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BRAC University

Internship Report on

**B2B Business Strategies of Freight Forwarding Industries in
Bangladesh and their Operation - An In Depth Study of
KUEHNE + NAGEL Bangladesh Ltd.**

Submitted to

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Date of submission: 29.08.2018



KUEHNE+NAGEL



Internship Report on

B2B Business Strategies of Freight Forwarding

Industries in Bangladesh and their operation - An in

Depth Study of KUEHNE + NAGEL Bangladesh Ltd.

Letter of Transmittal

August 29, 2018

Mr. Tofazzal Hossain
Lecturer
BRAC Business School
BRAC University

Subject: Submission of the Internship Report

Dear Sir,

It is a matter of pleasure for me to be able to submit this internship report that I have prepared from my experience of working with KUEHNE+NAGEL Bangladesh under the Sales department.

I feel really privileged to be a part of an immensely eminent MNC like KUEHNE+NAGEL Bangladesh for last three months (April 1st – June 30th) as I have been able to gather valuable insights about the professional life as well as the corporate world. Throughout my three months association with KUEHNE+NAGEL Bangladesh I tried to learn every little aspect of the corporate life and I also tried to deliver from my end. This internship report has been prepared to fulfill the requirement of my BBA program and for my internship program I was assigned to an organization. This report attempts to describe the observations and learning during the course of my internship with KUEHNE+NAGEL Bangladesh.

I would like to convey my utmost gratitude and appreciation for your kind cooperation, guidance and supervision in conducting and preparing my internship report. I have tried my level best to complete this case meaningfully and correctly, as much as possible. I do believe that my tiresome effort will be visible to you after reading the case.

Sincerely yours,

.....
Khaled Saifullah Ansary
ID: 14304093
BRAC Business School
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Letter of Endorsement

Internship Report titled “**B2B Business Strategies of Freight Forwarding Industries in Bangladesh and their operation - An in Depth Study of KUEHNE + NAGEL Bangladesh Ltd.**” has been submitted to BRAC Business School, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resource Management from BRAC University on 2nd August, 2018 by Khaled Saifullah Ansary, ID: 14304093. The report has been accepted and may be presented to the Internship Defense 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. Tofazzal Hossain
Faculty Internship Supervisor
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BRAC University

Acknowledgement

At first I would like to pass my gratefulness to Almighty ALLAH that he gave me the strength of completing this report within scheduled time. I would like to convey my utmost gratitude to my academic supervisor Mr. Tofazzal Hossain, without his kind direction and proper guidance this report would not have been possible. His encouragement, guidance and suggestion on the related topic gave me the solution to the problem and showed me the way to finish the internship report within given time.

I also would like to thank my organizational supervisor, Mr. Arifur Rahman Chowdhury, Manager, Sales, for sharing his experience into the topic and providing me the support I needed and he always gave me extra time when needed to get to know about the organization more closely. I also would like to thank Mr. Shaikh Mohabbat Hossain, Dpt. Manger, sales. Mrs. Adrita Rahman, Asst. Manager, sales and sales coordinator. Mr. Faisal Ahmed, Sr. Executive, sea freight sales. Mr. Fattah Faisal, Sr. Executive, sea freight sales. Mr. Sharfuddin, Executive, sales garments. Mr. Shamsul Huda Sobahani, Sr. Executive, air freight sales. Mr. Noor Riyad, Executive, air freight sales. Mr. Atiq Faisal Khan, Jr. Executive, sea freight sales for supporting me in that three months and guiding me.

Last but not the least, I would like to express my gratitude to BRAC University and all the faculty members for making me capable of what I am today and making me capable of standing out in the crowd.

Executive Summary

Internship is a mandatory program that all the Bachelor's students need to complete and it was mandatory for me to complete my graduation. As today's business environment is dynamic which keeps changing so it is very hard for a student of Bachelor of Business Administration to analyze the critical job environment. For that reason it is quite mandatory to go through the practical knowledge at the same time theoretical knowledge. So that I can go to the corporate world with full confident and can be successful in that life. After completing my four years Bachelor of Business Administration program, I was sent to have practical knowledge in real job environment as a part of my academic program as I already had all the theoretical knowledge about different things. In this internship report I tried to focus my practical knowledge regarding Sales of both import and export of KUEHNE + NAGEL Bangladesh Limited. My internship topic is "B2B Business Strategies of Freight Forwarding Industries in Bangladesh and their Operation - An in Depth Study of KUEHNE + NAGEL Bangladesh Ltd.". Here in this internship report I tried to cover the aspects of sales and operation process of KUEHNE + NAGEL Bangladesh Limited.

At the point when a business chooses to export or import their items they before understand that they need to manage the various obstacles that must be defeated to deliver the item to the end client. By and large, a business will look to a master, called a freight forwarder, who can deal with these barriers.

Bangladesh is a developing nation however meanwhile it contributes little projection of general exchange volume. As indicated by the report of Bangladesh Export Promotion Bureau, Bangladesh send out \$16.20 billion in 2010 while imports are \$19.76 billion.

KUEHNE+NAGEL Bangladesh Limited began their journey in Bangladesh from 1997. From that point forward it has been catching the No 1 place in freight sending industry of Bangladesh. KUEHNE+NAGEL Bangladesh Limited is operating their business by using two medium of freight forwarding. One is sea freight and another one is air freight. Here in this report the business strategies and operation of KUEHNE+NAGEL Bangladesh Limited is discussed with details.

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Chapter 1

Introduction



KUEHNE+NAGEL

1.1 Freight Forwarding

At the point when a business chooses to export or import their items they before understand that they need to manage the various obstacles that must be defeated to deliver the item to the end client. By and large, a business will look to a master, called freight forwarder, who can deal with these barriers of export and import.

Administration given by a freight forwarding organization can change in between different company anyway the pipeline work or essential convergence of the freight forwarder is to work as a middle man between the customer who is utilizing them and diverse cargo shipping organizations or we can say in a word shippers that are related with exporting the goods abroad to the final customer.

The standards of freight forwarding are commenced on the proficient and cost-effective exchange of products that are kept up in great condition all through their movements. To achieve this, freight forwarders progress toward becoming specialists in dealing with the coordination important to guarantee that merchandise touch base on time. Fruitful exchange and delivering in growing globalized markets implies having the correct devices available to you. Arranging taxes, traditions controls and being conversant in the prerequisites of transportation via arrive, ocean, rail, and air, freight forwarders deal with the risks and advantages of delivery both broadly and universally utilizing the most recent advances in information innovation.

There is a great deal that goes into managing worldwide delivery. While the cargo forwarder handles the purposes of enthusiasm of overall transportation, it is basic to perceive what a freight forwarder does not do as such as to explain what a forwarder truly does. A cargo forwarder does not move cargo itself. The cargo forwarder goes about as a center individual between a shipper and distinctive transportation organizations, for instance, ocean dispatching on vast payload ships, trucking, accelerated conveyance by means of carrier load, and moving stock by rail. A cargo sending organization utilizes set up relationship with bearers, from air tankers and trucking associations, to rail vessels and ocean liners, in order to orchestrate the best cost to move shippers' stock along the most temperate course by working out various offers and picking the one that best modifies speed, cost, and quality.

Cargo forwarders handle the broad coordination of delivery items beginning with one global objective then onto the following, an endeavor that would somehow be an overwhelming

weight for their client. To agree to convey documentation and conveyance necessities, various exporters utilize a cargo forwarder to go about as their transportation administrator. The forwarder prompts and helps clients on the most ideal approach to move stock most gainfully beginning with one objective then onto the following. A forwarder's wide learning of documentation requirements, controls, transportation costs and dealing with a record practices can encourage the conveying procedure for a few associations.

So one may express that, cargo sending is fundamentally an industry that is related with import and fare of items around the world for the advantage of shippers and exporters. Cargo forwarders are exceedingly had some ability in transportation and payload stacking. They likewise do all the documentation procedure and furthermore keep up the arrangement of custom clearance of the item. They likewise assume the liability in which container your products will send. They deal with every one of the exercises from item stacking to achieving the clients hand at the assessed date.

