

Report On  
“Supply Chain Management Process of Dart Global Logistics (Pvt) Limited”

By  
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An internship report submitted to the BRAC Institute of Governance & Development  
(BIGD) in partial fulfillment of the requirements for the degree of  
Masters in Procurement and Supply Management (MPSM)

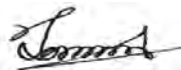
BRAC Institute of Governance and Development (BIGD)  
Brac University  
March, 2022

## Declaration

I hereby declare the following regarding the internship report submitted as part of my degree at Brac University:

1. The report is an original piece of work created by me during the course of my internship.
2. The report does not include any material that has been previously published or written by someone else unless proper citations and references have been provided.
3. The report does not include any material that has been submitted or accepted for any other degree or diploma at any university or institution.
4. I have duly acknowledged all the primary sources of assistance and guidance received during the preparation of this report.

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## Letter of Transmittal

Mir Mehbubur Rahman  
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Subject: Internship Report on “Supply Chain Management Process of Dart Global Logistics (Pvt.) Limited.”

Dear Sir

I am a BIGD student at Brac University. I wrote this report on Dart Global Logistics (Pvt) Limited's Supply Chain Management Process. I have tried to follow the correct instructions to complete all aspects of creating this report. The most important information has also been included to make this report as accurate and fair as possible.

Through hard work and dedication, I tried to meet the course requirements and follow all my supervisor's instructions. This report is really very helpful for me because it gave me practical experience and I am happy that it will help me in my future career.

I will be happy if the report I have written fulfills its purpose. I'm always willing to answer any questions about my research.

Sincerely yours,



---

Md. Tanzidur Rahman

Student ID:20382025  
BRAC Institute of Governance and Development (BIGD)  
BRAC University  
April 07, 2022

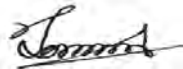
## Non-Disclosure Agreement

This Agreement was made and conferred between Dart Global Logistics (Pvt) Limited, Bangladesh, and Md. Tanzidur Rahman, ID: 20382025 at the University of Brac.

This agreement aims to facilitate a dialogue between Dart Global Logistics (Pvt) Limited and Md. Tanzidur Rahman, Id: 20382025 at the University of Brac (hereinafter individually the “Party” and collectively the “Parties” ;) The information will be kept confidential to allow the parties to have open discussions and investigate the requested data transaction between the parties.

Both parties are entering into this Agreement on their own behalf and on behalf of each of their affiliates, who shall be jointly treated as parties to this Agreement and bound by the terms of this Agreement.

Student’s Full Name & Signature:



Md. Tanzidur Rahman

Student ID:20382025

Dart Global Logistics (Pvt) Ltd



Anwarul Azim

GM – Finance & Administration

## **Acknowledgment**

I would like to express my sincere gratitude to Brac University for granting me the opportunity to work on the Supply Chain Management Process Report titled "Dart Global Logistics (Pvt) Limited" and share my knowledge.

I extend my heartfelt appreciation to my Academy Supervisor, Mr. Mir Mehbubur Rahman, MCIPS, BIGD, BRAC University, for his invaluable guidance, encouragement, and unwavering support. This report would not have been completed without his expert instructions and advice.

I am deeply thankful to Anwarul Azim, General Manager – Finance & Administration of Dart Global Logistics (Pvt) Limited, for dedicating his valuable time and providing expertise on various aspects of this report.

I would also like to express my gratitude to everyone at Dart Global Logistics (Pvt) Limited for their kind assistance, which has been instrumental in the creation and successful completion of this report.

I would like to seize this opportunity to acknowledge all the sources, individuals, friends, and guides who assisted me in obtaining the necessary data. Thanks to their help, my curiosity about the topic has been further enriched. I am immensely grateful to my friends and classmates who supported me whenever I needed assistance.

Without the exceptional support and commitment of the aforementioned individuals, this report would not have been possible to complete, and it would not have yielded such valuable information.

## **Executive Summary**

Today, most companies look for growth opportunities within their organization's operating system. Gaining a competitive advantage and standing out from the crowd is now much more important than ever as the market is filled with more and more competitors in different industries that are still growing. Supply chain integration is the most important way for any company to gain a competitive advantage. The movement of a product or service supply chain plays an important role in the industry from supplier to customer across multiple networks that provide value to the end customer.

Dart Global Logistics is an industry leader and plays a significant role in transportation, especially worldwide logistics services. For about 40 years in the logistics business, DGL has proudly worked end-to-end with customers and partners around the globe and won a name for DGL as DGL is gain most trusted global logistics service provider in the Asia Pacific Region. DGL has achieved the ability to manage the transport of any type of freight in a short while within the customer's expected time frame to reach the destination. The dedicated staff and professional service team have always been the heart and soul of the Dart Global Logistic group, and DGL offers a none giving resonance to the claim that DGL is "redefining reliability with service".

My work as an SCM manager over the past four years has given me valuable impetus for the forwarding industry in Bangladesh. In addition to my professional responsibilities at DGL, I report to my General manager promptly.

The report further reviews the organization's position through a SWOT analysis. I'm trying to identify some areas of growth for the Ocean and Air team and the organization as a whole.

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## **List of Acronyms**

**GSA** General Sales Agent

**FCL** Full Container load

**LCL** Less Container load

**SCM** Supply Chain Management

**CFS** Container Freight Station

**ERP** Enterprise resource planning

**3PL** Third-party logistics provider

**OEM** Original Equipment Manufacturer

**CRM** Customer-relationship management

**MLM** Materials logistics management

**TOC** Theory of constraints

**TQM** Total quality management

**RCM** Requirements chain management

**IGM** Import general manifest filing

# **Chapter 1**

## **Introduction**

### **1.1 Origin of the Report**

This report was prepared as a mandatory requirement of the MPSM internship program at BRAC University's BRAC Institute of Governance and Development. This report is based on Dart Global Logistics (Pvt) Limited. The program at DGL, on which this report is based, begins on November 15, 2021, and runs to date - over a period of 4 months. The study focuses on — the roles of the SCM Manager, led by Anwarul Azim, General Manager – Finance & Administration of Dart Global Logistics (Pvt) Limited, and this article was prepared for Mr. Mir Mehbubur Rahman, MCIPS, Faculty, BIGD (BRAC Institute of Governance and Development) BRAC University as part of gaining credit for the MPSM program.

