

Internship Report On
Impact of Distribution of Capital Logistics and C-Express Ltd on Logistics and
Local Courier Business

Prepared By

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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

28 September, 2020

Md. Hasan Maksud Chowdhury
Assistant Professor
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Subject: Internship report submission on Impact of Distribution of Capital Logistics and C-Express Ltd. on Logistics and Local Courier Business

Dear Sir,

With due respect and humbleness this is to inform you that I have successfully completed my internship program at **Capital Logistics & C-Express Ltd.** My internship tenure comprised of three months from 15 April, 2020 to 15 July, 2020. Now I am very delighted to submit my internship report titled as ‘Impact of Distribution of Capital Logistics and C-Express Ltd. on Logistics and Local Courier Business’. It was an intense work experience for me where I got the opportunity to learn a lot of things. I always tried to analyze the findings while working for my organization as an intern.

Moreover, it was my absolute pleasure to have you as my supervisor. Your continuous support and guidance helped me complete this report. I tried to include every possible learnings and experiences in this paper which my organization tried to inculcate in me.

Sincerely,

Md. Ahmedul Karim
ID: 17304159
BRAC Business School
BRAC University

Letter of Endorsements by the Supervisor Faculty

The Internship Report entitled “Impact of Distribution of Capital Logistics and C-Express Ltd on Logistics and Local Courier Business” has been submitted to the internship supervisor in fulfillment of the requirements for the degree of Bachelor of Business Administration, Major in Operations & Supply Chain Management at BRAC Business School, BRAC University on September, 2020 by Md. Ahmedul Karim, ID: 17304159. The report has been accepted and may be presented to the Internship Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report.
The University does not condone nor reject any of these opinions or suggestions).

Mr. Md. Hasan Maksud Chowdhury
Internship Supervisor

Non-Disclosure Agreement

This agreement is made and entered into by and between Capital Logistics & C-Express Ltd. and Md. Ahmedul Karim, the undersigned student of BRAC University to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

Capital Logistics & C-Express Ltd.

Md. Ahmedul Karim

Acknowledgement

The successful accomplishment of this project work is the result of numerous people's contribution, especially those who have given the time and effort to share their thoughts and recommendations for improving the report. I would express my deepest gratitude to Almighty Allah at the very beginning for giving me the strength and the composure to complete the task within the time schedules.

Firstly, my gratitude goes to my academic supervisor Md. Hasan Maksud Chowdhury, assistant professor at BRAC Business School who helped me for a long time when I started to do my major in Operations & Supply Chain Management at BRAC Business School, BRAC University at the university.

Secondly, my sincere and deep gratitude goes out to all the people who helped me prepare this report on Impact of Distribution of Capital Logistics and C-Express Ltd on Logistics and Local Courier Business. I would to like thank all of the employees in The Capital Logistics & C-Express Ltd. for sharing their experience, knowledge and valuable time with me. Thank to other persons who were involved and helped directly/indirectly during the duration time of preparing this report.

I want to thank Khaled Yusuf Farazi, Chairman; Mezba Uddin, Manager, Operations; Avinondon Chatterje, Management Trainee Officer; Feardusi Shampa, Head, HR & Admin HR Department, of the Capital Logistics & C-Express Ltd. for their guidance, encouragement and providing valuable information & suggestion to carry out the report in a right way. Furthermore, I would also like to give special thanks to my internship instructor from the company Mezba Uddin for guiding me and instructing me throughout my whole work period in the company. Though, it was tough and challenging for me to work in an operations department initially but because of their guidance and support it got quite easy for me to cope-up with environment and gradually I was able to function in a very complex environment.

Finally, I would like to express my sincere gratitude to my family and friends for encouraging me, sharing their thoughts and giving me the moral support in preparing this study.

Executive Summary

This is an internship report based on the three-month internship program that I completed successfully at Capital Logistics & C-Express Ltd. under Operation Department from 20.04.2020 to 20.07.2020. Capital Logistics & C-Express Ltd. is a fast-growing freight forwarding Business Company in the service industry, providing three separate forms of supply chain management services simultaneously. They are enduring to provide logistics support, collaborating with the country 's renowned logistics service provider, international freight in & freight out through the capable service of renowned companies such as DHL, TnT, Aramex, and B2C home delivery service around Dhaka City & Chattagram City and those are the company's three miscellaneous departments that include capable leaders at their workplaces.

In this report, I have arranged ideas and tried to represent the real impact of a company's distribution in the service sector, the functions of my organization how they run their entire distribution cycle while having thousands of challenges at every point in the complex competitive market. In terms of industry the world is moving at a fast pace. Each business needed its goods and packages to deliver faster to its target destination in order to develop and prosper. The days are gone where customers have had to wait long days to get their goods and packages. Today's businesses are becoming reliant on delivery service providers to outsource their delivery of consignments as quickly as possible. Moreover, E-commerce businesses has recently emerged in the country in such a way that it has become a lifestyle or a regular necessity for the people who remain busy in their works. Though, there is strong market competition, which tends to be challenging for Capital Logistics & C-Express Ltd., but fortunately with a positive outlook, the company always looks forward to improving its business with market leadership and best quality of service.

This report was prepared using primary data and secondary data in which the primary data came from observing office employees day to day activities and interviewing them and the secondary data are gathered from the knowledge of the Organization's staff, website. This report provides a thorough insight into the business, the company's distributions and ends with the insights that I have personally discovered through my Exploratory Research with the help of numerous research papers, personal experiences and my fortunate experience with Capital Logistics & C-Express Ltd.

List of Abbreviations

- ❖ CLL- Capital Logistics Ltd.
- ❖ LCL- Less Container Loaded
- ❖ FCL- Full Container Loaded
- ❖ TCCL- Trade Clippers Cargo
- ❖ PPIC- Planning, Procurement, Inventory, Controlling
- ❖ OD-Operations Department
- ❖ OD-organizational Development
- ❖ HRD- Human Resources Division
- ❖ SPR- Sales & Promotional Representative
- ❖ RFQ- Request for quotation
- ❖ RFP- Request for proposal
- ❖ SKU- Stock keeping unit
- ❖ 3PL- Third Party Logistics
- ❖ BOL – Bill of Lading
- ❖ BOM – Bill of Materials
- ❖ DRP – Distribution Resources Planning
- ❖ ECR – Efficient Customer Response
- ❖ EDI – Electronic Data Interchange
- ❖ POS – Point of Sale
- ❖ CPFR – Collaborative Planning and Forecasting Replenishment
- ❖ POD – Point of Delivery
- ❖ ATP – Available to Promise
- ❖ WMS – Warehouse Management System
- ❖ POE – Point of Entry

