

**Report on
Sea Freight Export Operational Process of Freight Forwarder Company:
Kuehne+Nagel Ltd**

**By
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**An internship report submitted the graduate school of management in partial
fulfillment of the requirements for the degree of Master of Business
Administration (MBA)**

**Graduate School of Managements BRAC University,
May,2023**

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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.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

Dr. Md. Mizanur Rahman
Assistant Professor,
Graduate School of Management
BRAC University

Letter of Transmittal

Date:27.05.23

Dr. Md. Mizanur Rahman

Designation: Assistant Professor

Graduate School of Management

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Sir,

The internship report titled "Sea freight export operational process of freight forwarder company: Kuehne+Nagel Ltd" is a privilege to be presented. I have finished my internship at renowned logistics and transportation business Kuehne + Nagel. To prepare for this report in accordance with your guidelines and instructions for this specific course was my primary thinking process.

I am presenting my internship report in the hopes that you would be pleased with the methods I used based on your guidance. My goal in writing this report was to make it as meaningful, concise, and thorough as possible while still including the pertinent information and recommendations.

I have faith that the report will satisfy the desires.

Sincerely yours

Student name: Promiti Sarker

Student Id: 20364036

Graduate School of Management

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Kuehne Nagel Ltd and the undersigned student at BRAC University Promiti Sarker to eliminate the unlawful exposure of the organization's confidentiality.

Acknowledgement

My sincere gratitude goes out to BRAC University for allowing me to complete this internship. I want to express my gratitude to Kuehne+Nagel Ltd for allowing me to complete the internship at their sea freight logistics operational care department. I want to express my gratitude to my internship supervisor, Dr. Md. Mizanur Rahman, for helping me to complete my report. I also want to thank Md. Masud Karim, Sea Logistics Operational Care Manager, from Kuehne+Nagel for keeping me under their supervision and giving me all the information, I needed to finish my report. In addition, I want to express my gratitude to all Kuehne+Nagel authorities for letting me work as an intern there and provide assistance with the essential data.

Executive Summary

Organizing capacity and stock shipment for the benefit of its shippers is the focus of the "Freight Forwarder" business. As a freight shipping business, Kuehne+Nagel is stable, unhindered, and financially sound. A testament to the company's dedication to becoming a market leader is the excellent client benefit and their in-house expertise in global logistics arrangements. Serving consumers and surviving in the global cargo-sending market are the company's two main goals. I have made an effort to include in this full report all the experiences I had while serving as an intern at Kuehne+Nagel Bangladesh Limited. More ocean cargo is traded than air cargo in Bangladesh. They assist clients with international quality freight sending and forward containerized goods. The majority of the ocean cargo is ready-made apparel that is shipped between countries in North America, Europe, and East Asia. It is also machinery, vehicles, fabrics, and chemicals that are shipped from countries in Europe, the Middle East, and the Indian subcontinent. The Human Resources, Sea, Air, Sales, Accounting, and IT departments are among the several divisions in Bangladesh. I had the chance to work closely with a sea freight export department that was larger than other departments; therefore, I have just talked about Kuehne+Nagel's sea freight export operation method here.

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CHAPTER 1

Overview of Internship

Student Information:

Name: Promiti Sarker

Student ID: 20364036

Program: BRAC Business School

Major: Human Resource Management

Internship Information:**Period**

Beginning date: 15th December 2022

Ending date: 15th March 2023

Company Name: Kuehne+ Nagel Limited

Department: Sea freight Logistics Operational Care

Address: SKS Tower (Level 7), 7, VIP Road, Mohakhali, Dhaka- 1206, Bangladesh.

Email: 123@kuehne-nagel.com

Company's Supervisor information

Name: Md. Masud Karim

Position: Sea Logistics Operational Care Manager

Job Responsibilities:

- Obtaining orders from the client and confirming the order.
- Create a plan for the order.
- Vessel confirmation for the requested order
- According to the shipper's draft, create a Bill of Lading packing list, and invoice for the individual order.
- Print and give the shipper the Bill of Lading.
- Any additional tasks that my supervisor has given me.