### **1.2 Background of the company**

Established in 1983, Dart Global Logistics (Pvt) Limited has emerged as a prominent provider of shipping and supply chain management solutions in Sri Lanka. Since its inception, DGL has achieved remarkable success and gained widespread customer acceptance as a reliable and top-tier logistics service provider. Building on this reputation, the company expanded its operations to Bangladesh in 1992. Recognized for its expertise and experience, DGL ventured into international markets, with a particular focus on the Indian subcontinent. Currently, DGL employs personnel across various countries, including India, Bangladesh, Pakistan, Sri Lanka, the United Arab Emirates (UAE), and the United States. The company's recent endeavors in Cambodia, China, Madagascar, Mauritius, Myanmar, Vietnam, and Indonesia are poised to contribute to its success story.

DGL offers a comprehensive range of services in export and import, shipping, forwarding, logistics, and airline general sales agency (GSA). Leveraging a combination of factors such as outstanding customer service standards, a dedicated workforce, and ethical business practices, DGL continuously develops and expands its entire business. With a focus on delivering end-to-end integrated logistics services, freight forwarding, and supply chain management solutions, DGL serves a diverse global clientele spanning various industries. The company is committed to providing world-class service and exceptional support in key areas, including Sea Freight



- Sea Freight
- Air Freight
- Custom Brokerage
- FCL and LCL Road Haulage

To ensure a superior logistical experience, DGL has formed alliances with global associations and established a robust network of partners and agents. These strategic collaborations position the company for an enhanced global presence and operational effectiveness.

### 1.3 Objectives of the Study

**Dart Global Logistics (Pvt) Limited's main objectives are:**

- Enhancing the efficiency of modes of transport;
- Developing a quality logistics system.

## **1.4 Research methodology**

### **1.4.1 Data and Data Source**

Empirical research is used in this study to elucidate supply chain management practice at Dart Global Logistics Ltd. document. Reports are widely used in empirical research. The term "empirical" (i.e. knowledge based on actual observations) is used here to describe field research using data from natural situations or experiences. Empirical research provides a powerful tool for building or testing theories. It is based on reports with factual data and comments.

### **1.4.2 Data Collection**

The main focus was to become familiar with the supply chain management processes at Dart Global Logistics Limited. The practice of logistics services is expanding with increasing globalization and emphasis on core competencies. This so-called Third-Party Logistics (3PL) includes various logistics services such as transport, inventory management, distribution, storage, customs, and kit services. The purpose of this article is to examine 3PL in the developing country Bangladesh from a user perspective in particular. The report from 3PL users has caused a stir in Bangladesh.

### **1.4.3 Data Processing and Analysis**

Once the data is collected, it proceeds to the detailed task of data analysis, and the data analysis required the appropriate operation to determine the categories and apply these categories to the raw data. This article discusses SCM theories that help to review the role of the supply chain management process in any project to achieve sustainability in the logistics sector. Various theories are mentioned in this report in the analytical section: Porter's Value Chain, Channel Coordination, MLM, TQM, CRM, and Supply Chain Action Plan

## **Chapter 2**

### **Literature Review**

SCM is a network structure that helps obtain raw materials, convert them from semi-finished products to finished products, and deliver finished products to customers through distribution channels. Supply chain management and the players' role vary by industry and company. Therefore, SCM has become an important role for manufacturers, professionals, and researchers.

The point is that the entire supply chain structure must be clearly understood in order to handle supply chain management. This report attempts to understand the reader through a systematic literature review based on a complete supply chain management scenario. It seems that the main supply chain activities and the tiered approach help to get a clear picture of the supply chain.

### **Supply Chain Management Process and Role of SCM**

#### **2.1 Supply Chain**

The concept of a "supply chain" is more commonly defined and discussed in the literature compared to the definition of "supply chain management" (Cooper & Ellram 1993; La Londe & Masters 1994; Lambert, Stock & Ellram 1998). La Londe and Masters proposed that a supply chain encompasses a group of companies involved in the movement of materials. Typically, these independent entities participate in various stages of the product's manufacturing process and incorporate the end user into the supply chain. This includes manufacturers of raw materials and components, product assemblers, wholesalers, retailers, and transportation companies, all of which form integral parts of the supply chain (La Londe and Masters, 1994).

## TYPES OF CHANNEL RELATIONSHIP



FIGURE 1A –DIRECT SUPPLY CHAIN

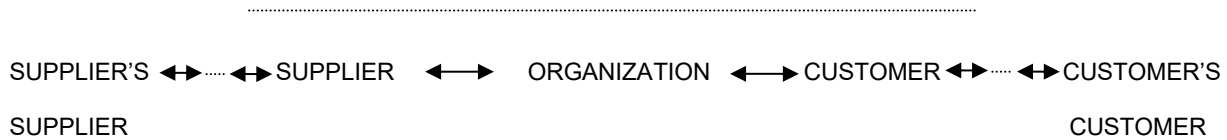
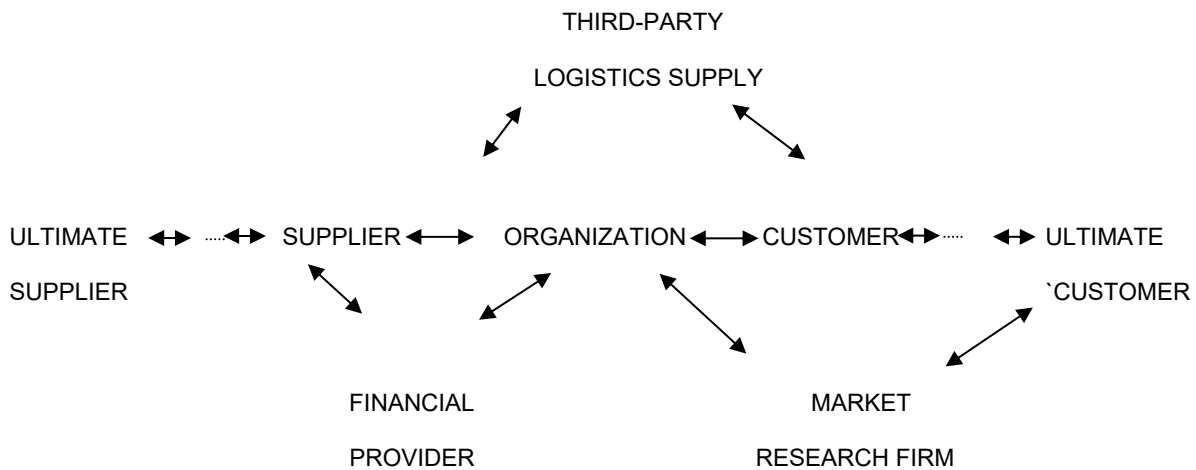


