

Report On

A Study on the Environment and Operations of Kuehne + Nagel Bangladesh Ltd.

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

Brac University

October,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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**Arfan Shahriar**

18104211

### **Supervisor's Full Name & Signature:**

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**Shihab Shuvo**

Senior Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

To,

Shihab Shuvo

Senior lecturer, BRAC Business School

BRAC University

**Subject:** Submission of internship report

Dear Sir,

This is to pleasantly inform you that here I am sharing my internship report on Kuehne + Nagel Bangladesh Ltd. which was assigned to me for the purpose of completing BUS400. I would like to express my gratitude for this opportunity to be given to me and also share my learnings and experiences. Please also acknowledge that I have tried my best to prepare a credible, effective, and well-written report in the midst of immense work pressure and other complications.

During my tenure, Kuehne + Nagel Bangladesh Ltd. offered an internship period of 6 months initially. I have completed my period here on July 15, 2023. During this time, I have achieved a lot of things that improved me both personally and professionally. I not only have learned new work skills but also have gathered a lot of interpersonal skills. I have gathered a lot of experiences and they have made me understand the corporate life a lot. Other than that, I have also acquired a good set of networks. Being able to work here has also enabled me to engage into communications with wide variety of people as well as other client organisations. I tried my best to abide by the guidelines and regulations provided by BRAC University while preparing this report and committed to use authentic materials to support my writings. I, hereby, submit my report.

Sincere Regards,

Arfan Shahriar

18104211

BRAC Business School, BRAC University

## **Non-Disclosure Agreement**

This page is for Non-Disclosure Agreement between the Kuehne + Nagel Bangladesh Ltd. and Arfan Shahriar, 18104211

This agreement is made and entered into by and between Kuehne + Nagel Bangladesh Ltd. and the undersigned student at BRAC University Arfan Shahriar, 18104211

### **Acknowledgement:**

First of all, I would like to praise and thank the almighty Allah for making me so lucky to come this far and blessing me with the opportunity to one of the biggest logistics and forwarding organisations in the world. Secondly, I must express my cordial gratitude to Mr. Shihab Shuvo sir, my faculty advisor for his unconditional and endless support. Without his guidance, I would've faced many more complications while preparing this report.

I would also like to mention the tremendous and unconditional support that I received from everybody in my office who helped me not only while making this report but also in making my life much easier in the office and enabling me to fit into that environment more quickly. On a special note, I would like to express my heartfelt gratitude to Mr. Sumon Sarker, my field supervisor who always had my back and always gave me proper guidance. Again, I would also like to specially acknowledge the cordiality and cooperation that I received from all of my colleagues. I would also like to express my gratitude to the CCL team that I worked with. Their compassion, cooperation, being respectful to me, treating me like one of them have helped me adapt to the new environment very much comfortably.

## **Executive Summary:**

Kuehne + Nagle Ltd. is a multinational freight forwarding organisation that was founded in 1890 by August Kuehne and Friedrich Nagel in Bremen, Germany. Over the decades the company has established itself as the top freight forwarder in the world. Currently, they are headquartered in Schindellegi, Feusisberg, Switzerland operating from about 1.300 locations and more than 100 countries across the world.

The main business of Kuehne + Nagle Ltd. is managing the supply chain logistics of their respective clients. In other words, they act as the forwarder that works as the bridge between a buyer and a shipper from one country to another. They currently have more than 4,00,000 customers that trust them to manage their logistics. They basically handle the responsibilities of receiving goods from the suppliers, providing Bills of Lading (BL), booking a shipment with a carrier and sometimes also distributing the cargo to the respective consignees.

The main focus of Kuehne + Nagle Ltd. is customer centricity. They design their tasks based on customer satisfactions and that is why they have been successful in terms of sustaining the customer loyalty over the years. They also emphasise on quality service and punctuality. As a matter of fact, such business ethics have enabled them to be the top-ranked forwarder in the world for both Sea and Air cargo shipping.

I had two major objectives that get from this internship and I believe that I have been successful in accomplishing them. First, I have gathered some priceless experience from my tenure at Kuehne + Nagle Bangladesh Ltd. Secondly, I have been able to develop some of my interpersonal skills from working there as an intern. However, the specific objective of this report is to shed light on how the operations of Kuehne + Nagle Bangladesh Ltd. works and in what sort of environment.

Kuehne + Nagle Bangladesh Ltd. acknowledges their main strength to be their global network that helps them to earn the trust of their clients. Again, their customer centricity makes them always prioritise customer feedbacks and they are always looking for an opportunity to get better every day.

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**CHAPTER 1**

**Overview of the internship**

### **1.1. Student Information:**

**Name:** Arfan Shahriar

**ID:** 18104211

**Program:** BBA

**Major:** Computer Information Management (CIM)

**Minor:** Human Resource Management (HRM)

### **1.2. Internship Information:**

#### **1.2.1. Period, Company name, Department, Address:**

**Period:** January 15, 2023 – July 15, 2023

**Company name:** Kuehne + Nagel Bangladesh Ltd.

**Department:** Sea Freight

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

#### **1.2.2. Company Supervisor's Information:**

**Name:** Sumon Sarker

**Position:** National Sea Logistics ISC Manager

#### **1.2.3. Job Scope:**

**Job Description:** Customer Care Logistics intern

**Responsibilities:** Creating House B/Ls, giving shipping orders, completing rated B/L related tasks etc.

### **1.3. Internship Outcomes:**

#### **1.3.1. My contribution to the company:**

During my tenure at Kuehne + Nagel Bangladesh Ltd., I was assigned to the Customer Care Logistics team of the Sea Freight department. My main task was to help creating shipment files, in other words, creating House B/Ls. Later on I was specifically assigned for the 3PL buyers (for example, Kik, Centric, Tesco, NKD, Under Armour, AnF etc.). However, despite that I also had done other tasks after prioritising the 3PL tasks. These included creating Master B/Ls, issuing Shipping Orders, completing Rated B/Ls, creating House B/Ls for buyers outside 3PL (for example, Regatta, Malfini, Alpine, Special ICA, Bestseller, Mister Lady etc.).

#### **1.3.2. Benefits to the Student:**

The chance to work as an intern for Kuehne + Nagel Bangladesh Ltd. had given me the opportunity to explore the corporate world as well as the latent personality that I had in myself. From working here, I had the chance of developing myself both as a person and as a professional. I have seen everyone here being very much cooperative, punctual, determined, committed and energetic. I have learned not to give up in dire situations when the pressure is immense. Most importantly, I have learned how to separate personal and professional life.

The internship opportunity helped me discover my strengths and weaknesses. Taking myself as an example, I have come to realise that I am a quick learner if the basic concept is clear to me. I also got to know from my colleagues that I demonstrated determination and commitment at work. On the other side, I have also figured out a few of my interpersonal weaknesses that I look forward to fixing and correcting with the hope of making myself a good professional.

