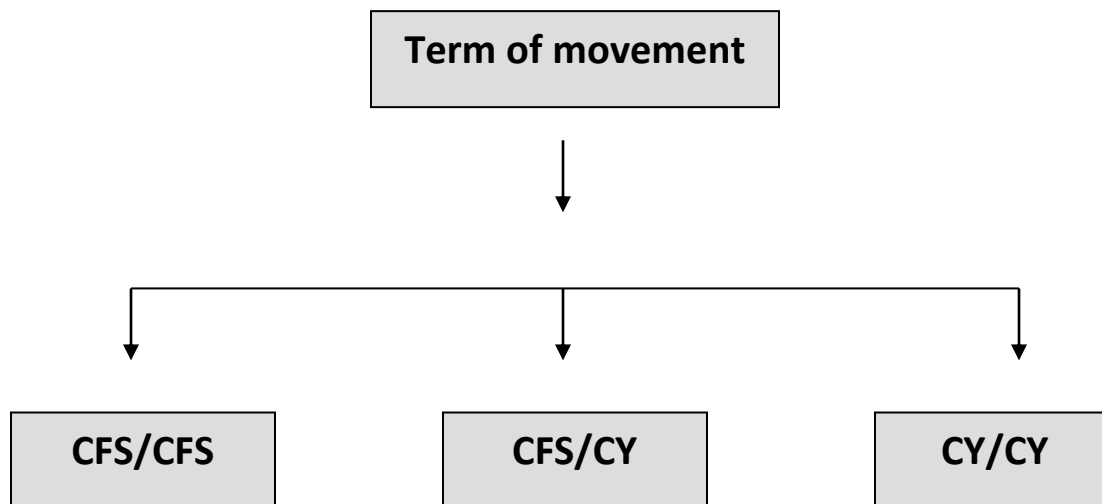
LCL refers that cargo is less than the container's capacity. Shipping lines always want to carry the fewer containers and more cargo to secure more profit.

Full Container Load (FCL).

FCL refers that a container is fulfill by same or different type of cargo.

5. Term of movement:

Term of movement is set by negotiation between shippers or consignee and freight forwarder and shipping lines. There are three types of term of movement. They are as follows:



CFS/CFS: In the term of CFS/CFS movement is refers that the cargo are forwarded from Container Freight Station to another Container Freight Station. Here we e.g. a forwarder

When the vessel reached to a final destination and the container shift to the yard, we divide the cargo among the ultimate consignees.

CFS/CY: In the term of CFS/CY movement is refers that the cargo are forwarded from Container Freight Station to another Container Yard. Here we forward the container to the freight station that means final destination and then the cargo are divided by themselves (consignee).

CY/CY: In the term of CY/CY movement is refers that the cargo are containerized from one warehouse and forwarded to consignee's warehouse.

Port of Transshipment:

Port of transshipment is the port where the containers are shifted from feeder vessel to mother vessel. Because the mother vessels cannot come to our Chittagong port, feeder vessels carry the containers to transshipment ports (Colombo or Singapore) to connect to and load cargoes in the respective mother vessel.

BILL OF LADING

Master Bill of Leading (B/L) number:

The shipping lines provide us vessel schedule. We intend to match with the vessel schedule and then EBIL stuffing the cargo into the container. After the vessel arrive the shipping lines load container on the vessel. As a part documentation we link the house number with vessel schedule. Then we get the master B/L number from CIEL.

Example: 4861-0057-501-020. Here 4861 is fixed and it is printed on K+N prescribed file.

Bill of Leading is not a contract; but it is the documentary proof of a contract between the shipper and consignee like shipper and forwarder.

There are two types of Bill of Leading. They are interpreted in the following way:

- 1. House Bill of Leading:** A House B/L is a document of contract between **Shipper and Freight Forwarder**. That is, garments owner and KUEHNE + NAGEL LTD.
- 2. Master Bill of Leading:** A master Air Way Bill is a document of contract between freight forwarder and shipping lines that is KUEHNE + NAGEL LTD. and *Hapag-Lloyd* or **P&O Nedlloyd**.

A House and Master Bill of Leading contain the following common information which is most essential for shipment and they are as follows:

1. Name and address of shipper.
2. Name and address of consignee.

For the sea freight Bill of leading, the name of consignee has to be written in B/L as the name of shipper's local bank. In which the consignee's L/C issuing bank transfer the L/C to shipper's local bank. Example: Sonali Bank, Motijheel branch for Applique Fashion Ware Ltd. Shamoly, Dhaka.

