



BRAC University

Internship report on

**“B2B Sales Strategies of Freight Forwarding Industries- An in Depth Study of
Kuehne + Nagel Bangladesh Limited”**

Submitted to

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Date of submission: Wednesday, December 06, 2017



KUEHNE+NAGEL

INTERNSHIP REPORT

ON



B2B Sales Strategies of Freight Forwarding Industries- An in Depth Study of Kuehne + Nagel Bangladesh Limited

Letter of Transmittal

Date: Wednesday, December 06, 2017

Ms. Mahreen Mamoon
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Report

Dear Madam,

Every student of BRAC Business School needs to do their internship in an organization and submit a report about their experience in the company in order to complete the graduation. As per the BBA program's requirement, my internship report has been completed. In this report, I have tried to follow all the guidelines and instructions that you have communicated to me through our conversations.

Kuehne + Nagel Ltd's internship program is a three months program of which I have completed three months already. Throughout my ongoing internship period I have not only acquired different skills and knowledge, but also a good network. Working in this organization has exposed me to the inner workings of a multinational organization. While preparing the report, I ensured that I abide by the rules and regulations of BRAC University and use authentic materials to support my report.

Your acceptance and appreciation will surely inspire me a lot. For any further queries about the report, I will be gladly available to clarify the overall information used here.

Yours obediently,

Ariful Mahbub Anik
ID- 13104148
BRAC Business School
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Acknowledgements

At the very outset, I would like to express my sincere gratefulness to the Almighty Allah, the most merciful and beneficiary for empowering me to accomplish the dissertation within scheduled time. I am highly indebted to my internship advisor, **Ms. Mahreen Mamoon**. She allowed me to encroach upon her precious time right from the very beginning of this paper work till the completion. Her expert guidance, affectionate encouragement and critical suggestion provided me necessary insight into the problem and paved the way for the meaningful ending of this paper work in a short duration. Without her valuable advices and suggestion from experience, I would not be able to complete the whole thing in a right manner.

I would also like to acknowledge the help of my organizational supervisor, Mr. Arifur Rahman Chowdhury, Manager, Sales, for sharing his insights into the topic and providing me the support I needed and allowing me to spend extra hours behind this project besides my regular work. I would also like to thank Mr. Shaikh Mohabbat Hossain, Dy.Manger-sales, Mr. Vivian Mendez, Asst.Manger-Freight-net, Mr. Faisal Ahmed, Sr.Executive-Sales, Mr. Fattah Faisal, Sr.Executive-Sales, Mr. Mohammad Shamsul Huda Sobhani, Executive-Pharma-Sales and Mrs. Adrita Rahman, Sr.Executive, Sales Coordinator.. People Development Manager for extending their support and sharing their knowledge about the topic..

Then I would like to thank all those who contributed through their comments and suggestions to prepare this internship report in a comprehensive manner. Some friends contributed with ideas and suggestions that enhanced this report. We would like to thank the people who provided discerning comments and suggestion.

Last but not the least, my heartiest thanks to BRAC University and all the respective faculties for their countless effort for making me what I am today.

Executive Summary

Internship is a mandatory requirement of my graduation program. As a student of Bachelor of business administration analyzing today's business world is very crucial. It is necessary to go through all fields of knowledge, both theoretical and practical. After completing four years BBA program, I was sent out to have practical knowledge in business life as a part of my academic program. In this report I had tried to focus my both theoretical and practical knowledge regarding Sales team –both import and export of Kuehne + Nagel Bangladesh Limited. My internship topic is “B2B Sales Strategies of Freight Forwarding Industries- An in Depth Study of Kuehne+Nagel Bangladesh Limited”.

“Freight Forwarder” is a firm specializing in arranging storage and shipping of merchandise on behalf of its shippers. Freight forwarders usually provide services like tracking transportation, negotiating freight charges, freight consolidation, cargo insurance, and filing of insurance claims etc. Freight forwarding undertakes the responsibility of arranging the transport from point of origin to destination.

Kuehne + Nagel as a freight forwarding company, is financially strong, stable and independent. Their global logistics network, in-house expertise and the excellent customer service is proof of the company's dedication as the market leader.

In this whole report, I have tried to include all the experiences that I have gathered during my internship period at Kuehne+Nagel Bangladesh Limited. As I worked in the Sea freight section, my report is all about this department only for both import and export sectors. I have talked about B2B sales strategies, how the import and export operations run in the business, the main documents which are needed for these operations etc. I have also done the SWOT and PESTLE analysis of the company and lastly gave some recommendations and suggestions which can be helpful for the company for overcoming the lacking.

Table of Contents

Executive Summary	6
1. Introduction to the report	8
1.1. About “Freight Forwarding”	9
1.2. Origin Of the study	10
1.3. Scope of the study	10
1.4. Limitations of the Study	10
2. Background.....	11
2.2 Bangladesh Scenario.....	12
2.2 History of Kuehne + Nagel Company.....	13-15
2.3 Kuehne + Nagel Bangladesh limited	15
2.3.1 Objective of the Company:	15
2.3.2 Mission Statement:	16
2.3.3 Vision Statement:	16
2.3.4 Goal:	16-17
2.4 SWOT Analysis	17-20
2.5 PESTLE Analysis.....	20-21
3 B2B Sales of Kuehne + Nagel Bangladesh.....	22
3.1 Kuehne+Nagel Sales Mission Statement.....	23
3.2 B2B sales practice in Kuehne+Nagel Bangladesh.....	23-26
3.3 Sea Import by sales in Kuehne + Nagel Bangladesh.....	27-28
3.4 Documents required in the operation (Import and Export).....	28-30
4.1. Literature Review.....	32
4.2. Research Gap	33
4.3. Research Objectives	33
4.4. Methodology.....	34
5.1 Findings and Improvements from the internship.....	36
5.2 Suggestions and recommendations	37
5.3 Conclusion	38
References	39

CHAPTER 1

INTRODUCTION

1. Introduction

1.1. About- Freight Forwarding

At the point when a business chooses to send out their items they soon understand that they need to manage the various boundaries that must be overcome to deliver the item to the end client. Much of the time, a business will look to a pro, called a freight forwarder, who can deal with these obstacles.