#### **1.3.3. Problems/ Difficulties (faced during the internship period):**

Throughout my time at Kuehne + Nagel Bangladesh Ltd., I have had an amazing working environment with a lot of co-operative colleagues. However, nothing is free of limitations and Kuehne + Nagel Bangladesh Ltd is no exception. Among the very few difficulties, the one that

happened too often was the system and software issues. A few times during immense work pressure, we had to suffer because of the server being down, or the SALOG not working. Other than that, due to everyone being quite busy at their respective tasks, it was a little bit difficult for me to thoroughly collect data for my report which left some limitations in it. Nonetheless, I was able to overcome all the difficulties because of the tremendous support that I got from my co-workers.

#### **1.3.4. Recommendations (to the company on future internships):**

As a former intern at Kuehne + Nagel Bangladesh Ltd., I would strongly suggest students to try joining this office for their respective internship programs. Judging from personal experience, I believe Kuehne + Nagel Bangladesh Ltd. offers a great opportunity for students to get in touch with the real life corporate world. They provide us with the opportunity to gather life-long experience and remember the taste of real life business environment. Not only that, I also had the chance to develop my intern-personal skills during my tenure there. In simple words, Kuehne + Nagel Bangladesh Ltd. is certainly worth recommending to someone who is enthusiastic about learning and gathering valuable experiences.

**CHAPTER 2**

**Organisation Part**

## **2.1. Introduction:**

In this age of modern business, any organisation needs to keep the wheels of improvement rolling in order to cope up with the market. For any industry, there is no short of competitors and the quest for surviving in or dominating the market keeps on getting more difficult as time flies. As a matter of fact, an organisation with more assets naturally has the edge over their rivals. Trained and skilled employees are valuable assets for any company. And to keep that flow, it is necessary for companies to have a good, effective recruitment process.

As the employees are the key behind a company's success, it is crucial to recruit the as much appropriate manpower as possible. For Kuehne + Nagel Bangladesh Ltd., it is no exception. They have the trend of recruiting new employees following instructions from the regional headquarters. Other than recruiting full-time employees (FTE), they also recruit interns quite often.

The process of hiring people as interns often creates a win-win situation for both parties, Kuehne + Nagel Bangladesh Ltd. and the employee. First of all, Kuehne + Nagel Bangladesh Ltd. mainly hires interns with the purpose of allowing them to take a fair share of work pressure that they have. Since they are a multinational organisation, it is only natural that their level of business is pretty intense and in order to maintain that level their full-time officers would appreciate having some assistance. Again, by such internship tenures, they allow the people to get the opportunity to know this business from close and gather valuable experiences regarding their working culture that always help when they get the chance to become a permanent employee. On the other side, undergrad students who are left with their internship programs also get the chance to do that with Kuehne + Nagel Bangladesh Ltd. Being able to do internship at such a world-renowned company not only helps a student with the academics, but also brightens and increases the weight of their CV and helps boost their corporate career.

## **2.2 Overview of the Company:**

### **2.2.1. Kuehne + Nagel International:**

The journey of Kuehne + Nagel began in 1890 after being founded by August Kuehne and Friedrich Nagel in Bremen, Germany. Over the last 130 years, the organisation has been a global logistics partner that offers highly specialised solutions for major industries worldwide, evolving from a traditional shipping company. Today, Kuehne + Nagel is headquartered in Switzerland, with nearly 1,300 locations worldwide. More than 100 countries are connected by their network. Because of their trustworthiness, Kuehne + Nagel have almost 4,00,000 customers who rely on them to manage their logistics. Besides, it is also noteworthy that as of now, there are more than 79,000 logistics and supply chain professionals working for them day and night giving their best every day. Some statistics given below can justify the market position that Kuehne + Nagel hold today and how they have made a name for themselves as one of the leading global logistics providers worldwide:

- They are currently the number 1 Sea Freight forwarder in the world. They claimed this position thanks to continuous double digit growths over the years and the widespread partnerships with ocean carriers.
- Kuehne + Nagel is also one of the top 3 Air Freight forwarders, leaders in air cargo management. They also have the Global Cargo 2000 phase certification as the best-in-class carriers.
- Kuehne + Nagel also have top rankings for road and rail logistics. They have well-known and growing European networks and warm relationships with the best-in-class carriers.
- Kuehne + Nagel also have contract logistics and they are one of the top 3 global providers, with more than million square meters (75 million square feet) of warehouse space worldwide and an emphasis on a continuous development approach.

### **2.2.2. Kuehne + Nagel Asia-Pacific:**

Kuehne + Nagel (Asia-Pacific) Management Ltd. is a part of Kuehne + Nagel International that was established in 1961 in Hong Kong and assimilated in 1965. This was the beginning of a new



era in the company's competitive vocation in the Asian regions. This broadened the horizons of opportunities for them as there are thousands of industries that were present then and are still emerging in the region. In March 2010, the regional headquarters of Kuehne + Nagel Asia Pacific was re-located to Singapore.

Since the establishment of the regional headquarters, the company has thrived in the Asian market and managed to become one of the leading organisations in logistics and supply chain. Currently, the widespread network connects more than 150 locations in 21 countries in the region with more than 6,000 employees acting as their workforce. The countries include Afghanistan, Australia, Bangladesh, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Maldives, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

Automotive, high-tech, industrial goods & chemicals, pharmaceuticals & healthcare, FMCG & customer durables, and industrial goods & chemicals are among the industries Kuehne + Nagel focuses on in the Asia-Pacific area. The company also engages in a number of specialized businesses, such as the worldwide shipping of pharmaceuticals, and provides specialized services in the fields of hotel and airline logistics. Logistics for oil, alcoholic beverages, exhibits, help and relief, and perishables among others, project business. The Asia-Pacific region contains two highly dynamic markets. China and India have rapidly expanded in recent years.

### **2.2.3. Kuehne + Nagel Bangladesh:**

Kuehne + Nagel spread their operations in Bangladesh as Kuehne + Nagel Bangladesh Ltd. which was established in January, 1997. Initially, the number of employee in this regional office was 150. This event of the beginning of their journey in Bangladesh not only offered international sea and air freight forwarding to the country's industries, but also came with the services related to the customs clearances, warehousing, bonded quality control facility, inland transportation systems, project handlings etc. Currently the Dhaka office is located at SKS Tower - 7, VIP Road, Mohakhali, Dhaka-1206, Bangladesh.

#### **2.2.4. Kuehne + Nagel Mission Statement:**

The mission statement of Kuehne + Nagel is, “We shape the world of logistics with a strong determination to connect people and goods through innovative and sustainable logistics solutions”. Kuehne + Nagel focuses on the excellence of operations and quality as well as the customer needs and they try to provide that through hard work, dedication and innovation. The most reliable and strongest assets of the company are their logistics solutions and the global logistics network.

#### **2.3. Management Practices (Sea Freight Department):**

Since the entry of Kuehne + Nagel in the Bangladesh market, the Sea Freight segment has been operating in the country. Containerized cargo operations in sea freight are expanding daily as a result of rising cargo demand and higher service expectations in international freight forwarding. I had the excellent pleasure to see Kuehne + Nagel Bangladesh export cargo equivalent to 3600 Tons in June, 2023 breaking its previous record, and to join in the celebration. It was also an honour for me to be able to contribute in achieving that extraordinary feat. The majority of the countries in Europe, North America, and north-eastern Asia that the Sea Freight exports to buy ready-to-wear clothing to.