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Chapter 01: Introduction

Capital Logistic Limited (CLL) is a privately owned service company that is registered under the 2012 solutions of the Bangladesh Company Act. CLL provides Air Freight, Ocean Freight, C&F services and a complete range of logistics services with comprehensive one-stop services and solutions. Customized CLL services involve International NVOCC, Sea / Air / Land Multimodal Transport, Worldwide Consolidation Service, Hazardous Material Handling, Live Animals, Break Bulk Shipments, Perishable Product Refrigeration Services, and Domestic Warehousing. CLL, and through joint venture C-Express Limited, is also involved in the international delivery business. Currently, in Dhaka, the Capital City and Chattagram, the major port city in Bangladesh, CLL incorporates 45 professionals and staff. Capital Logistics Limited is a group of highly trained and qualified experts from various MNCs such as DHL and Trade Clippers Cargo, a nationally renowned logistics organization, have entered the logistics market with their experience, knowledge, good management and knowledge. Six years ago, although this company began its journey as a forwarding company, it has more than 26 years of experience in this field. They have operated their cargo service, formerly known as Trade Clippers Cargo Limited, since 1984 (capitalbd.net/about-us, 2012). In 2009, Trade Clippers was sold to DHL Global Forwarding and "Capital Logistics and C-Express Ltd., which is also known as CLL (capitalbd.net/about-us, 2012), was formed by this experienced team". Earlier, the core enterprise of this forwarding company primarily relied on the freight and shipper links, but the company reduces the risk and has more ripple effects to generate profit due to market diversification. At the same time, many new operational functions need to be introduced into the supply chain in order to operate correctly and in an organized manner. One of the main factors is the safe and timely distribution of goods and services amongst others for that reason goods shipping and goods distribution is hard to function simultaneously in the same supply chain. That is why the entire distribution service is a very important role to undertake to fulfill the whole supply chain management. In this article, I will try to address the overall distribution of Capital Logistics and C-Express Ltd as well as explore the real effect of distribution of Capital Logistics and C-Express Ltd. on Logistics and Local Courier Business.

1.1 Origin of the report

I worked as an intern at Capital Logistics and C-Express Ltd. in their operations and logistics unit. As an intern, my core job description is to monitor and support the local and international team in their activities and supply chain work. In addition, my work duties include making schedules for local distribution, developing a route map, managing customer accounts payable, reporting the disbursement of accounts, reporting the success of the logistics department to the higher authority, product listing & description and inventory management. Moreover, I have also been involved in various confidential projects and business development activities. Since I have done major in Operations and supply chain management, it clearly helped me out to be familiar with the practical knowledge about operations of such a freight forwarding logistic organization. During my internship period, I learnt about the processes about not only the distribution and effects but also I got familiar with all the necessary requirements to handle a merchant to give him a proper and satisfied service of our organization.

1.2 Objectives of the Study

Broad Objective:

My research's broad objective is to find out the effect of a freight company's distribution as well as how the company manages the whole distribution process by exploring the circumstances in Capital Logistics and C-Express Ltd.

Specific Objectives:

- To know the whole operational processes and logistics work procedures
- To find out the distribution of delivering goods and documents
- To understand the outcomes of distribution's success and failures
- To realize the factors to overcome all the gaps and boundaries

1.3 Methodology

The report is prepared on the basis of primary and secondary data sources being used in some purposes.

Primary data was collected by observing the operation and distribution process of the organization, obtaining necessary information from employees while working as an intern at The Capital Logistics & C-Express Ltd. in the Operation Department.

Secondary data was collected by Organization's frontline documents, various reports, company profile and website.

1.4 Scope of the Study

The purpose of this report is to represent the viewpoints of my internship experiences. The aim of this internship program at Capital Logistics and C-Express Ltd was to acquire practical experience and to integrate the supply chain knowledge of office work and to recognize the working environment of the forwarding operation team.

1.5 Limitations of the Study

Data collection was not that difficult in the first cases, but confidential information collection had some limitations. The constraints are given below:

- Even though permission has been obtained, it has some restrictions on providing information as it is an organization. All the processes relating to the individual departments working functions
- I have some lack of information collection or the processes of gathering prime information as a new graduate.

Chapter 02:

Organizational Overview

2.1 Historical Background of Capital Logistics & C-Express Ltd.

Capital Logistic Limited (CLL) is a privately owned service company that is registered under the 2012 solutions of the Bangladesh Company Act. CLL provides Air Freight, Ocean Freight, C&F services and a complete range of logistics services with comprehensive one-stop services and solutions. Customized CLL services involve International NVOCC, Sea / Air / Land Multimodal Transport, Worldwide Consolidation Service, Hazardous Material Handling, Live Animals, Break Bulk Shipments, Perishable Product Refrigeration Services, and Domestic Warehousing. CLL, and through joint venture C-Express Limited, is also involved in the international delivery business. Currently, in Dhaka, the Capital City and Chattagram, the major port city in Bangladesh, CLL incorporates 45 professionals and staff. Capital Logistics Limited is a group of highly trained and qualified experts from various MNCs such as DHL and Trade Clippers Cargo, a nationally renowned logistics organization, have entered the logistics market with their experience, knowledge, good management and knowledge. Six years ago, although this company began its journey as a forwarding company, it has more than 26 years of experience in this field. They have operated their cargo service, formerly known as Trade Clippers Cargo Limited, since 1984 (capitalbd.net/about-us, 2012). In 2009, Trade Clippers was sold to DHL Global Forwarding and "Capital Logistics and C-Express Ltd., which is also known as CLL (capitalbd.net/about-us, 2012), was formed by this experienced team". Earlier, the core enterprise of this forwarding company primarily relied on the freight and shipper links, but the company reduces the risk and has more ripple effects to generate profit due to market diversification. At the same time, many new operational functions need to be introduced into the supply chain in order to operate correctly and in an organized manner. One of the main factor is the safe and timely distribution of goods and services amongst others for that reason goods shipping and goods distribution is hard to function simultaneously in the same supply chain. That is why the entire distribution service is a very important role to undertake to fulfill the whole supply chain management. Above all, the full distribution activity alongside freight both domestically and internationally may be an incredibly straightforward task to be carried out on a common platform.

•1984 - Trade Clippers Cargo Limited was formed

Trade Clippers Cargo Limited was formed in 1984 by Mr. Mustaque Ahmed and the Team, which has become one of the largest Freight Forwarding Company in Bangladesh. TCCL was exclusive agent of DHL Global Forwarding and DANZAS. Trade Clippers were sold to DHL Global Forwarding in 2009.

•2012 - CLL Formed

The Group of experienced Professionals from Trade Clippers Cargo Limited (TCCL) formed CLL in 2012. To cater long standing of experience of three decades in international freight forwarding and servicing the global forwarding agents, CLL was set up by the same management to provide one stop services and solutions that incorporate Air Freight, Ocean Freight and full range of logistics services to the international market.

•Setup DFDS Bangladesh Limited

Mustaque Ahmed and the Team also set up DFDS Bangladesh Limited, which was exclusive agent of DSV to provide service to its client to Scandinavian market.

•2012 - Capital Logistics Limited (CLL) Registration

Capital Logistics Limited (CLL) is private limited liability company registered under Bangladesh Company Act in 2012.

•September, 2012 - Obtained Forwarding License

The Company obtained Forwarding License from Bangladesh Customs Authority and all other necessary approvals to operate a global forwarder in September 2012.

