

# 2015

## INTERSHIP REPORT ON SG LOGISTICS (PVT) LTD.



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# Letter of transmittal

27 August 2015

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## **Sub: Internship Report On SG Logistics (Pvt) Ltd. Bangladesh**

Dear Madam,

With due respect and great pleasure, I am submitting my internship report on “**SG Logistics (Pvt) Ltd. Bangladesh**” for your kind evaluation as part of my requirement for completing the MBA degree from BRAC University.

I have been working as an Ocean Executive & System Support since September 2013 and thus, for the majority period of my MBA program. My experience of working at SG Logistics (Pvt) Ltd. has given me the opportunity to gain extensive knowledge about freight forwarding and supply chain. The report includes an elaborate overview of SG Logistics as an organization. In particular, this report focuses on the Ocean Freight and Air Freight. I have also attempted to identify some areas of growth for the organization and offer some possible recommendations. The report encompasses my job as an Ocean Freight Executive and System Support for its internal software.

I have tried to be extremely meticulous in preparing this report despite the various limitations faced as very limited information about Bangladesh Freight Forwarding industry. I sincerely hope that this report fulfils the objectives and requirements of the MBA program and that it finds your acceptance. I would also like to express my gratitude for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige.

Sincerely yours

Muhammad Tanvir Hossain

ID : 13164042

## **Acknowledgment**

In order to produce this report, I have put in extensive effort and study. This report would never have been possible without the consistent support and assistance of the people whom I approached during the various stages of writing this report. Firstly, I would like to express my heartfelt gratitude to my academic supervisor, Ms. Afsana Akhtar, Asst. Professor, BRAC Business School, BRAC University; for her valuable advice, encouragement, direction, and assistance. Writing this report would have been impossible without her guidance. I am extremely grateful to Murtaza Karim, CEO of SG Logistics (SGL) for his valuable time and expert insight into the various components of this report. I would also like to thank Mr. Chester Hodgson, country representative of DB Schenker for being involved with me through my internship process and providing a lot of relevant documents that were vital in producing this report. He provided me with the data that was required for the completion of this report. I would extend my gratitude towards Mr. Mohammed Abu Rashed for being a wonderful Senior Manager and my supervisor. He has helped me understand the organization better and gain more insight which was crucial in writing this report. Finally, I would like to thank each and every one in the organization who assisted and guided me in completion of this report.

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## Executive Summary

This internship paper discusses about the freight forwarding industry in Bangladesh. Especially Ocean freight and Air freight for SG Logistics (SGL). I have tried to gathered information about the achievement and gap between SGL and freight forward industry and assess the opportunities to grow the company as a whole. There are certain factors that perpetuate our organization one of the leading in the industry and as an agent of DB Schenker, gives us brand name in the market and easy access to potential consumers. Because DB Schenker has vast network in the world. Third largest in Air Freight and second largest in Ocean Freight and first in Rail Freight in the world in terms of revenue and Tue.

The aim of SGL and in particular Schenker is to provide its customer smooth operation support with minimum error from customer to buyer end. SGL responsible for delivering customers goods intact and untouched. And provide continues support as long as it required to satisfy the ultimate customers.

My job as an ocean freight executive and system support for last 2 years has given me valuable insight into the reality of the freight forwarding industry regarding Bangladesh. In addition to my job responsibilities at SGL, I am expected to submit reports of our sales to my line manager within strict deadlines. As an ocean executive, I have to follow precise codes of professionalism, attend professional development training sessions and also foster relationships with stakeholders at my organization as well as outside of the organization.

The report continues to assess the organization through a SWOT analysis. I have further identified a few areas of growth for both the Ocean & Air team and the organization as a whole. The suggested ways of overcoming those issues and challenges have been elaborated in the recommendations section.

# 1. The Organization:

## Introduction:

### 1.1 Origin of the Report

This report has prepared as a mandatory requirement of the internship program under the MBA program at the BRAC Business School, BRAC University. This report is based on the organization SG Logistics (Pvt) Ltd (SGL), nominated agent of DB Schenker. The Fellowship program at SGL that this report is based on started from September 01, 2013 and continues till present – a period of two years. The study is on — roles of the Ocean Executive & System Support, supervised by Mr. Mohammed Abu Rashed, Senior Manager at SG Logistics and this paper has been prepared for Ms. Asst. Professor Ms. Afsana Akhtar, Asst. Professor at BRAC Business School, BRAC University as a part of the fulfilment of credits for the MBA program.