Internship Outcomes:

Student contribution to the company:

I had to tsk on anything that my supervisor assigned during my internship. When I worked in sea logistics operational care, I created schedules using suggestions from shippers. I used the Salog system to construct B/L (Bill of Lading) and the entire B/L creation procedure.

Benefits to the student:

I have learned professional knowledge through this internship. Learning about shipping companies, their business, and policies was helpful as a newcomer in a logistics company. A student can learn the fundamentals of logistics and gain a thorough understanding of the industry by participating in an internship at Kuehne+Nagel. In other words, a student will learn how to interact with clients, which will aid in their learning.

Difficulties:

I am only allowed to work in the organization's sea freight department for the duration of my internship. As there are additional departments, like finance, accounting, human resources management, and air freight, working in each one can help an intern learn more. One of the challenges I have been facing during my internship is this. There is other software available, but I can only work with Salog.

Recommendation:

Interns should rotate through all departments of the company. Because it will help in their understanding of everything and assist them learn more about the company. The company must set up a visit for interns to the warehouse and assist them in seeing the cargo stuffing and other depot operations. Certain data on websites that was required to produce an academic paper is confidential to interns. The company should make it available to interns so they may gain the necessary writing skills.

CHAPTER 2

Organization Part

Introduction

The market for international freight forwarding is currently expanding. A nation's economy may benefit from international trade. Because the procedure is drawn out, employees who work for freight forwarding companies must complete a lot of procedural tasks. A freight forwarder, on the other hand, can prepare other shipping-related papers and offer the assistance required to finish the task flawlessly. A freight forwarder is necessary for a business to import and export goods worldwide. Simply described, freight forwarding is the act of transferring goods while operating a vehicle. Other businesses associated with the freight forwarding industry include a warehouse and a transport provider. The strategic planning and execution of logistics for the international transportation of products to the benefit of shippers is referred to as freight forwarding. Freight forwarding is a major factor in global trade because of the growing need for imports and exports across international marketplaces. Freight forwarding is the business of moving products efficiently and affordably while keeping them in excellent shape for the duration of their journeys.

While transporting import and export goods, a freight forwarder arranges the logistics and ensures that everything is handled properly by putting together packaging that is suitable while taking into account elements like climate, geography, weight, price, and the type of the commodities as well as distribution and storage of the goods at their final location. Provide shipping advice in order to save costs or the bad impacts on the environment. Be abreast of events that may have an impact on freight transportation, including political and legal developments. Send exporters to professionals in fields including marine insurance, international banking, export legislation, international marketing, and trade financing. Choosing the best packaging strategy for your products should consider environmental sustainability.

Overview of the company

Brief discussion on Kuehne+Nagel:

August Kuhne and Friedrich Nagel founded Kuehne + Nagel in Bremen, Germany, as a forwarding commission business in 1890. It used to be focused primarily on cotton and combined freight in the beginning. Later in 1902, it expanded its reach to include Hamburg, a German port

city. Alfred and Werner took over as August and Friedrich's business partners. In the early 1950s, Alfred Kuehne, son of August Kuehne, started expanding Kuehne + Nagel internationally. In order to conduct business in Canada, it built satellite offices in Montreal and Toronto, Ontario, at that time. Like his father and grandfather before him, Klaus- Michael Kuehne, a third generation Kuehne, joined the business in the middle of the 1960s and helped with its international expansion.

Kuehne + Nagel International AG is a large transport and logistics business which is Based in Schindellegi, Switzerland. In Bremen, Germany, it was established in 1890 by August Kühne and Friedrich Nagel. It offers contract logistics, overland companies, and forwarding of air and sea freight. Prior to DHL Global Forwarding, DB Schenker Logistics, and Panalpina, Kuehne + Nagel had the largest revenue share of the global air and sea freight industry in 2010 at close to 15%.By 2022, it will have over 78,000 workers working in approximately 1,300 offices throughout 106 nations.