2.2 Capital Logistics and C-Express Ltd. a Glance

2.2.1 Warehousing & transportation

- 5,000 square feet of inventory storage near Dhaka Airport for transit logistics only.
- Cross-dock warehouse of 10,000 square feet at Chittagong Sea Port
- Own Bikers, Covered Vans, Refrigerated Vans, Transport Cargo Vans and Trucks.

2.2.2 Special Services

- The Handling of Livestock
- Temperature controlled and modified Container for Cold Chain Products
- Handling of hazardous and dangerous goods
- For customers with exclusive needs to uplift special or dedicated cargo to a particular destination, charter service is available.

2.2.3 Logistic Services

- Global air forwarding with transit support through most of their supply chain at every step
- Import and export service door to door and airport to airport from inland points to and from multiple global destinations
- Through our global information system, continuous reporting and shipment visibility
- Proper research of all material agreements and papers
- Conform by policy on exports and imports
- Through leveraged volume procurement, competitive rates

2.2.4 Ocean Freight

- Enable Service of LCL, FCL or Cargo Project
- Through our global management system, continuous reporting and shipment accessibility

- Door to port and port to service port
- Multidimensional sea-air services take the cargo on time to its point of departure at a highly competitive price.

2.2.5 Air freight

- Capability around 5000 square feet of storage space exclusively for air transit warehouse management next to Dhaka Airport
- Express delivery service at any destination within 3-7 days at Door to door, airport to airport
- Building relationships with major carriers, such as Emirates (EK), Etihad (EY), Saudi Arabia Airlines (SV), Singapore Airlines (SQ), Thai Airways (TG), Quarter Airways (QR), Kuwait Airways (KU), British Airways (BA) and many more
- Custom mortgage broker services such as air export and import clearance, payable duty delivery (DDP), unpaid duty delivery (DDU)
- A relationship with customs, EPB, C.C.I & E authorities

2.2.6 Express Courier

- Generates a worldwide express delivery service to multinational express firms such as DHL, TNT, ARAMEX and Capital Logistics & C-Express Ltd. with an association.
- Manage the supply and sale of major companies for a rapidly expanding number of engaged consumers composed of businesses, small and medium enterprises.
- Provides a wide variety of regional express courier facilities and shipping options, including overseas papers, noon papers, air freight and express imports

2.2.7 Local Delivery

- Within Dhaka, home delivery and pick up service
- Delivery on the same day and following day
- On behalf of numerous retailers, COD (cash on delivery) collection

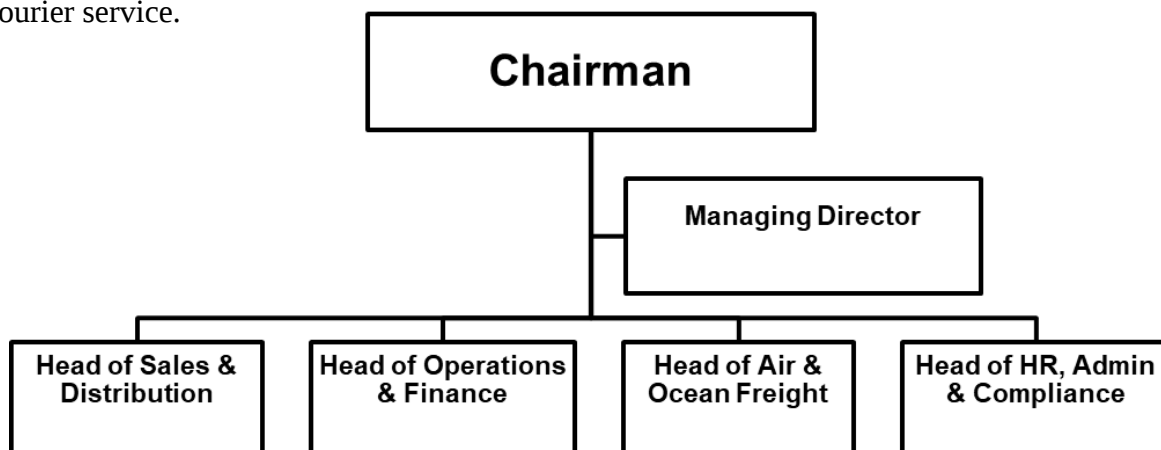
- Delivering goods to every district in Bangladesh from Dhaka
- Unique distribution facility for items from food and cold storage
- Real time tracker for an update of product location
- Mobile order receiving app, cash management and producer of auto invoices

2.2.8 Other Services and businesses

- “White Spot Digital” team for digital marketing and website management
- Provides E-commerce services like boosting, branding shop management etc.
- Bangla food Mill Ltd
- Farazi Food and Beverage Ltd
- Food Swingers
- Farazi Holdings Ltd

2.3 Department, Company Organogram and Major Working Areas

Capital Logistics and C-Express employs about 56 workers, except part timers and interns. Top management starts with and under the proper guidance of the chairman; the managing director and the other top managements set a key performance indicator or job responsibilities area for the staff. In this company, there are four major divisions, which are sales, accounts, operations and human resources. In addition to that, they have their own creative technical and IT support staff. Since Capital Logistics and Express is mainly a freight-forwarding firm, its supply chain and activities are structured on that basis. Since some of the organizational roles vary from the logistics and express delivery systems, Capital Logistics and Capital Express are both classified as other organizations. Under Capital Express Ltd, the service runs independently of the central courier service.



2.3.1 Sales Division

The key justification for the division of deals is to guarantee a decent amount of people's shipments, small and medium-sized enterprises. They get shipment from individuals or business organizations much of the time. Consequently, the deal group should remain extraordinarily involved with its customers most of the time to send them more shipments. Some important jobs they have to do are manage the rate / freight fetched by the rival. Many that contribute a large amount of shipping have connections with various receiving organizations. The platform remains consistently dynamic as the airline and shipping line freight rates change remarkably as often as possible. Although the organization has no branding partner, much of the branding work actually relies on the category of sales. There are four different types of goods for customers. Usually advertisers divide individual goods into these four categories of consumer products:

- Convenience products
- Shopping products
- Specialty products
- Unsought products

We provide freight services for convenience, shopping and specialty goods among these four primary categories of goods, of which convenience and shopping goods are our key product lines.

2.3.2 Accounts and finance division

Accounts and Finance department manages all business activities such as budgeting, net management reports, tax and VAT functions etc. Above all it creates and preserves System of internal controls to cover all of the Capital Logistics Ltd.'s financial assets. The specific job roles can be given as following:

- Payable (money out) Deposits
- Accounts receivable and (money in) sales monitoring

- The Payroll Budget
- Financial Statement and Filing
- Controls of finances

2.3.3 Operations and Quality Control Division

The Operations and Quality Control Division of Capital Logistics & C-Express Ltd. is responsible for continuous inspection of all goods that are shipped with new and modified procedure in various distribution stages. Science and development fall under the group Production Processes umbrella. Within the same supply chain there are two separate operations group for Capital Logistics and for Express and courier nearby. Logistics and express courier are the organization's main simple errand for various reasons, but when they have a complete arrangement of professional persons they can do it easily. Many job phases include the basic processes of an export or import container. From the following figures we may get a basic idea of a shipping process that I found from the operation manager:



Steps of an Air Shipment



Steps of Air Shipment (detailed version)

Local distribution is much different from foreign shipping service. Business use third parties courier service from Dhaka to other district in Bangladesh and the product is delivered to the authorized dealer within 2 days.