Sea freight is very important to Kuehne + Nagel Ltd. Most countries in Europe and North America export products via sea freight, while the Middle East, countries in North Africa, and the Indian subcontinent import products like machinery, vehicles, textiles, and chemicals.

For the freight forwarding industry, the advantages of sea freight include simple shipment, huge amounts of heavy goods, and operation systems for both import and export.

##### **2.3.1. Key Factors:**

###### **Weight:**

Nowadays, the vast bulk of goods that are transported for export are transported by sea in containers. The capital costs are saved to a greater extent the heavier the weight and quantity

being sent, the longer this sending process to the destination takes compared to air shipment. The containerized freight reaches its destination on schedule.

Shipping conferences made significant financial investments in specialized container ships; ports also made purchases of the necessary loading machinery and a container park. London Gateway in England, Rotterdam in the Netherlands, and Hamburg, Bremerhaven in Germany, Savannah, New York in the United States are among the significant international ports that concentrate on the container trade.

Similar to conventional cargo, containerized freight must be packed skilfully and expertly for sea transportation, which is why certified forwarders like Kuehne + Nagel Ltd. are involved in this industry.

### **Reliability:**

The media is another component of international trade, which often involves buyers and sellers of at least two different nationalities. The only way to avoid any potential legal issues is to export the goods to the target countries via a reputable third party. The Kuehne + Nagel Ltd. has collated these freight-related issues and is working to find solutions via increased dependability, security, and accountability.

### **Security:**

When going by sea, there is less chance of harm occurring during handling and transit. Despite being transported via transshipment ports from Bangladesh to Colombo and Singapore, the cargo is treated carefully by being containerized. The products are not exposed to sea water, jerks, humps, hooks, or climate changes. Less danger to the items means lower packing expenses and transit insurance premiums.

### **Responsibility:**

The company's sea freight is crucial to delivering the consignee's goods door to door. Before delivering the cargo, the forwarder takes full responsibility. Kuehne + Nagel Ltd. quickly assumes the responsibility of providing its clients with the greatest services as a forwarder.

**Environment in the office:**

The main characteristics of the office is the requirement to maintain professionalism and follow work ethics all the time. The employees however, do maintain a good bonding and relationship among each-other and always sustain a positive energy in the atmosphere. But when it comes to work, there is no compromise for efficiency and punctuality. Everybody is committed to meet their KPI and thus they ensure the top quality service that this organisation has made a name for themselves for.

**Export Operation System:**

The Sea Freight export operation systems are operated by various documentation and operation procedures. This documentation system requires some particular phases and job tasks which allow to run and continue the freight forwarding service like the Sea freight of Kuehne + Nagel Ltd. in Bangladesh and all over the world. Presently, the operational and documentation process is executed through the SALOG software all over the world in the same unified, disciplined and efficient manner. Before SALOG, another system known as CIEL (Computer Integrated External Logistics) was in play which is still active. The shift from CIEL to SALOG has opened a lot of windows for improved and more efficient services and it has made the tasks quite less complicated and life much easier for the employees.

In order to run the functions properly and keep the workflow going, the tasks of the Sea Freight department have been distributed into a few teams. Among them, the CCL (Customer Care Logistics) team is responsible for reaching out to clients wherever possible, whichever way possible. Their main focus point is customer centricity. On the other side, the OCC (Operational Care Centre) team is responsible for achieving customer demand fulfilment. They are the main players to look after everything related to the operations.

Again, the export operation and documentation procedures are done in different phases. Below, the details of the phases are given:

**Phase 1:**

The local and foreign office sales department contacts the shipper/ supplier (shipping person or company) to the local office and the consignee/ buyer (buying person or company) to the foreign

office in terms of export. They enter into an agreement with the potential shipper and eventually the two parties enter into a contract with the specific terms and conditions of the shipment along with a selling price to the shipper or consignee. Sales rate is the rate at which our sales department sells our services to move goods from one destination to another domestically and globally.

### **Phase 2:**

The shipper sends the commercial invoice, packing list and delivery note along with a written documents in the form of fax or hardcopy reservations to Chittagong or Dhaka. It is necessary to book a carrier with the freight forwarder of Kuehne + Nagel Ltd. The other things that are included are freight terms, state time, preparation for shipping or delivery date etc.

If the shipper sends the booking document to the Chittagong office, the B/L house number is generated there and then sent to Dhaka office to prepare key documents.

The freight term is usually settled by the shipper or the consignee and it is included in the commercial invoice. The 2 most common freight terms are Collect shipment or Freight on Board (FOB) and Prepaid Shipment.

### **Phase 3:**

At this point, the shipper sends the cargo to the freight area of our warehouses in Chittagong. We have two designated warehouses at Chittagong Port, SAPL and EBIL. Other than that, there are also other warehouses like KDS, SML, B.M Depot, Vertex Depot who are regularly being used for cargo dumping and stuffing. After booking confirmation, we book with specific shipping companies depending on the consignee or the shipper, the estimated departure and arrival dates, designated destination of the cargo etc. Maersk Line, Hapag-Lloyd, ONE, CMA etc. are some of the most popular vessels used for exporting cargo from through the waters. The shipping lines provide us with monthly schedules for destinations worldwide for the feeder and mother vessels.

Due to the variety of shipping lines available, we have a lot of monthly and yearly schedules available at hand. Hence, after receiving a booking format we try to find the most suitable route, date and vessel possible. Given that we find a specific ocean vessel available and matching the

required criteria, we confirm the carrier. After that, we send the bookings to our respective booking colleagues for approval. We instruct the shipper to handover the cargo within a specific date only after receiving the approval.

There are lots of shipping lines or cargo carrier service providers all over the world that make themselves available for picking based on the shipment. Some of the names are given below:CMA-CGM,Hapag-Lloyd,Maersk Line,ONE (Ocean Network Express),K Line,APL,Hyundai,Evergreen,OOCL,Cemator Line etc.

#### **Phase 4:**

In this phase, a cargo stuffing company, for example Summit Alliance Port Limited (SAPL) takes the responsibility of stuffing into the designated shipping line's container as per the booking given from us. Then, the terminal receipt such as the cargo stuffing report is sent by SAPL to the Dhaka office. Some of the key points that are included in the stuffing report are:Cargo details,Volume (usually measured in CBM),Cargo weight,Number of cartons,Container size,Container number,Seal number,ETD (Expected time of departure),ETA (Expected time of arrival),POD (Port of discharge) etc.

Such information is required for us to complete the documentation of a specific shipment.

#### **Phase 5:**

We open a file with the information for a specific shipment after receiving the staffing report. Documents are sent from the Chittagong office to the Dhaka office for serial number creation. The SALOG Order Management System generates the House B/L number by creating a file for a specific destination or by entering the booking serial number.

After a selecting a specific destination, we create the House B/L number from SALOG that goes like 1051 111 111 or any such number in this structure. This number is unique for a shipment and using this will only redirect to only one specific shipment. Thus, the B/L number can be used for identifying a shipment.

Unlike CIEL, SALOG generates B/L numbers that can include multiple order numbers. For example, if one booking has multiple orders, all of them can be included in one single House such as 1051 111 111 if the lot is same.