The services offered by a freight forwarding company can change between various organizations however the principle work or the fundamental concentration of the cargo forwarder is to go about as a center man between the customer who is employing them and different transportation administrations or shippers that are associated with getting the item abroad to the client.

So one might say that, freight forwarding is essentially an administration industry that is involved in import and export of goods around the world on behalf of importers and exporters. Freight forwarders are highly specialized in shipping and cargo loading. They also do all the documentation process and also maintain the system of custom clearance of the product. They also take the responsibility in which cargo your goods will send. They manage all the activities from product loading to reaching the customers hand at the estimated date.

Freight forwarders give best possible price to their customer for transferring goods in different destination. There are lot of charges they used for different purposes and all of these charges are called freight charges. Some common services is helped by the freight forwarders which include air and sea services, import-export support, custom clearance support, warehouse facilities, distribution and transportation. All of this services includes some charges and that is the freight charges. Forwarders try to provide the best selling price to achieve the permission of transferring goods to their destination.

Freight forwarders use different kinds of transportation services such as-

- Sea freight
- Air freight
- Overland
- Contract logistics
- Integrated logistics.

Organizations hoping to trade things can utilize freight forwarders to spare time and exertion as well as to guarantee that the merchandise land at the client's site on time and without incident. A freight forwarder can furnish the exporter with all the vital documentation and liaise with the transportation organizations required to get the things to the client.

1.2. Origin Of the study

Internship program is must for completion of the BBA program. It is a great opportunity for a student to learn about the practical environment of the real corporate world and also the pros and cons of a specific sector. This report is prepared as a mandatory requirement of the internship program under my BBA program of BRAC University. The organization which this report represents is Kuehne + Nagel Bangladesh Ltd. I have prepared this report under supervision of my sales manager and my university supervisor.

1.3. Scope of the study

There are lot of scope in this report to cover on how the sales department of Kuehne + Nagel Bangladesh Limited operates the whole B2B sales operations, how the training and development are benefiting the employees and how the whole industry works. For this reason data was collected from primary and secondary sources. However the issues relating to import and export procedure in the sales department of Kuehne + Nagel Bangladesh Limited are the key focus areas.

1.4. Limitations of the Study

There were some kind of limitations and problems that I have faced while preparing this report accordingly. The most challenging part was to collect all necessary information from Kuehne-Nagel Bangladesh Ltd. While collecting primary data some employee did not feel comfortable to deliver information as it was beyond the company jurisdiction. For other sources, I found some protection issues in some cases.

Besides above scenario, I also faced problems in access issues because interns could not access in all areas. Also I found obstacles to enter KN internal website from my home. I also faced problems in time management because I could not access all the sites of KN from home and in office I had to work properly. So, time was a great factor at that time. In collecting analytical within this short period of time was a very tough job.

Finally, I had tried my best to justify my report by giving a depth information about freight forwarding industry and also about Kuehne-Nagel Bangladesh Ltd.