With a focus on offering IT-based logistics, Kuehne + Nagel offers contract logistics, overland businesses, sea freight and airfreight forwarding, and overland services. The crucial planning for the shipment of products by road and rail is part of its freight forwarding (sea/air) services.

Warehouse and distribution services are provided through its contract logistics division. Supply Chain Technology, Aftermarket Management, Supplier & Inventory Management, and 4PL Management are all parts of Kuehne + Nagel Integrated Logistics. With full operational responsibility and an emphasis on supply-chain integration, Integrated Logistics serves as the single point of contact.

Vision, Mission & Value Statement for Kuehne + Nagel

Vision

At every point in the supply chain, they provide creative, sustainable, and environmentally responsible solutions.

Mission

They try to carefully control all hazards to supply chain, goods, environment, and people.

Value

- Commitment
- Customer satisfaction
- Teamwork
- Respect
- Excellence

Management Practices:

In every country where Kuehne+Nagel operate, its leadership is authoritarian, allowing one individual to make decisions while delegating responsibility to others. There are times when an autocratic manager will accept a few minor suggestions from other workers. But decentralized management is used in Bangladesh. With this management approach, middle and lower level managers are given the authority to make decisions by upper management. Offering outstanding customer service is Kuehne+Nagel Bangladesh's main objective. Middle-level and lower-level managers can typically handle the matter because they have enough knowledge of what needs to change. Consequently, Kuehne+Nagel Bangladesh always prefers a decentralized management style when it comes to employee decision-making.

Marketing Practices:

Kuehne+Nagel marketing strategy help the brand/company to position itself in a market that is competitive and accomplish its aims & objectives.

Product Strategy

One of the top transport and logistics firms in the world is Kuehne + Nagel. It offers sea cargo and air cargo, organizations that handle contract logistics and overland transportation, with a focus on providing IT-based logistical arrangements. Its freight dispatching (ocean/air) administrations include the essential strategy for the transportation of goods by road and rail. Supplier and Inventory Management, Aftermarket Management, and Supply Chain Technology are all included in Kuehne+Nagel Integrated Logistics. Kuehne+Nagel Integrated Logistics acts

as the only point of contact for all operational responsibilities, with a focus on the absorption of the production network.

Price strategy

The price strategy of Kuehne + Nagel is based on several variables, including destination, deadlines, load, necessary personnel, etc. Kuehne+Nagel has been working to increase its efficiency and decrease its costs. At a consistent rate, it has been transmitting beneficial advancement. It is a company that puts the needs of the customer first and offers trustworthy transportation services.

A respect-based valuing system that is dependent on the kind of object and organization needed as well as on its customer has been acquired by Kuehne +Nagel. Due to the strong competition, it confronts from other logistics businesses, Kuehne + Nagel has made sure that its evaluation process is adaptable and reasonable to meet different demands.

Place & Distribution strategy

Over 7 million square meters of distribution center space are managed by Kuehne+Nagel, which employs over 75,000 people in more than 1000 locations in over 100 different countries. It is organized into the seven accompanying land divisions.

Promotion & advertising strategy:

Since the beginning, Kuehne Nagel has recognized the value of promoting on all platforms, and it is currently skilled in a number of distinctive frameworks. Taking everything into account, its primary forms of advertising are print media and advertising. With its current and future clients, Kuehne+Nagel has established a sincere partnership.

Marketing gap:

Kuehne+Nagel does not conduct any market marketing. The main market weakness of Kuehne+Nagel is its lack of social media engagement. On this day, branding is really essential. Nonetheless, Kuehne+Nagel Bangladesh completely excludes marketing, which separates it from other freight forwarders. For instance, Maersk and DHL actively market their companies, so many people are familiar with them. Yet, due to Kuehne+Nagel poor marketing, few people are familiar with them.

Financial and Accounting Practices:

Transaction process:

Accounts payable and receivable are mostly handled by Kuehne+Nagel's finance and account personnel.

