

Report On

The Role of Management Information Systems in Enhancing Operational
Efficiency in Freight Forwarding

By
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An internship report submitted to the **Brac Business School (BBS)** in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

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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

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Subject: Submission of Internship Report

Dear Sir,

With due respect, I am pleased to submit my internship report titled “The Role of Management Information Systems in Enhancing Operational Efficiency in Freight Forwarding.” The report has been prepared as a requirement for the BUS490 Internship course.

I completed my four-month internship from October 1 to January 31 at N. Haider & Co. (Pvt.) Ltd., a freight forwarding company. The report is based on my practical experience and observations during this period.

I have sincerely attempted to present the findings clearly and concisely in accordance with the given guidelines. I hope the report meets your expectations. Thank you very much for your guidance and support throughout the preparation of this report. I would appreciate your valuable feedback.

Sincerely yours,

Non-Disclosure Agreement

This agreement is made and entered into by and between N. Haider & Co. (Pvt.) Ltd. and the
Undersigned student at Brac University

.....Nehrir Haider.....

Executive Summary

This internship report examines the role of Management Information Systems in enhancing operational efficiency in freight forwarding, based on the internship experience at N. Haider & Co. (Pvt.) Ltd. The report analyzes the company's operational practices, information system usage, and challenges related to shipment tracking, documentation, billing, and communication. The study follows a descriptive and qualitative approach using internship observation, informal employee discussions, a small internal survey, and secondary research. The findings show that the company relies heavily on Excel, email, WhatsApp, phone calls, and Tally, which creates fragmented information flow, manual workload, communication delays, and risk of errors. The report recommends introducing a basic integrated MIS or ERP system, centralizing digital documentation, reducing manual data entry, improving internal communication, and providing employee training. The study concludes that MIS can improve coordination, accuracy, service quality, and overall operational efficiency in freight forwarding.

Keywords: Management Information Systems; Operational Efficiency; Freight Forwarding; Logistics; Shipment Tracking; Digital Documentation; ERP

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Chapter 1: Overview of Internship

1.1 Student Information

I am Nehrir Haider, bearing Student ID 21204002, currently enrolled in the Bachelor of Business Administration (BBA) program at BRAC University. I am pursuing a dual major in Management Information Systems (MIS) and Finance, which has given me both analytical and technical knowledge relevant to modern business operations. This academic background helped me better understand the operational, financial, and information system practices observed during my internship.

1.2 Internship Information

1.2.1 Period, Company Name, Department, and Address

I completed my academic internship as part of the BUS490 Internship course over a period of four months, from October 1 to January 31. The internship was conducted at **N. Haider & Co. (Pvt.) Ltd.**, a company operating in the freight forwarding industry.

I was assigned to the Freight Forwarding Department, where I was exposed to the core operational activities of the organization. As this is a family-owned business, I was given the opportunity not only to work within a specific department but also to gain an overall understanding of the freight forwarding sector and its interconnected business functions.

The company is located in Uttara, Dhaka, Bangladesh.

1.2.2 Internship Company Supervisor's Information

1.2.3 Job Scope Duties and Responsibilities

At N. Haider and Co. (Pvt.) Ltd. during my internship period, I was engaged in diverse operations and administration matters that involved freight forwarding. I was mainly responsible for:

- Billing preparation and processing regarding shipments.
- Contacting clients through email about shipping information, documentation and updates.
- Keeping records and tracking the status of shipping in progress.
- Coordinating with the operations team to ensure smooth shipment handling and timely delivery.
- Helping the accounts department with billing-related duties and documentation.

These activities provided me with practical knowledge in the field of freight forwarding operations, documentation management, communication with clients, and coordination between departments.

1.3 Internship Outcomes

1.3.1 The contribution of the student to the company

At N. Haider and Co. (Pvt.) Ltd. during my internship period, My input was also in assisting the company with the daily operations and administrative tasks in the freight forwarding department. I also helped in preparing a bill and documentation related to shipment and this was useful in making sure the information that was provided on bills was correct and in the right format.

I also used the email to communicate with clients about the changes in the shipments, documentation details, and general queries. I assisted the operations team to track the shipment progress and record the information, which allowed tracking the current shipments more effectively. I also assisted the accounts section by aiding in billing verification and document

1.3.2 Benefits to the Student

The practical exposure offered in this internship to the freight forwarding business improved my insight into the way the business processes of international trade and logistics are performed in the real business environment. I also came to know the linkages between the shipment documentation, billing, and communication with clients in the day-to-day business.

Academically, my MIS degree enabled me to appreciate how information is stored, shared, and managed among departments and my major in Finance enabled me to learn more of the billing procedure and cost-related factors pertaining to freight forwarding. Other professional skills that I acquired included email communication, record keeping, time management and teamwork.

The internship in general has helped me close the gap between the knowledge gained in theory and the actual business practice as well as boost my confidence in work environment.

1.3.3 Issues and Challenges that were encountered in the Internship

My first days of the internship have been associated with certain challenges in learning the terms of freight forwarding and operational processes because the business sphere is connected with complicated machines and documents and organizing the work with various participants. I also discovered that most of the processes were either done manually or via distributed systems that included e-mails and spreadsheets which at times made the process of tracking information time-consuming.

At times, interaction among departments was delayed, thus creating confusion between departments in terms of shipment status or documentation change. It was also not easy to handle several tasks at a time particularly when the shipments were busy. Nevertheless, over time, those challenges diminished, and I got acquainted with the working process and became more experienced.