CHAPTER-2

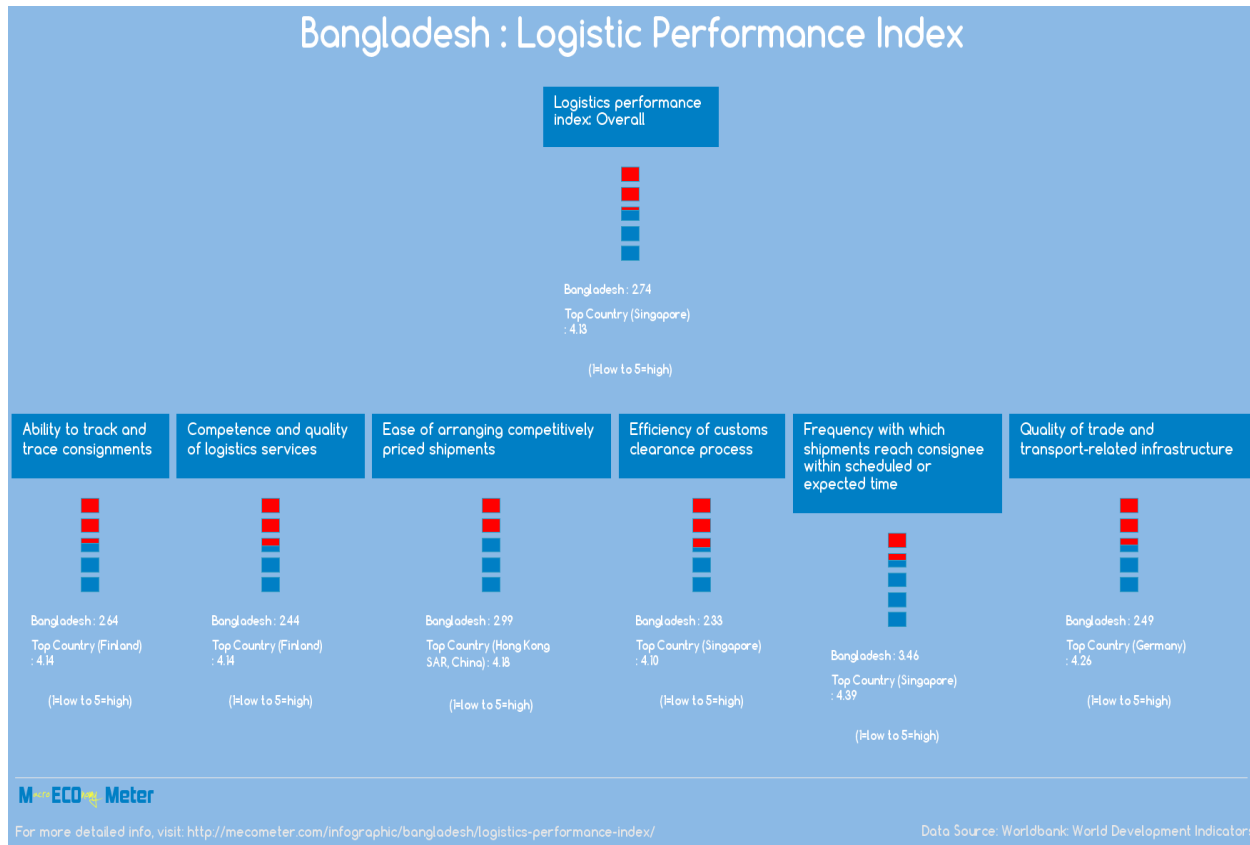
BACKGROUND

2. Background

2.1 Bangladesh Scenario

As of late there is a recognizable development in the forwarding business of Bangladesh. As indicated by World Bank's international trade department report, logistics performance index (LPI) of Bangladesh in 2010 quickened to 2.74 from 2.45 out of 2007. Bangladesh is positioned 79 in LPI rank list of 2010 among all nations, beforehand it was positioned 87th in 2007. In spite of the fact that a current report distributed in ninth July, 2017 demonstrates that Bangladesh has been positioned 108th out of 160 nations in logistics performance index (LPI), as indicated by another World Bank report. This execution isn't in the same class as the past ones yet at the same time Bangladesh is gaining ground step by step.

Bangladesh is a developing country but in the meantime it contributes little lobe of overall trade volume. According to the report of Bangladesh Export Promotion Bureau, we export \$16.20 billion in 2010 whereas imports are \$19.76 billion. Bangladesh is improving its step in freight forwarding right now. There are lot of small businesses are establishing in our community and they are focusing to develop their business. This kind of businesses are developing freight forwarding industry.



2.2 History of Kuehne-Nagel

Kuehne + Nagel is one of the leading global forwarder and logistics providers being in the freight forwarding industries for over 150 years. Over our 125 year history, Kuehne + Nagel has advanced from a conventional worldwide freight forwarder to a global leading supplier of imaginative and completely incorporated supply chain solutions.

Since 1890, when the business was founded in Bremen, Germany, by August Kuehne and Friedrich Nagel, Kuehne + Nagel has grown into one of the world's leading logistics providers. Today, the Kuehne + Nagel Group has more than 1,300 offices in over 100 countries, with over 74,000 employees. Our key business activities and market position are built on the company's truly world class capabilities:

Seafreight:

- ✦ Number 1 global seafreight forwarder
- ✦ Sustained year-on-year double digit growth in managed freight
- ✦ Solid partnerships with an extensive range of preferred ocean carriers

Kuehne + Nagel is world pioneer in the sea freight forwarding sector by dealing with the transport of more than 3.8 million TEUs. Kuehne + Nagel expanded its freight volume by 6.8 for each penny since a year ago and affirmed its driving position in the worldwide sea freight business.

Airfreight:

- ✦ Number 2 global air cargo forwarder
- ✦ Leader in innovative cargo management concepts
- ✦ Global Cargo iQ Phase 2 certification

Kuehne + Nagel is world's second biggest Air freight forwarding organization and decision the business with satisfaction. It has just accomplished some awesome point of reference in airship freight service. For example, the rise in tonnage of 5.3 per cent to 1,194,000 tons ran as an inseparable unit with a further change in gainfulness: the proportion of EBIT to net benefit (transformation rate) expanded to 27.0 per cent, and EBIT was up by 7.2 per cent.

Contract Logistics & Integrated Logistics:

- ✚ Number 2 global contract logistics provider
- ✚ Worldwide network of warehouse and distribution facilities
- ✚ Number 1 global lead logistics provider

Overland:

- ✚ European Top 3 provider
- ✚ Pan-European overland transportation capabilities, including dedicated and individual delivery services
- ✚ Close partnerships with best-in-class carriers

Fact Sheet:

Company Name: Kuehne + Nagel Ltd.

Company Type: Service oriented.

Founder: August Kuehne and Friedrich Nagel.

Year Founded: 1890

Type of Business: Logistics support provider.

Nationality: Germany, Bremen.

Slogan: The Global Logistics Network.

International Affiliations:

1. International Federation of Freight Forwarders Association (FIATA)
2. International Air Transport (IATA)
3. Regional Offices: Divided in 6 Regions
 - Europe
 - Africa
 - North America
 - South America

- Middle East
 - Asia Pacific.
4. Website: www.kuehne+nagel.com

2.3 Kuehne + Nagel Bangladesh limited

Kuehne+Nagel Bangladesh Limited started their journey in Bangladesh from 1997. Since then it has been capturing the No 1 place in freight forwarding industry of Bangladesh. Kuehne + Nagel Bangladesh has two corporate office in Bangladesh which is located in Dhaka and Chittagong. Beside this two locations, there is a new opening in Mongla from the end of this year (2017). There is another office in Uttara which is basically used for storage purposes. The warehouse of Kuehne + Nagel Bangladesh Dhaka office is located in Gazipur.