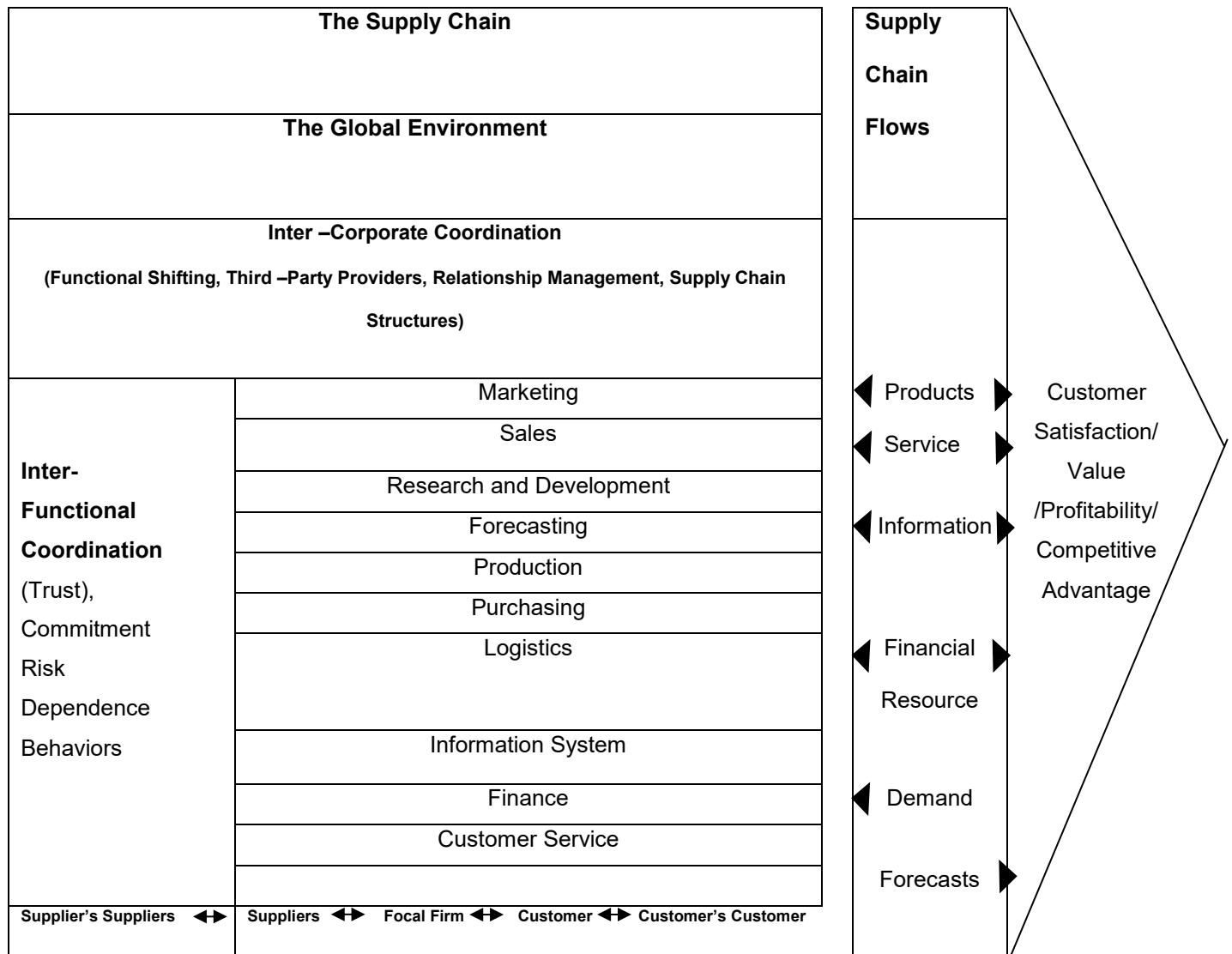
FIGURE 1B-EXTENDED SUPPLY CHAIN



**Figure 2.1: Ultimate Supply Chain**

## 2.2 Supply Chain Management Model

Supply chain management plays a crucial role in various aspects of business operations, contributing to trust-building, effective communication, product development, and supplier base optimization for Original Equipment Manufacturers (OEMs).



**Figure 2.2: Supply Chain Management Model**

## 2.3 SCM as a Management Philosophy

According to various studies (Ellram and Cooper 1990; Houlihan 1988; Tyndall et al. 1998), the perspective of a supply chain management system involves viewing the supply chain as a cohesive entity rather than a collection of individual parts, each with its own distinct function. Through a comprehensive review of the literature, it has been determined that supply chain management (SCM) as a management philosophy encompasses the following key characteristics:

**Systemic Approach:** SCM adopts a holistic perspective, considering the supply chain as a unified entity. It entails managing the entire flow of goods, starting from suppliers and extending all the way to the end customer.

**Strategic Alignment:** SCM emphasizes the alignment of strategies and efforts across organizations involved in the supply chain. It aims to synchronize and converge strategic and operational capabilities, fostering collaboration and coordination among different stakeholders.

**Customer Focus:** SCM places significant emphasis on the customer and their needs. It seeks to create unique and personalized sources of customer value, aiming to enhance customer satisfaction.

### SCM ACTIVITIES

|                                                           |
|-----------------------------------------------------------|
| 1. Integrated Performance                                 |
| 2. Mutual exchange of information                         |
| 3. Mutual exchange of risks and benefits                  |
| 4. Collaboration                                          |
| 5. Same goal and concern for customer service             |
| 6. Process integration                                    |
| 7. Partners to build and maintain long-term relationships |

## 2.4 The Objective of SCM

By increasing market responsiveness and reducing overall procurement costs, Supply Chain Management aims to increase the overall efficiency of the initiative. Without concerted action, it is very difficult to focus on the specific actions that bring the greatest improvement and savings.