Account receivable:

The account receivable portion primarily decides whether the customer has completed their payment. The following process is used by Kuehne+Nagel for accounts receivable:

Enlistment: The business must enlist the Kuehne+Nagel worldwide network. No transaction can take place if the company is not registered. Due to this enlistment, Kuehne+Nagel assigns the company a codename that is special and opens a file for this company.

Invoice: Invoice shows that the stuffing and custom clearance have been completed. The ship is sailed away once the cargo is prepared to move.

Money receipt: A money receipt is issued after an invoice is paid for. A money receipt must be produced when payment is made in cash or by bank deposit.

Account payable:

For any firm, this component is crucial. The organization's payment system is the main focus of Kuehne+Nagel account payable activity. Like expenses are organizational costs, employee service costs, gratuity and provident funds, management costs, and remuneration make up, Charges from carriers and other third parties.

Accounting software:

For all accounting and financial needs, Kuehne+Nagel utilizes their own software. Because it cannot be duplicated, it is one of Kuehne+Nagel's most valuable assets. It can also calculate a wide variety of financial reports. Acon can also calculate profits and costs, which aids management in making investment decisions. Kuehne+Nagel's financial information is kept by Acon.

Operation Management and Information System Practices:

The company initially ran its documentation process by handwriting or physically operating it. Kuehne+Nagel's IT division has been getting better day by day. Currently, Kuehne Nagel manages its business operations using world leading technology, exchanging data with sea and air departments.

Salog has a major impact on Kuehne+Nagel. The majority of the operational tasks are completed by salog. The customer support staff gathers the order from the consumer and uses Salog to schedule shipping. The operational team then creates the shipping documents. They make use of the data that the shipper and warehouse offer. Update the vessel's schedule after that. They then updated everyone after entering the cost and verifying the gross mass. They used salog during the entire procedure.

The Kuehne+Nagel personal systems are maintained by the information technology department since the overseas office of the regional headquarters in Hamburg, Germany is directly responsible for one department's internal system. To support the clients and providers, thousands of IT professionals worldwide are working diligently to create consistent information trade frameworks. The goal is to become a fully technologically advanced and data-driven value chain provider. Around the world, 2,000 IT professionals are working to become a fully data-driven value chain supplier.

Industry & competitive analysis:

SWOT Analysis

Making use of the SWOT Analysis management framework, a company like Kuehne Nagel may compare its operations and performance to those of its rivals. One of the top names in the transportation and logistics industry is Kuehne Nagel.

Strength

The core components of Kuehne+Nagel's business that provide it an edge over competitors are regarded as its strengths. A brand's strength may be ascribed to a number of factors, including its financial status, its workforce's expertise, the uniqueness of its goods, and intangible assets like brand value. The Kuehne+Nagel Strengths in the SWOT Analysis are listed below.

- Leading position on the market

- Diversified operations and revenue streams
- Revenue and profit growth that is robust
- 1000+ locations throughout more than 100 nations
- There are more than 63,000 people working there.

Weakness

A brand's weaknesses are specific areas of its business that may be improved to enhance its position. Some flaws can be defined as characteristics the company lacks or in which the rival excels.

The SWOT analysis of Kuehne+Nagel has the following weaknesses:

- Unfunded post-retirement perks for employees
- Weak returns and margins are an issue
- Fewer business partnerships than leaders

Opportunities

Any brand has the potential to enhance certain areas in order to grow its customer base.

Opportunities for a brand might include global growth, product enhancements, improved communication, etc.