Freight forwarders give most ideal cost to their client for moving merchandise in various places. There are many charges they utilized for various purposes and these charges are called cargo charges. Some regular administrations is helped by the freight forwarders which incorporate air and sea administrations, import and export support service, all kinds of custom related support, stockroom benefits, dissemination and transportation. The majority of this administrations incorporates a few charges and that is the freight charges. Forwarders do their level best to give the top of the line cost to accomplish the consent of exchanging merchandise to their goal.

There are different types of medium a freight forwarder uses to send clients goods from one country to another. List of different medium are given as follows-

1. Air Freight
2. Sea Freight
3. By Rail
4. By Land
5. Contact Logistics

As wholesale and assembling organizations develop and extend, making sense of how to stay aware of the quantity of shipments that should be sent to clients locally and abroad turns out to be progressively challenging. Some bigger organizations keep up by growing their own particular in-house shipping capacity, yet ordinarily this requires a lot of interest in

coordination to get the human and different assets, aptitudes and innovation chief among them expected to keep things running easily.

For a few organizations, this sort of investment is either incomprehensible or undesirable. Organizations that is small in size regularly can't bear the cost of the assets to oversee higher volumes of international and other complex freight prerequisites. Different organizations may basically like to maintain their attention on the things they do best building and offering awesome items and leave crafted by getting those items to their goals to organizations that spend significant time in these essential business capacities. What's a little or medium-sized maker to do when they have to move items to nations or locales where they need contacts and learning to deal with the logistics procedure? Organizations have a few choices for dealing with this circumstance: the most popular decision is freight forwarding.

The list of services a freight forwarder provides are given as follows-

1. **Tracking transportation:** freight sending firms organize and monitor shipments as they move around the nation by truck or rail, and some of the time air.
2. **Prepare export import documents:** This is a zone where freight sending firms truly sparkle. Since they dispatch a high volume of products crosswise over global borders, they have specific information of the documentation that is required.
3. **Booking containers:** Knowing who to call when you have to ship to a specific area, and which transporters are best at serving which goal, gives cargo forwarders favorable position with regards to transportation universal and even to numerous local residential markets.
4. **Storing items:** Cargo forwarders either run their own stockrooms in a few areas or they can rent space in areas they don't benefit themselves.
5. **Freight charges negotiation:** Since freight forwarders dispatch a high volume of merchandise, they can ordinarily arrange better costs from a transportation organization.
6. **Cargo Insurance:** On account of the high volume of shipments that freight sending firms handle, they have broad information and details of getting scope for shipments and managing protection should anything turn out badly with a shipment.

Advantage of Freight Forwarding: So for what reason would an organization utilize a cargo sending administration versus taking care of these sorts of logistics necessities in-house or another sort of logistics outsourcing supplier? Looking into the service provided by freight

forwarder above, one can see that freight sending organizations offer services that are centered on genuinely complex delivery necessities. Numerous small to medium-sized makers don't have the assets in-house to deal with these prerequisites cost effectively.

Disadvantage of Freight Forwarding: Obviously, no outsourcing business arrangement is without hazard, and freight sending is the same. A portion of the dangers of freight sending, similar to any outsourcing course of action, incorporate loss of control over your shipments. Once you've outsourced to a freight sending organization, you're never again responsible for the shipment plan.

1.2 Origin of the study

For an undergrad student who have completed BBA program for them internship program is must to complete. It's a great opportunity for a student to see the real life corporate scenario and also the chance to learn about the practical environment of today's corporate world. From here a recent grad student can understand what are the positive and negative sites of the corporate world and they can actually set their mind that where they can pursue their career. This internship report has been prepared as a mandatory requirement to complete my BBA program of BRAC University. The company which this report represents is KUEHNE+NAGEL Bangladesh Ltd. I tried my level best to prepare this internship report under the direct supervision of my line manager at KUEHNE+NAGEL Bangladesh Limited and University internship supervisor.

1.3 Scope of the study

There are plenty of degree in this report to cover on how the sales division of KUEHNE + NAGEL Bangladesh Limited works the entire B2B sales tasks, how the preparation and advancement are profiting the representatives and how the entire business functions. Consequently information was gathered from essential and other sources. Anyway this report is made on the knowledge of import and fare method in the sales branch of KUEHNE + NAGEL Bangladesh Limited are the key concentration regions.

1.4 Limitation of the study

While preparing the report there were some sort of restrictions that I have. One of the most difficult part for me was to gather all important data from KUEHNE+NAGEL Bangladesh Ltd. While gathering essential information some representative did not feel good to convey data as it was beyond the company jurisdiction.

Other than above situation, I likewise confronted issues in access to issues since interns couldn't access in all regions. Likewise I discovered obstacles to enter KUEHNE+NAGEL inner site from my home. I likewise confronted issues in time administration since I couldn't get to every one of the locales of KUEHNE+NAGEL from home and in office I needed to work appropriately. Along these lines, time was an incredible factor around then. In gathering diagnostic inside this brief time frame was an exceptionally intense activity.

1.5 Freight Forwarding Scenario in Bangladesh

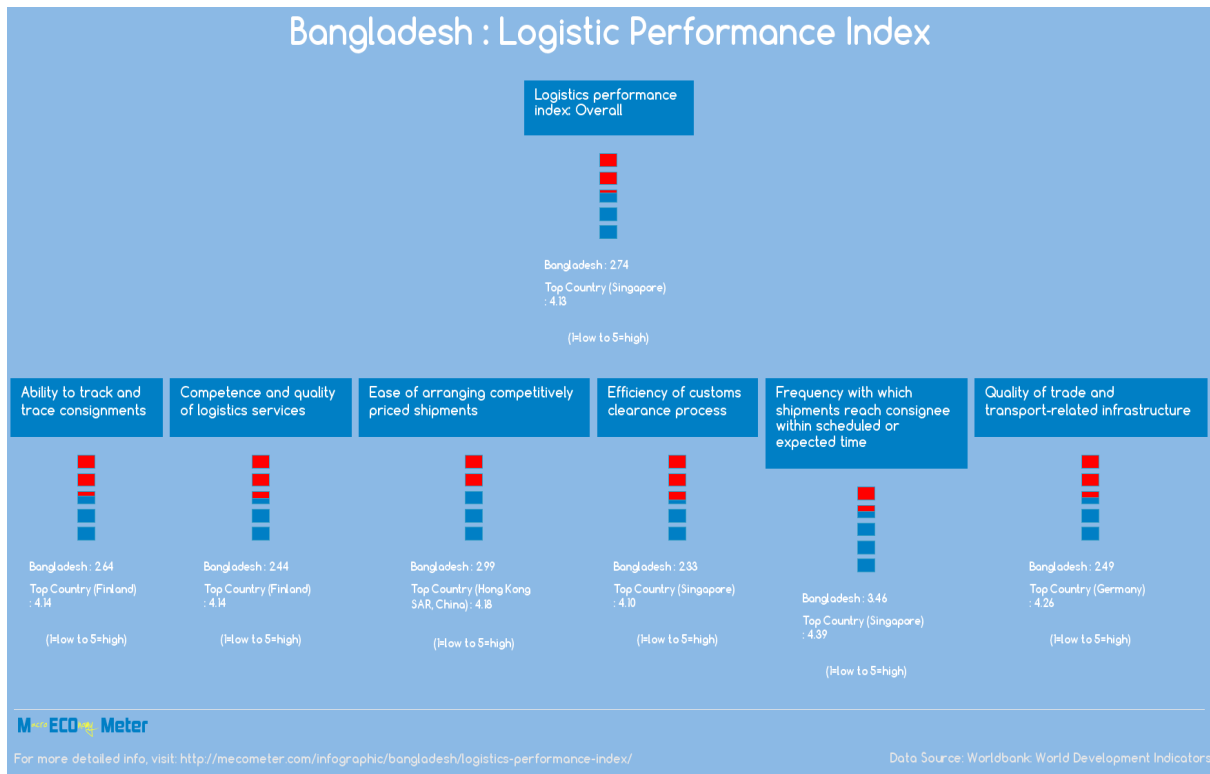
Firm invest huge energy in sorting out capacity and transporting of stock in light of a legitimate concern for its shippers. It generally gives a full extent of organizations including: following inland transportation, arrangement of conveyance and admission records, warehousing, booking load space, orchestrating payload charges, freight association, cargo assurance, and archiving of security claims. Payload forwarders as a rule dispatch under their own specific bills of replenishing or air waybills, called house bill of filling or house air waybill and their masters or accomplices at the objective give report movement, deconsolidation, and load gathering organizations.