### 1.2 History



SG Logistics (Pvt) Ltd has founded here in Bangladesh in 2003 by Mr. Mahbubul Anam as a nominated partner of DB Schenker. SGL only handles DB Schenker customers.

Gottfried Schenker founded the forwarding company Schenker in July 1872 as the foundation stone for networking various means of transport using modern communications technology - the foundation stone for modern forwarding and logistics.

In July 1872, Gottfried Schenker founded the forwarding company Schenker & Co. in Vienna with two business partners. His most significant entrepreneurial achievement

was the development of international groupage consignment: the idea of grouping together small consignments to a larger transport unit. This turned into a new, low-cost, high-speed transport system which made use of the combined strengths of rail, road and water transport.

During the 1920s, forwarders and their motor vehicles started to compete seriously with the railways. Many technical innovations had made trucks more reliable, faster and cheaper.

A conflict emerged between the railways and road haulers, both seeing themselves disadvantaged by legislation and regulations. During the world economic crisis of 1929, the situation deteriorated. Julius Dorpmüller, Director General of the Deutsche Reichsbahn-Gesellschaft, saw the future of the railway in serious jeopardy and demanded assistance from the legislators.

To expand its influence on freight transport, the Deutsche Reichsbahn-Gesellschaft bought the Schenker Group in January 1931.

When Deutsche Bundesbahn was founded in 1949, the previously separate management entities of Schenker were brought together as Schenker & Co. GmbH, Central Management West, Frankfurt/Main.

Following the international trend for governments to withdraw increasingly from private business, in March 1985 the German government decided to proceed with partial privatization of Schenker. In August 1989, Stinnes AG, Mülheim a. d. Ruhr acquired 22.5% of Schenker Co. GmbH. In 1991, the Stinnes Group increased its stake in Schenker to 80%. For the time being, this was the end of Schenker's role as Deutsche Bundesbahn's forwarding company.

### 1.3 Product/service offerings:

DB Schenkar has many product and services to offer but from Bangladesh, as SGL we offer below product and services:

### 1.3.1 Air Freight



As one of the world's market-leading air freight forwarders, SGL ensures that cargo is transported to wherever in the world customer want it to be taken.

DB Schenker is a market leader, so SGL offering innovative solutions and a global network. We are a strong partner to over 700,000 customers. At 700 locations in 130 countries, we allow our customers to do business in even the remotest corners of the world. We transport over a million tons of cargo every year.

Our customers benefit from a choice of first-class airlines with excellent transport connections and continuous tracking of shipments using the latest online tracking systems.

For air freight shipments we offer a variety of service types that customer can use according to their requirements.

With SGL's time-defined air freight products, customer set the pace. Our custom air freight products allow our customer to coordinate freight with even greater flexibility and efficiency.

### 1.3.2 Ocean Freight



As one of the world's largest ocean freight forwarders, SGL offers outstanding, cost-effective logistics solutions designed to meet all sea transport challenges.

SGL Ocean Freight transports freight by sea to 130 countries, facilitating the global trading relationships of 700,000 customers. As one of the world's leading ocean freight forwarders, we shift 3,800 containers a day.

Wherever shipment is going, and whatever it is, we can offer our customer the ideal option. We ship from door to door reliably, flexibly and quickly.

By working with one of the world's leading LCL consolidators, customer can benefit from outstanding transit times and flexible, integrated multimodal solutions for pre- and on-carriage from port to port. In addition to reliable standard ocean freight solutions, SGL is of course happy to provide custom logistics solutions tailored to individual requirements.

### 1.3.3 Contract Logistics / SCM

SGL is international partner for complex logistics solutions along with entire supply chain and for defined areas of custom logistics - from the supplier to delivery to the customer, from reverse logistics to aftermarket support.

Contract logistics means more than just storage. Contract logistics means understanding and designing processes. Our service is not optimal until we find a solution that contributes to added value and gives our customer a competitive edge.

DB Schenker is a long-term reliable partner for its clients. We offer integrated and complete logistics solutions. That means: a central contact partner, flexibility in the supply chain and consistent standards.