In order to create a House in SALOG, there are some fields that are required to be filled. Some of them include:

1. Consignee name/ ID
2. Shipper name/ ID
3. Consolidation details/ schedule
4. Number of cartons/ packages
5. Cargo weight
6. Total CBM
7. Invoice
8. PO (Purchase Order) or ON (Order number) reference
9. Triggering the Status
10. Creating customer booking confirmation and documentation

After generating the B/L number, we proceed to preparing a Bill of Lading (BL). In our terms, we call it Dummy BL. This has nothing to do with the buyer or the supplier, however, it is issued for Export Promotion Burrow (EPB) purpose.

#### **Phase 6:**

In the final phase, we write some information on the file. The information and features are key for a sea freight forwarder and they are described below:

**1) Container size:** There are lots of different sizes of containers all around the world. However, 3 types of containers are mostly common in our country. They are:

- 20ft Container: This type of container has the capacity of carrying 28CBM of cargo.
- 40ft Container: The cargo capacity of this is 58 CBM.
- 40ft High Cube Container: This container can carry up to 65 CBM of cargo.

**2) Container number and Seal number:** The container number is marked on the side of a container. This number is necessary and has to be mentioned in the stuffing report. The seal number is the same as the container number and is also found along.

**3) Package/ Carton or CBM:** Before a CFS such as SAPL or KDS containerise the total CBM, weight and the number of cartons have to be counted.

**4) Mode of shipment:** There are different modes of cargo movement. Some of them are:

1. LCL – LCL refers to Less than Container Load. This shipment mode means that the whole container is not occupied by that particular shipment. However, shipping lines usually prefer not leaving any space unoccupied in a container while sailing. Hence, they generally tend to fill the container with other cargo.
2. FCL – FCL means Full Container Load. This refers to a container being fully loaded with one or various types of cargo.

**5) Movement Terms:** There are different terms of movement and one is selected for one shipment. A term for a shipment is set by negotiation between the key players – consignee, supplier, forwarder and the carrier. Genuinely, the movements include CFS (Container Freight Station) and CY (Container Yard) and 4 types of movement terms are commonly used in our business. They are:

- i. **CFS/CY:** This term means that the cargo will sail from a CFS and will arrive at a CY. It usually takes place when there is one buyer and multiple shippers. The suppliers bring their cargo to the CFS and then they are stuffed there. After arrival at a CY, the consignee takes the responsibility of distributing them.
- ii. **CY/CFS:** This movement refers to the cargos being sent from a CY and received at another CFS. From that CFS, the cargos are distributed to their respective buyers.
- iii. **CFS/CFS:** This movement term refers to the cargo being shipped from one CFS to another CFS. This usually happens when a container carries the cargo of multiple buyers and suppliers. The cargos are dumped and stuffed at one CFS before sailing and then after arrival at the destination CFS, we divide and distribute the cargo to their respective buyers.



- iv. **CY/CY:** This type of movement usually takes place when a big consignee makes a shipment from a particular supplier. In other words, a container full of cargo from a particular shipper to a particular consignee. The cargo sails from a CY where the supplier leaves it and then it arrives at the CY of the buyer i.e.: the consignee's warehouse.

### **Port of Transshipment:**

A port of transshipment is where the cargos are shifted from the feeder vessel to the mother vessel. Since the mother vessels are unable to arrive and dock at any port of Bangladesh (mainly because of navigability issues), we load the containers in feeder vessels that usually sails to Colombo or Singapore. There, the feeder vessels connect to the respective mother vessels and load the cargos.

### **Bill of Lading:**

The shipping firms provide us with a schedule of the vessels. We must follow the vessel's schedule in order to pack the cargo inside the container. Containers are loaded into the ship by shipping lines. As part of the documentation, we link the House B/L number to the ship's timetable.

After that, SALOG provides the master B/L number such as 1051 222 333. In this instance, the corrected version of 1051 is printed on the Kuehne + Nagel recommended file. Not a contract itself, a Bill of Lading is the official record of an agreement between the parties such as the consignee and shipper, shipper and forwarder etc.

There are 2 types of Bill of Lading that are used in our business. They are described below:

1. **House B/L:** This is a document of contract between the supplier and the forwarder. For example, a document of contract between a local garments owner and Kuehne + Nagel Bangladesh Ltd.
2. **Master B/L:** This is a document of contract between a shipping line and a forwarder. Here for example, we can think of CMA-CGM and Kuehne + Nagel Bangladesh Ltd.

A house B/L and a master B/L possess some common information that are crucial for any shipment. Such as:

- i. Name of the shipper

- ii. Address of the shipper
- iii. **Name of the consignee:** It is noteworthy that for the sea freight bill of lading, the name of the consignee must be listed in the B/L as the name of the shipper's local bank. In that situation, the L/C is transferred from the consignee's issuing bank to the shipper's local bank.
- iv. Address of the consignee
- v. **Notify party:** The name of the ultimate consignee is mentioned in this section.
- vi. **Name and address of the delivery agent:** Here the delivery agent is the freight forwarder which in our case is Kuehne + Nagel Bangladesh Ltd.
- vii. **Name of the carrier agent:** For House B/L, Kuehne + Nagel Ltd. is the carrier agent to the suppliers. On the other side, Hapag-Lloyd, CMA-CGM etc. are the carrier agent to Kuehne + Nagel Bangladesh Ltd. for Master B/L.
- viii. **Ocean vessel transport schedule:** The most important part of the House B/L is this one. The shipper and consignee are able to find out the vessel name, ETD from Bangladesh, feeder vessel name, port of transshipment, mother vessel name, voyage number and POD from the vessel transport schedule.
- ix. Freight Term.
- x. Order and article number
- xi. Invoice number
- xii. L/C number
- xiii. EXP number and SB number

### **Forwarder's Certificate of Receipt:**

Based on the shipper's requirement, we issue a freight certificate for the prepaid shipment. This receipt is usually taken for customs purpose. It includes the following features:

- Shipper name
- House B/L number
- Cartons
- Sea Freight charge
- Security charge

- Scanning charge
- Documentation charge
- Terminal handling charge

### **Shipment Advice:**

After the dummy B/L is issued we inform the local buying office or the ultimate consignee by e-mail or sending the hard copy. This lets them know that the cargo is ready to sail for the ultimate consignee. These vary from one type of cargo to another and some features are included in them. Such as:

- Article number
- PO (Purchase Order) number
- Number of cartons
- Freight Terms
- Description of Goods (such as, RLG)
- Invoice number
- Letter of Credit (L/C) number
- EXP number (usually provided by the supplier)
- Vessel schedule
- Master B/L number

After the verification of the information we proceed to forwarding the shipment. In case of any incorrect information, we contact the relevant parties about them.

### **Releasing the B/L:**

Finally, the documentation system leads to the release of the original Bill of Lading to the shipper. The detailed description for Collect Shipment and Prepaid Shipment are exhibited below:

#### **Prepaid Shipment:**

For a prepaid shipment, the supplier has to pay the total charge. After the payment is given to the forwarder, the original Bill of Lading can be released.