Beginning late there is an worth mentioning change in the cargo business of Bangladesh. As exhibited by World Bank's worldwide trade division report, logistics performance index (LPI) of Bangladesh in 2010 stimulated to 2.74 from 2.45 out of 2007. Bangladesh is arranged 79 in LPI rank summary of 2010 among all nations, already it was arranged 87th in 2007. The manner in which that a present report appropriated in ninth July, 2017 displays that Bangladesh has been arranged 108th out of 160 nations in logistics performance index (LPI), as shown by an alternate World Bank report. This execution isn't in a similar class from the past ones yet meanwhile Bangladesh is gaining ground very much arranged.

Currently Bangladesh is considered as a developing nation however meanwhile it is contributing little projection of general exchange volume. As indicated by the report of Bangladesh Export Promotion Bureau, Bangladesh send out \$16.20 billion in 2010 while imports are \$19.76 billion. Bangladesh is enhancing its progression in freight sending at this moment. There are parcel of independent ventures are building up in our locale and they are centering to build up their business. This sort of organizations are creating cargo sending industry.

Countries	LPI Rank 2014	LPI Rank 2016
Bangladesh	108	87
India	54	35
Bhutan	143	135
Nepal	105	124
Pakistan	72	68
Maldives	82	104
Sri Lanka	89	NA
Afghanistan	158	150
Myanmar	135	113

Source: World Bank



Source: World Bank

From the World Bank report it is visible that the rank of Bangladesh in freight forwarding business is increasing gradually and it is expected to grow more in the ranking in recent years. Basically as Bangladesh is going towards a developing country so the number of industry is increasing as day passes and as a result the need for this cargo sender which is also known as freight forwarder is increasing. Most popular freight forwarder in Bangladesh are KUEHNE+NAGEL, DHL, UPS, FedEx, TNT etc. Here some of the freight forwarder deals with both consumer market and B2B market, like DHL, UPS, FedEx does but KUEHNE+NAGEL only deals with B2B market.

1.6 History of KUEHNE+NAGEL

KUEHNE+NAGEL is one of the primary worldwide forwarder and logistics providers being in the cargo sending organizations for over 150 years. Over the multi-year history, KUEHNE+NAGEL has advanced from a traditional universal cargo forwarder to an overall driving cargo specialist organization of imaginative and completely joined stock system game plans.

KUEHNE+NAGEL is an overall transport and coordination association arranged in Switzerland. It was set up in 1890, in Bremen, Germany, by August Kühne and Friedrich Nagel. It gives sea cargo and airfreight sending, contract coordination, and overland associations with an accentuation on giving IT-based coordination courses of action. In 2010, KUEHNE+NAGEL was the fundamental overall cargo forwarder, speaking to around 15% of the world's air and sea cargo business by salary, before DHL Worldwide Sending, DB Schenker Coordination, and Panalpina. As per a report of mid 2017, it has more than 1,336 working environments in 109 countries, with around 75,876 agents.

The beginning stages of KUEHNE+NAGEL in 1890, when August Kühne and Friedrich Nagel set up a sending commission association in Bremen, Germany. It at first used to center around cotton and merged cargo. Later in 1902, it stretched out its assignments to the German seaport city of Hamburg.

In 1907, the prime supporter Friedrich Nagel terminated and August Kühne accepted control over his offers in the association. The legacy of Nagel still lives on, in the association's name Kuehne + Nagel (KN). The Principal World War fundamentally affected its associations.

1.7 Company History and Origin

Company Name: KUEHNE + NAGEL Ltd.

Founder: August Kuehne and Friedrich Nagel.

Year Founded: 1890

Company Type: Service oriented.

Nationality: Germany, Bremen.

Type of Business: Logistics support provider.



Tagline: The Global Logistics Network.

International Affiliations:

International Federation of Freight Forwarders Association [FIATA]

International Air Transport [IATA]

Website: www.kuehne+nagel.com

KUEHNE+NAGEL operates in 6 regions

1. Asia Pacific
2. Middle East
3. Europe
4. North America
5. South America
6. Africa

Different freight forwarding medium of KUEHNE+NAGEL BD Ltd.

Sea Freight:

1. KUEHNE+NAGEL BD Ltd. is number 1 global seafreight forwarder.
2. KUEHNE+NAGEL BD Ltd. Gained sustained year on year double digit growth in managed freight
3. KUEHNE+NAGEL BD Ltd. Has solid partnership with an extensive range of preferred ocean carriers.

Airfreight:

1. KUEHNE+NAGEL BD Ltd. is number 2 global air cargo forwarder.
2. KUEHNE+NAGEL BD Ltd. is leader in cargo management concepts.
3. KUEHNE+NAGEL BD Ltd. has Global Cargo iQ Phase 2 certification.

Overland:

1. KUEHNE+NAGEL Ltd. is European Top 5 provider, North and Central America Top 15 provider, presence in GCC and South East Asia.
2. KUEHNE+NAGEL Ltd. is leader in Groupage, LTL, FTL, intermodal transports as well as pharma transportation.
3. Extensive own fleet and close partnerships with best-in-class carriers.

Contract Logistics & Integrated Logistics:

1. KUEHNE+NAGEL Ltd. is number 2 global contract logistics provider.
2. KUEHNE+NAGEL Ltd. provides warehouse and distribution facilities.
3. KUEHNE+NAGEL Ltd. is currently number 1 global lead logistics provider.

KUEHNE+NAGEL is world pioneer in the sea cargo sending territory by dealing with the vehicle of more than 3.8 million TEUs. KUEHNE+NAGEL broadened its load volume by 6.8 for each penny since multiyear back and verified its driving position in the general ocean cargo business. KUEHNE+NAGEL is world's second most noteworthy Air load sending affiliation and decision the business with satisfaction. It has as of late accomplished some awesome point of view in transporter freight advantage. For example, the rising in tonnage of 5.3 for every penny to 1,194,000 tons continued running as a unified unit with a further change in benefit: the degree of EBIT to net favorable position (change rate) reached out to 27.0 for every penny, and EBIT was up by 7.2 for each penny.

1.8 History of KUEHNE+NAGEL Bangladesh Limited

KUEHNE+NAGEL Bangladesh Ltd. began their business here in Bangladesh from 1997. From that point forward it has been catching the No 1 place in freight sending industry of Bangladesh. KUEHNE+NAGEL Bangladesh has two corporate office in Bangladesh which is situated in Dhaka and Chittagong. Next to this two areas, there was supposed to be another office of KUEHNE+NAGEL BD Ltd. in Mongla from the end of 2017 but they are now planning to open that by end of this year. There is another office in Uttara which is fundamentally utilized for the purposes of warehouse for most of the air freight products. The distribution center of KUEHNE+NAGEL Bangladesh Dhaka office is situated in Gazipur.

In Bangladesh, KUEHNE+NAGEL gives two sorts of services to their customers whereas in other countries where they are operating their business they are providing more than 4 types of service. The two types of service that they are providing in Bangladesh are Sea freight and Air freight. Here in Bangladesh, K+N doesn't have few of the service where the overland services in light of nonappearance of interest of clients.

In present days, KUEHNE+NAGEL has ended up being one of the greatest freight sending association by offering some uncommon administrations which no one in the business does. 95% of KUEHNE+NAGEL's business is appointed. Up until this point, the association has adequately given the ensured organization to their clients and will do it also in future.