The opportunities in Kuehne+Nagel's SWOT analysis are as follows:

- The global airfreight market is expanding
- Strategic partnerships and contracts
- Purchases to enhance penetration

Threats

Any firm that faces threats may experience unfavorable effects on how it conducts business. Some threats include increased competitor activity, changing government policies, alternative products or services, and so on. The following threats are mentioned in Kuehne+Nagel's SWOT Analysis:

- Globally strong competition
- Growing Currency Risk
- Falling consumer confidence in the United States

Porter five forces model:**Threats of new entrants:**

The shipping industry is rapidly growing all around the world, thus new firms joining the market are a common occurrence. It will be difficult for Kuehne+Nagel to sustain its current position. New players can quickly enter the market in this scenario due to the low entry barrier. If the new competitors provide a different smooth service, it will be dangerous for Kuehne+Nagel

Threats of substitutes:

That might be acceptable for Kuehne+Nagel. Due to some shortcomings at Kuehne+Nagel. The company's first major weakness is its inability to ship domestically. Local shipments make up a very small portion of Kuehne+Nagel's total shipments. DHL, on the other hand, primarily handles local shipments. Kuehne+Nagel is also waiting for a carrier because they lack a vessel. One of the alternatives to Kuehne+Nagel is Maersk, which has its own ships. As a result, this agreement applies to Kuehne+Nagel.

Bargaining power of buyers:

Customers have a lot of negotiating power in the market because there are so many options available. This rapidly growing transportation industry offers a wide range of alternatives. Yet, there are few prospects for Kuehne+Nagel to succeed on the international stage. For all international shipping, the majority of consumers favor Kuehne+Nagel.

Bargaining power of suppliers:

Kuehne+Nagel may also be affected by this. Due to the lack of a vessel fleet, Kuehne+Nagel must rely on carriers for its transportation needs. It will be troublesome for carrier businesses if they refuse to maintain their partnership with Kuehne+Nagel. To put it another way, because Kuehne+Nagel has so many shipments, the carrier firm won't make this decision because it could harm them as well.

Rivalry among existing company:

Competitiveness is a defining feature of the logistics industry. Maersk, DHL, DSV, and DB Schenker are the primary rivals of Kuehne+Nagel. With regard to determining the warehouse's requirements, particularly those for processing and storing product lines side by side, DHL Team has displayed exceptional flexibility. Door-to-door shipping services from DB Schenker are simply outstanding. A reliable clearing house and forwarder is DSV. These organizations are in opposition to Kuehne+Nagel.

Summary and Conclusion

Kuehne + Nagel has successful record of working with some of the leading and most well-known companies worldwide. The major businesses in the globe receive coordinated, value-generating agreements from them. With committed industry experts and proven end-to-end supply chain expertise, the organization is fully aware of what drives the various market segments and is prepared for their unique logistical needs. Kuehne + Nagel builds and implements customized logistics arrangements all across the supply chain, from logistics counseling and arranging all the way through to aftermarket services, by effectively blending its entire portfolio of services from across its commerce sectors. The company is having some problems. The marketing gap is one of the main problems. According to the SWOT analysis, Kuehne+Nagel faces threats in the market. Although it has been reported recently that no threat may affect a corporation, it is still possible for the company to experience harm in the future if no action is done. The organization must therefore be mindful of the potential risks. The company statement declared, "We are the go-to contract logistics partner for logistics outsourcing and the control of intricate supply chains. All elements of logistics planning, management, and execution are covered by our coordinate services. They design arrangements from the outset that transform logistics operations have changed from a problem into a significant competitive advantage..

Recommendation:

- First, it is suggested that the company buy its own vessel rather than relying on outside carriers.
- The freight forwarding industry is not in as good a shape as it is in more developed countries. Few people in Bangladesh are familiar with this sector. The company should place greater emphasis on transparency so that nation may learn more about this segment.