### 1.3.4 Lead Logistics

Lead Logistics is DB Schenker’s collective name for 4PL, LLP, Freight Management, Transport Management and Supply Chain Solutions. SGL usages strong Brand name of DB Schenker and provide lead logistics support for Decathlon, our largest customer. Decathlon provide 60% of our ocean freight volume in a fiscal year.

A Lead Logistics setup addresses cost optimisation, allows selection of the top service providers by lane/capability and provides sufficient capacity by drawing from a broad set of providers.

The lead logistics provider acts as a single point of contact and a one-stop shop, while accessing the skills, capacity and cost advantage of the many service providers available on the market. Our Chittagong CFS Shafi Motors act as a single point of contact for Decathlon.

### 1.4 Operational network organogram:

		Managing Director			
		CEO			
Head Of Finance	Head of Ocean Freight	Head of Air Freight	Head of Sales & Marketing	Head of IT	Head of HR
Senior Manager	Senior Manager	Senior Manager	Senior Manager	Senior Manager	Senior Manager
Deputy Manager	Deputy Manager	Deputy Manager	Deputy Manager	Deputy Manager	Deputy Manager
Asst. Manager	Asst. Manager	Asst. Manager	Asst. Manager	Asst. Manager	Asst. Manager
Senior Executive	Senior Executive	Senior Executive	Senior Executive	Senior Executive	Senior Executive
Executive	Executive	Executive	Executive	Executive	Executive
	Junior Executive	Junior Executive			
	CFS Operators	CFS Operators			

Figure 1: SGL Organogram

### 1.5 Vision for the future

Our strategy sets the foundation for sustainable success of SGL. It encompasses every dimension of sustainability: economic success, social responsibility, and environmental protection.

By 2020, we will be profitable market leader and hold top positions in our target markets. Building on our long-term financial stability we will continue to invest in growth markets, new business and the expertise of our employees. We will deliver innovative products based on high performing processes and IT systems so that our customers remain completely satisfied with our leading-edge networks and industry solutions.

By 2020, we will be the top employer in our industry. We are a diverse and international company, inspiring and attracting people of all ages and professions. We support the

development of our employees and offer them local and international career opportunities. Our relationships are based on mutual trust and our common leadership philosophy. We offer a working environment that respects individual needs and values everyone's contribution.

By 2020, we will be the eco-pioneer of our industry. Our green product portfolio and expertise in eco-consulting are at the heart of our strategy. They deliver a clear competitive advantage for our customers and for us. SGL will be considered the benchmark in terms of carbon- and energy efficiency. We are also striving to reduce other emissions such as noise in order to increase society's acceptance of our future growth.

Our strategy for 2020 encompasses all dimensions of acting sustainably and successfully. It will assure that economic, social, and environmental aspects are in harmony. With our strategy, we are well positioned and set to make our common vision a reality:

As a profitable market leader, top employer and eco-pioneer in our industry, by 2020 we will be the leading integrated transportation and logistics provider.

**SG Logistics (Pvt) Ltd. Delivering Solutions.**

## 2. Job

### 2.1 Description of the job:

My job is to handle Ocean Freight export customers such as New Wave Group for 16 different destinations. I am also looking after customers like Olymp, AWG, JULA, Base of Trade, and Mandarina Duck.

### 2.2 Job responsibilities:

My day to day responsibilities are to receive booking from shipper for the above customers and send approval request to our counterpart. Based on the approval I book equipment from carrier service provider. There are many carrier service provider operating in Bangladesh but few have the strong position. Such as Hapag LLYOD, Maersk Line, CMA CGM, MSC, UASC, YML and Evergreen etc. After booking equipment, I provide Shipping Order to the shippers including the name of Container Freight Station (CFS). As SGL, we use Shafi Motors near Alankar Mor in Chittagong.

One of my core responsibility is to communicate with customers over phone and via email 24/7. As a freight forwarder we do not have any specific service hour. Based on customers and their location we have to keep in touch with them 24/7 and provide them desired solutions for their consignments.

Other responsibilities are to look after DB Schenker internal and external cloud service, i.e. GT Nexus Scout and Protrack. I am also Sanction List scanner to minimize risk from blacklisted business partners. It imposes greater risk and financial penalty for the organization if we do business with any blacklisted individuals and organizations.