A possible list of potential SCM goals could be as follows:

- **Reducing waste/non-value-adding activities**

- Reducing material handling
- Reducing excess inventory, both of materials and finished products

- **Maximizing service levels for customer service/responsiveness**

- **Better communication in the supply chain**

- increased speed and timeliness of information flow
- higher accuracy of information flow
- a higher level of information exchange

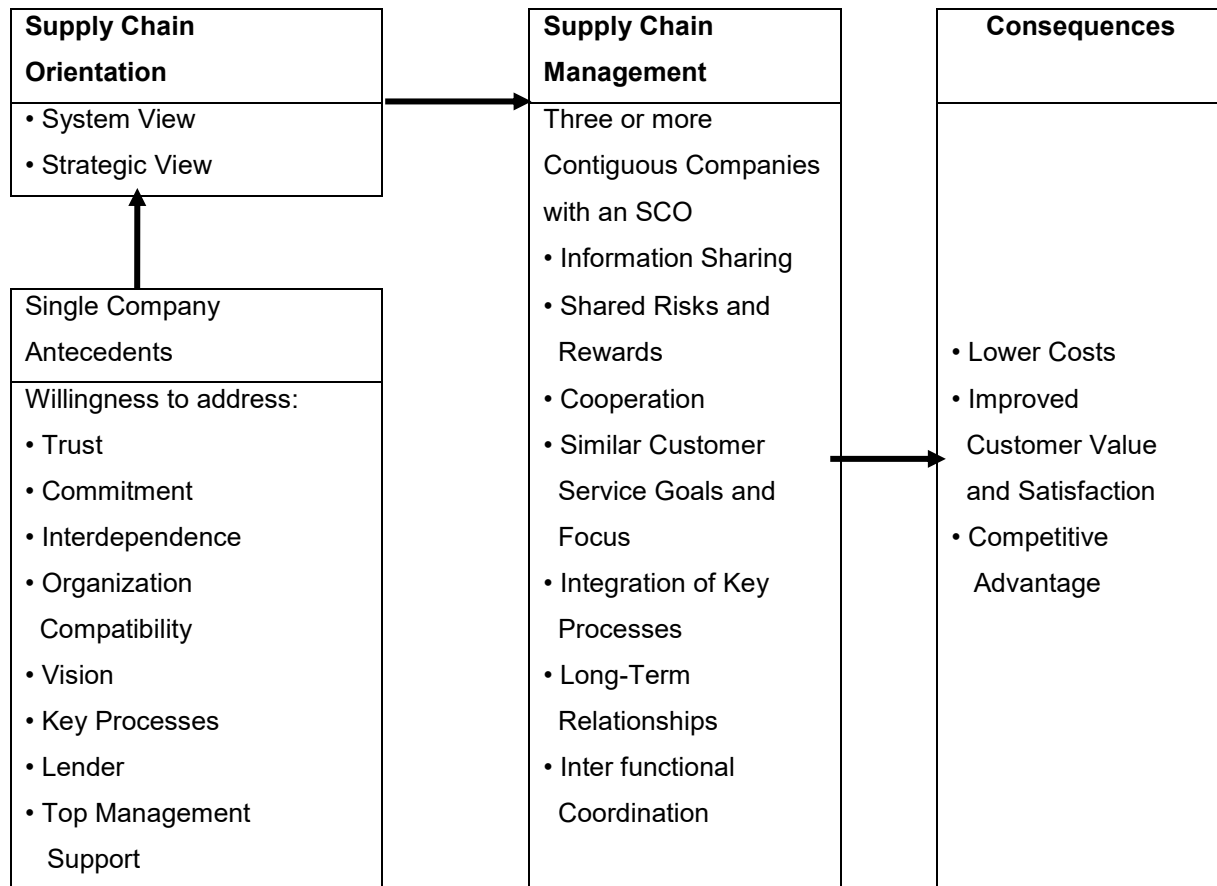
- **Reduction of cycle time**

- development of new products
- order fulfillment time

- **Better coordination of efforts**

## 2.5 Antecedents and Consequences

Because supply chain relationships are typically long-term and require significant strategic coordination, examine the history and implications of supply chain management at the strategic level (see Figure 2.3).



**Figure 2.3: Supply Chain Management Antecedents and Consequences**

## **2.6 Scope of SCM**

The scope of SCM is functional and organizational. SCM Functionality refers to the traditional business functions that are included or excluded from the SCM implementation and process. The organizational scope of SCM addresses the types of inter-company relationships that are relevant to the companies involved in the implementation and process of SCM.

### **2.6.1 Functional Scope of SCM**

Because "process" refers to the combination of a specific set of functions to achieve a specific outcome, all traditional business functions should be included in the SCM process. The supply chain concept has its origins in the logistics literature and logistics continues to have a significant impact on the SCM concept (Bowersox, Carter & Monczka 1985; Dwyer, Schurr & Oh 1; Jones & Riley 1985; Monczka, Trent & Handfield 1998).