A major concern for Capital Logistics and C-Express Ltd. is quality management. Since the key services of the company are managing products from one place to another, any liability relating to products or goods is a concern of businesses in due time. All these concerns are also viewed by Capital Logistics and C-Express Ltd. as a major concern for the first analysis of product information, shipment size, temperature management system, and so on. Until selling it to shippers, company also offers its own pick-and - pack packaging and temperature control. There, the Capital Logistics Operations Division and C-Express Ltd. are responsible for continuous management of all goods delivered at separate delivery stages using modern and updated procedures.

2.3.4 Export & Import Division

Capital Logistics & C-Express Limited provides worldwide import and export, clearance and routing facilities. Our primary aim is to provide our customers with easy freight facilities and reliable and effective routing. In terms of consistency in distribution, we focus on top the freight and forwarding industry.

We have quickly grown to be one of the most reliable organizations to manage all movable freight clearing and forwarding. We are specialists in freight and merchandise distribution of all sorts.

Exports Documentation: Buyer 's purchasing order, Sales Invoice, Packaging List, Shipping bill, Bill of Lading or air waybill, Certificate of Origin and any other relevant documents as defined by the purchaser or as needed by the terms of financial institutions or LC or as per the requirements of the importing nation.

Imports Documentation: Buyer's Purchasing Order, Supplier's Sales Invoice, Bill of Admission, Bill of Lading or Air Waybill, Packaging List, Certificate of Origin, and all other

relevant documents needed by the legislation of the distributor or financial entity or importing community.

- Air Trade & Clearance of Imports
- Ocean Clearing of Export & Import
- Job Delivery Paying, Unpaid Service Delivery
- Documentation and outbound approval for both procedures

2.3.5 PPIC Division

PPIC stands for planning, procurement, inventory and control. This section plays a crucial role in the preparation, formulation and execution of sourcing policies and plans and handles inventory inventories by assessing demand for marketing and supply requirements.

2.3.6 International Business Division

We can provide you a wide range of postal services from all across the world as a regional courier service provider. Only tell us specifically what you need. Our global postal services will help you send a shipment anywhere in the world on time. To ensure we are able to meet your business needs and expectations, we offer a full variety of postal delivery solutions. They constitute many details according to their website to establish the brand of the company on the international stage and these are as follows:

- 60 TEUS Regular Ocean Freight
- 75 Tons a month of Air Freight
- 1,500 weekly exports
- Provides a robust set of regional express courier services
- Solutions for collection, from diplomatic records, non-documents, air cargo and imports

2.3.7 HR Division

The HR division oversees administrative policies and procedures. It recruits suitable workers through this section, teaches them to change with the workers and positions them in the right

locations. It also handles matters related to employee cooperation with The Capital Logistics & C-Express Ltd. The HR division also gets possession of the fundamental six HR tasks, as follows:

- Recruitment for New personnel
- Work Protection
- Connection to Workers
- Compensation and Incentives
- Conformity with labor law
- Formation and Creation

2.3.8 IT and creative Division

The IT Division at The Capital Logistics & C-Express Ltd. deals with all divisions of the company and its member to help other departments fulfill their day-to-day deliverables by leveraging them. The IT section of Capital Logistics and C-Express is known as the "White Spot Digital" and essentially oversees website administration, content creation, graphic design, boosting, and IT system businesses overall. Besides that they also manage the website of e-commerce organizations and conduct online branding as their promotional agent on behalf of our customers.

2.4 Companies Vision and Mission & Goal

2.4.1 Vision

A corporate vision defines the commitment of management to the future, which outlines the strategic path which long-term trajectory of the business. Actually vision of a company shows the specific direction for long-term objectives which are to be gained in the upcoming stages. The Vision of Capital Logistics & C-Express Ltd. Is as following:

“Providing First Class Freight Services”

By making use of their creativity Capital Logistics & C-Express Ltd. aims to organizationally develop itself as one of the best freight-forwarding organizations.

2.4.2 Mission

Most situations we get confused about the definition of mission and vision but the distinction between mission and vision is straightforward. The mission of an organization describes its purpose and its current business by answering the following three questions:

- Who we are?
- What we do?
- Why we are here?

The mission statement of Capital Logistics & C-Express Ltd. is:

“We offer a comprehensive suite of express international courier services and delivery solutions including international documents, non-documents, airfreight and import express, Worldwide air forwarding with transportation support at each step throughout your supply chain, Continuous reporting and shipment visibility through our global information system”

2.4.3 Company’s Current Goal

Capital Logistics & C-Express Ltd. is devoted to increase sale growth, increase productivity and improve company image and customer satisfaction and ensuring continuous improvement and to prove itself one of the remarkable freight forwarding company in Bangladesh.

Chapter 3: Methodology of the Study

Research Design

A framework for preparing the research and addressing the research questions is the research process. Creating a concept for analysis means making decisions on the following things:

- The data type or related information you need
- The place and timescale of the study
- The respondents and references
- The relevant variables and hypotheses
- The tools for the processing and analysis of data

The research design determines the criteria of the project: it specifies exactly what will be used and what will not be used. The criteria on which the results will be evaluated and the draws conclusions are also specified. The efficiency and consistency of the analysis rely on how the information is collected, calculated, evaluated and delivered. A good research design is necessary for an effective research idea, scientific paper, or thesis. The research concept is similar to a comprehensive study strategy, in which the researcher discusses how to carry out the overall analysis. There are different forms of research that can be used to explain the various kinds of research issues.

Quantitative research

- It is mathematical, non-descriptive, applies statistics or calculations and uses numbers.
- It is an iterative mechanism by which proof is measured.
- In tables and diagrams, the conclusions are also presented.
- It is definitive and conclusive
- This discusses the what, where and why of decision-making.

Qualitative research

- It is non-numeric, informative, follows logic and uses sentences.
- Its aim is to get context, the feeling and the situation defined.
- It is not possible to graph qualitative data.
- Descriptive in nature.
- It explores when and how decision-making takes place.

Mixed research

Mixed methodology-research in which quantitative and qualitative approaches or paradigm elements are combined. The mixture of variables, terms, and images is the essence of results.

Moreover researcher use the following three types of research to fulfill their research purposes -

- Exploratory Research
- Descriptive Research
- Explanatory Research or Causal Research

1. Exploratory Research: To discover a list of questions, exploratory research is performed. The answers and analytics may not give the perceived problem a final conclusion. It is carried out to deal with new problem areas that have not been studied before. The basis for more factual data collection and analysis is laid down by this exploratory case study. Exploratory analysis, projective approaches such as word recognition, sentence completion, and focus group conversations are carried out via an expert survey, secondary data collection (evidence gathered for other purposes), case research, and pilot testing.

2. Descriptive Research: Descriptive research tries to focus on broadening awareness about present problems through a data collection procedure. Descriptive experiments are used to explain how a representative group conducts. In a descriptive study, for conducting the research only one variable is required. Describing, clarifying and checking the findings are the three main

objectives of the descriptive analysis. In this research, in order to get a statistically meaningful result, answers are clustered and scheduled at the questionnaire. It is in essence a concluding method of analysis.