In Bangladesh, Kuehne + Nagel gives two kinds of services to their clients. They are Sea freight and Air freight services. Here in Bangladesh, K+N doesn't have the overland administrations because of absence of interest.

Now a days, Kuehne +Nagel has turned out to be one of the biggest freight forwarding organization by offering some exceptional services which nobody in the business does. 95% of Kuehne+Nagel's business is assigned. Up until this point, the organization has effectively given the guaranteed administration to their customers and will do it additionally in future

2.3.1 Objective of the Company:

The kuehne + Nagel Ltd is a freight forwarding company. The main objectives of the company are as follows:

- ✚ Companies get sufficient volumes of cargo to make a profit through the arrangement of transport and handling.
- ✚ They should achieve a balanced flow of cargo which should make it possible to avoid empty return journey by planning job well.
- ✚ They must, in order to achieve this set up, own officers and his group age and storage facilities in the area which they serve.

- ✦ They have to achieve a high level of customer service and maintain this level.
- ✦ They want to increase volumes of businesses and increase profits, not only in home but also abroad.
- ✦ They must set up and keep the schedule of the delivery.
- ✦ They should set up a network of equipment and communications so that the movement of cargo vehicles can be controlled and documentation prepared and exchanged through electronic system.
- ✦ They e.g. the company, keeps the shippers informed about their method and concept of cargo handling.

2.3.2 Mission Statement:

The global logistics network is the company's strongest asset. Dedication, integration and innovation are at the heart of company's business philosophy, focuses on their customers' need, they provide integrated logistics solutions of outstanding quality and operational excellence.

2.3.3 Vision Statement:

- Kuehne + Nagel fulfills vision for a cost – Effective, environmentally, responsible solution.
- Company's vision is to keep holding leadership position.

2.3.4 Goal:

- ❖ Company's goal is to continuously optimize process, data and service quality, across the entire organization.
- ❖ To reduce the risks of employee's safety and health to an absolute minimum.

- ❖ To protect the environment and ensure sustainability for future generations.
- ❖ To develop professional skills and leadership abilities, contingent on talent, personal goals and the company's requirements.

2.4 SWOT Analysis

SWOT analysis shows company's strengths, weaknesses, opportunities and threats. Utilizing environmental information to assess the position of an organization, a SWOT analysis figures out what helps the firm in reaching its destinations, and what deterrents must be overcome or minimized to achieve desired results: where the organization is today, and where it might be situated later on.

The SWOT analysis of Kuehne+Nagel Bangladesh Limited is discussed below:

Strengths

Kuehne+Nagel has many strengths of their own and for this reason they are ruling the whole freight forwarding industries. Kuehne+Nagel is ranked number 1 in sea freight and number 2 in air freight service globally. Some of the strengths of Kuehne+Nagel are given below:

1. **No 1 in global market:** Kuehne+Nagel is the market leader in freight forwarding industries. It has started their journey at 1890, since then till today they are ruling the forwarding market. Across the world, KN is standing no 1 in sea freight and no 2 air freight.
2. **100% compliance:** Kuehne+Nagel is 100% compliance in all over the world. They don't practice any kind of illegal freight terms. We have a strict rules and regulations against this kind of issues. For this reason we can provide better quality services.
3. **Outstanding services:** We can assure our clients about our outstanding service which others cannot provide you. Another thing, we have all the facilities and equipments thus we can solve any forwarding related issues. This is also our biggest strength which makes us different from others.

4. **1000 offices in more than 106 countries:** Kuehne+Nagel is operating in more than 100 countries with more than 1000 offices around the world. The head office of Kuehne+Nagel is in Switzerland. In Bangladesh, our corporate office is in Banani, Dhaka along with Chittagong branch.

Weaknesses:

Though KN is ruling the industries, they have also some weaknesses of their own. The weaknesses of KN are given below.

1. **Less promotional activity:** It is a big weakness for a growing and leading company like Kuehne+Nagel. As per the company policy, K+N doesn't have any permission to run any promotional activity. This policy doesn't affect our business properly because most of our clients are nominated but it is our weakness.
2. **Poor margins and returns:** Poor margins and returns can be another weak spot for Kuehne+Nagel Limited. Regardless of having a solid development in income and benefit, at some point the margins and returns are low because of reasons like inflation/deflation or any natural disasters and so on.

Opportunities:

There are lot scopes in this forwarding industries. Day by day world is improving and many opportunities are creating in the world. There are lot of great opportunities for Kuehne+Nagel to grow their business more efficiently. The opportunities are given below-

1. **Strategic agreements:** Strategic agreements assume a vital part in any organization. For Kuehne+Nagel, in the event that they can keep up great vital agreements, there is a decent open door for more development in this industry.

2. **Development in Air freight:** Kuehne+Nagel is number 2 in air freight forwarder over the world. Here is an awesome open door for the Kuehne+Nagel team to develop in Air freight department. If KN can address why they are lagging behind in this side and manage all the maximum development, they can easily reach the highest point.
3. **Acquisitions to advertise entrance:** Kuehne+Nagel can make this open door helpful by increment advertise entrance. A business can utilize various techniques with an end goal to take deals from its rivals and accordingly make some benefit and increment the income

✚ Threats:

There are also some threats in freight forwarding as well as for Kuehne+Nagel. The threats are given below:

1. **Increasing Competitors:** Nowadays in the world number of freight forwarding company is increasing and also competition is also increasing rapidly. So, to survive in this sector the companies have to know their competitors business policy and strategies.