3. Notify Party.

In this portion the name of the ultimate consignee are to be written.

4. Name and address of delivery agent as freight forwarder.

For the sea shipment the delivery agent is the KUEHNE + NAGEL LTD. overseas office of the delivery agent of the cargo.

(a) House B/L is issued by KUEHNE + NAGEL LTD. as a forwarding agent.

(b) Master B/L is issued by British Airways as concerned Shipping Lines.

5. Name of the carrier agent.

(a) Regarding House B/L, KUEHNE + NAGEL LTD. is the carrier agent to shipper.

(b) Regarding the Master B/L, *Hapag-Lloyd* or *APL* is a carrier agent to KUEHNE + NAGEL LTD.

6. Ocean Vessel transport schedule:

This portion is the most important for the House Bill of Lading. In this stage the whole vessel schedule are given. By the vessel schedule; the shipper and consignee able to identify the vessel name and Expected Time of Departure (ETD) from the Chittagong port, port of Transshipment, Feeder vessel name, Voyage number, Mother vessel and voyage number and finally the port of discharge of cargo.

7. Freight term.

Example: Here 4861 is the fixed for the specific shipment of the sea freight shipment.

- Collect shipment, when consignee pays the freight charge and career charge.

- Prepaid shipment, when shipper pays the freight charge and career charge.

8. Invoice number, L/C number, EXP number and SB number.

9. Order and article number.

In the sea freight export documentation system, one House Bill of Lading number will be issued for each order of shipment that refers that the one B/L number would be created against one booking of shipment to us.

Forwarder's Certificate of Receipt

For the prepaid shipment we issue a freight certificate to the shipper, but it depends on shippers willingness either they want or not. The shipper takes freight certificate for customs purpose. This certificate is included the following particulars:

- Shipper name
- House B/L number
- Cartons
- Sea freight charge
- Security charge, scanning charge
- Documentation charge
- Terminal handling charge

Shipment advice

After the issuing dummy we send E-mail or hard copy to local buying office or ultimate consignee knowing about the cargo is intended to sailing towards ultimate consignee. These depend on the nature of shipment of cargo with identifying the following particulars are given below:

- Purchase order number
- Article number
- Number of carton
- Freight term
- Description of cargo.
- Invoice number
- Letter of Credit number (L/C)
- EXP number, given by company or shipper.
- Vessel schedule
- Master B/L number

After that, the informed company or person further send message to sea freight department informing the conformation that the sanded information are correct or right to us. Then we forward the shipment. If casually the information is not correct between shipper and forwarder, we re-inform to related parties.

Release the Bill of Leading:

Finally the documentation system added the release of original Bill of Leading to shipper. They are as follows:

Collect Shipment:

In the sea export most of the shipments are procured by the collect freight term. If the shipment would be Collect then the shipper pay only the documentation fee to us e.g. forwarder and release the original Bill of Leading (B/L). We prepare 8 copies of B/L. First 3 of them are original and rest of them is copy.

At the time of release we provide to shipper first 6 copies and we keep 2 copies for our documentation purpose.

Regarding the Collect Shipment KUEHNE+NAGEL LTD. Dhaka office issue the invoice to concerned KN overseas office. The KN overseas office collects the shipment charge at the time of release the cargo from the consignee.

Prepaid Shipment:

If the shipment would be Prepaid, then the shipper have to pay the total amount of charge which was contracted with shipper as per CBM of cargo. After payment of the charge to forwarder, the original Bill of Leading (B/L) can be released.

Documentation Procedure (Sea Freight Export)

The documents which is normally used in the export section of the K + N Ltd of Bangladesh office is given bellow

Booking form / Commercial Invoice with packing list:

These things are available : Shipper name + Approximate cargo delivery date + Contact person + Buyer name + Contact number + Shipping mode + Shipper's bank name + Order number + Item / reference + Pcs + No of carton + Gross weight + Net weight + CBM + Remarks + Description of goods.

Shipping order

The shipping order / shipping permit is issued by K +N Ltd to a shipper .These thing are available: Name and address of shipper and custom broker or forwarder, Vessel and voyage number, sailing time, delivery date and location ,custom closing date and type of packages and space booking number.

Stuffing report

In .a stuffing report these thing s are available - Shipper's name + Consignee name
+ P.O No + CBM +Ctns + Article no + Cargo receiving date + Destination +
Container number + Seal number + No. of cartons

Dummy B / L

In a dummy B / L these things are available -Shipper's name + Shipper's bank name + Consignee name and bank name +Notify party with address +Delivery agent + Pre carriage by + Port of loading + B /L no + Vessel name + Voyage no + Port of Transshipment + Port of discharge + Combined transport + Place of delivery + Movement + Freight payable at + Marks and number s + Number of packages + Description of goods + Gross weight (Kgs) + Measurement + Ocean

freight and charges + Place & date of issue + Shipped from port of loading + For & on behalf of the carrier.