#### **Collect Shipment:**

The majority of shipments used for sea exports are done using the Collect Shipment term. Here, the shipper only pays the cost of paperwork to us. After that we release the original B/L.

There are 8 copies of B/L prepared from which the 1<sup>st</sup> three are original and the rest of them are copy versions. While releasing, we provide the supplier with 6 copies and keep 2 for our documentation purposes.

In Collect shipment terms, the Dhaka office of Kuehne + Nagel Ltd. issues the invoice to the concerned overseas office of Kuehne + Nagel Ltd. Then the Kuehne + Nagel Ltd. overseas office collects the shipment charge from the consignee while releasing the cargo.

### **2.3.2. Export Documentation Process of Sea Freight:**

The documents that are normally used in the export activities of Kuehne + Nagel Bangladesh Ltd. are given below:

#### **Commercial invoice with packing list/ Booking form:**

In order to prepare a commercial invoice, the following details need to be included: Shipper name, contact person, approximate date of cargo delivery, buyer name, contact number, shipping mode, shipper's bankname, order number, reference, quantity of cargo (i.e.: Pcs, CTN), gross weight, net weight, volume (CBM), remarks, description of goods etc.

#### **Shipping Order:**

The SO permit issued by Kuehne + Nagel Ltd. to a shipper. An SO includes the following features:

Name and address of the shipper, Name and address of the forwarder, Vessel and voyage number, sailing time, delivery time and location, Customs closing date, Type of package, Space booking number etc.

### **Stuffing Report:**

A stuffing report is a key element before the cargo is stuffed and made ready for sailing. The report must consist of the following details: Shipper's name, Consignee name, PO number, CBM, CTNs (total number of cartons), Article number, Cargo receiving date, Destination, Container number and Seal number.

### **Dummy B/L:**

A dummy B/L is not the original B/L. It is prepared and shared with the suppliers before the cargo is released. A dummy B/L includes: Shipper's name, Shipper's bank name, Consignee name and their bank name, Notifiable party along with their address, Delivery agent, Pre carriage by, Port of Loading, B/L number, Vessel name, Voyage number, Port of transshipment, POD, Combined transport, Place of delivery, Movement, Freight payable at, Number of packages, Marks and numbers, Description of goods, Measurement, Ocean freight and charges, Place and date of issue, Shipped from port of loading, For and on behalf of the carrier.

## **2.4. Marketing Practices:**

### **Sales:**

It is an important part which contains the art of presenting products appealing to the customers so that they feel the need of a certain product. However, people are surprised when they get to know this marketing strategy is not only based on sales but rather more on the needs of consumers.

There are two types of sales:

1. Product sales and
2. Service Sales.

K+N is more based on service sales. Where they provide services to their clients by satisfying their work fulfilment. It basically means they help clients to help reach their cargo to the wanted destination.

K+N deals with some of the well-known brand in the industrial areas such as:

1. Tesco

2. KIK
3. Centric
4. Regatta
5. Bestseller
6. Sainsbury
7. Under Armour etc.

### **The Role of Sales Force:**

This well-known multinational company has been serving widely locally and globally for 122 years with a great reputation. To sustain in this modern era their sales team is doing various tasks that are keeping their value in a top rank. Here are some roles of the sales team:

- Their sales team always connected to their old clients and gave them top priority as well as trying to connect with local and global neighbouring clients.
- With some new services, the sales team manages to attract their existing clients by keeping their service upgradation to cope with the modern world.
- Promoting business in a quick mail or ad.
- Caring each of the clients whether they are old or new.

These are some of the roles of the sales department in K+N company which are being applied day to day life.

### **Air Freight Department:**

Kuehne + Nagel Ltd started their Air Freight section from the very first. As there is a huge pressure of cargo, this department's work is increasing day by day. Readymade garments products are mainly transported by this operation which includes North America, East Asian countries and Europe. However, in urgent cases where shippers were unable to transport products in the right destination, they then used air to transport items.

Freight forwarding business takes credit for exporting and importing goods in a speedy and secure way.

### **Speed:**

Capital expenses come to less when cargo reaches more sooner. When a company takes help from the air department then their cost easily decreases as there will be less products in the warehouse's stock. In short, necessary goods will be delivered in a short period of time and products need not be in stock for a long time period.

**Security:**

Air transport gives the benefits of safer delivery with handling the products and less exposure to certain obstacles. It give the advantages of not exhibiting with the changes of climate in the sea, no exposure to salty water, hooks, humps etc. As, all the goods do not get the exposure of disadvantages so sequentially their packing cost reduces drastically.

**2.5. Financial Performance and Accounting Practices:**

The department of Finance and Accounts are the ones responsible for maintaining records of all the local and international transactions Kuehne + Nagel Bangladesh Ltd. They perform the tasks of preparing the financial statements and maintaining employee payrolls. Except for employee payrolls, all the other tasks are completed using the exclusive accounting software of Kuehne + Nagel Ltd. which is the ACON 2000. All the offices of Kuehne + Nagel Ltd. operate in the same manner all over the world using the same system for keeping tracks of the transactions. Some of the main functions of the Finance and Accounts department are discussed below:

Making payments for all the payables and receiving payments for all the receivables is a major task for the finance team. Moreover, executing and maintaining the records of all the transactions of Kuehne + Nagel Bangladesh Ltd., preparing employee payroll, preparing monthly profit and loss statement and other reports, annual financial statements, a balance sheet at the Dhaka office internally and sending the report to the headquarters of Kuehne + Nagel Ltd. at Schindellegi, Switzerland is also a set of important tasks that they do. Other than that, calculating and making necessary deductions with all related parties regarding Tax and VAT and monitoring monthly intercompany clearing with overseas Kuehne + Nagel Ltd. office are also done by them. Again, maintaining and updating the ACON software as necessary, following up debtor's aging report and collection of receivables are also their responsibilities.

That's not all, the finance and accounts teams are responsible for maintaining ledger of all the transactions according to the guidelines, issuing money receipts and Challans for non-VAT-able and VAT-able incomes respectively from counter against payment receipts. Last but not the

least, arranging buying of fixed assets, taking quotations and approvals, making necessary vendor and administrative payments and preparing customer profitability reports are also parts of their duties.

## **2.6. Operations Management and Information System Practices:**

### **IT Department:**

The IT department of Kuehne + Nagel Bangladesh Ltd. is responsible for making sure that all our work procedures and operations are always backed up with proper technical and technological supports. Some of their main tasks include the following:

IT equipment and server operation monitoring, Server administration, LAN and WAN administration and monitoring, Installation and upgradation of the computers, SALOG support, ACON support, Cheque print support, Business client data extract and connectivity support, KNLogin and My KN+ support, User ID maintenance and user support, Hardware maintenance, Software maintenance, Backing up data and mail, Implementation of regional IT guidelines and instructions, Local and overseas ISP support, User training, Updating and monitoring fax, address book etc. services.

Other than these, most importantly the IT team is always available for giving necessary support to any employee with whatever and whenever they need.

Some of the software and programs that are used by Kuehne + Nagel Ltd. include: Microsoft office, Microsoft 365, My KN, My KN+, KNLogin, KNESP, SALOG, CIEL etc.