There are two people work under me for supporting me for updating data in Schenker Software as well as SGL own software. As a partner we do not have full access to DB Schenker's system so we had to implement a different software, which is called SOL.

### 2.3 Different aspects of job performance

I am measure by the number of documents we have handled each months as a Customer Relationship Manager (CRM) of Ocean Freight. I am also measured by the handling of the shipments without any fail and assisting our documentations team smoothly and error freely. It is also mandatory that I maintain good relationship with shippers, our counterparts and ultimate customers. Everyday different types of reports come for various shipment related issues and I need to take immediate action to solve if there is any discrepancies or forward it to right person.

## 2.4 Critical observations and recommendations

During handling a shipment if I make any mistake and do not correct it, it means our documentation team will also make mistakes because I am the one who is providing the information based on carrier bookings, equipment selection, places of delivery and so on. It will also impose financial penalty on us. For example, for customer Carter's if we make any mistake in Integrated Cargo Management (ICM), per document will cost us \$5000 by US govt. as our information will be filed as Importers Security Filing (ISF). For USA shipment, it is mandatory to fill ISF and Automated Manifest System (AMS). One of our biggest flaws is we are not DB Schenker. As a partner we don't have access to their entire system. Thus we have to work on different software and IT systems. It requires more time and hands to finish one task. But in DB Schenker system it is all linked between them so that means updating one system will reflect the others and it is very easy to access shipment information from anywhere in the world.

My recommendation is to allow us to use a full IT system so that we can provide errorless data to our customers and can give them easy access for their booking consignment. It will allow us to access rates from all over the world and we don't have to wait for our country representative to provide us updated rates for ocean freight and air freight.

It will also save us using third party software which cost us BDT30,000,00 and subscription fee BDT1,00,000 per year with limited support.

## 3. Project Decathlon:

### 3.1 Summary



Decathlon, a network of innovative retail chain and brands providing enjoyment for all sports people. Decathlon operates in 22 countries and employs over 60,000 of people with one common goal “to make the pleasure and benefits of sport accessible to all”.

In every country where Decathlon are present, they share a strong and unique company culture, reinforced by our two values: Vitality and Responsibility.

At Decathlon, they place innovation at the heart of their activities: from research to retail, including conception, design, production and logistics. Decathlon twenty Passion Brand teams channel all their energy in to developing technical, good-looking and simple products, always at the lowest possible prices.

Their products are aimed at all sports enthusiasts, from beginners to experts, and are sold exclusively at Decathlon.

DB Schenker is Decathlon’s worldwide logistic partner. DB Schenker provide all sort of transportation for Decathlon, Air, Ocean, Rail and Road. In Bangladesh we provide only two mode of transportation for Decathlon, Air and Ocean as Schenker do not have facilities for Rail and Road transportations. Mr. Shahnewaz Majumder is the CRM of the Decathlon and there are directly four people work under him to handling the Decathlon shipments.

We SGL also provide quality control support for Decathlon at our CFS Shafi Motors, which is lead logistics.

## 3.2 Description of the project

### 3.2.1 Objective

#### *3.2.1.1 Broad Objective*

The objective of this study is to better understand the role of the ocean, air departments of SG Logistics and the responsibilities of SGL towards Decathlon and assess the impact SGL has on freight forwarding in Bangladesh.

#### *3.2.1.2 Specific Objectives*

- Handling the shipments for Decathlon
- Responsibilities of SGL towards Decathlon consignments from Bangladesh
- Different aspects of the job
- Critical observations and recommendations

### 3.2.2 Scope

This research is limited to my role as ocean freight executive at SG Logistics (Pvt) Ltd Bangladesh and the functions of the freight departments for Decathlon.

### 3.2.3 Research Methodology

For the primary study both quantitative and qualitative approaches were employed in achieving its purpose.

A qualitative research technique was used to gain insights into the prevailing roles and functions of the people handling Decathlon shipment from Bangladesh. It provided insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research.