3.3 Air Freight Department

Air Freight section has begun its operation from the beginning of the company as KUEHNE+NAGEL LTD. in Bangladesh. The operation in the Air Freight is increasing day by day due to pressure of cargo. The Air Freight mainly shifts readymade garments products in the Europe, North America and north East Asian countries. Most of the shipments through air are usually done in urgent cases or when the shipper fails to handover the cargo within the delivery window.

The air freight attributes for the freight forwarding business for its speed and security both Export and Import operation system.

Speed:

The faster the goods reach the customer, the greater the reduction in capital costs. The cargo reaches in time to the destination.

Just in time system can be operated, reducing warehousing and related costs, because the company can depend on delivery by air of materials or components inside a short time-period, they do not have to carry a large stock.

Certain perishable commodities can only be transported over long distance by the air freight like readymade garments, fresh fish, fruits, vegetables, cut flowers. At KN, we usually do not deal with the shipments of perishable goods like food items.

Security:

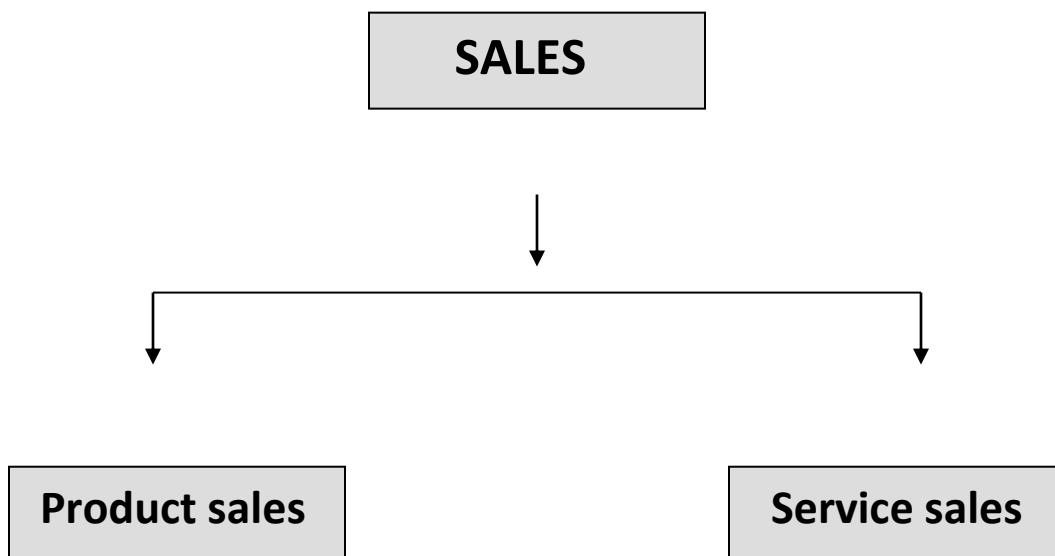
Air transport offers reduced risk of damage in transit and handling. The goods are not exposed to humps, jerks, hooks, climactic changes or salt water. Because the goods are less at risk, packing costs and transport insurance premium are lower.

3.4 Sales Department

For a managerial definition, sales or marketing has often been described as “the art of selling products or services”. But people are surprised when they hear that the most important part of marketing is not selling, selling is only the tip of the marketing iceberg: It is to be said that the art of selling is the main art of a private company’s operations.

The aim of marketing is to know and understand the customer so well that the product or services fits him and sales itself. Ideally, marketing should result in a customer who is ready to buy.

There are two types of sales:



When a company's main product is a service, then they have to sell their service in that service market. Every service has respective business field. So a sales man sales his service to the potential clients or buyers.

K+N is a forwarding service oriented multinational company. So the K+N have to sale its customer service those who want to send cargo from one destination to another.