CHAPTER 3

Project Part

Introduction

Since 1997, Kuehne+Nagel Bangladesh has been in business. Kuehne+Nagel Bangladesh serves both air freight and sea freight services in Bangladesh. Due to its location in Bangladesh, it has a long history as a freight forwarding company. Kuehne+Nagel Bangladesh is the market leader for both air and sea freight in Bangladesh. Because of the requirement for requests, K+N does not have the overland administrations in Bangladesh. If and when the demand for this benefit rises, it could also be available here. The tasks of the airfreight and maritime shipping services are the same as those of other foreign countries. Kuehne + Nagel Company uses a global program for air and sea freight services, and there is special software for both import and export activities. The software that KN uses for sea freight and air freight activities is known as SAlog. KN provides its clients with door-to-door shipment inspection services. Kuehne+Nagel is particularly well recognized for the code of conduct it adopts around the world. Some of them are very restrictive, and the consequences for not following them can be shown to be costly for the representative's employer as well. The benefits business may be the cause of this; All the business needs to do is guarantee the advantage, and to do this, keeping some level of anonymity is necessary for a dangerous industry like freight forwarding.

Kuehne+Nagel continues to expand around the country, although many areas start to resemble contemporary times again. At all of their locations and business activities, they exercise caution and carefully monitor technological improvements. They recognize the importance of continuous supply chains and the role the coordinating industry plays in society as a whole more than ever.

They value the constructive feedback they receive daily from clients whose supply chains they manage under challenging conditions. Everyone involved, including the management, truck drivers, warehouse workers, experts in ocean, air, and ground goods, is convinced to keep up with their commitments as a result. They continue to place a priority on protecting the health and safety of their employees and making sure that their clients' businesses continue to operate as smoothly as possible at this trying time. To support their clients with the most current and crucial advice, they provide their colleagues in deals and operations with in-depth data on a regular basis. Summit Alliance Port, Esack Brothers, Shafi Motors Ltd., and Vertex Off-Dock Logistic Services Limited are the company's four warehouses in Bangladesh. 80% of the stuffing is delivered to ports in the Summit Alliance (SAPL). Kuehne+Nagel conducts business in Dhaka, Chittagong, and Mongla, respectively. Most of Kuehne+Nagel Bangladesh's shipments are FOB (free on board), which means that Kuehne+Nagel's responsibility ended when the ship sailed.

Literature Review:

One of the world's 45 emerging markets is Bangladesh. Moreover, the remote coordinate business has grown over the last considerable amount of time; various additional local and international businesses are seeking to enter the cutthroat sector. There are 50 aircrafts, 150 ships, and 1500 freight forwarding companies operating in Bangladesh. Add up the number of people working in each of these sectors to about 50,000. According to the Netherlands-Bangladesh Trade Platform, inland water transportation is controlled by private sector parties and makes up 40% of total imports and exports from Bangladesh. The cities of Mongla and Chattogram are regarded as the main national ports for handling ocean cargo. Bangladesh's Economy receives 30% of its income from Chattogram. Due to the favorable association between sea freight and water transportation and the relatively cheap cost of shipping, marine cargo has increased in recent years. Hence, to put it simply, freight forwarders will boost Bangladesh's economy.

Objective:

- To know about the export operations process of the sea freight export department in the company.
- To know the challenges, they face during the export process.

Methodology

There are three types of research which is Quantitative and Qualitative method.

In quantitative research, data is gathered and examined in numerical form. The outcomes can be generalized to larger groups, trends and averages can be found, forecasts can be made, causality can be tested, and so on. For instance, quantitative research uses tools and sample techniques like online polls, surveys, and questionnaires to gather data from existing and future clients. This makes it possible to represent the results numerically. After carefully analyzing these data, one may predict the future of a product or service and make the necessary modifications.

To learn more about a target audience's behaviors and opinions in relation to a certain topic, qualitative research techniques are used. A few of the many qualitative research techniques that are frequently employed include in-depth interviews, focus groups, ethnographic studies, content analysis, and case study research. Results from qualitative methods are more detailed, and inferences can be made from the acquired data relatively simply. Methods for qualitative research were first created in the fields of social and behavioral sciences.

Firstly, I have collected data from 5 employees through interview from where I have asked a total of 8 questions with open-ended questions where most were same. Then, I have asked same questions to more 7 employees for knowing more information. But I have found that data saturation has happened in the research which means same answers coming out from employees and repeatedly.