There are lot of competitors for kuehne+nagel. Like as- Damco, DHL, FedEx, UPS, SCHENKER, Nippon express, Panalpina etc.



✚ **Currency risk:** Expanding currency risk can be another danger for this business. As the trade rates regularly change, this can be an extraordinary danger for the organization. Conversion scale risk is the likelihood that currency depreciation will negatively affect the value of one's assets, investments, and their related interest and dividend payment streams, especially those securities denominated in foreign currency.

These are the **Kuehne+Nagel** strengths, weaknesses, opportunities and threats which are described above.

2.5 PESTLE Analysis

PESTLE Analysis is an analytical tool for strategic business planning. PESTLE is a strategic framework for understanding external influences on a business. PESTLE stands for "Political, Economic, Social, Technological, Legal and Environmental" and is used for business and strategic planning, marketing planning, organizational change, business and product development and research reports.

✚ **Political:** Political variables decide the degree to which a government may impact the specific business. These political elements may incorporate tax policies, Fiscal arrangements, exchange levies and so forth of a nation. Political issues assume an imperative part on account of Freight forwarding industry. Numerous things are co-related with each other. Things like political relations with other nation, border connection, taxation rules etc vary from nation to nation which can influence the freight forwarding business.

✚ **Economical:** Economic elements are determinants of an economy's execution that immediately impacts an organization and have resounding long term impacts. In freight forwarding business economic variables have a long term affect. For instance, an increase in the inflation rate of any economy can influence the way Kuehne+Nagel and other related organizations value their items and administrations.

✚ **Social Factors:** Social and social forces influence clients' mentalities, feelings, and interests. Organizations should provide services and items that advantage clients' needs and requirements. Not reacting rapidly to changes in the public arena loses piece of the overall industry. Eliminating border makes exchange and business more open for Kuehne+Nagel. The arrangement of services that is given in creating nations isn't generally entire and it concentrates on the greatest necessities of the business.

✚ **Technological Factors:** Technology is an essential factor for freight forwarding business. Kuehne+Nagel underlines much on this factor as the entire procedure depends on technology. . Because of technology, data swap is presently considerably less demanding between clients, organizations, partners, and other individuals. Kuehne+Nagel dependably tries to keep itself refreshed with new advancements and acts appropriately.

✚ **Legal Factors:** The logistic and freight forwarding market position gets the quality from dismissal of border and introducing progression. In order to operate in market outside the border, organizations like Kuehne+Nagel face various legal issues, expenses and standards and they need to act according to the run the show. For instance a few commitments compel Kuehne+Nagel to put more in natural friendly solutions.

✚ **Environmental Factors:** Freight forwarding organizations like Kuehne+Nagel greatly affect nature and greenhouse gasses in the climate. At the point when a ship leaves the border, it additionally leaves a huge measure of carbon dioxide in the earth. So Kuehne+Nagel dependably remembers these things while working together.

CHAPTER 3

B2B SALES Of KUEHNE+NAGEL

3.1 Kuehne+Nagel sales mission statement

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

3.2 B2B sales practice in Kuehne+Nagel Bangladesh

I was an intern of Kuehne+Nagel Ltd under the Sales team. However, in first ten days my initial task was to learn about our company policies, code of conduct, potential customer and buyer and preparing some of the documents which is needed for the operations. For the internal monitoring process, the company uses Core-Log software; which is the company’s own software. I had to learn the usage of the Core-Log very effectively and also the other software needed for working in sales department.

I learned both export import process under the sales team and how to execute the whole process. The process of export shipping is similar to the diagram below.



❖ **Step- 1**

In the initial step, the shipper ask for the freight forwarding organization which is for this situation Kuehne+Nagel for do essential arrangements for exporting the products. Every one of these exchanges and descriptions are always in written format and there is no space for verbal communication in such tasks.

❖ **Step- 2**

In this step, the shipper sends all the related records which include- packing list, commercial invoice and delivery via fax/email or hard copy format to the office. In these documents the shipper specifies the freight term which is known as Incoterms alongside the normal dates of delivery. After that shipper sends all the booking records to the Chittagong office, at that point the Chittagong office makes a house bill of driving (B/L) number and sent those to the Dhaka office for setting up the main documents.

❖ **Step- 3**

After getting the request, the forwarding organization imparts to their abroad office and makes important courses of action. In this step, the sales department of Kuehne+Nagel contract with the shipper and consignee in term of export shipment.






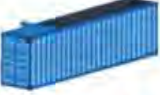



❖ **Step- 4**

Here forwarder needs to place booking at CFS (Container Freight Station). Kuehne+Nagel uses the Summit Alliance Port Limited (SAPL) depot. Without SAPL, three more depots are there. They are-EBIL (ESSAC Brothers limited), VERTEX depot and OCL depot.

❖ **Step- 5**

This stage is basically done between step 2 and 3 where the freight forwarding organization book a place in the ship by speaking with the shipping organization. Here the container measurement plays the vital part. There are diverse sizes of container in view of the item. The forwarding organization needs to book the space considering the size of container.