The KN sales team all over the world, deal with some of the biggest brand names from a variety of industrial sector. Some of KN BDs major valued clients are-

- OKAIDI
- OSPIG
- REGATA
- Bajaj
- KIK
- MGB
- El Corte Ingles
- Hugo Boss
- Esprit
- Ericsson

Role of Sales Force

The K+N is a forwarder service provider company. Its sales team has to sale the service that they has been providing to the customers for 122 years in the local and globally. Regarding the service oriented company the sales team play a great role to run the company and survive properly. The roles of sales team are as follows:

- Sales team of K+N corresponds with existing customers and contact with the potential customers or clients surrounding in the locally and globally.
- Whenever company added the new service or special facilities for the customers, the sales team of K+N instantly knows to customers about the new added service.
- When a new company as well as a customer is going to be penetrating there export or import business, only the sales team firstly introduce with that institution or individuals

as representative for KUEHNE+NAGEL LTD. providing freight forwarding service to them.

- The K+N treat to its sales team as sales machine. When K+N adopts a new selling strategy to motivate the clients, the sales team are done by the only the sales team.

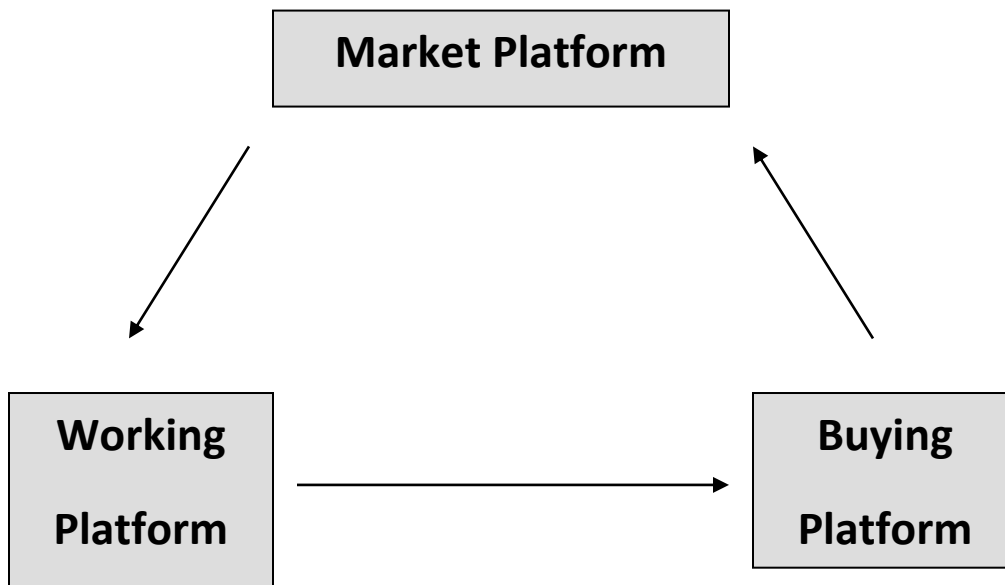
The KUEHNE+NAGEL LTD. has a strong sales force in the local and global region. By the strong sales team the company survives in the forwarding market. A service oriented company's main product is its manpower as well as a strong sales team. K+N has sales plan and sales team is prepared to face any global crisis situation.

Sales Process

Every company has a sales process by which they adopt that procedure and try to bring the clients or customer to our global service boundary. In this continuity, sales department of KUEHNE+NAGEL LTD. has a specific sales process. This process is designed internally only by K+N sales department.

The sales process is classified into three individual operations. Every operation is individual but one process is indirectly dependent on another process. This interdependent process is done by a cyclical order. They are as follows:

SALES PROCESS



3.5 IT Department

The core job activities performed by the IT department are as follows:

- Server administration
- Server operation monitoring
- IT equipments monitoring
- LAN monitoring
- WAN administration and monitoring
- Installation and up gradation of PC and Notebooks
- CIEL support
- E-Filing
- ACON support
- Cheque print support
- Business client data extract and connectivity issues
- V-Log support
- KNLogin web setup, user ID maintenance, connectivity and user support
- K-Net update and proxy setup maintenance
- Hardware maintenance
- Software maintenance (Operating System, Application software, Anti-Virus installation and maintenance)
- Data and mail backup service
- Users help desk and support
- Implementation of regional IT guidelines
- User training
- Local and overseas ISP support
- Update and monitor fax service, address book etc. from time to time and above all, support all users in case of any problem regarding IT issues.