### **2.6.2 Organizational Scope of SCM**

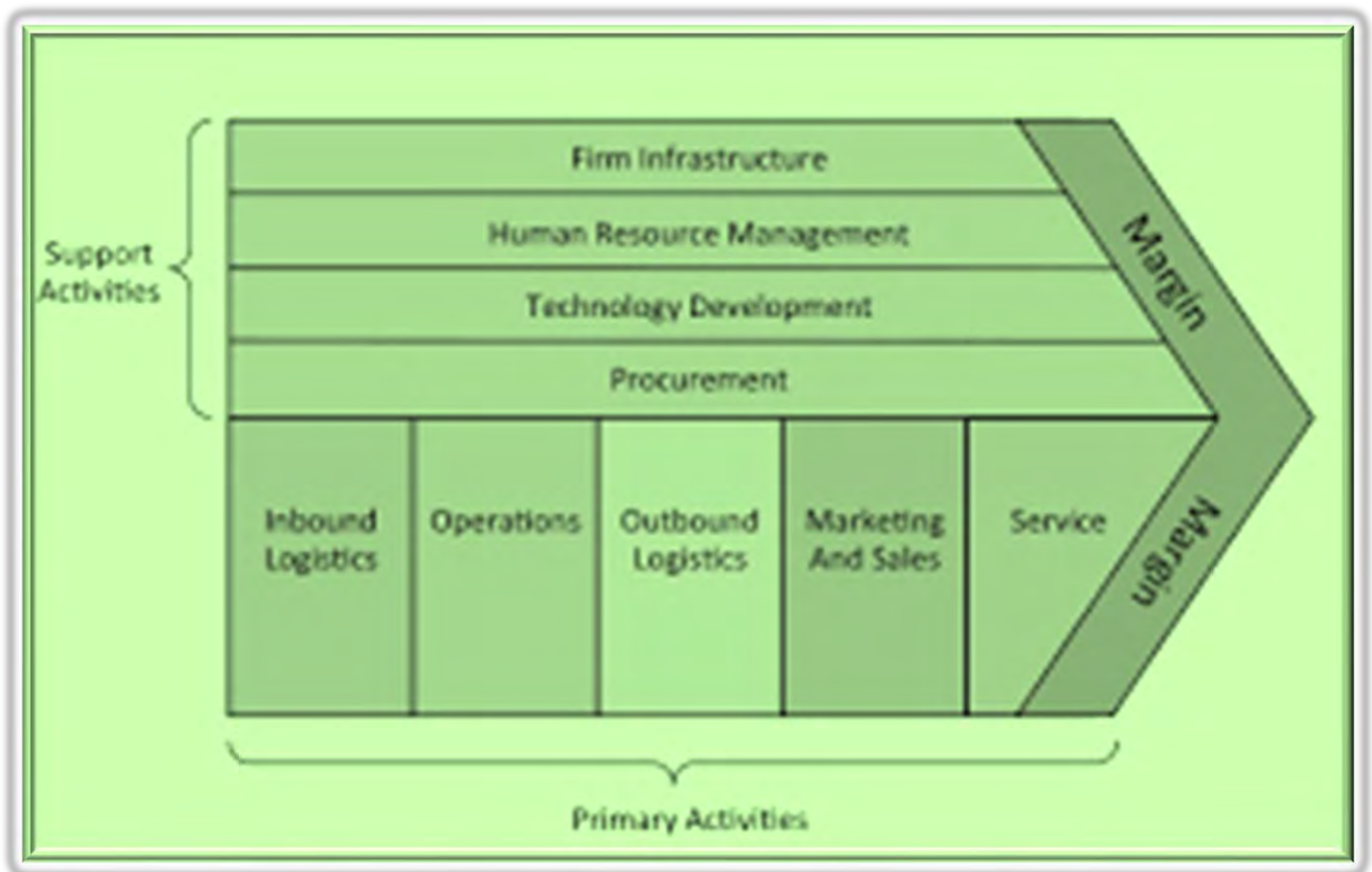
According to Christopher (1992), leading companies have recognized that real competition is not between company against company, but between supply chain and supply chain. Cooper, Lambert, and Pagh argue that organizational relationships bind companies together and this bond ties their success to the entire supply chain. In this context, the supply chain as a whole can have its own identity and act as an autonomous company. However, to create an ultimately worthwhile supply chain, all supply chain companies must have supply chain alignment.

## 2.7 Supply Chain Management Methods and Theories

### 2.7.1 Porter's Value Chain

The value chain was first established by Michael Porter in 1985. When companies create or implement something that differs from their competitors and adds value to the company through a series of activities, it is known as a value chain. According to Porter's theory, buyers bring various elements that can help the company gain more market share and competitive advantage.

**Figure 2.4: Porter's Value Chain Model**



There are many companies in Porter's value chain. All activities are divided into two parts called core activities and support activities. The main business includes manufacturing, maintenance, sales, and services. The main and secondary activities create scope for the organization that represents added value.

### **2.7.1.1 Primary Activity**

#### **Inbound logistic**

The inbound logistics process includes all raw material-related functions. Positive relationships with suppliers are essential for value creation. The prerequisite for smooth production must therefore be the availability of raw materials that can ensure smooth cooperation both financially and technically.

#### **Operation**

Business processes are the guide to value creation, in which all input-output conversion activities are included. The inputs are raw materials that are converted into finished products or semi-finished products.

#### **Outbound logistic**

The outbound logistics process includes warehousing, distribution, transportation, and delivery of the end product to customers.

#### **Marketing and sales**

Visibility and targeting strategies (advertising, promotion, and pricing) have been added to Marketing and Sales. Most companies try to maintain a good relationship with their customers in order to bring the end product to market and create demand for it.

#### **Service**

This includes after-sales service, maintenance, repair, refund, and replacement. Customer satisfaction brings profit and goodwill, so selling quality products and providing quality products to customers is the most important part of good service for a company.

### **2.7.1.2 Support Activities**

Value chain support activities or secondary activities generally support the primary activities.

#### **Firm's Infrastructure**

Good infrastructure is essential to support core business and add value to the product.

#### **Human Resource Management**

Effective employment of employees is a prerequisite for carrying out all their activities. Staff management is very helpful in all basic tasks.

#### **Technology Development**

Technological development includes hardware, hardware, software, processes, and technical knowledge. In procurement, stakeholders strive for technical developments, including design, manufacturing techniques, and automated processes.

#### **Procurement**

Porter added sourcing as a supporting activity, where companies negotiate commodity prices with suppliers.

### 2.7.2 Channel Coordination

Most supply chain and logistics companies support cross-company SCM. To reduce overall costs and save time, it often pays to look beyond individual channels.



Figure 2.5: Channel Coordination Flow Chart

This practice often explains channel coordination. The logistics company is aware that coordinating this channel can help achieve the goals and tasks of many customers. Channel coordination is often used to control an inventory and order management system.

### 2.7.3 Materials Logistics Management

The supply chain includes an e-commerce business that sells products online and is managed by a 3PL that handles warehousing, transportation, and shipping. However, the supply chain extends beyond the end products. Most companies only need raw materials and can find cost-effective options through Material Logistics Management (MLM).