3. Explanatory Research or Causal Research: In order to understand the results of any changes in existing routine practices, predictive or causal analysis is performed. The thesis establishes the relationship between cause and effect of the factors to explain the problem and its solutions as well. Causal analysis, in essence, is definitive. In addition, this analysis is a pre-planned and systematic method of review.

	Exploratory Research	Descriptive Research	Explanatory Research
Research approach used	Unstructured	Structured	Highly structured
Research conducted through	Asking research questions	Asking research questions	By using research hypotheses
When is it conducted?	Early stages of decision making	Later stages of decision making	Later stages of decision making

Both quantitative and qualitative methods were used in the primary research to accomplish its purpose.

To gain insights into the prevalent positions and duties of the people managing the proper organizational delivery and complete the logistic process, a qualitative analysis approach is used. It offered insights into good management, creating concepts for subsequent quantitative analysis or theories.

A quantitative study quantifies evidence and generalizes the conclusions to the population of interest from a survey. In the selected study, it calculates the frequency of different opinions and beliefs. I used the prior documentation and thoroughly processed work relating to the company's sales process from the logistics department for my quantitative analysis.

In addition, in my research study, I performed exploratory study through expert interviews and official discussions with the department-related management employees. I managed to reflect on the process when working with the team and got information from my supervisors and boss.

Chapter 4: Distribution while Delivering Goods & Services

Distribution involves distributing the goods across the markets, so that a wide number of individuals, buyers, customers or consumers can consume it. For retail companies, as well as for manufacturers, wholesalers and distribution companies, the ability to deliver the right products to the right customers at the right time is essential. In product distribution, each player in the distribution chain has a role, requiring a well-thought-out strategy. The process of distribution can construct or demolish a business. A successful delivery infrastructure clearly indicates that, while achieving its objectives, the company has a better opportunity than its competitors. An organization that distributes its commodities more efficiently and faster on the market at lower prices than its competitors would increase the absorption of higher raw material price margins and, in difficult market conditions, last longer. For every form of business or sector, distribution is important. If the product is not available for sale at the prices at which buyers will purchase, the lowest selling offer, advertising and customers can come to nothing. Distribution is the combination of transport logistics or sales logistics, which is the link between production and the market. The field includes all activities involved in the delivery of products-from production to consumer organizations. Consumers are often actual consumers, dealers or processors. In general, the management of distribution includes goods processing, transport and warehousing services. In this regard, Distribution process essentially pursue three following goals:

1. Availability: They should always look forward that consumers are having an adequate quantity of goods. Customers should be able to purchase the goods without much hassle and immediately.
2. Cost minimization: The manufacturers' high quality demands require distribution personnel to keep the delivery and distribution costs as considerate as possible. Specifically, the goal is to minimize distribution, storage, supply and order processing costs. However, distribution is to get quicker, more energy efficient and more environmentally sustainable at the same time.

3. Influence: It is also important have the highest possible say and existence in the marketing of their products delivery and availability of their service

In addition , service companies will need to concentrate on their sales logistics service providers: distribution consistency, distribution flexibility, delivery schedule and delivery conditions should comply with high quality criteria. Only then can customers at the end of the supply chain be pleased and use the service once more.

Another important factor there is three fields of activity in transport logistics:

1. Operational control: Operational tasks refer to order processing, shipping, strategic planning of returns, route planning, and customer support.

2. Tactical control: Tactical tasks include the management of the fleet, the definition of minimum purchase quantities, the definition of the level of service and the determination of whether the company should manage transport logistics alone or resort to external suppliers.

3. Strategic control: Strategic control involves marketing strategy planning, distribution system development, location selection and both horizontally and vertically networking.

Besides full distribution, one of the most significant tactical concerns is how delivery or shipment should take place. Between two variants, companies can choose:

1. Direct distribution: Direct distribution of delivery involves direct contact between the supplier and the customer. For products with the following characteristics, this variant is used:

- Segment of high-priced
- Narrow base of customers
- Good complexity
- Much need for guidelines
- High sensitivity

Direct relationships with the consumer are an advantage of direct distribution. It also saves the cost charged by an intermediary to manufacturers. Nonetheless, this variant is relatively costly and needs accurate and far-sighted calculation.

2. Indirect distribution: Consignments are handled via sales intermediaries (intermediaries) in indirect distribution. A difference is drawn between processing on a single level (only one sales agent), processing on two levels (two sales agents) and processing on multiple levels (several sales agents).

The issue with indirect distribution is that the product and its advantages must be repeatedly convinced of by every sales agent. Once again the distribution of the products, which is direct distribution, can be done by the organization itself. Alternatively, intermediaries can be hired and distributions can be formed, i.e. indirect distributions. The strategy will depend on several considerations, some of which are

Product: The physical attribute of product like perishable or nonperishable or durable will be a factor in deciding its distributions model.

Market: The size of the market influences distribution. Direct distribution may not be a perfect choice in a big market. In addition, the distribution channel will be more suitable if the markets are separated.

Company: The business's size and its product offerings are also determining factors in the distribution decision.

Marketing Environment: A narrower chain of distribution is preferable in a declining economy or depression. There's a broader choice for alternatives in a healthy economy.

Cost: The expenses of the channel, such as transportation, storage and storage, tolls, etc., are clearly a factor in this decision.

The above intermediaries ensure that goods are distributed smoothly and effectively across your chosen geographical market. In the distribution process, intermediaries are a very significant factor. Let's look at the types of middlemen that we usually find. Distribution involves the following things being done:

- Storage of warehouse

- Inventory control
- Better management of logistics
- Product Packaging
- Operations regarding Transportation
- Management of integrated channels

4.1 Distribution of Capital Logistics & C-Express Ltd.

Due to the growing economy and competition, communication between firms has become closer and more frequent. In this regard, the distribution of products, funds and information between the phases of a supply chain as quickly as possible usually serves as the key to its success. Although the internet has successfully saved some physical logistics costs in data and cash flows, more demands for faster distribution of physical products are also urged. In particular, in a metropolitan area where traffic is easily congested and parking spaces are limited, small packages such as important documents, receipts and gifts usually need to be distributed in a short time window. Distribution is a combination of transportation for transport or logistics for sales, which is also the link among manufacturing process and the manufacturing sector. Transportation and logistics activities are becoming the most sensitive problem now, as the customer requirement for transportation benefits continues to progress day by day and service providers are not interested to negotiate on customer benefits. The ability to involve technical change, constant improvement and adapting to evolving conditions may constrain a way to go forward together makes a difference to the company in order to achieve a cost-effective situation through an organized distribution process. Capital Logistics & C-Express Ltd. is an accomplished global distribution center, but like most nearby conveyance organizations, it still faces a daunting minute to manage the operation of the nearby conveyance service. In this regard, conveying goods within Dhaka is, most imperatively, the primary critical part or maybe transportation rather than any other towns. While talking about the buyers living in Dhaka demand transportation on the same day or another day as they are in the city. Complying with the different, company attempts to convey products within the period required safely and soundly.