1.9 Objectives of KUEHNE+NAGEL Limited

The objectives of KUEHNE+NAGEL is given as follows

1. KUEHNE+NAGEL have to achieve a high level of customer service and maintain this level.
2. KUEHNE+NAGEL should set up a network of communication so that the movement of vehicles can be controlled.
3. KUEHNE+NAGEL want to increase business volumes and by that they want to increase profit not only in the place the started their business but also all over the world.
4. KUEHNE+NAGEL must set up and keep the schedule of delivery.
5. KUEHNE+NAGEL gets sufficient amount of cargo to make profit through arranging transport and by handling them.

6. KUEHNE+NAGEL should achieve a balance flow of cargo which make it possible that none of the cargo returns empty.

1.10 Vision of KUEHNE+NAGEL Limited

KUEHNE+NAGEL's vision is to keep holding leadership position and KUEHNE+NAGEL fulfills vision for a cost effective, environmentally and responsible solution.

1.11 Mission of KUEHNE+NAGEL Limited

The global logistics network is our strongest asset. Dedication, integration and innovation are at the heart of our business philosophy. Focused on our customers' needs we provide integrated logistics solutions of outstanding quality and operational excellence – we are the extension of your business.

1.12 Goals of KUEHNE+NAGEL Limited

1. KUEHNE+NAGEL's goal is to continuously optimize process, data and service quality, across the entire organization.
2. To protect the environment and ensuring the sustainability for future generation.
3. To reduce the risks of employee's safety and health to an absolute minimum.
4. To develop professional skills and leadership ability, personal goals and KUEHNE+NAGEL's requirements.
5. To capture the market by their work efficiency.

1.13 PESTLE Analysis of KUEHNE+NAGEL

PESTLE analysis, which is in some cases known as PEST analysis, is a thought in marketing models. Furthermore, this thought is used as an instrument by associations to track nature they're working in or are needing to dispatch another task/thing/advantage and what not.

PESTLE is a memory helper which in its expanded shape implies P for Political, E for Economics, S for Social, T for Technological, L for Legal and E for Environmental. It gives a prevalent viewpoint of the whole condition from different focuses that one needs to check and screen while intending to actualize a particular idea/outline.

There are few of the queries that one needs to ask while directing this analysis, which can give one a thought of what things to remember.

1. Political circumstance/ scenario of the nation and how it might influence the business.
2. Pervasive economic elements.

3. The amount of significance culture has in the market and the determinants of it.
4. Technological advancements are probably going to fly up and influence the market structure.
5. Any present legislations that direct the business or is there any adjustment in the legislations for the business?
6. The natural concerns for the business.

Political:

These parts choose how much an administration may affect the economy or a particular industry. For example an assembly may constrain another cost or commitment in light of which entire income making structures of business may change. Political components fuse impose courses of action, monetary methodology, trade obligations that an administration may gather around the money related year and it may impact the business condition everything considered.

Political variables pick how much a council may influence the specific business. These political parts may join evaluate approaches, Financial strategies, exchange requests of a nation. Political issues expect a fundamental part in light of Cargo sending industry. Different things are co-related with each other. Things like political relations with other nation, edge affiliation and expense appraisal principles et cetera change from nation to nation which can affect the cargo sending business.

Economical:

These segments are determinants of an economy's execution that particularly impacts an association and have long impacts. For example an expansion in the swelling rate of any economy would impact the way associations' esteem their things and administrations. Adding to that, it would impact the purchasing power of a customer and change ask for/supply models for that economy. Money related parts fuse swelling rate, credit costs, outside exchange rates, fiscal advancement plans. It is like manner speaks to the FDI (Foreign Direct Investment) dependent upon certain specific endeavors who are encountering this examination.

Money related parts are determinants of an economy's execution that right away effects an affiliation and have long haul impacts. In freight sending business financial variables have a long term impact. For instance, an extension in the inflation rate of any economy can affect the

manner in which KUEHNE+NAGEL and other related affiliations put an incentive to their things and associations.

Social:

These parts examine the social state of the market, and check determinants like social structure, economics and population investigation and what not. A case for this can be buying designs for Western countries like the US where there is prominence amid the Christmas season.

Social and social powers affect clients' dispositions, feelings, and interests. Business should give organizations and things that ideal position clients' needs and requests. Not reacting rapidly to changes by and large society field loses bit of the general business. Wiping out fringe makes exchange and business more open for KUEHNE+NAGEL. The strategy of organizations that is given in making nations isn't generally entire and it centers on the best necessities of the business.



Technological:

Innovation is one of the fundamental issue for freight sending business like KUEHNE+NAGEL. KUEHNE+NAGEL underlines so much on this technological issues as the total strategy relies upon technology. In view of innovation, information swap is currently impressively less requesting between customers, associations, accomplices and different person. KUEHNE+NAGEL BD Ltd. constantly attempts to keep itself revived with new innovation and acts suitably.

Legal:

These components have both outside and internal sides. There are certain laws that impact the business condition in a particular country while there are certain methodologies that associations keep up for themselves. Lawful examination thinks about both of these edges and after that graphs the procedures in light of these enactments. For example, customer laws, prosperity benchmarks, work laws and many.

The logistics and freight sending industries position earns the quality from expulsion of borders and presenting movement. Keeping in mind the end goal to work in showcase outside the border, associations like KUEHNE+NAGEL confront different lawful issues, costs and standards and they have to act as indicated to run the show. For example a couple of duties compiles KUEHNE+NAGEL to place more in common friendly arrangements.

Environmental:

Freight sending affiliations like KUEHNE+NAGEL altogether impact nature and greenhouse gasses in the air. Right when a ship leaves the port, it also leaves a tremendous proportion of carbon dioxide in the earth. So KUEHNE+NAGEL dependably reviews these things while in the meantime collaborating.

1.14 SWOT Analysis of KUEHNE+NAGEL

SWOT is a structure used to survey an association's forceful position by recognizing its qualities, shortcomings, openings and dangers. Specifically, SWOT examination is a central evaluation exhibit that estimates what an affiliation can and can't do, and its potential openings and risks.

SWOT analysis of KUEHNE+NAGEL is given as follows

Strength:

KUEHNE+NAGEL has numerous strengths of their own and thus they are administering the entire freight sending enterprises. KUEHNE+NAGEL is positioned as number 1 in sea freight and number 2 in air freight benefit internationally. A portion of the qualities of KUEHNE+NAGEL are given as follows:

1. Diversified revenue sources and operations is one of the biggest strength of KUEHNE+NAGEL.
2. KUEHNE+NAGEL has more than 1000 offices in over 100 countries around the world.
3. KUEHNE+NAGEL workforce has over 63,000 employees around the world.
4. KUEHNE+NAGEL is the market leader in freight sending businesses. It has begun their journey in 1890, from that point forward till today they are administering the sending market. Over the world, KUEHNE+NAGEL is standing no 1 in sea cargo and no 2 air cargo.

5. KUEHNE+NAGEL strong growth in revenue and profits for their international operation.
6. KUEHNE+NAGEL can guarantee their customers about their remarkable service which others can't give. KUEHNE+NAGEL have all the facilities and equipment thus we can solve any forwarding related issues. This is likewise KUEHNE+NAGEL's greatest quality which makes us not quite the same as others.
7. KUEHNE+NAGEL is 100% consistence throughout the world. They don't rehearse any sort of unlawful freight terms. KUEHNE+NAGEL has a strict guidelines and directions against this sort of issues. Thus KUEHNE+NAGEL can give better quality services.

Weakness:

Though KUEHNE+NAGEL is number one freight forwarder in this industry then also they have some weakness which are given as follows

1. Unfunded employee post retirement benefits, though none or very few of the company provide this benefit to their employees then also it can be considered as their weakness.
2. It is a major weakness for a developing organization like KUEHNE+NAGEL that they do not have any promotional activities. According to the organization approach, K+N doesn't have any authorization to run any promotional action. This approach doesn't influence KUEHNE+NAGEL's business much on the grounds that a large portion of our customers are designated.