In addition, the Operational Care Centre (OCC) staff is responsible for a very important aspect of the overall operations. Their tasks are mostly intended to fulfil customer demands. The OCC team takes over and starts working in accordance with the House or shipments produced by the



CCL team. Their task list includes everything, from providing GSP to working on the Shipment Advice.

## **2.7. Industry and Competitive Analysis:**

### **2.7.1. SWOT analysis:**

The foundation of a SWOT analysis allows for the identification and study of an organisation's strengths, weaknesses, opportunities, and threats. The SWOT acronym is composed of these terms. In regards of Kuehne + Nagel Bangladesh Ltd., the SWOT analysis can be conducted to identify their common strengths, imitable strengths and distinctive strengths in the industry. For that purpose, the SWOT analysis is demonstrated first.

#### **Strengths:**

1. As a multinational organisation, Kuehne + Nagel Bangladesh Ltd. can claim their biggest strength to be their global network. The number of locations that they operate from all around the world gives them a huge competitive edge.
2. Moreover, their workforce is also a big strength for them as the employees working for them worldwide are very efficient and committed to sustain the quality of their service.
3. They are the world's top-ranked sea freight and air freight forwarder.
4. For more than 130 years they have maintained customer satisfaction through their service, which is why they have also earned the loyalty of more than 4,00,000 customers worldwide.

#### **Weaknesses:**

1. Not doing promotional activities can be seen as a point of weakness in the modern market and that has been the case for Kuehne + Nagel Bangladesh Ltd. as their strategy and policies restrict them. Despite Kuehne + Nagel Bangladesh Ltd. having designated customers, their competitors can always have the opportunity to get past them with the use of promotional tools.

2. There are no funded post-retirement benefits available for the employees. Even though it is not a common practice among the organisations, specially the private ones, Kuehne + Nagel Bangladesh Ltd. is no exception in this case. This can be a cause of employee turnovers someday.
3. The track record of Kuehne + Nagel on environmental issues is not promising. Customers may object because they now view environmental regulations as a necessary component of doing business, according to Edmund R. Thompson and Vanessa N. Clark.

### **Opportunities:**

1. Communication is the pillar of trade and business. Hence, Kuehne + Nagel Bangladesh Ltd. in the freight forwarding possesses a lot of opportunities and potentials. Companies all around the world look for efficiency and safe, punctual passage of their goods. As a matter of fact, being able to provide those can certainly create opportunities for Kuehne + Nagel Bangladesh Ltd.
2. Because of ranking on top of everyone in the world in both air and sea freight forwarding, Kuehne + Nagel Ltd. can see this as an opportunity to ensure the continuity of their growth as an organisation and keep the path of success smoother as ever.
3. Kuehne + Nagel Bangladesh Ltd. can focus on using the trend of increasing standardisation as a leverage to reduce the number of offerings in the market and emphasise more on the successful products.
4. Using Artificial Intelligence can create opportunities for Kuehne + Nagel Bangladesh Ltd. For example, as their data tracking and recording procedures are quite good, performing predictive analysis can allow them to assume more accurately about the potential customer demands that may arise in the future.

### **Threats:**

1. The biggest threat for any organisation in any industry is the entry of new competitors in the market. For Kuehne + Nagel Bangladesh Ltd. it is no exception. Companies like DHL, Sinotrans Ltd., DB Schenker etc. are continuously making the freight forwarding industry more and more competitive.

2. The constantly changing nature of the exchange rates can turn out to be risky for the company as there will always be scope for deduction in profit due to inflation.
3. Under the increasing pressure from protest groups and non-governmental organisations, Kuehne + Nagel should maintain a careful eye on the rapidly evolving government rules, particularly those pertaining to environmental and labour safety issues.

### **2.7.2. Finding the 3 different strengths:**

With a proper study or from work experience, it is possible to identify the common, imitable and distinctive strengths of a company. For Kuehne + Nagel Bangladesh Ltd., below I have demonstrated these strengths and attempted to find out the competitive advantage:

#### **Common Strengths:**

The three pillars of Kuehne + Nagel Bangladesh Ltd. are customer, technology and people. For a business to succeed and cope up with the modern market, it is only natural for any organisation to focus on such similar key factors. Moreover, Kuehne + Nagel Bangladesh Ltd. is backed up by the regional and global headquarters when it comes to business instructions and guidelines. However, despite this being a strong point it is quite common amongst the multinational companies around the world.

#### **Imitable Strengths:**

The imitable strength of an organisation refers to the strong points that they possess but can be easily imitated by competitors in the industry. For Kuehne + Nagel Bangladesh Ltd., one of the key strengths that can be imitated by other forwarders is their network with the suppliers. Kuehne + Nagel Bangladesh Ltd. has a good relationship with the suppliers in the country that take orders from the consignees and use Kuehne + Nagel Bangladesh Ltd. as their respective followers. However, the same suppliers can also take orders from consignees that prefer other companies as their forwarder (for example, DHL, DSV etc.).

#### **Distinctive Strengths:**

The thing that makes Kuehne + Nagel Bangladesh Ltd. really unique in their industry is their 100% compliance. Kuehne + Nagel Bangladesh Ltd. as part of Kuehne + Nagel Ltd. have the

access to one single platform for users all around the world. The SALOG, MyKN+, KNESP etc. are such tools that is used by everyone involved which is indeed a distinctive feature for a multinational freight forwarding company. Even the consignees can check their shipment status by logging into KN Login.

## **2.8. Summary and Conclusion:**

Kuehne + Nagel Bangladesh Ltd. is one of the most successful multinational organisations in their respective industry both globally and in Bangladesh. Since their foundation in Bangladesh, they have been one of the leading corporations in the country with a vast global network. In order to sustain their priority in customer centricity they have been maintaining their offices and tasks in a well-disciplined way. From Sea, Air departments to the IT and operations alongside the HR, Finance teams they have made sure everything is going according to their standards. Other than that, they have also maintained a work-friendly environment throughout the years to provide the employees with the best circumstances possible to work in.

To sum up, from the data and information gathered by talking with my colleagues and studying and from my personal experience, I must mention the fact that Kuehne + Nagel Bangladesh Ltd. indeed is a place where there are always scopes for development for the young generation as well as a field of flourishing business for the already experienced ones. In other words, Kuehne + Nagel Bangladesh Ltd. has maintained their value as an organisation very well since the beginning and the key factors of their operations and environment have undoubtedly played vital roles behind their unmatched success.