Container Specs

	20 ft. Dry Container Length: 5.90 m Door Width: 2.34 m Width: 2.35 m Door Height: 2.27 m Height: 2.39 m Max Payload: 28.19 Ton		40 ft. High Cube Dry Container Length: 12.03 m Door Width: 2.34 m Width: 2.35 m Door Height: 2.58 m Height: 2.69 m Max Payload: 26.49 Ton
	20 ft. Open Top Container Length: 5.90 m Door Width: 2.34 m Width: 2.35 m Door Height: 2.24 m Height: 2.35 m Max Payload: 21.55 Ton		40 ft. High Cube Reefer Container Length: 11.67 m Door Width: 2.29 m Width: 2.29 m Door Height: 2.44 m Height: 2.54 m Max Payload: 27.70 Ton
	20 ft. Flat Rack Container Length: 5.96 m Width: 2.02 m Max Payload: 27.76 Ton Height: 2.08 m		40 ft. Open Top Container Length: 12.02 m Door Width: 2.34 m Width: 2.35 m Door Height: 2.24 m Height: 2.38 m Max Payload: 26.46 Ton
	40 ft. Dry Container Length: 12.03 m Door Width: 2.34 m Width: 2.35 m Door Height: 2.27 m Height: 2.39 m Max Payload: 26.19 Ton		40 ft. Flat Rack Container Length: 11.99 m Width: 2.24 m Max Payload: 39.02 Ton Height: 1.97 m
			45 ft. High Cube Dry Container Length: 13.58 m Door Width: 2.34 m Width: 2.34 m Door Height: 2.58 m Height: 2.69 m Max Payload: 26.18 Ton

❖ Step- 6

For the shipment, there are some custom clearance issues. For this reason, custom clearance documents have to submit for declaration. Here, for the export purpose custom clearance part is covered by Kuehne+Nagel Bangladesh as they have licensed on custom clearance.

❖ Step- 7

After loading the cargo into the ship, some documents must be submitted in the Dhaka office. These documents include terminal receipt, cargo staffing report etc. The report contains the following important information:

1. Name of the mother vessel and the feeder vessel
2. Container size (20 HQ/40HQ/REFFER Container)
3. Container number

4. Seal number

5. Expected time of arrival and departure (ETD/ETA)

6. Total CBM and Weight in KG

❖ **Step- 8**

A file will open based on the Chittagong office documents for the shipment. They give serial no for the file. Then the operators of CIEL in Dhaka office create house bill of lading which is prepared by putting the document number or booking serial number in against of account name and issue a QT to trigger invoice for consumer. The House Bill of lading (B/L) number is created from the company's own software (CIEL).

❖ **Step- 9**

As cargo reached the destination, the forwarder of that country accept the cargo fulfill the further procedure. Actually, the delivery part of the cargo part is to the consignee but we are promising to our client about door to door service. So, the last part of the deliver at place service is done by us.

These are the steps of export sea freight shipment of Kuehne+Nagel Bangladesh.

3.3 Sea Import by sales in Kuehne + Nagel Bangladesh

Bangladesh is tremendously doing very well in import from various country in globe. They imported USD 40.5 billion worth of goods according to 2016. The import steps of Kuehne+Nagel are given below.

Step 1

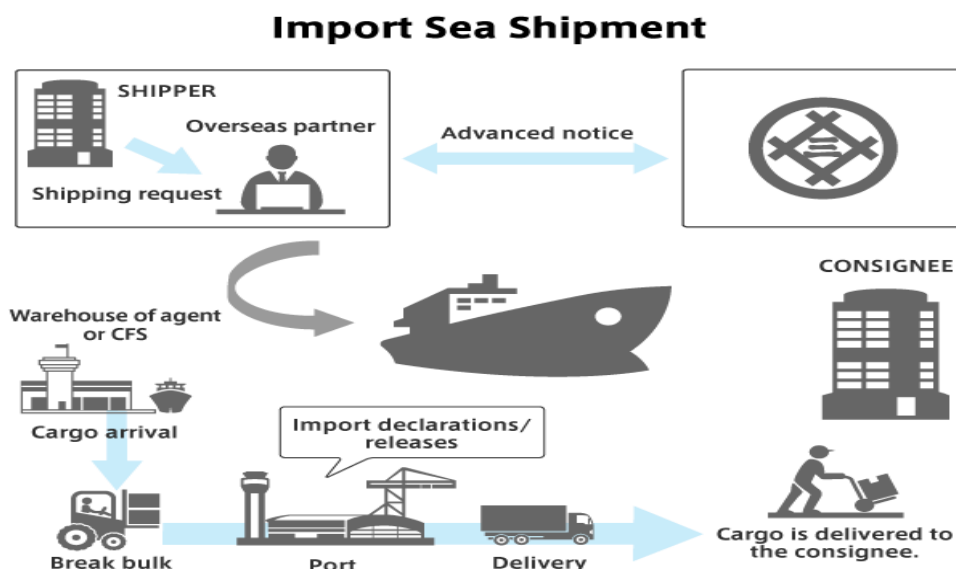
At the very beginning, shipper provide all the documents like product details, weight, port of loading and port of discharge etc. So, shipping space booking is the first sea freight import operation.

Step 2

Clearance from the origin country and loading in the container is the next step here. The abroad accomplice process every one of the reports and set up the freights for stacking and trucking.

Step 3

When container is loaded, it is started for the destination. After that the important documents are issued to the shipper. This processes is completed by the destination forwarder. For instance- Kuehne+Nagel is doing these processes when they import.



Step 5

When the container comes at the port, we unload it in CFS. Before landing in the port, shipping line sends us the arrival notice. By getting this notice, freight forwarding company pass it to the importer.

Step 6

This is the last step in sea freight import. Import clearance is the next step. This clearance is also done by Kuehne+Nagel. After that, the cargo are delivered to the customer door and with this step the import is done.

This is the whole process of export and import in sea freight. Without these above steps customer cannot export or import their valuable product. There were some documents needs to proceed the shipment and I also worked with those documents at my internship period.