Opportunity:

There are huge scopes in this freight businesses. Step by step world is enhancing and numerous open doors are making on the planet. There are parcel of incredible open doors for KUEHNE+NAGEL to develop their business all the more effectively. The opportunities of KUEHNE+NAGEL are given as follows-

1. Strategic agreements assume a vital part in any organization. For KUEHNE+NAGEL, if they can keep up extraordinary crucial agreement, there is a respectable open door for greater improvement in this industry.
2. KUEHNE+NAGEL is positioned as number 2 in airship freight sending over the world. Here is a wonderful open door for KUEHNE+NAGEL group to create in Air cargo office. On the off chance that KN can address why they are falling behind in this side and deal with all the most extreme improvement, they can achieve the highest point.

Threats:

There are some threats that KUEHNE+NAGEL is facing, those are given as follows-

1. These days in the world number of freight sending organization is expanding and furthermore rivalry is additionally expanding quickly. Along these lines, to make due in this division the organizations need to know their rivals business arrangement and methodologies.



2. Expanding money hazard can be another obstacles for this business. As the trade rates much of the time changes, this can be an exceptional danger for the affiliation. Change scale chance is the likelihood that cash weakening will contrarily impact the estimation of one's advantages, theories, and their related premium and benefit portion streams, especially those securities named in outside money.

Chapter 2

**B2B Sales of KUEHNE+NAGEL in
Bangladesh and QIC (Quality Inspection
Centre) Operation**



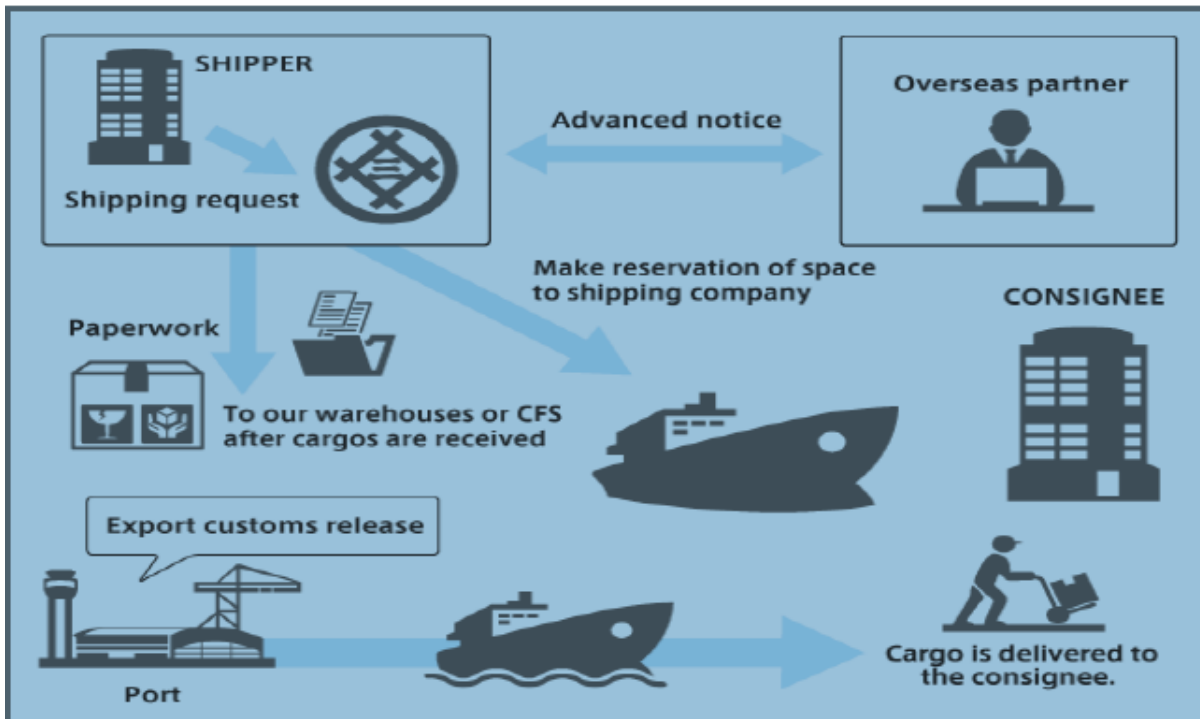
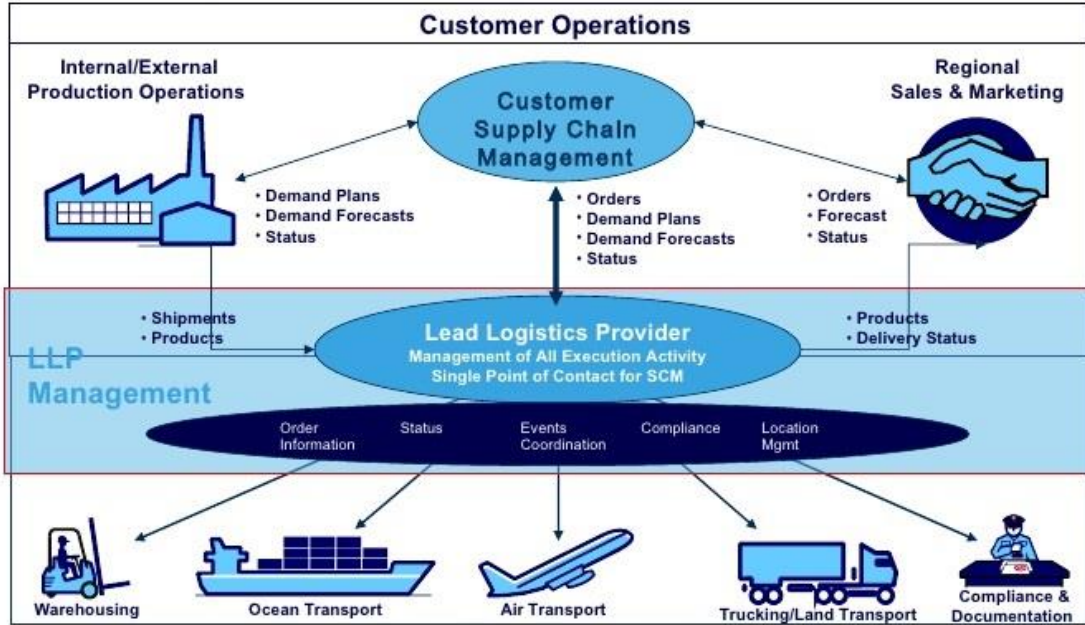
KUEHNE+NAGEL

2.1 KUEHNE+NAGEL's Sales Mission Statement

“KUEHNE+NAGEL Sales Team adheres to the company's commitment to offer environmentally sound, sustainable and innovative supply chain solutions that continually reduce our global footprint, strengthen relationships within the communities where we operate and assist our stakeholders to achieve their own targets.”- **Otto Schacht, Executive Vice President, Sea Logistics, KUEHNE+NAGEL**

2.2 B2B Sales Practice of KUEHNE+NAGEL Bangladesh

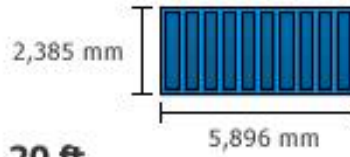
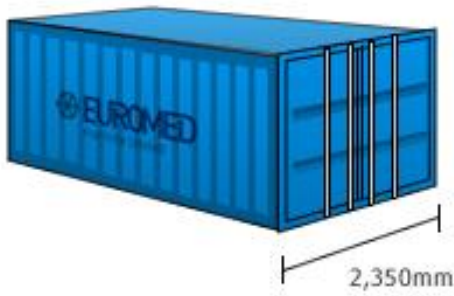
I was an intern of KUEHNE+NAGEL Ltd from 1st April to 30th June, 2018 under the Sales team. However, in first two weeks my initial task was to learn about our company policies, code of conduct, potential customer and buyer furthermore, setting up a portion of the archives which is required for the tasks. In the meantime my boss gave me two small books one was basically about the company and another one was the most important one which was the address book. In that address book there was all the information about the KUEHNE+NAGEL's office. As discussed several times above KUEHNE+NAGEL has in excess of 1000 workplaces more than 106 nations and in that book there was all the information about the offices. Like their office address, email, phone number. Most importantly there was all the port names basically where KUEHNE+NAGEL is operating their business. My very fast task was to memorize few of the port names and the initial of those ports from where KUEHNE+NAGEL get most of the businesses and sometimes when my boss used to visit my room then he used to ask me name of the ports all on a sudden. For the internal monitoring process, the organization utilizes Core-Log programming; which is the organization's own product. I had to learn the usage of the Core-Log very effectively and also the other software needed for working in sales department. From there I have learned how to take appointments in the sales software also learned how to create sales pipeline that means sales opportunity. Also got to know how to add a contact in sales of clients in the sales software. I have learned both import and export procedure.