## **2.9. Recommendations:**

As being a part of Kuehne + Nagel Bangladesh Ltd. for about 6 months, I have noticed some things that I feel are noteworthy. Below, I have shared some of my recommendations that might be helpful for the organisation in the future:

1. In my opinion, the items or the dishes for the lunch should be improved in terms of quality. I have seen a lot of my colleagues including myself complaining about the lack of salt in the food, as well as very poor taste that come along. I, along with a lot of my colleagues often have skipped lunch at the office because of such issues and rather preferred eating something from restaurants around. Therefore, I would recommend the HR or the responsible department to take this matter in notice and either change the items, or improve the quality of food for the sake of the well-being of everyone.
2. Due to the immense pressure of work, it is sometimes not possible for the employees to finish their urgent tasks within the office hours. Again, it is unlikely for an organisation like Kuehne + Nagel Bangladesh Ltd. to keep anything pending. As a matter of fact, if the interns were provided with laptops instead of desktop computers like the full-time employees, I think it would be much more convenient for them and this would certainly help maintaining the KPI as required.
3. Third, even though the company does a lot of things for the employees including providing them with a lot of benefits, I believe arranging occasional recreational programs can be a morale-booster for all. For example, during my time I had the pleasure of attending 2 of the 3 football tournaments that took place in different places. However, this did not continue for long. Hence, even though the work pressure is high, I believe arranging such occasions once in a month or every 2 months can be good for the company.
4. Lastly, there are also many corporate get-together functions that take place quite often. For example, Corporate Billiard tournament, job fests, seminars etc. can always be a window for organisations to build their network and stretch their reach even further. Hence, I would recommend Kuehne + Nagel Bangladesh Ltd. to try getting involved in such activities more often.

CHAPTER 3

**Project Part**

### **3.1. Introduction:**

#### **3.1.1. Background of the Report:**

Bachelor of Business Administration (BBA) is a professional undergraduate program. At BRAC University, the BRAC Business School offers this program that includes an excellent combination of practical and theoretical aspects of the field. This program also includes an internship program or a particular course that requires the students to be engaged with an institute and work there as an intern for a certain period after the completion of all the theoretical course during the undergrad tenure. This is designed with a view to enabling the students to gain the knowledge and experience of real life work environments. As a matter of fact, I happened to have done my internship at Kuehne + Nagel Bangladesh Ltd. and thus from that perspective and experience, have prepared the report on **“A study on the environment and operations of Kuehne + Nagel Bangladesh Ltd”**

#### **3.1.2. Objectives:**

##### **Broad Objective:**

The broad objective of this report is to highlight the work environment and exhibit the analysis of operational procedures of Kuehne + Nagel Bangladesh Ltd.

##### **Specific Objective:**

The report has some specific objectives as well. Such as:

- Emphasize on the freight forwarding business
- Analyse how Kuehne + Nagel Bangladesh Ltd. operates
- Talk about how Kuehne + Nagel Bangladesh Ltd. maintains a professional work environment

### 3.1.3. Significance of the Report:

In order for knowledge to become useful, practical experiences play a huge role. Without proper nurturing and connection with the practical world, one cannot learn to implement his knowledge to any use properly. That is, in fact one of the reasons why BBS has included an internship program for the students. This internship report is a significant element of our BBA program. This encourages the students to be more keen and eager to join an institute for their internship program and be very much proactive at their respective workplaces. In this way, a student gets the opportunity to not only gather experience about how the corporate world works, but also to establish a good network. In a country as poor as Bangladesh where the job market is immensely competitive, where there are thousands of unemployed graduates not finding jobs due to lack of previous experiences, this internship program provides the students an edge over others. Hence, it is pretty obvious that the internship is crucial for the completion of the BBA program.

### 3.2. Methodology:

The term methodology refers to the methods and steps that are followed in order to complete a task. The following methodology report shows the steps and methods that were followed while conducting the study in order to collect data, information, do analysis and for the preparation of this report:

- **Research Type:** This study is a Descriptive Research. It is based on the environment and operations of Kuehne + Nagel Bangladesh Ltd.
- To perform the study, data sources were identified first and then the data was collected, analysed and key points were figured out before proceeding to preparing this report. The overall methodology of this study includes data collection via questionnaire, online studying and report preparation according to the given instructions of BRAC Business School.



### **3.2.1. Selection of the Topic:**

The topic for this study was proposed by me and it was selected and approved by Mr. Shihab Shuvo, Senior Lecturer, BRAC Business School, BRAC University.

### **3.2.2. Sources of Data:**

In order to gather necessary data and information, the following sources were used:

- My daily activities at work
- Direct conversations with the company officers, higher management and other employees
- Web browsing
- Published reports and studies on Kuehne + Nagel Bangladesh Ltd.

### **3.2.3. Limitations of the Research:**

The study is primarily based on in-person conversations with the officials and a scant amount of actual work experience at the company. Consequently, no perfect investigation is carried out to evaluate the validity of the information. Some of the other mentionable limitations are:

- 1. Limitation of Time:** One of the key factors that limited the bounds of this present study was the limitation of time. Since there was always a rush hour, many aspects could not be covered in this present study.
- 2. Immense Work Pressure:** Throughout my tenure at Kuehne + Nagel Bangladesh Ltd. I have witnessed the extreme workload almost every day every week. As a matter of fact, it limited my scopes of studying and working on this report.
- 3. Kuehne + Nagel Bangladesh Ltd. does not have too many written or organized papers or any storage of data regarding their work environment. So, my writing on this aspect is mostly based on personal experiences which is quite subjective and hence may not be perfect.**

4. **Dependence on Variable Information:** Since most of my gathered data are based on the statements of the officials and my other colleagues, they are likely to possess different perspectives, opinions and information.
5. **Continuously Updating Software and Applications:** Kuehne + Nagel Bangladesh Ltd. uses the most modern and convenient technologies all the time and keeps on updating their tools and software applications. As a matter of fact, the information about the operation procedure mentioned in this present report may vary from the situation in the near future.

However, if these limitations are overlooked, then it is believed that the report will be helpful to understand the work environment and operations of Kuehne + Nagel Bangladesh Ltd.

### **3.3. Findings and Analysis:**

#### **3.3.1. Findings:**

During my time at Kuehne + Nagel Bangladesh Ltd. I have seen many little ups and downs in the organisation. Again, due to spending 6 months there, I have been able to know a lot of ins and outs. Below, they are discussed in an organised fashion.

- The work environment in Kuehne + Nagel Bangladesh Ltd. is almost close to perfection if we consider what it needs to be one of the best ones. Here, everyone is supporting one another for their tasks.
- Everybody is focused on and committed to bring the best to the company and provide best service to the clients. Hence, they act like one when it comes to work. When one employee needs some assistance for their own task, others come in to aid because they see all the tasks as the tasks of the company, not of any individual. This team-player mentality of the employees has been key to the success for Kuehne + Nagel Bangladesh Ltd. since establishment.
- The employees tend to maintain a professional attitude all the time. In other words, they keep a thick margin between their professional and personal lives. During my tenure, I

have barely seen any of my senior colleagues let their responsibilities be hampered by any of their personal life incidents.