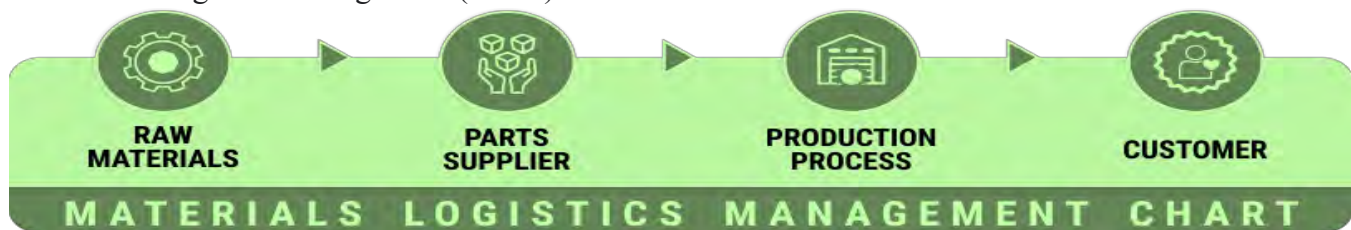


Figure 2.6: Materials Logistics Management

MLM contracts involve planning, sourcing, warehousing, production, and distribution of physical materials. The 3PL must ensure that the company receives these materials in a timely manner to create the final product.

## 2.7.4 Total Quality Management

Total Quality Management mostly acts as a summary to help review constraints. TQM helps focus on streamlining the entire supply chain. This covers everything from start to finish including training staff and ensuring all customers are happy with the reverse logistics.

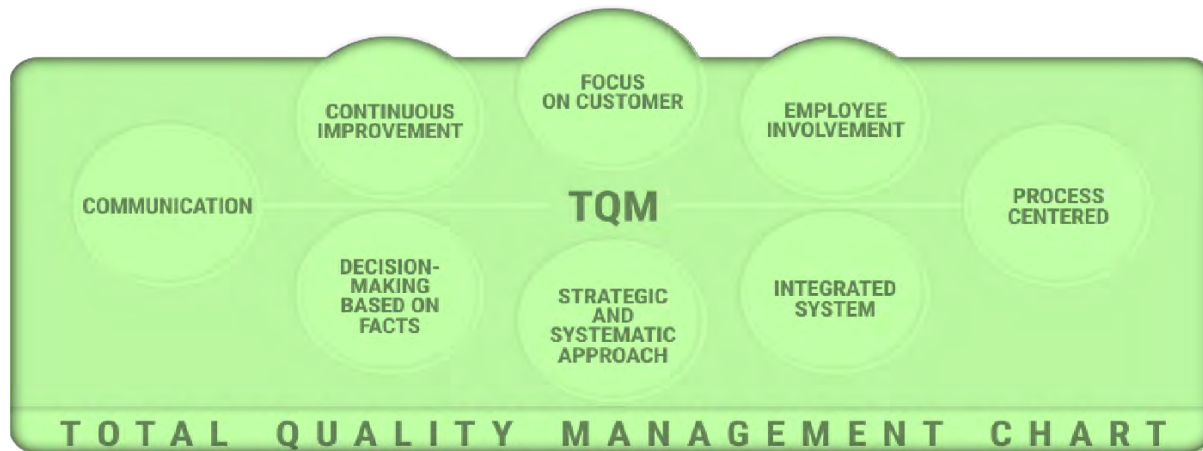


Figure 2.7: Total Quality Management Chart

## 2.7.5 Customer Relationship Management

Whether a 3PL partner has a direct impact on customer relationships is unclear. 3PL greens impress buyers with their forward influence. However, thanks to customer relationship management (CRM), 3PLs can expand their customer relationships even further.



Figure 2.8: Customer Relationship Management Chart

### 3.7.6 Supply Chain Roadmap

The entire system must interact with the supply chain. Through research and analysis, an innovative theory can be successfully implemented. Supply chain plans are complex because 3PL defines from the outset exactly how the supply chain should work, trying to account for every variable.

In general, a supply chain plan highlight:

- Alignment
- Risk Management
- Value
- Metrics



Figure 2.9: Supply Chain Roadmap

## **Chapter 3**

### **SCM Process of DGL**

#### **3.1 Concept of the Study**

##### **3.1.1 Air Freight**

As a global leader in the air freight market, DGL ensures that goods are transported to the destination that customers want. DGL relies on innovative solutions and a global network. DGL is a reliable partner for 166 customers. At 300 locations in 120 countries, DGL welcomes business customers even in the most remote corners of the world. DGL transports more than a million tons of freight annually. With the help of the latest online tracking systems, all customers can benefit from a selection of first-class airlines with good carrier networks and seamless shipment tracking. DGL offers various types of services for customers to choose based on their needs. DGL's timed air freight products allow customers to set the pace. With tailor-made air freight products, all customers can coordinate their transports even more flexibly and efficiently.

##### **3.1.2 Ocean Freight**

As the world market leader of the largest sea freight forwarders, DGL offers all well-known customers unique and cost-effective logistics solutions for all challenges of sea transport. The sea freight service transports goods by sea to 120 countries and 166 DGL customers. As the largest shipper in the world, DGL moves around 500 containers per month. Customers can be offered the ideal option wherever and however shipping is required. The ability to deliver door-to-door shipments reliably, flexibly, and quickly. Customers can benefit from excellent transit times and flexible, integrated, multi-modal transport solutions from port to port by working with one of the world's leading LCL carriers. In addition to reliable standard sea freight solutions, DGL is happy to offer tailor-made logistics solutions tailored to individual needs.

### 3.1.3 Contact Logistics / SCM

DGL is an international partner for complete logistics solutions along the supply chain and in specific areas of tailor-made logistics – from supplier to delivery to the customer, from reverse logistics to after-sales support.

Contract logistics is more than just a warehouse. Contract logistics is about understanding and designing processes. Our service is sub-par until we find a solution that adds value and gives our customers a competitive advantage.



### 3.1.4 Lead Logistics

The configuration of Lead Logistics is designed to optimize costs, select the best service providers by lane/capacity, and ensure sufficient performance through the use of a wide range of service providers. A leading logistics service provider acts as a central point of contact and one-stop shop, while at the same time having access to the expertise, skills, and cost advantages of many service providers available on the market. Our Chittagong CFS Golden Container Ltd & Incontred Ltd acts as the main contact for Surgent Mejor and Atlas for Men.