3.4 Documents required in the operation (Import and Export)

To do both export and import some documents are required. Without these documents the shipment cannot be done. These valuable documents are described below.

Booking Confirmation

It is issued by the KN to confirm that the shipment has been booked.

Bill of Lading

It is the document where all the information about shipper, consignee, product details, container details etc are given. There are two types in BIL-

- ✓ **House BIL:** A House BIL is a document of contract between shipper and the forwarding company.
- ✓ **Master BIL:** A Master BIL is a document of contract between the freight forwarding company and the shipping line.



Image: BIL copy

Arrival Notice

It is basically issued by the freight forwarder to the consignee about arrival of the shipment, In this arrival notice some information must be provided. They are-

- Ocean freight carrier's or the ocean freight carrier's release charges.
- Feeder vessel and Mother vessel name
- Estimated date of arrival and Estimated date of departure
- B/L number

- Cargo location address and contact phone number
- Shipper/consignee details.
- Instruction on the international shipment recovery etc.

Commercial Invoice

It is the bill for the product from the seller to the buyer.

Forwarder Invoice

It is provided by the freight forwarding company to the consignee or the shipper.

O/c

INVOICE TO STANDARD STITCHES LTD. (WOVEN UNIT) BYMILE, KONABARI,GAZIPUR, SADAR, GAZIPUR BANGLADESH		KUEHNE+NAGEL	
CONSIGNEE STANDARD STITCHES LTD. (WOVEN UNIT) BYMILE, KONABARI,GAZIPUR, SADAR, GAZIPUR BANGLADESH		SALES INVOICE KN TRACKING NO. 1015 960 118 KN ACCOUNTING NO. 101596018-0056 ACCOUNT NO. 5001311 INVOICE NO. / DATE DAC1052445 22.10.2017 DUE DATE 21.11.2017	
NOTIFY TO ORDER		SHIPPER ZIBO HAITIAN TEXTILE CO.,LTD. WANGCUN LUCUNZHEN YIYUANXIAN ZIBO ZIBO SHANGDONG CHINA	
VESSEL NAME : MCG CHITTAGONG PL. OF RECEIPT : QINGDAO P. OF LOADING : CHITTAGONG PL. OF DISCHARGE : CHITTAGONG PL. OF DELIVERY : CHITTAGONG TERMS OF TRADE : FOB QINGDAO		VOYAGE : 1721 MOVEMENT TYPE : CY/CY ETD/ATD : 22.09.2017 ETA/ATA : 18.10.2017 DANGEROUS GOODS : NO INSURAN. STATUS : NOT ARRANGED BY KN	
MARKS & NOS 1 40' HC		DESCRIPTION OF GOODS AS PER ATTACHED	
		WGHT 24520.00	
		VOL 60.000	
CHARGE SEAFREIGHT 1 40' HC X 1,375 USD = 1,375 USD DELIVERY ORDER FEE 1 SHIP X 1,739 BDT = 1,739 BDT O: 0 % NO VAT I: 15.00% VAT		1,375.00 USD 1,739.00 BDT	
		NET AMOUNTS 111,375.00	
		VAT AMOUNTS 0.00	
		INVOICE VAT TOTAL 0 % 0 BDT INVOICE VAT TOTAL 15.00% 1 BDT 1,739.00	
		SUBTOTAL BDT 113,114.00 INVOICE TOTAL BDT 113,375.00	
THE SHIPMENT IS PRODUCING 1596.00 KG CO2 EMISSIONS FROM QINGDAO TO CHITTAGONG PORT TO PORT AND INLAND EMISSIONS ARE BASED ON CCWG AND TEN 16258 METHODOLOGIES, RESPECTIVELY. BL # 4352-0028-709.013 EX RATE # 81.00 L/C No.: 147817050587 DATED 23-07-2017.			
Kuehne + Nagel Ltd. (Pvt.) Ltd. is a member of the Kuehne + Nagel Group of companies. The Kuehne + Nagel Group of companies is a global logistics provider. The Kuehne + Nagel Group of companies is a member of the Kuehne + Nagel Group of companies. The Kuehne + Nagel Group of companies is a member of the Kuehne + Nagel Group of companies.		1 / 1	
Kuehne + Nagel Ltd. (Pvt.) Ltd. is a member of the Kuehne + Nagel Group of companies. The Kuehne + Nagel Group of companies is a global logistics provider. The Kuehne + Nagel Group of companies is a member of the Kuehne + Nagel Group of companies. The Kuehne + Nagel Group of companies is a member of the Kuehne + Nagel Group of companies.		Kuehne + Nagel Ltd. NUSRAT SHIKHA	

Forwarder's Cargo Receipt (FCR)

The FCR is issued by the freight forwarder to the shipper of the cargo, when the shipment is done.

CHAPTER 4

Literature Review, Research Gap, Research Objectives and Methodology

4.1 Literature Review:

A freight forwarder also known as a non-vessel operating common carrier (NVOCC), is a person or company that organizes shipments for individuals or corporations to get goods from the manufacturer or producer to a market, customer or final point of distribution. There are above 50 Lac plus freight forwarder exist in the world and Kuehne+Nagel is leading the no 1 position between them.

Kuehne+Nagel started their journey at 1890 and from then they provide the service as promised. Kuehne+Nagel is a 100% compliance company. They don't perform in any kind of non-compliance activity. For this reason, their rate is little bit higher than the other forwarder but we ensure the best service rather than others. There are lot of scopes and opportunities for KN in Bangladesh because nowadays many new business are establishing in our country. Mostly, the new businesses are depending on export/import staffs. Previously, KN only focused on big and nominated customer but now the situation has been changed. The new trend is establishing, small customers is also the important part of KN strategy.