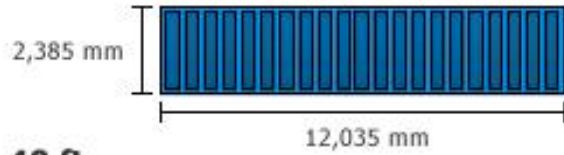
KUEHNE+NAGEL's sales process is discussed as follows in step by step-

1. At the initial step, the shipper ask the cargo sending association which is KUEHNE+NAGEL to do basic formalities for trading the items. As of now examined that KUEHNE+NAGEL has their own business software, so the sales representative now and then call their customers to catch up whether there is any conceivable shipment or not. Each one of these trades and depictions are dependably in composed organization and there is no space for verbal correspondence in such undertakings.
2. Besides, the shipper sends all the related records which incorporates pressing list, business receipt and conveyance by means of fax/email or printed copy arrangement to the workplace. In these records the shipper indicates the cargo term which is known as Incoterms. After that shipper sends all the booking records to the Chittagong office, by then the Chittagong office influences a house to bill of driving (B/L) number and sent those to the Dhaka office for setting up the fundamental archives.
3. After getting the request, the sales department of KUEHNE+NAGEL contract with the shipper and consignee in term of export shipment. They confirms the shipment from both the end and then they contact to their abroad office and makes important courses of action.
4. This stage is fundamentally done between the previous stages where freight sending association book a place in the ship by communicating with the transportation association. Here the container estimation has the imperative impact. There are assorted sizes of compartment in perspective of the thing. The freight forwarder needs to book the space thinking about the span of holder.

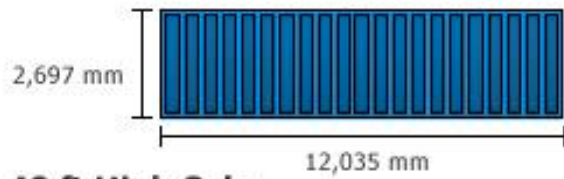
Dry Freight Container



20 ft



40 ft



40 ft High Cube

20'
CONTAINER

40'
CONTAINER

40'
HIGH CUBE

		20'	40'	40'
		CONTAINER	CONTAINER	HIGH CUBE
Door	WIDTH	7' 8.125"	7' 8.125"	7' 6.00"
	HEIGHT	7' 5.75"	7' 5.75"	8' 5.00"
External	LENGTH	19' 10.50"	40' 0.00"	40' 0.00"
	WIDTH	8' 0.00"	8' 0.00"	8' 0.00"
	HEIGHT	8' 6.00"	8' 6.00"	9' 6.00"
Internal	LENGTH	18' 8.81"	39' 5.70"	39' 4.00"
	WIDTH	7' 8.59"	7' 8.59"	7' 7.00"
	HEIGHT	7' 9.89"	7' 9.89"	8' 9.00"
Capacity	CUBIC VOLUME	1,169 ft ³	2,385 ft ³	2,660 ft ³
	EMPTY WEIGHT	4,850 lbs	8,380 lbs	8,598 lbs
	LOAD CAPACITY	61,289 lbs	57,759 lbs	58,598 lbs

5. For the shipment, there are some custom clearance issues. Thus, custom freedom reports need to submit for presentation. Here, for the fare reason custom clearance part is secured by KUEHNE+NAGEL Bangladesh as they have authorized on custom clearance.
6. After getting customs clearance they load the container into the ship, here for documentation process and record some documents must be submitted in the Dhaka office. These records incorporate terminal receipt, payload staffing report and so on. The report contains the data which are given as follows:
 - Name of mother vessel and feeder vessel.
 - Container number.
 - Container size like 20”, 20 HQ, 40”, 40 HQ.
 - Seal number.
 - ETD and ETA, that means Expected Time of Departure and Expected Time of Arrival.
 - Total TEUs, CBM or Kilogram
7. A record will open in perspective of the Chittagong office reports for the shipment. They give serial no for the record. By then the executives of CIEL in Dhaka office influence house to bill of ladings which is set up by putting the report number or booking serial number in against of record name and issue a QT to trigger receipt for buyer. The House Bill of filling (B/L) number is produced using the association's own specific programming (CIEL).
8. As freight achieved the goal, the forwarder of that nation acknowledge the load by fulfilling the further system. As a matter of fact, the sending part of the ship is to the representative yet we are promising to our customer about way to entryway benefit. Along these lines, the last piece of convey at put benefit is finished by us.

So this was more or less the process about how KUEHNE+NAGEL export items from one country to the global market.

2.3 Documents Required for Operation at KUEHNE+NAGEL

Some documents are must for export and import at KUEHNE+NAGEL. The list of the documents required are listed as follows-

1. Confirmation of booking:

The first document that is must which is booking paper. Without this the booking is not valid. It is normally issued by KUEHNE+NAGEL to confirm that the shipment is booked.

2. Arrival notice:

It is basically issued by the forwarder to the consignee about arrival of the shipment, in this arrival notice some information must be provided. List of those information are given as follows-

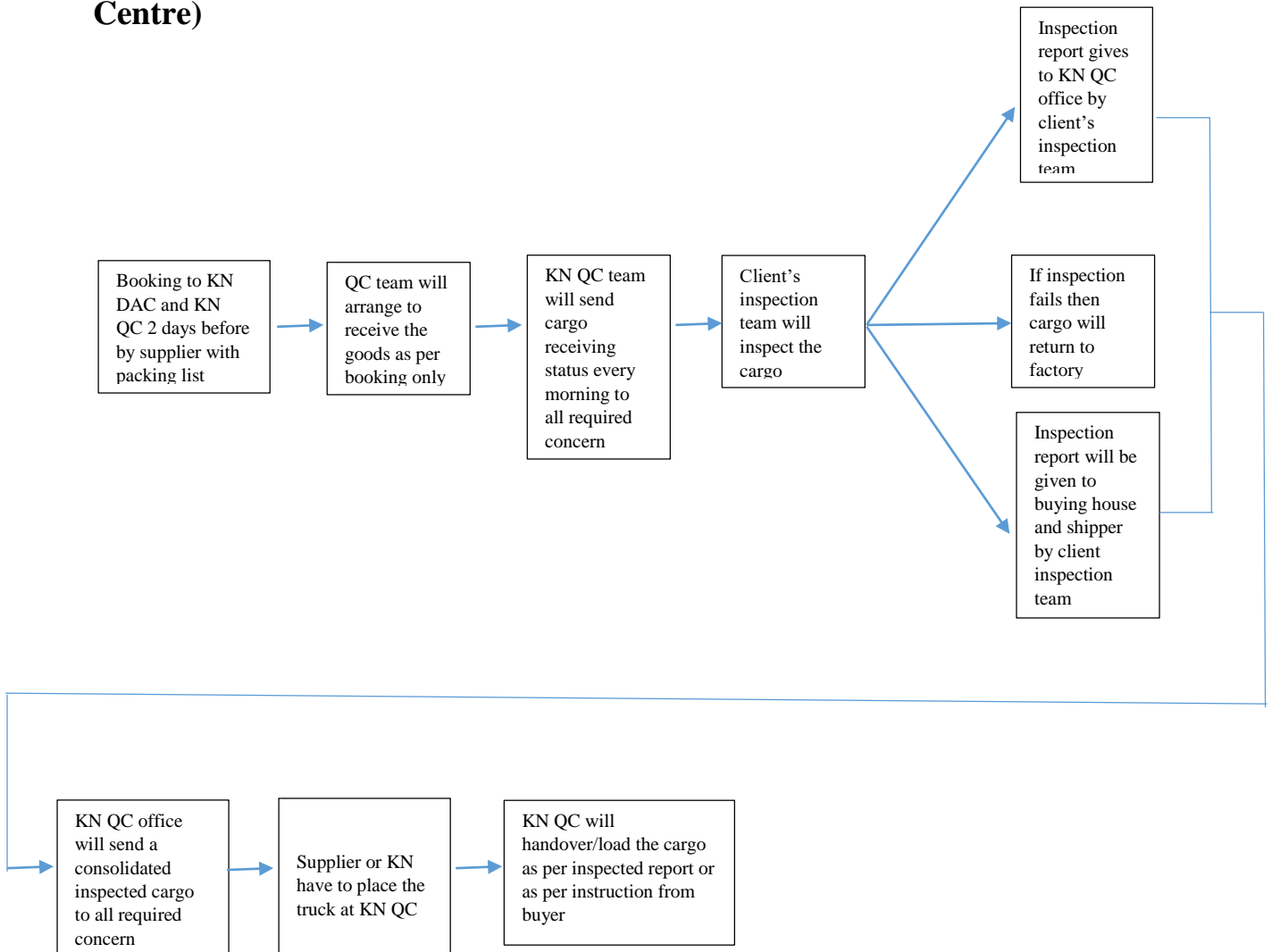
- Sea cargo transporter's discharge charges.
- ETA (Estimated Date of Arrival) & ETD (Estimated Date of Departure)
- Location address of cargo and phone number of the concern.
- Instruction on the international shipment recovery.
- B/L number.
- Shipper/consignee details.
- Feeder vessel and Mother Vessel name and related information.