The question occurs when it comes to transporting the interior of the city of Dhaka because it is very implausible these days to supply goods in due time. From the other hand, without a conveyance of the same day or the next day, one cannot reach the client's fulfillment. Our

nation's consumers are also accustomed to shopping on-the-spot, not on-line. E-commerce is already growing due to exceptional promotional incentives and domestic transport incentives. Apart from that, we cannot conceive about an e-commerce exchange without domestic conveyance because most of them are small and medium business visionaries and do not have enough chance to put up a physical store.

Capital Logistics & C-Express Ltd is now directly running its transport logistics from its main office at Banani in Dhaka. In Uttara and Mirpur, they have two additional center points for these regional distribution carriages. They carry goods with bicycle and bike for most of the cases, but they use conveyance van for expansive items or cold ability items. They separate the bundles according to a specific area and then the delivery person starts to distribute agreeing to their dedicated location. In addition, they receive pick-ups from distinctive merchants at the same time. This may be considered as the effective method of distributing goods within Dhaka, but sometimes the process falls flat and various problems occur when delivering to customers and receiving pick-Capital Logistics & C-Express Ltd. are most of the time stays problem free.

Therefore, it is no denying that Capital Logistics & C-Express Ltd manages its business to operate smoothly, comprehensively, particularly in terms of operations, is such a major problem for all operational management. In addition, the successful determinant of Capital Logistics & C-Express Ltd. is that Capital Logistics & C-Express Ltd. adapts itself to the high rate of change in the operating environment, particularly the development of technology, another problem that needs to be considered.

From these above information and data, I would like to describe the operation process of Capital Logistics & C-Express Ltd. in the International logistics distribution. From the above information, we can realize that there is a strong and complicated supply chain system at Capital Logistics & C-Express Ltd. So, in the international logistics business sector, Capital Logistics & C-Express Ltd. is a highly recommended example of operational management skills.

Supply Chain & Freight, International Packages Capital Logistics & C-Express Ltd. is known to be one of the largest package courier services and a leading provider in operations for supply chain management.

Capital Logistics & C-Express Ltd. operates a highly comprehensive, coherent operating system capable of managing single factors in the process for each company and guaranteeing the best performance of all factors in the process and continuously improving business performance.

Furthermore, by applying the latest technologies & innovations in the logistics industry, Capital Logistics & C-Express Ltd. has attempted to improve all its variables. As far as human resources are concerned, they also provide their employees and managers with further training in such a way that their employees are equipped with the necessary skills in terms of job enrichment and job enlargement.

By doing so, the company has a great opportunity to work with its highest productivity, high quality services and maintain its competitors' competitive advantage.

Basically, the International Distribution Process of Capital Logistics & C-Express Ltd. has some basic components with a growing employment rate. These components are the process of value creation, the support process, and the process of general management.

Capital Logistics & C-Express Ltd. obviously has an excellent integrated approach between value creation, process of support and general process of management. These eventually work and improve their performance throughout manufacturing operations. We can see that there is a mix of human resources, technology and high-level strategic planning at all points of the production process, such as:

Collecting packages and orders is the first step in a package's long-term travel and distribution across the nation or even the world. The packages are collected at the local agent hub using multiple different collection methods. The packages will be classified more correctly and for that they need to be divided into 3 types of packages, such as small, parcel and irregular.

Based on the services, particular type and sense of urgency level, all packages start to be rearranged and finally sorted. Capital Logistics & C-Express Ltd. sticks a barcode it to every single item after sorting and arranging, and this information is also stored in the networks of Capital Logistics & C-Express Ltd. Capital Logistics & C-Express Ltd. can easily track their care packages and minimize the losses and optimize package delivery planning in real time with this kind of correct information provided by the process of sorting and stamping.

The packages are essentially ready to be delivered to the receiver after the sorting has ended. Once again, the complete packages are loaded back to the airport and taken to their destination at the local hub. As mentioned above, container loading is a flight control system that helps people load, making it easier to take off.

When the packages arrived at hub, it starts to distribute the packages or products to the receiver by smaller destination area and distributed through by small vehicle or others. Capital Logistics & C-Express Ltd. implements the equipment handled to provide the van driver with the most optimized delivery plan to deliver packages such as always turning right, avoiding traffic tram points and some other features, such as digital note, receiver data, etc.

All in all, we can see how the process of Capital Logistics & C-Express Ltd. has very high levels of application of different technology and high levels of management as well.

According to the above procedure, we can clearly recognize the movement of goods and materials throughout the entire process, such as packages, trucks, containers, airplanes and management and information technology support. It will, however, be sufficient if we do not mention the other portion of the operation of Capital Logistics & C-Express Ltd., which is also important for Capital Logistics & C-Express Ltd. That is not just bodily movements of goods, but it is also called service from the company. When we can enhance one component value to become higher value in the value chain process, we will have much more opportunity in the next step of the process to enhance customer perceived advantages and the exceptional result. The methods of analyzing the value chain process of Capital Logistics & C-Express Ltd. can enable us to fully identify critical variables that help Capital Logistics & C-Express Ltd. boost its competitive edge. Because customers only need good products or good services non-stop in recent years, their requirements are dramatically increasing, they also want to have great value services that are worthy of value. The management of the entire value chain process is therefore the unique way in which Capital Logistics & C-Express Ltd. ensures that its operation productively delivers quality products & services to customers, increases customer satisfaction and gradually achieves the Value Proposition. In addition, the value chain is the straight line method and covers the entire business operation. In case of any problems that occur at any point will lead to a jam or bottleneck in the process, the most secure way to avoid defects in the

process is to manage every single point of the value chain process well. That covers the maximum distribution process in the case of CLL Local and International distribution.

4.2 Product Distribution Process

4.2.1 Product Pickup and update status

Firstly the assigned persons to their chosen location pick up products or goods while coming to the office hub and they submit the product for storage. Afterwards the operation team handles the further process regarding the distribution of the product. The item update status alludes to the present location of the unit. A conveyance planning starts by having the arrangement from any person or supplier, and finishes by conveying their object to their desired target. Each object will travel through specific phases between this pickup and transference. Various freight companies use distinctive logistical techniques for distribution. For the goods to be processed, any mode of transportation can be offered, but some time lately, management must take into account the transport toll and other logistics. Capital Logistics & C-Express Ltd. has recently consolidated a GPS system to explain the item update and consumers can even explain their updates by calling for consumer benefit. Consumers are not willing to grasp the overhaul of the brand in certain situations, but they do seek confirmation of market appeal for their brands. When the mechanism does not work well if there is big activity on the highway, as customers know how their item moves and schedule time more structured, the real time redesign will end up reviling.

4.2.2 Handing over the products to the customers

The operation team decide a few fair conveyance hours when customers put some arrangement, such as between 02 PM and 04 PM, which is the most alarming portion of neighborhood conveyance and when service sets some path arrangement, they fairly put the conveyance and conveyance area region man begins to move from one corner to another corner or at that point will have a conveyance area. It was also troubling to reassure buyers when they may have another idea at the time. It may be a must work to do in the off-risk because at that point it may

be a matter of food conveyance or other solidified object conveyance. It cannot be a credible transportation device in either case, as the transporter has to follow the same path continuously. Though it is too difficult for Capital Logistics & C-Express to follow such a form of right time and multiple times to refuse this sort of weight moment requirement agreement but still they are able to consolidate their agreements.