### 3.2 Operational network organogram:

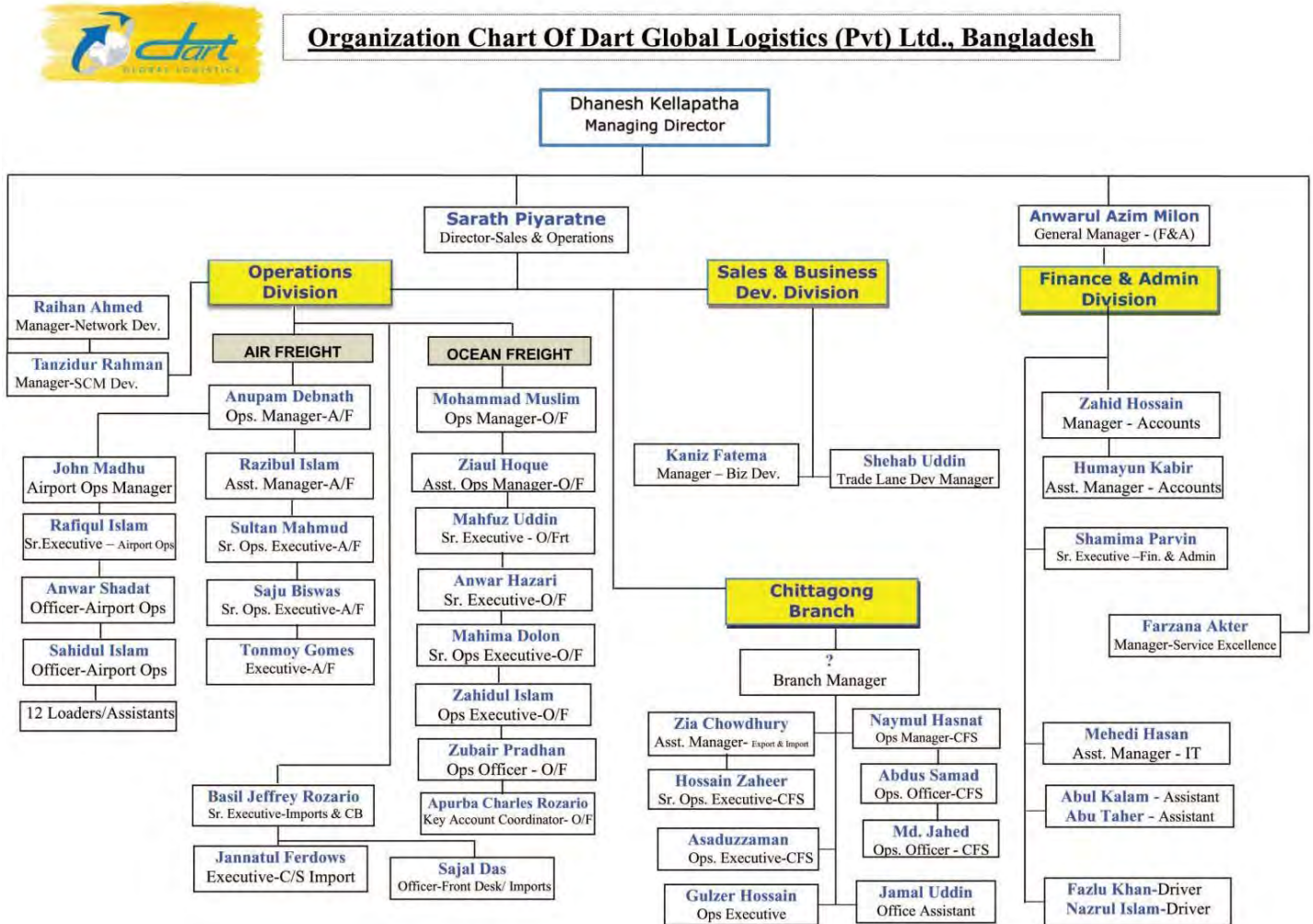


Figure: DGL Organogram

### **3.3 DGL-Export & Import operations**

The import process is typically managed by Dart Global Logistics (DGL)'s Import Sales Team. Once the importer's Letter of Credit (L/C) formalities are completed, DGL sellers reach out to the importers to offer them a fair market price for shipping handling. After negotiations, a final quote is prepared. In the meantime, suppliers (exporters) access supplier data and enter customer data, followed by a series of Customer Relationship Management (CRM) activities.

Once the goods are dispatched, the exporter requests information about the goods from the importer, such as the arrival date at the destination. The exporter asks the importer to complete a "Reservation Form" containing vital details like container type, port of loading, and port of destination. Based on this shipping information, a shipping order is generated and sent to the exporter.

The exporter collects the respective container from the warehouse and delivers it to the port within 48 hours before the container inspection deadline set by port authorities. An inspection team performs the required load tests and verifies compliance. Relevant import documents are issued within five days after loading. The shipping company issues the Master Bill of Lading, which provides comprehensive details of the cargo being transported.

The freight forwarder must provide the customs authorities with details of the goods arriving at the port of importation before their arrival. This submission of cargo details is known as a General Import Manifest (IGM) declaration. The IGM is prepared by the carrier or their representative based on the bill of lading or air waybill. It contains information about the sender, consignee, package details, description of goods, airway bill or bill of lading details, and more. The importer is informed, and the customs agent submits the necessary import documents to the customs office along with the IGM. The declaration is made based

on the updated information provided in the IGM by the carrier upon the arrival of the goods. Any discrepancies or errors in the IGM can hinder customs clearance.