1.3.4 Future Internship Recommendations to the Company

According to my experience as an intern in the company, I would advise the company to offer a short orientation program to future interns to enable them grasp the processes and documents that freight forwarding requires at the start of the internship. The responsibility allocation system should also be made more formalized with the help of which the interns would be able to cope with the responsibilities.

Also, the use of integrated information systems to track the shipments and documentation may be increased to enhance operational efficiency and decreased human workload. Allowing the interns to either experience or work in various departments may also benefit their learning process and may instill additional value to the intern and the organization.

Chapter 2: Organization Part

2.1 Introduction

This chapter presents an analytical review of N. Haider & Co. (Pvt.) Ltd., the institution in which the internship was done. This chapter is aimed at discussing the general operations of the company, how the company is managed, how the information system is used, and where the company is located in the industry. These aspects should be understood in order to put into perspective the internship experience as well as to reflect the academic knowledge in real world organizational practices in the freight forwarding and logistics industry.

N. Haider & Co. (Pvt.) Ltd. is a small privately owned freight forwarding company based in Bangladesh, which is headed by offices in Dhaka and Chittagong. The company has been involved in freight forwarding, clearing of the custom as well as logistics services and deals with both importations and exportations. It employs several transport capacities such as air, sea and

2.1.1 Objectives of the Study

The main points of this chapter are:

- To give a summary of the organizational structure and the operations of N. Haider and Co. (Pvt.) Ltd.
- To examine the management, the operational, and the information system practices of the company.
- To investigate the way the organization operates the freight forwarding and the customs clearance.
- To reflect on the organizational practices in relation to theoretical concepts learned in the BBA program.

2.1.2 Scope of the Study

The given study is restricted to the inner workings and daily activities of N. Haider & Co. (Pvt.) Ltd. The evaluation concentrates on freight forwarding, custom clearing operation, coordination of logistics and information system application in the day-to-day running of the business.

The work does not include the analysis of external stakeholders in details and in-depth financial disclosures that were available at the internship period.

2.1.3 Methodology of the Study

The study is descriptive and qualitative in nature with the main source having been the field experience in the internship. Primary and secondary sources were used in gathering information.

The observation was collected and interviews were conducted with employees in a casual manner as the main data collection techniques.

2.1.4 Significance of the Study

The study is important because it looks at the operations of a small freight forwarding company within a logistics competitive environment. It brings out practical challenges organizations encounter, especially when it comes to the coordination of their operations and information management.

Also, the study is useful in bridging the gap between theoretical knowledge, particularly in the areas of Management Information Systems and Finance and the business applications. It can also be applicable to other future interns, management decision-making, and system improvement efforts.

2.1.5 Limitations of the Study

The study has some limitations. The information with detailed financial data and strategic decision-making was unavailable because of to the issue of confidentiality. Also, the internship was not long-term, only four months, which constrained the possibility to track any long-term operation or strategy shifts in the organization.

In addition, the results are based on the observations of one organization and might not be a complete reflection of the practice of the freight forwarding industry as a whole.

2.1.6 Overview of Operational and Information System Context

The Excel spreadsheets, the Email communication, WhatsApp, and WeChat (with the Chinese clients) are the primary tools of the operation coordination and information exchange at N. Haider and Co. (Pvt.) Ltd. The billing and accounting are performed using the Tally software. Though this enables the running of day to day operations, the lack of an inclusive system provides an opportunity of an efficiency improvement which is further elaborated in the later chapters of this report.

Competitive Rivalry - High

Freight forwarding sector in Bangladesh is very competitive and there exist numerous small and medium sized companies providing the same services. The major bases of competition are founded on price, reliability, speed, and personal relationship.

2.7.2 SWOT Analysis

Strengths

- Large industry experience and reputation.
- Good personal contacts with clients and foreign agents.
- Knowledge on customs clearance and freight management.
- Individualized and service-oriented business.

Weaknesses

- Absence of integrated information systems.
- High reliance on manual operations.
- Otherwise poor online presence and branding.
- None of the formal marketing strategies.

Opportunities

- Increasing importation exportation in Bangladesh.
- Growing need to have trusted logistics partners.
- Possible MIS or ERP systems adoption.
- International expansion by use of international logistics networks like GLA.

fragmented information systems lead to operational delays. Each of the respondents noted that an integrated MIS or ERP system implementation would enhance operational efficiency.

All in all, the paper has reached the conclusion that on the one hand the company has an operational structure and experience, but on the other hand, it lacks a centralized Management Information System that will restrict the efficiency and scalability of the company. Even a simple integrated system would help to coordinate and minimise mistakes, improve the response time and competitive advantage in the freight forwarding market.

The internship experience has not only given practically based exposure to actual logistic operation of a business but has also shown the relevance of theoretical MIS concepts to the efficiency and enhancement of a business.

Appendix A: Survey Questionnaire

Title: Survey on MIS Usage and Operational Efficiency in Freight Forwarding

Instructions: Please select the most appropriate answer based on your experience.

1. Do manual processes increase your workload?

- Yes
- No

2. Do you experience delays due to scattered information across emails and messaging platforms?

- Yes
- No

3. Do documentation errors occur due to manual handling?

- Frequently
- Sometimes
- Rarely

4. Do you need to check multiple platforms (email, WhatsApp, etc.) to track shipment information?

- Yes
- No

5. Is it difficult to retrieve shipment-related information quickly?

- Yes
- No

7. Do you believe manual data entry increases the chances of errors?

- Yes
- No

8. Do you think implementing an integrated MIS or ERP system would improve operational efficiency?

- Yes
- No