3. Bill of Lading:

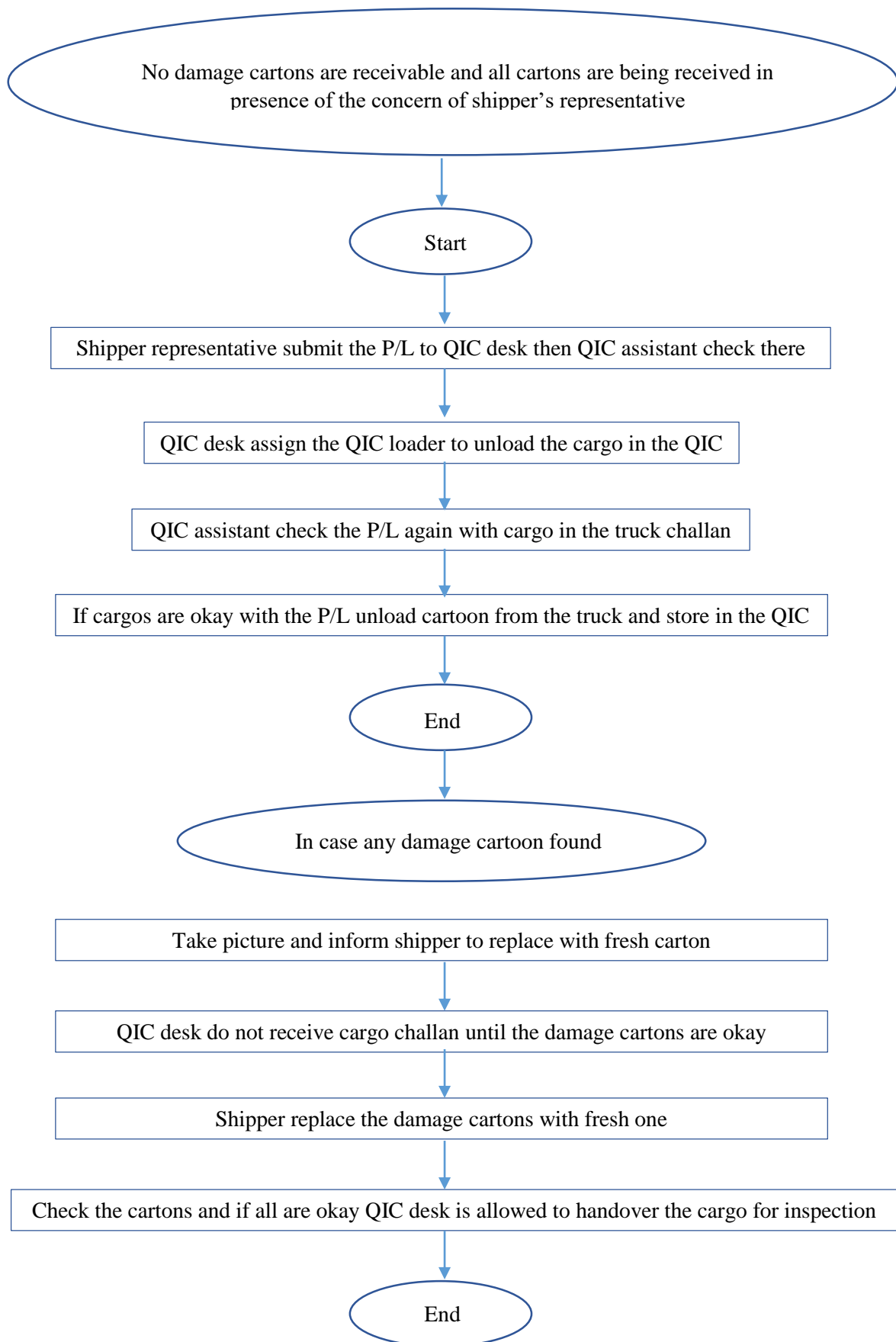
It is the document where all the information about shipper, consignee, product details, and container details are given. There are two types in BIL, sample and details of the 2 different types of BIL are given as follows-

- **Master BIL:** Master BIL is basically a contact between freight forwarder and shipping line.
- **House BIL:** House BIL is basically a contact between freight forwarder and shipper.

2.4 KUEHNE+NAGEL Work Flow Chart of QIC (Quality Inspection Centre)



2.5 QIC (Quality Inspection Centre) Inspection Flow Chart



Chapter 3

**Literature Review, Research Gap,
Research Methodology and Objectives**



KUEHNE+NAGEL

3.1 Literature Review

At the point when a business chooses to export or import their items they before long understand that they need to manage the various obstacles that must be defeated to deliver the item to the end client. By and large, a business will look to a master, called a freight forwarder, who can deal with these barriers.

The idol of cargo sending are initiated on the capable and financially savvy trade of items that are kept up in incredible condition all through their developments. To accomplish this, cargo forwarders advance toward getting to be experts in managing the coordination essential to ensure that stock meet up on time. Productive trade and conveying in developing globalized markets suggests having the right gadgets accessible to you. Arranging charges, conventions controls and being familiar with the requirements of transportation by means of arrive, sea, rail, and air, cargo forwarders manage the dangers and focal points of conveyance both extensively and all around using the latest advances in data development.

KUEHNE+NAGEL is one of the main global forwarder and logistics suppliers being in the freight sending businesses for more than 150 years. Over the multi-year history, KUEHNE+NAGEL has progressed from a conventional international freight forwarder to a worldwide leading freight service provider of creative and totally incorporated inventory network arrangements.

KUEHNE+NAGEL is world pioneer in the sea cargo sending zone by dealing with the vehicle of more than 3.8 million TEUs. KUEHNE+NAGEL broadened its load volume by 6.8 for each penny since multiyear back and bore witness to its driving position in the general ocean cargo business. KUEHNE+NAGEL is world's second greatest Air load sending affiliation and decision the business with satisfaction. It has as of late accomplished some incredible point of view in bearer freight advantage. For example, the climb in tonnage of 5.3 for every penny to 1,194,000 tons continued running as an inseparable unit with a further change in benefit: the degree of EBIT to net favorable position (change rate) reached out to 27.0 for every penny, and EBIT was up by 7.2 for each penny.