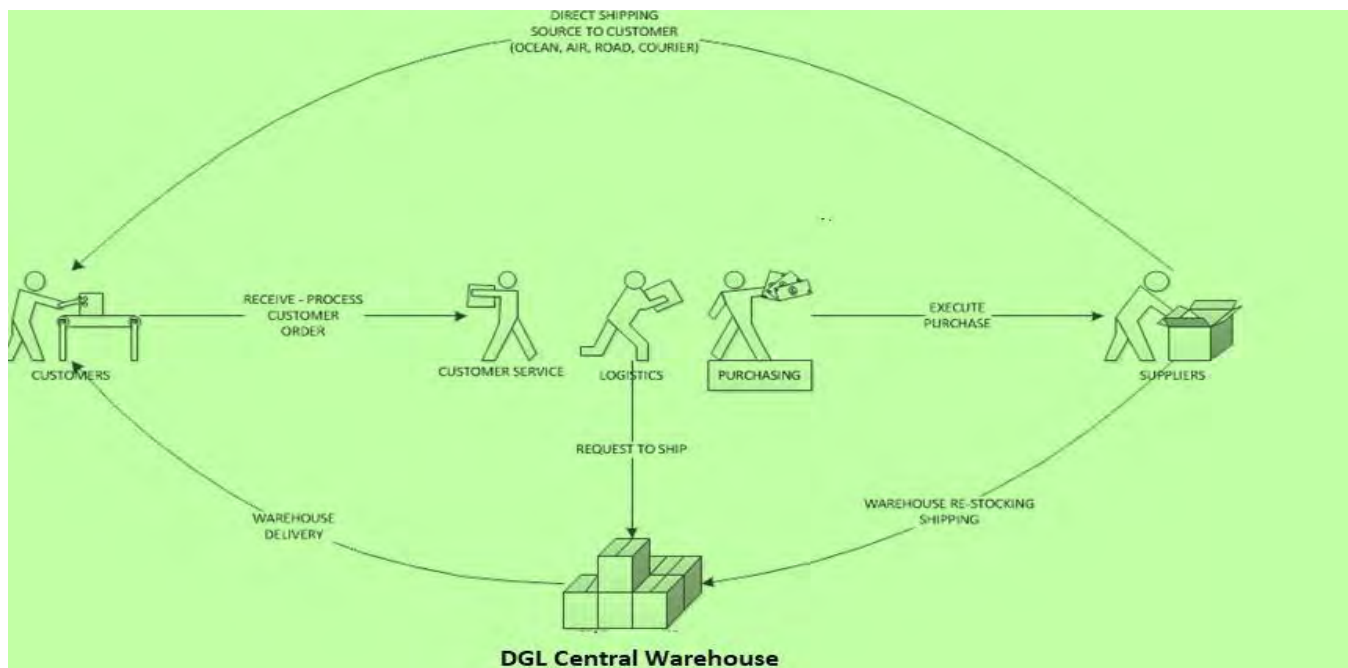
The national bill of lading serves as proof of arrival for the exporter and importer. The exporter retains a separate registration page, while the importer deposits the domestic bill of lading with the local letter of credit bank, along with payment for the cargo. After correspondence between the exporter and the importer's bank, the bank returns the Commercial Invoice, Bill of Lading, Copy of Letter of Credit, and Certificate of Origin to the importer. These documents are then used for customs clearance and shipping activities to release the goods from customs control.

Once the above processes are completed, the shipper issues a delivery note stating the port and shipping company, allowing the goods to be released to the importer. The shipping company charges the rate agreed upon by the sales team, and the importer pays the No Objection Fee (N.O.C) when the letter of release is issued or as agreed between the importer and shipper.

### 3.4 DGL-Warehousing & distribution

This is a problem in transferring a finished product or service to customers. In physical distribution, placing customers in a marketing channel and product or service is a dynamic part of each channel participant's marketing efforts. During the physical distribution process, time and space become an essential part of consumer marketing.

According to the customer's delivery schedule & According to the requirements of the destination, DGL's logistics team prepares all the export documents and organizes the shipment of the goods to the customer's destination. DGL's new regional distribution center in Chittagong Port is designed to handle the export process efficiently and customers will be happier than before. Normally we deliver the goods from DGL's main warehouse to the port (DEPO). During transport, goods may be destroyed/damaged before reaching the port. So, it is a big deal to solve the problem at the port and ship the goods to the customer's destination. In order to solve this problem, DGL set up a new warehouse in Chittagong port, so all export goods will be sent to Chittagong warehouse and all problems will be solved before shipment to the customer's destination.



### **3.5 DGL-Quality control services**

Quality Control (QC) is an approach to a systematic process by which a company wants to ensure that the products they manufacture meet certain quality criteria in order to meet customer or customer requirements.

To implement an effective QC pilot, DGL reviews the specific product or service standards that must be met. Then the scope of quality control activities is determined (e.g. the percentage of units to be inspected from each batch) after corrective actions have been taken (e.g. defective units need to be repaired or sorted out, and poor maintenance is repeated until the next time free of charge). customer is satisfied). When unexpected equipment failures or improper maintenance occur, the plan is to improve the manufacturing or handling process, and then the plan is implemented. The quality control process is a continuous process to ensure that corrective actions, if necessary, have yielded satisfactory results and to quickly identify any failures or new problems.

### **3.6 Payment methods**

There are two types of freight shipments: one is collected (CC) and the other is prepaid (PP). The Collection Service (CC) is usually paid on the destination port side when the goods arrive at the intended destination port. With the prepaid payment system (CC), the final shipper pays the freight at the loading port to the shipping company. The shipping company contractor pays the freight to the main carrier when the cargo arrives at the port of destination.

### **3.7 DGL-Supply Chain Swot Analysis:**

#### **i. Strength –**

- Set up inventory based on the ERP system.
- Highly connected extensive local network
- High capability backward & Forward linkage in SC control

#### **ii. Weakness-**

- Marketing, planning, warehousing, production, quality control, packaging, purchasing, finance, and other departments are not connected to the appropriate supply chain network

#### **iii. Opportunity-**

- Improving supply chain efficiency may increase the profitability of the company as DGL still follows the traditional supply chain.

#### **iv. Threat-**

- International market demand decreases due to COVID-19
- Increasing external supply chain costs due to COVID-19

## Chapter 4

### Conclusion

The future of Dart Global Logistics (DGL) appears promising as the company establishes itself as a leading player in Bangladesh's freight forwarding industry and diversifies its investments to create a robust portfolio. DGL has strategic plans to expand its operations in Mongla, capitalizing on the opportunity to handle shipments from the Port of Mongla. Currently, DGL operates two offices in Dhaka and Chittagong.

In today's era of economic globalization and regional economic integration, products are increasingly being traded and consumed across the world. Logistics plays a crucial role in facilitating this global movement of goods, overcoming the barriers of time and distance between producers and markets. Logistics encompasses various functions such as transportation, storage, loading and unloading, handling, packaging, distribution, processing, recycling, and information processing, all tailored to meet the specific needs of the supply chain.

This article focuses on supply chain management (SCM) and provides an integration context for understanding the vision of SCM. It aims to assist consultants and researchers in gaining a comprehensive understanding of SCM and offers insights into its impact on business fundamentals and the potential characteristics of supply chain performance. A clear understanding of SCM is essential for its effective implementation and application in both practical and research settings.

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