Primary Data:

- Direct experience working with an export team for sea freight
- Interview questions asked in person

The questionnaires are given below:

- How to shipper orders for exporting goods to Kuehne+Nagel?
- Kuehne+Nagel where to contact after receiving the order?
- Where does the company store the cargoes or goods?
- Does Kuehne+Nagel have its own ship for shipment?
- What kind of documentation or information do they need after cargo is loaded on the port?
- When is the bill of lading created by the company?
- When the Kuehne+Nagel get notification for confirmation about the cargo arriving at the destination?
- What kind of difficulties does the Kuehne+Nagel face during the whole export process of shipment?

Secondary Data

- Company website
- Publication relating to Kuehne+Nagel
- Kuehne+Nagel's various websites.
- Kuehne+Nagel annual report.

Findings and Analysis

How to shipper orders for exporting goods to Kuehne+Nagel?

The shipper asks Kuehne+Nagel, to make the preliminary arrangements for exporting the products. Verbal contact is not allowed in such duties because all of these transactions and descriptions are always in writing. The shipper specifies the kind of goods that will be exported as well as the specifics of the destination nation.

The shipper delivers the commercial invoice, the packing list, and the delivery through fax,

email, or hard copy to the DAC (Dhaka) or CGP (Chittagong) office. The shipper also includes the expected delivery dates in these documents, along with the freight term, commonly known as incoterms.

If the shipper delivers the Chittagong office all the booking paperwork, the office of Chittagong will establish a house bill of lading number, such as 1051-253-165, and send that to the office of Dhaka for the preparation of the main papers. The terms of the shipment are agreed upon by the shipper and the consignee and are noted on the commercial invoice.

- **Kuehne+Nagel where to contact after receiving the order?**

The company contacts their overseas office and makes the required arrangements after receiving the order. Then Kuehne+Nagel's sales department (local and international offices) enters into a contract with the shipper and consignee (the person or organization who will be receiving the products) regarding an export cargo. Here, rates and incoterms are agreed upon with the potential shipper, and ultimately, both parties agree to a contract outlining the particular terms and circumstances of the cargo.

- **Where does the company store the cargoes or goods?**

After that, the company must reserve space in a Chittagong warehouse like CFS. Container Freight Station is referred to as CFS. The CFS is essentially the location where the forwarding business warehouses the cargoes after they arrive. The company that uses Summit Alliance Port Limited is known as SAPL. Also there are more depots besides SAPL. These are VERTEX depot, and EBIL (ESSAC Brothers Limited).

- **Does Kuehne+Nagel have its own ship for shipment?**

No, the company contacts the shipping company to reserve a space on the ship. The biggest shipping companies are, among others, MAERSK Line Shipping, MGH Shipping, MARCO Shipping line, NYK Shipping, Hapag-Lloyd, and Hyundai Express. From among these shipping lines, the company may choose the right one for the shipment. These shipping companies provide the vessel schedule to the forwarder company for each month as well as for a year.

Kuehne + Nagel works to match the cargo's destination with the vessel's route. If KN are able to match any specific ocean vessel then the forwarder company confirms the shipping company.

- **What kind of documentation or information do they need after cargo is loaded on the port?**

A few documents are transmitted to the Dhaka office after the cargo has been put into the port. These papers include cargo stuffing reports, terminal receipts, etc. The stuffing report includes the following important details.

1. The names of the feeder and mother vessels
2. Size of container
3. Number of containers
4. Number of Seal
5. Expected arrival and departure times
6. Overall CBM and KG Weight

The above information assists the company to fulfill the documentation of a specific shipment of ocean vessels.

- **When is the bill of lading created by the company?**

After the stuffing report with all the supporting documentation reaches at the office, a file is opened for a particular shipment. Once a serial number has been assigned to the file, the Chittagong office transfers all of the documents to the Dhaka office. Afterwards, Salog employees at the Dhaka office prepare house bills of lading by entering the document number or booking serial number. The company's own software generates the House Bill of Lading (B/L).