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4.2.3 Return Arrangement Process

The return policy and handing over the products back to their owners are part of the distribution management along with transportation and logistics activities. Conveyance of return may happen for several reasons. Coordinating the shopper's preference will cause the commodity to return easily. In that case the owner bears the responsibilities and the profit company returns the object to the owners safely. If the consumer refuses the item for any late problem at that point, the profit provider can take the item responsibility and the company may either pay the vendor or the dealer. In certain cases, the specialist of Capital Logistics & C-Express Ltd. tries to contact the customer personally to convince them and agree to provide the items for a few more time. In certain cases, pre-alarm is highly important that CLL constantly seeks to retain, but they still have a return agreement and remuneration understanding with the shipper, among most. That implies that the return of the commodity is the same principle and there is some more work to do with this job, such as COD management, retailer records, invoice matching and account adjustment.

4.2.4 COD Collection and Payment process

Cash on Delivery (COD) is now the most common purchase process for the sale of goods to consumers. At the same time, the compilation of COD becomes a central transport logistics activity. On behalf of the business owners or merchants, the company delivers the goods and receive COD amount. Capital Logistics & C-Express Ltd. maintains a distributor account record, and these responsibilities are mainly taken over by the accounts department in the office. In

Bangladesh, those in the e-commerce sector need to withdraw cash directly after the profit is achieved. Capital Logistics & C-Express Ltd. currently offers week-by-week increments of those dealers and it is not an easy task for the account community since they have many other things to do and if we need to set up a separate community for the surrounding transport section, it is not enough to do so. Capital Logistics & C-Express Ltd. tends not to charge any COD collection premium, although most neighborhood conveyance organizations in Bangladesh charge for COD collection. For installment planning, consumers can purchase it from the office or negotiate it from a loan. In addition, portable keeping money is a good way to buy, but since most buyers are glad to bargain for currency, the price that costs money exchange is also high.

4.3 Importance of Transportation and Logistics operation for better Distribution

A Company's whole distribution totally depends on transportation and the Logistics operation. Observations suggest that nearly 79 percent of companies state that their customers are actually seeking transportation on the same day and that the degree of customer loyalty is remarkably less. The increasing need for delivery on the same day places strain not only on the deployment of events to meet the schedule, but also to provide uninterrupted customer support. Many things will be addressed by good transport and logistics, including:

- Route Preparation.
- Tech-based.
- Customer support.
- Fully qualified staff force for execution.
- Job delivery re-engineering.
- Strategy of return.
- The bills.
- Delivery Strategies and modified flows.
- Tracking and reporting.
- Maintenance of a logistics hub or fulfillment facility.
- Swift Contact between distributors

Capital Logistics & C-Express has a dedicated supply chain operations management department and they are able to deal with the maximum aspects and as well as ready to handle any kind of uncertainty. They have managed to push the effective app, advanced consumer installment system, conveyance following process and advanced customer value community during this year. Besides the subsequent structure, more details and description are required to confront the problem of transmitting on time.

Chapter 5: Impact of Distribution on Logistics and Local Courier Business

The secret to success, particularly in supply chain management, is distribution. The process of distribution will create or kill a company. A good distribution system obviously shows that, when meeting its target, the company has a greater chance than its competitors. Any company that distributes its resources more effectively and better on the market at lower prices than its competitors will maximize the absorption of higher raw material price levels and, in tough market conditions, last longer. For any type of business or industry, distribution is critical. The lowest selling rate, ads and consumers could come to nothing if the product is not available for sale at the prices at which buyers can purchase. Therefore, the distribution of Capital Logistics and C-Express Ltd. not only helping them to improve their whole supply chain management but also it is creating a good opportunity for the customers to use the service of the company. That means CLL is also influencing the service industry having building their image consistently. This research summarizes the impacts of distribution that internally and externally influences logistics and local courier business. According to this study, it can be clearly enlightened that the distribution is the first and foremost step to complete the full supply chain management in case of product delivery.

Impact on Logistics and Local Courier Business:

Value Relation:

Firstly, employees are the basic part of an organization and they contribute to the growth of the company and themselves as well. Despite of whether it is the delivery worker or the warehouse manager, in his or her particular area of operation, everybody should be perfect. They need to engage in proper workforce planning for this. Daily preparation sessions keep the workers educated in the logistics sector of the most current trends. It aims to improve consumer productivity and delivery. If the distribution is well organized that upgrades the value relations among the employees and organization as well. There are occasions when, as per the plan, things

do not work. In addition, if the organizational distribution is well designed and well handled, it is easier for workers to perform properly throughout all conditions, which directly adds to the organization's value development.

Supplier relationships:

The emphasis of successful delivery is therefore on working together with vendors, which is an integral component of an effective supply chain. This could enable vendors to be physically close to the main manufacturing plant and operate on a just-in-time basis, perhaps. Supplier relationship management is the comprehensive, enterprise-wide review of the strengths and capacities of suppliers with regard to overall market strategies, assessment of what practices to participate with various suppliers, and preparation and implementation of all supplier transactions, in a synchronized manner over the life cycle of the relationship, to optimize the benefit realized across those relationships. SRM focuses on developing two-way, mutually advantageous partnerships with strategic supplier partners to generate higher levels of competition and competitive benefit than could be accomplished by acting independently or in a conventional contract buying agreement.

Warehouse Management System

Without proper warehouse management, efficient production administration is incomplete. The activity of warehouses depends considerably on the form of product. In that case to increase the storage, the distribution space of the facility columns is vertically improved. Successful use of the product-sequencing program is also done because when the order is put, there should be no pause when identifying the product. For the warehouse tasks, the warehouse workers require to be well trained and well informed. That means the distribution covers the warehouse management as well for the suppliers to hold their products in a safe hand.

Efficient Transportation System

The distribution department aims to minimize the distribution organization's costs and, at the same time, it can be patched up very well for easier processing of the goods. For efficient transportation, the following variables should be considered: Determining the best distribution

path. On the shortest and most safe path, a logistics organization can settle. This is good for saving some cash away just like time does. Cost-effective packaging, which also guarantees low risk and quality protection. Advance the bundling with the intention that the bundle needs less volume and does not create heaviness. The sufficient transportations totally depends on organized distribution process.

Efficient management of orders and customer communication systems

Many enterprises today sell directly to e-commerce (both B2B e-commerce and B2C e-commerce) and need to ensure that they have reliable contact processes and that delivery helps to keep the communication process uniform. Such functions act as part of a structured supply chain, where the dispersed order fulfillment process follows plans for sales, promotions, and customer support. Real-time insights into product viability and supply chain efficiency metrics are generated by analyzing the data captured and structured in current COM systems. Distribution coordinates the ability to measure and interpret metrics based on valid, up-to-date customer history data, such as delivery rates and customer service indicators (such as response time).