KUEHNE+NAGEL BD Ltd. began their operation in Bangladesh from back in 1997. From that point forward it has been catching the No 1 place in freight sending industry of Bangladesh. KUEHNE+NAGEL Bangladesh has two corporate office in Bangladesh which is situated in

Dhaka and Chittagong. Next to this two areas, there was supposed to be another office in Mongla from the year of 2017 but they are now planning to open that by end of this year. There is another office of KUEHNE+NAGEL BD Ltd. in Uttara which is fundamentally utilized for warehousing for air freight products. The distribution center of KUEHNE+NAGEL BD Ltd.'s Dhaka office is in Gazipur.

As KN sales is Business to Business (B2B), the employee of KN can create a great connection with the other corporate people of Bangladesh. Our clients belongs from Pharma company, Automotive, RMG sector, Machinery Industries, Agro sector, Leather goods, Ceramic Industries, Plastic sector etc. There is lot of scopes to know about all the industries.

3.2 Research Gap

There are some gap in the operation of KUEHNE+NAGEL which basically pulls their sales behind. Though it does not affect much as the company has a great reputation in the market. However, if KUEHNE+NAGEL emphasize on this matter a bit more then it is expected that the sales of KUEHNE+NAGEL's sales volume will increase in double. The gaps are given as follows:

- **Promotional Activity:**

No one can find a single piece of promotional activity of KUEHNE+NAGEL. There is no promotional activity like advertisement, sponsorship, press and promotional campaign as these activities are against the code and conduct of KUEHNE+NAGEL. Whereas we can see different promotional activity of DHL, FedEx, UPS, TNT and other freight forwarder. Even if I ask a random people about KUEHNE+NAGEL they will say NO and if I ask them whether they know DHL then maximum number will be YES. Basically KUEHNE+NAGEL's sales team find out the customers from the market then they contact with the client by visiting physically. So if KUEHNE+NAGEL starts promoting their brand then obviously there will be huge improvement in the business.

- **Country Limitations:**

There are some countries where business expansion is quit impossible. Those countries are not business friendly. So if KUEHNE+NAGEL get access to those

countries then it is expected that they will achieve the number 1 position in all medium of freight.

3.3 Methodology

For getting the exact information about the industry, I use both the primary and the secondary sources. I prepared the whole report based on this sources and from my internship experiences. The methodology part are given below:

Primary Data:

- Experience that I have achieved by working at KUEHNE+NAGEL for 3 months.
- Interview with the Executives, Senior Executives, Assistant Manager, Associate Manager & the Manager of KUEHNE+NAGEL sales team.

Secondary Data:

- Company website
- Company profile
- Different online journals and articles
- Annual business report of KUEHNE+NAGEL
- Different website
- Different write-up about KUEHNE+NAGEL.

3.4 Research Objective

I was appointed in the Sales Department of KUEHNE+NAGEL Bangladesh Limited for three months from April 01, 2018-June 30, 2018 and was trained about the sea freight export and import sector. I was directly trained under the supervision of the sales manager of KUEHNE+NAGEL Mr. Arifur Rahman. I have learned the terms and all the other things needed to operate sales at KUEHNE+NAGEL from the executives and assistant manager. Here, I learned the whole export/import operation procedure and how they execute the shipment. There are some objectives of mine while I was working there and these objectives turned my internship period into a valuable work experience. The objectives can be specified as below:

- To understand the freight forwarding industry
- To understand the sea freight import and export
- To understand the documents required to run business operation
- To get to know the companies related to import export business
- To get to know different freight forwarder
- To understand the air freight operation of KUEHNE+NAGEL.

Chapter 4

Findings, Recommendation and Conclusion



KUEHNE+NAGEL

4.1 Findings

I had got so much knowledge during the entire internship position time frame. These work experience will assist me with driving further in my future career life. Working at a huge MNC like KUEHNE+NAGEL was a major open door for me. Here, the workplace was so great and exceptionally the employees of KUEHNE+NAGEL were extremely amenable and kind hearted individual. I got the chance to learn from my boss who is the Manager of sales Mr. Arifur Rahman. I also got the chance to learn from every other employees and gathered knowledge about export import procedure, documentation required and many. My overall experience was beyond my expectation that was really great. Here I am describing some of my experience.

1. Office Culture:

KUEHNE+NAGEL follows corporate culture where the total office is well organized. Different departments are in different floor. Working at KUEHNE+NAGEL was really a great experience for me. In all the nation KUEHNE+NAGEL is following the same office culture. As I described earlier that KUEHNE+NAGEL has a code of conduct and all the employees all over the world follow the same.

2. Working Under Pressure:

In my 3 months of internship period I have learned how to work under pressure. At the beginning I did not had much pressure. Then when days started growing then the work load started increasing. My boss gave me a small book where all the information about the ports are given and told me to memorize few of the port names from where KUEHNE+NAGEL frequently get business. I did a lot of systematic work in the sales software which is known as Core Log. I had to create more than 30 sales opportunities every day and sometimes the number used to increase till 50 and along with that I also had to create appointment with the clients. So from this experience I have learned how to work in different situations.

3. Practical Knowledge:

In my 3 months of internship period I have gathered the practical knowledge about the B2B sales of freight. I used to contact with different clients of my seniors and used to take their appointment. Not only that I also have visited few of the clients with my seniors.

4.2 Recommendation

Though KUEHNE+NAGEL I quite well organized in their operation. Then also I have some recommendation for KUEHNE+NAGEL and I think if they improve in those sectors then then KUEHNE+NAGEL can have more and more better opportunities to boost their freight sales. The recommendations are listed as follows:

- Though KUEHNE+NAGEL is the market leader in sea freight then also sometimes they had to face problem in booking container space and I have seen the executives had to listen a lot from their clients about this. So if they can improve in their management then I think KUEHNE+NAGEL will have more and more loyal clients.
- As I have discussed earlier that KUEHNE+NAGEL doesn't have any promotional activities, so the real scenario of freight forwarding industry is quite different. People hardly know about the freight forwarding company. So as promotion is not in the code of conduct of KUEHNE+NAGEL so they can have some public relation programs so that by that they can attract more new customers.
- As I have discussed earlier that KUEHNE+NAGEL have their own internal sales software. So there sometimes we had to face few problems. Like when I used to create a sales opportunity then at the place of POL and POD means Port Of Loading and Port Of Discharge, I had to face problem like a single sea port had different initials whereas there is supposed to be only one initial for each port. And it is a problem that the software did not had any access outside the office. So in this sector they can improve a bit so that sales person can log in to CoreLog from home.

So this are the recommendation I have for KUEHNE+NAGEL and I think if they can improve in the above mentioned sector then they will be able to get the top position in all the medium of freight.

4.3 Conclusion

I can genuinely say that my Journey with the KUEHNE+NAGEL, sales group was the best experience for me. I have learned a lot of things including B2B sales operation, sales software, how to find clients from the market, I got the practical experience of visiting different clients, at my internship period of 3 months I have visited the warehouse of KUEHNE+NAGEL once which is located at Gazipur there I have seen how the products are being kept there and what are the documents required to fill one cargo. I have seen the total operation there by staying there for a day. I took in a considerable measure of things from that point. I trust these learning's will straight forwardly hit my future profession. The office environment at the Dhaka was persistently welcoming which affected me to feel great. I got down to earth information as well as met distinctive individuals working in various department. There were extension in huge learning in this industry.

In my internship period I have learned how to handle different situation. Once my boss gave me a task to find the potential clients and submit that to him by that day. That was a huge work load for me as I did not had any prior experience. Then I went to the DSE (Dhaka Stock Exchange) and without the financial firms and banks I have listed all other company who basically import export products and approximately I have listed 190-200 companies and submitted that to my boss. From there I have learned how to take work pressure and execute that task.

To sum up, my internship at KUEHNE+NAGEL was a great and successful journey. At KUEHNE+NAGEL I have got practical knowledge, a corporate culture environment. That was a life time experience for me.

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