- However, that does not restrict anyone from sharing their personal life with fellow colleagues. I have seen my colleagues bonding with each-other like friends. They maintain a healthy and professional relationship with one-another and that serves pretty well for the company.
- I, as an intern never felt like an outsider or a newcomer or any less than a Full-time Employee during my time there. I was welcomed there from the 1st day and as time went by I got to mix with everybody pretty quickly. They were always helpful towards me. Specially, my on-job supervisor Mr. Sumon Sarker had been a consistent guide for me. I wouldn't have had so much ease at dealing with complicated situations if he didn't have my back all the time. I must also say that there were others who were also very helpful but my CCL team deserves extra credits since I have been with them most of the time and have learned almost everything from them.
- Kuehne + Nagel Bangladesh Ltd. has 2 offices in the country. One in Chittagong and the other one is in Dhaka. However, very often the employees go to customer visits, a visit to the offices or sites of their respective customers. With such activities, they not only do thorough discussions on work, but also maintain a healthy relationship with our respective clients.
- The company has the policy of working Sunday-Thursday 10:00AM - 06:00PM every week. But due to system optimisation and the availability of advanced technologies, everybody is connected all the time. Moreover, the employees are very much efficient and they do not tend to keep anything pending. Hence, they are able to back up anytime from anywhere. Kuehne + Nagel Bangladesh Ltd. is a compact customer centric company and they are always considering the quality service for the customers.

### **3.3.2. Analysis:**

Based on my findings and some other studies, I have conducted some analysis on Kuehne + Nagel Bangladesh Ltd. Below they are exhibited with description.

**Customer Management:** One of the important parts of Kuehne + Nagel Bangladesh Ltd. is the Customer Care Logistics (CCL) team. Since the company is based on customer centricity, it is important to keep the needs and demands of the respective clients always in mind. The CCL team is responsible for reaching out to the customers. They generally communicate with the consignees via email or through meetings. Sometimes, physical meetings, customer office visits, CFS visits also take place according to necessity in order to ensure the best service is provided. The CCL team also takes cargo details from the consignee or the shippers. Moreover, they are also involved in booking the suitable carriers while giving a shipping order. Basically, the CCL team's main task is to earn customer satisfaction and sustain customer loyalty by reaching out to them whenever and whichever way possible.

**Operations:** A very key part of the total operations is conducted by the Operational Care Center (OCC) team. The main purpose of their tasks is to achieve customer demand fulfilment. Based on the House or shipments created by the CCL team, the OCC team takes the baton from there and proceeds to work accordingly. From giving GSP to working on the Shipment Advice, everything is included in their task-list.

**Environment:** Kuehne + Nagel Bangladesh Ltd. provides the employees with one of the most work-friendly environments available in the country.

- **Supporting Elements:** At the Dhaka office of Kuehne + Nagel Bangladesh Ltd. each employee is provided with a designated PC or Laptop alongside designated desks. Since having the main tool fixed and organised at their very own seats, they are also able to get other stuff as required. They have different cables for ethernet while also have the option to get connected to the Wi-fi if necessary. All the desks come with a side desk that has drawers and ledges for the employees to keep their belongings. Stationery items such as pens, notepads, sticky notes, pen holders etc. are also provided from the company.
- **Lunch and Dining Facilities:** The office has the benefits of food and snacks available for the employees. The regular lunch hour is from 01 PM to 03 PM. The menu is provided

from the office for the employees that are free of cost. Other than that, tea, coffee, biscuits and other snacks are also available for anyone who prefers taking a break whenever they like.

- **Air-conditioned Environment:** The whole office is air-conditioned by a central AC that is set up in the building. As a matter of fact, everyone gets to enjoy a calm, cool and refreshing surrounding all the time. However, it sometimes comes with a disadvantage that at times the room temperature gets too cold for someone, while others still feel it's okay. So, it becomes challenging for some of the employees to adapt to the circumstances.
- **Recreation Zone:** The Dhaka office has a recreation zone right next to the cafeteria. Currently it only has one table for playing Table Tennis. Nonetheless, that helps the employees a lot to work their way out of boredom and give them some refreshment after a hectic load of work. Sometimes, many of the employees stay back at the office even after the office hours in order to play Table Tennis. This not only brings them joy but also helps to create a bond between the colleagues which is undoubtedly a win for any organisation.

**HR Support and Other Activities:** The HR team of Kuehne + Nagel Bangladesh Ltd. is very active about the well-being of the organisation as well as their valuable employees. They are always working on how to make life even better for everyone while doing their day-to-day jobs that include keeping track of employee attendance, keeping the data of their health conditions etc. Some of their recent mentionable activities include:

- Kuehne + Nagel Ltd. as a whole has taken the decision of creating a plastic-free environment. As part of that movement, the HR team has recently put an end to the usage of all sorts of non-recyclable plastic items such as one-time-use plates, spoons, glasses etc. They also provided everyone with environmentally-friendly glass-made bottles for drinking water.
- Kuehne + Nagel Ltd. conducts tree-planting activities very often. As part of this program, a tree-planting day was conducted and celebrated at the Dhaka office of Kuehne + Nagel

Bangladesh Ltd. on July 13, 2023. The main motivation of this program is to encourage everyone to be actively involved in creating a green environment. Each of the employees including the interns were given 2 different kinds of plants to take home and plant them in their respective areas.

Based on the collected and verified data shown above, we can come to the following conclusion for this analysis:

First, as an organisation Kuehne + Nagel Bangladesh Ltd. has established themselves as a role model in the shipping industry. They have not only achieved success in their business but also have managed to work on themselves and found out the rooms for development consistently. Secondly, their emphasising on customer centricity is a key factor which is spread as basic knowledge among all the employees. Lastly, at Kuehne + Nagel, the leaders are required to establish the proper priorities and incorporate a compliance culture within their sphere of influence – without exception and regardless of location. The company operations adhere to the moral standards outlined in their Code of Conduct.

### **3.4. Summary and Conclusion:**

Kuehne + Nagel Bangladesh Ltd. is an international benchmark for quality, standards and networking. Since establishment, they have constructed an image for themselves as one of the leading role models in the industry. Throughout the years, they have faced a lot of downs but with hard work, dedication and integrity they have managed to overcome all the obstacles and made themselves reach the peak of success. Prioritising customer satisfaction and employee management has also played important roles behind such success for them.

To sum up, it leaves no debate that Kuehne + Nagel Bangladesh Ltd. has come a long way since being founded and has been playing a crucial role in the local and global economies. Other than that, they are playing a huge part in creating scopes for employment for the next generation which is a blessing for any country. Again, allowing the fresh graduates to work for them also gives them the opportunity to sharpen their interpersonal skills, develop their off-the-job characteristics, gather valuable experiences and prepare for future corporate careers. However,

given the fact that they take the provided recommendations into consideration, they can be optimistic about finding new rooms for improvement and keeping the process of holding onto their success flowing relentlessly.

### **3.5. Recommendations/ Implications:**

Throughout my tenure at Kuehne + Nagel Bangladesh Ltd. I have seen many stages of their business. Again, I have also seen many ups and downs of the volumes of the cargo. Despite all that, what makes Kuehne + Nagel Bangladesh Ltd. stand out amongst others is the way they handle both their business and employee satisfaction. In order run a business successfully in the long run, an organisation has to show confidence in its employees. Kuehne + Nagel Bangladesh Ltd. has been doing it brilliantly over the years. Hence, from my own personal experience and the opinions from others who are working for Kuehne + Nagel Bangladesh Ltd. still, I can definitely say that being a part of this company can mean a huge thing in one's career. In other words, if anyone wants to shine in corporate life as well as get a top-class first-hand experience of the corporate world, Kuehne + Nagel Bangladesh Ltd. is certainly a recommendable destination.

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