Strategic sourcing of raw materials:

A trade-off between cost, consistency and availability may be the procurement of raw materials. The cheapest raw materials could be the farthest out, leading to higher shipping costs and a longer lead-time that can be monetized in the process of production. Companies need to not only look at the past changes in the costs of these raw materials, but also anticipate how these considerations affect future changes in costs. The distribution process influences the costs of raw materials regularly, and must be monitored proactively to ensure a company is making smart purchasing decisions. However, many organizations lack the time and resources to manually track all the constant market changes relative to a particular commodity. This is where predictive analytics can help. Predictive Analytics provides increased visibility when managing costs and suppliers – working to streamline the strategic sourcing process by taking into consideration market changes, data, indices' commodity pricing, and other factors. With clear insight into these market changes, organizations can make smarter and faster business decisions in regards to validating pricing and sourcing the best-fit supplier.

Network Optimization

One of the logistics operations is maintaining an sufficient balance of manufacturing sites to be able to reach all consumer markets as easily as effectively as possible. It is a challenge to adapt and extend a network to satisfy ever-changing demands from customers and enterprise users. In addition, Network Management programs, with an emphasis on network efficiency and end-user experience, allow clients to get the most out of their network investment. End-user experience and performance of the network was assessed and analyzed. The network configurations are designed to enhance end-user experience and improve the use of infrastructure and are adequately maintained for deployment.

Demand forecasting:

It is one of the first standards for predicting consumer demand, and can aid in managing production and delivery and thus further strengthen the supply chain. In the decision making of an organization, demand plays a critical role. There is a need to take correct decisions and schedule future business-related activities such as sales, development, etc. under challenging market environments. The success of a decision made by company management depends on the reliability of the decision taken by them. Market analysis provides rational evidence for the decision to spend money and grow the enterprise. It also offers a means for effective pricing and promotional campaigns to be devised. In general, forecasting is not fully full of facts and accurate. Good distribution management thus helps to analyze different variables affecting demand and encourages management workers to know about different forces related to the analysis of market behavior.

Product margins and profits:

A vital part of sound financial management is the perception of profit margins. For a service-oriented business, profit margins are mostly primarily based on producing readily quantifiable finished products and resources and it can become a little more difficult to consider products profit margins. For utilities, calculating profit margins involves looking at more quantitative

variables and contextual variables to assess whether or not the organization is actually having a good ROI. Setting profit margins makes setting a suitable pricing policy simple. To reach these target margins, managers should set rates while staying competitive in the market place.

Marketing budgets and pricing:

Some owners of small businesses feel that a publicity budget is a luxury — an undue cost they cannot bear. Yet inability to sell and promote the company correctly will have a major effect on its potential to succeed. A carefully designed and budgeted marketing campaign will allow you to promote your company successfully to its demographic goal while keeping within the financial development. ROI (investment return) and your budget for publicity go hand in hand. How much money you have to bring in and how they are going to spend it can be dictated by the marketing budget. How many firms fall bankrupt is being ignorant of the money available and how it is being used. Without an appropriate campaign strategy and schedule, every organization will not be able to cover the expenses and owe them to the corporation. Both Marketing budgets and pricing is covered under the initial distribution process.

Benchmarking against competitors:

Globalization has led to drastic shifts in supply chains and, if they want to ensure that they stay competitive, it is important for a company to compare their supply chain against their rivals. Performance benchmarking is the method of using a fixed list of metrics to measure the market to a variety of rivals. This is used to assess a company's success and compare it over time to others. Sometimes, this would also entail looking at the practice behind these metrics. This suggests that organizations will search at marketing insights to describe 'best practice' and equate this to their own method. It is also an important step in the study of competitiveness. The advantages are evident in the end. They can not only have an organized summary of the business and how it works at various stages, but they can also be competitive. A long-term view distribution looks forward to stepping in while a rival is doing well or starting to fight, always prime opportunities to assess their own approach so that they can use their abilities to conquer the market. Competitive benchmarking should, above all, suit the corporation and its divisions, being as large or as granular as they choose.

Chapter 6: Recommendation & Conclusion

6.1 Recommendation

Our internal delivery system needs to be modified over time , particularly for the performance. At the moment, we do not have access to complete services, because this will save us a lot of money per month and they need to hire more skilled staff in the technical department so that distribution management can be better done. Additionally, they should seek experienced and creative people with the potential to unravel specific challenges in time. After that, they should train the full employee labor to let them know their job and use of the technology to improve the full supply chain management. Moreover, they should try to develop their reputation as they are quite in a big industry, they have larger sector to cover, and it is growing. Furthermore, they should focus on using computerized stock management may provide assistance and prerequisites for processing consumer details. At about the same time, company will save the merchant's normal demandable goods and maintain a competitive distance from day-to-day pick-up. For easy control, consistency security, and tracking, they may use the Standardize Packaging Scheme. Moreover, they need to update their smartphone app and delivering notifications to all consumers and item receivers so that they can track their product placement time to time. Assign customer support representatives to offer sufficient details to reassure customers with superior scheduling is very much required in sort of problem and solutions. In case of giving deals and better service such as foreign express courier or local distribution merchant or other individuals according to customer relationship and market area they should be more professional and organized so that they should not get any chance of dissatisfaction. Moreover, they need to monitor their inventory and warehouse management for product safety or any kind of loss issues. Additionally looking into the transportation management they should always monitor everything so that the delivery persons can deliver the products timely and they face less difficulty while delivering the products door to door.

6.2 Conclusion

For CLL, the future is bright and fruitful. In the freight forwarding sector in Bangladesh and the local courier business, the company does very well and has also diversified its investment to build a large portfolio. CLL is looking to further expand its market internally and internationally to other countries. We have two branches in Dhaka and Chittagong right now, like CLL. Although employee vacancy rates have recently risen, these concerns are being taken into account to maximize the retention of potential workers. I encourage others to have a chance like this to advocate themselves in professional life because of the experience I have acquired so far at CLL. A very nice initiative suggested to my fellow mates is an overall internship. It helps strengthen my talents, expertise, and awareness and grow them. It was a wonderful experience and memories, as I not only acquired experience, but also new friends and information. Capital Logistics Ltd is also a popular place to do the internship as it offers the realistic trainees with various advantages and rewards. They send us our own rooms and other amenities, such as a laptop, Wi-Fi, and allowances. The handling by the organization was just equal and competent. I heard from multiple units and individuals. I am happy and thankful to my staff and supervisors as well. They also help me deal with some of my shortcomings and provide me with support whenever I'm in need. But Capital Logistics & C-Express Ltd. needs changes in many industries, as described in the study, beginning with the recruitment of more passionate individuals for the company, and one crucial aspect is that the environment is changing constantly with a fast but subtle process shift, which is why they should concentrate part by part on expanding their complete delivery. Many traditional methods of doing business and producing goods have already been replaced by technologies and automated knowledge. Thus, Capital Logistics & C-express Ltd. is high time to think much smarter and play hard with advanced technology systems in the field. I believe the three-month period of the internship was not enough for me to learn more about the work in depth. I want the internship program to be a central topic and I urge other students to take the chance to do an internship as it allows us to understand our power, capacity, vulnerability, and more.

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