- **When the Kuehne + Nagel get notification for confirmation about the cargo arriving at the destination?**

After the cargo is delivered to the consignee's courtyard, the Kuehne+Nagel acknowledges this. After receiving confirmation from the Dhaka office, the buyer pays the charge to the Kuehne+Nagel .

- **What kind of difficulties does Kuehne+Nagel face during the whole export process of shipment?**

- A demand shock is an unexpected rise or reduction in demand for a commodity or service. This has a huge influence on the organization, resulting in an unexpected spike in demand for freight services. Because this puts the business under pressure to discover methods to boost capacity and efficiency.

- Congestion at port causes delays in the transportation of products, placing pressure on the supply chain. Another issue with the port is the rising expense of port infrastructure.

- Sometimes the company suffers from container scarcity. A container scarcity causes delays in the transportation of products, which has an impact on the supply chain. This container shortage can be caused by a number of circumstances, including an increase in freight service demand, a decrease in container supply, and port congestion.

- In addition, the company is running out of warehouse storage space. Cargoes usually require storage before being sent, and the entire process is delayed due to a lack of space. This is frequently due to high land costs and the requirement for warehouses near transit hubs. As a result, many warehouses are congested and lack sufficient capacity to keep all necessary supplies.

Conclusion

One of the top multinational corporations in the world is Kuehne+Nagel Ltd. Kuehne+Nagel limited is determined to deliver great service to its loyal clients. For its cherished clients, Kuehne+Nagel limited is dedicated to providing top-notch service. Kuehne+Nagel limited has established a solid reputation among all the organizations by offering superior service and making an extra effort. Kuehne+Nagel limited has established a solid reputation among all the organizations by offering superior service and making an extra effort. The primary goal of Kuehne+Nagel limited is to put the needs of the client first. This sets them apart from competing companies, helps them build a successful brand image, and allows them to hold a dominant position in the market. There is, however, one further flaw that is easily remedied. The ability of Kuehne+Nagel limited to research the market is much greater.

The company cannot accomplish its goal unless the consumer is satisfied with the services that the customer requires. Kuehne+Nagel has a team that is effective and efficient and consistently performs well. Kuehne+Nagel should therefore be more aware of how it interacts with its consumers in light of the fact that they have more options now than they did in the past

Recommendation

- By increasing the range of products and services it carries, boosting capacity and efficiency, and introducing new technology.
- The business may take use of shipping's predictive component. Get as much information as you can about the order and the cargo. Using a digital tool, they may then use the data to continually study and improve their forecasts. When its forecasting accuracy increases, it will be able to dependably reserve the space it needs in advance.
- Severe congestion is a genuine – and rising – issue for shippers and freight forwarders all around the world. While there is no way to totally escape the effects of increased shipping volumes, less people, and changing port rules, the proper software may assist in addressing the core concerns of shipping risk, and simplified processes.
- The solution to warehouse storage space shortages is to invest in bigger warehouses or create new ones. This will provide the organization with the space it requires to store items safely.

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December 11, 2022

Promiti Sarker
Govt. Officers Complex,
Building No # 4, Flat # D/2
Mirpur # 2, Dhaka-1216

Subject: later ship placement.

Dear Ms. Sarker,

With reference to your application and a recent interview, the Management is hereby pleased to consider you as an "Internship" for the period of six months in our company at Dhaka office with effect from **December 15, 2022** to June 15, 2023 with an honorary payment of TK. 10,000.00 (Ten thousand only) per month which will not be under our company's payroll.


During this period, you will be placed with Sea Logistics department as per schedule where you will be attached to different staff members who will impart your internship.

You will be required to submit a report after completion with each department and a final report on completion of your internship.

Your performance is no way obligation to the company to offer you a permanent position and reserve the right to discontinue your internship if our performance indicators are not satisfactory or against any company rules.

Thanking you,

Foi, Kuehne + Nagel Ltd


Milton M. Peris
National Human Resources Manager

Promiti Sarker