"Exports fetched \$3.64 billion in August, the highest in a single month in the country's history, on the back of increased shipments of garment, frozen fish, agricultural and leather products" (Refayet Ullah Mirdha, The Daily Star).

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

Currently, our global and local competitors are creating problem in our business sector. They grab the business by giving lower rate than us or do no-compliance activities. Our competitors in Bangladesh is DHL, UPS, MGH, EFL, EXPO, Agility etc. Most of them are giving kick back to their customer to get the business but we cannot practice it.

4.2 Research Gap:

I found certain gap in Kuehne+Nagel Bangladesh while I was doing my internship. This gaps are creating some drawback in doing business in this forwarding industry. However, if these gaps can fulfill, then something better will happen in Kuehne+Nagel Bangladesh Ltd.

✚ **Promotional Activity:** There is no promotional activities like- advertising, marketing, promotional campaign, sponsorship etc doing by Kuehne+Nagel Bangladesh ltd because it is against the code of conduct of Kuehne+Nagel. If the promotional activity will start then KN will make some effective business in this industries.

✚ **Country Limitations:** There are some barriers between the countries always we face when we are executing the business. For intense- country like India is always trying to misguide us or properly not communicate with us and this reason most of the time we failed to get the business.

4.3 Research Objectives:

I was appointed in the Sales Department of KN for three months and was trained about the sea freight export and import sector. Here, I learned the whole export/import operation procedure and how they execute the shipment. There are some objectives of mine while I was working there and these objectives turned my internship tenure into a valuable work experience. The objectives can be specified as below:

- Understand briefly about the industry business execution.
- Understanding the critical documentation required in this shipping sector.
- Understanding the sea freight operation knowledge.
- Know about the competitors and their operations.
- Gather broad knowledge about the clients of this industries.

4.4 Methodology:

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

Primary Data:

- ✓ Direct experience from the work place.
- ✓ Face to face conversation with the colleague.

Secondary Data:

- ✓ Company profile and website.
- ✓ Annual report and news of Kuehne+Nagel.
- ✓ Different write-up about the Kuehne+Nagel.
- ✓ Online verified newspaper, journals and articles.
- ✓ Different website, magazines, publications etc.

CHAPTER 5

Findings, Suggestions and Conclusion

5.1 Findings and improvements from the internship

I had learned a lot things during the whole internship period. These working experiences will help me to drive further in my future career life that I personally believe. Working at a giant MNC like Kuehne+Nagel was a big opportunity for me. Here, the working environment was so good and specially the employee of Kuehne+Nagel were very polite and kind hearted person. Overall experiences was very good. I have broadly described some of the experiences below.

- ✚ **Raise your voice:** I learned here how to raise your voice while doing my internship. At the very first, I was sitting at my desk without any activity and then I realized that I had to raise my voice for learning. That's the thing I have learned from my workplace, if you don't raise up your voice for anything, you will not get anything.

- ✚ **Working under pressure:** I had experienced working under pressure in the work place during the three months. Lot of systematic work to did at Kuehne+Nagel and there were lot of situations to face. I learned to work in those situation at my working place.

- ✚ **Corporate Culture:** Working with KN is a very great experience for me. The culture of the KN office is totally remarkable. Here, every KN office is following the same culture all over the word. There is a code of conduct in their company and all the employee of KN follow this.

- ✚ **Practical Knowledge:** During the whole internship period, I got vast practical knowledge about B2B sales. I used to go to the client visit with the senior employees and learned how to communicate with the customer, what to ask and where to go.

These were some improvements that I input in my blood during internship at Kuehne+Nagel Bangladesh ltd. I hope these improvements and experiences will help me to give better output in my career.

5.2 Suggestions and recommendations

There are some recommendations for Kuehne+Nagel that I personally feel during my internship. This thinks should be improved for better output. From my side the suggestions and the recommendations are given below.

- **Engage more relation:** The real scenario of freight forwarding market is totally different. People hardly know about this freight forwarding industry and they don't even bother us. So, our organization should improve more engagement in public relation, thus they could know about our industry and it would help in our business gaining.
- **Shipping management:** Some time we face problem in space booking and also in getting solid rate about the freighting. So, KN should improve in shipping management.
- **Update in software:** About our internal software CoreLog, sometimes we face many problem in using software. Software should have the facility itself to use it in your home, thus we can easily do our regular staffs from home.
- **Emphasize on promotions:** Kuehne+Nagel doesn't practice any kind of promotional activity because it is against the company policy.
- **Compliance VS Non-Compliance:** As a global multinational we are fully compliance but others are not.

5.3 Conclusion

I can honestly say that my journey with the Kuehne+Nagel , sales team was the best experience for me. I learned a lot of things from there. I believe these learning's will directly hit my future career. The environment at the Dhaka office was continually inviting which influenced me to feel comfortable. Not only I got practical knowledge but also met different people working in different sector. There were scope in vast learning in this industry.

I learned many things from Kuehne+Nagel Bangladesh. The atmosphere and the culture was totally different here. The multinational culture is little bit comfortable than the others. They leading in the world right now but still there are some improvements can make them more stronger. Kuehne+Nagel Bangladesh gives more emphasis on finding the right balance between the volume commitments and spot buying- a strategy that make them to achieve competitive rates in this trade line.

Finally, my internship at Kuehne+Nagel is a successful journey. Here, I got practical knowledge, experience of corporate life, very energetic colleague connection. Overall journey was a lifetime experience.

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