KN IT Systems and Services at a glance:

- Hardware
- LAN and WAN
- VPN
- CIEL
- ACON
- KN Login and OMS
- JETFORM
- CARGO 2000 CIEL FW
- e-file and e-scan
- Laser Vault
- KN Bar
- KNIE
- Business object
- KN VLog
- Customer EDI
- Webmail
- KN rates
- KN Portal
- KNet

3.6 Finance and Accounts

The Finance and Accounts department of Kuehne+Nagel BD Ltd. maintains the record of all the local and overseas transactions of K+N BD prepares the financial statements and maintains employee payroll. Except employee payroll, all other functions are done through the exclusive accounting software of Kuehne+Nagel ; ACON 2000. All the K+N branch offices all over the world operate and record transactions in the same manner in this single system. The major functions of the Finance & Accounts Department are listed below:

- Executes and maintains record of all the financial transactions of K+N.
- Makes payments for all the payables and receives payments for all the receivables.
- Prepares yearly financial statements.
- Prepares monthly Profit and Loss Statement and other reports for clearing purpose.
- Prepares employee payroll.

- Prepares a Balance Sheet internally at Dhaka office for a month. Then they send report to K+N's head quarter at Schindellegi in Switzerland.
- Monitors monthly intercompany clearing with overseas K+N offices.
- Calculates and makes required deductions with all related parties regarding Tax and VAT.
- Maintains and updates the ACON software as per requirements.
- Issues Money Receipts (for non-VAT-able income) and Challans (for VAT-able income) from counter against payment receipts.
- Maintains Ledger of all the transactions as per codes and guidelines.
- Follows up Debtor's Aging Report and collection of receivables.
- Arranges buying of Fixed Assets, takes quotations and approvals.
- Prepares Customer Profitability Report.
- Makes all the necessary vendor and administrative payments. Takes approval of all payments as per CoC (Catalogue of Competence).

Chapter-4



Learning and Observation

4.1: Developing oneself:

It had been a great opportunity for the intern to be a part of the operation team of Kuehne + Nagel Ltd. As I worked in two different departments, I could learn about two totally different aspects of the company. I could discover my strength and weaknesses as I worked there and it helped to know my true self.

4.2: Effective work environment:

The work environment at Kuehne + Nagel Ltd is the first thing that attracted the intern towards the company, as it is not only spacious but also the professionalism of the employees was really excellent. Equality is the first priority of this company, and the company provides desks that remain surrounded by employees holding different designations. That is employees of a particular department sit together and interns have an entire place for themselves.

4.3: Enthusiastic and engaging environment:

The work environment in the company is quite engaging. We are given the full autonomy of the work that is given to us. We get regular feedback on everything that we do. If we do any mistake, we are given appropriate guidelines by our supervisors, on the other hand, appraised when we do a task perfectly. This creates a great sense of enthusiasm among us which will eventually help in our work life.

4.4: Learning of corporate norms:

Although we are interns over there, we get addressed just as other employees are. The terms “bhaiya” and “apu” are used in corporate setting regardless the designation and age of the employees. Other staffs members are treated with equal amount of respect which is quite impressive. The ways our performance gets appraised gave me a very positive outlook regarding the corporate norms of this company.

4.5: Team work:

In my university I did lots group work that helps me to understand how to work as a team in the corporate sector. Here I also have to work with the airfreight team. It was really enjoyable.

4.5: Improve my communication skill:

Sometimes foreign employees from regional head office come and visit our office. We had to communicate with them properly. It has improved my communication skills. I also had to communicate with the customer. That was a great experience for me.

4.6: Work precisely:

It should be learnt how to work more precisely. At the beginning, it has been noticed that there are lots of mistakes I have found in my work. After completion of my internship, it has been improved.

Chapter-5



Conclusion

Kuehne+Nagel Limited is one of the leading multinational company in Bangladesh. KUEHNE+NAGEL LIMITED is committed to provide excellent service to its valued customers. The management of KUEHNE+NAGEL LIMITED always gives special efforts to uphold the interest and trust of their customers. By providing excellent service and special effort KUEHNE+NAGEL LIMITED has placed itself to a strong position among all the companies. The main focus of KUEHNE+NAGEL LIMITED is to concentrate on the customer's demand, which differentiates KUEHNE+NAGEL LIMITED from other the companies, has been successfully created a brand image and also maintains a strong position in the market place. But still is has some weakness, which can be easily overcome. KUEHNE+NAGEL LIMITED has much more potential to explore the existing market.

A the company cannot be able to reach the goal until it makes the customer satisfied by providing services as much as the customer needs. After preparing this report it becomes very evident to say that there should be a goal to make the customer always happy and satisfied with the service, only then a the company run its business safe and soundly in this competitive era. KUEHNE+NAGEL LIMITED have an efficient and effective team with performances in an excellent manner. So, considering all the services, KUEHNE+NAGEL LIMITED should become more conscious to deal with its customers as the customers have now more choice to the company with others.

Chapter-6



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