Information for the qualitative research was obtained from:

- Strategic plan for Decathlon
- Secondary research papers
- Job Descriptions:
  - Mr. Chester Hodgson (Country representative of DB Schenker)
  - Mr. Mohammed Abu Rashed (Senior Manager, Ocean Freight, SGL)
  - Mr. Shahnewaz Majumder (CRM, SGL)
  - Muhammad Tanvir Hossain

A quantitative research quantifies data and generalizes results from a sample to the population of interest. It measures the frequency of various views and opinions in that chosen sample. For my quantitative research, I used

- Diagnostic data from Decathlon shipment
- Data from Shipper

### 3.2.4 Limitations

- SGL Bangladesh is only providing lead logistics service for Decathlon and hence has very little data available. This made drawing conclusions problematic as past data were not available to support/oppose the conclusions drawn.
- Data is only taken from shippers and thus the analysis could be biased and may not reflect the scenario across all other customers.
- Only shipment data from shipper may be inadequate in reflecting the full project of Decathlon.
- The roles and functions of the CRM, ocean and air department have not been formally structured and a lot of the information provided are gained through conversation and personal experiences.

### 3.3 Project Decathlon



We have started handling Decathlon shipment from 2011 after winning global bidding. Each year we have to submit our rates from different origin to destination to gain early contact for Decathlon. It has been constant war between the rivals to gain the customer such as Decathlon because it contributes a large number of volume to the organization and it achieves more global market share.

We compete with organizations like, DHL, Panalpina, Kuhne + Nagel etc. Kuhne + Nagel is the market leader for ocean export worldwide and DHL is the leading Air freight forwarder.

IT Solutions: gtnexus.com is an outcome of continuous delves of DB Schenker Group in the aviation industry for more than a century. It is a complete solution for Integrated Cargo Management for both traditional shipment and for automated vendors. Shippers book their consignment online and provide required information which is easily attainable for both freight forwarder and customers. This online system has vast capabilities of serving customers depends on their requirements. For Decathlon, shipper cannot book shipment if they do not submit purchase order within the given time. Shipper also need to mention handover of the goods at our CFS Shafi Motors to check quality. If they failed to do so, they need to get permission from customers and customers only have the authority to extend the date on the system, which is very reliable and secure for customer Decathlon.

### 3.2.1 Decathlon Standard Operating Procedure (SOP)

Below we have Decathlon Standard Operating Procedure, which is written by Mr. Shahnewaz over the past few years and everyone follow the SOP here in Bangladesh.

#### **BOOKING/PO CONFIRMATION**

SGL will distribute PO list to all suppliers on /before Thursday to deliver cargo to our CFS within Friday.

#### **CARGO DELIVERY**

Please arrange to deliver cargo to our CFS as per below sorted manner.

Please load cargo to your truck order by order. Within each order# please load sorted with item# /Size so that warehouse can receive cargo PO per item#/size. No mixed cargo will be allowed at warehouse.

#### **SG Logistics WAREHOUSE**

(Safi Motors Limited)

CDA PLOT#64; FOUZDARHAT HEAVY I/E

SAGORIKA AVENUE, CHITTAGONG

Our last cut-off is every Saturday. Please collect S/O from our Chittagong office within office hour with AS sheet, final invoice and packing list.

\* Please provide BL draft in separate mail for separate destination with mention shipment week and destination in the mail subject. Example (Shipper name/Consignee/Destination/Shipment week) to below ID at the time of collect Shipping Order. Without BL draft we are unable to generate S/O.

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## **DOCUMENT HANDOVER PROCESS**

1. Documents must have to submit us within every Wednesday (working day)
2. For EPZ "A- category" factory like Youngone Sports Shoes Industry. Shipper will provide us original HBL with GSP
3. Shipper who are issuing only certificate of origin will provide us Original HBL & Certificate of Origin (CO)
4. Decathlon Textile customers who usually consign OB/L to the order of Bank will have to provide us  
One OB/L photocopy + original GSP
5. If any document found incorrect it will pouch within next week & we will wait until we get corrected docs & in such case individual shipper will have to bear full pouching charge & we will bill same to shipper accordingly.
6. If any shipper unable to provide there docs within stipulated time they must have to submit said docs within next Sunday in such case, shipper will have to bear full pouching cost & same will bill to shipper
7. For discrepant GSP/ late submission docs if we get any instruction from Decathlon shipper may pouch it directly to destination.

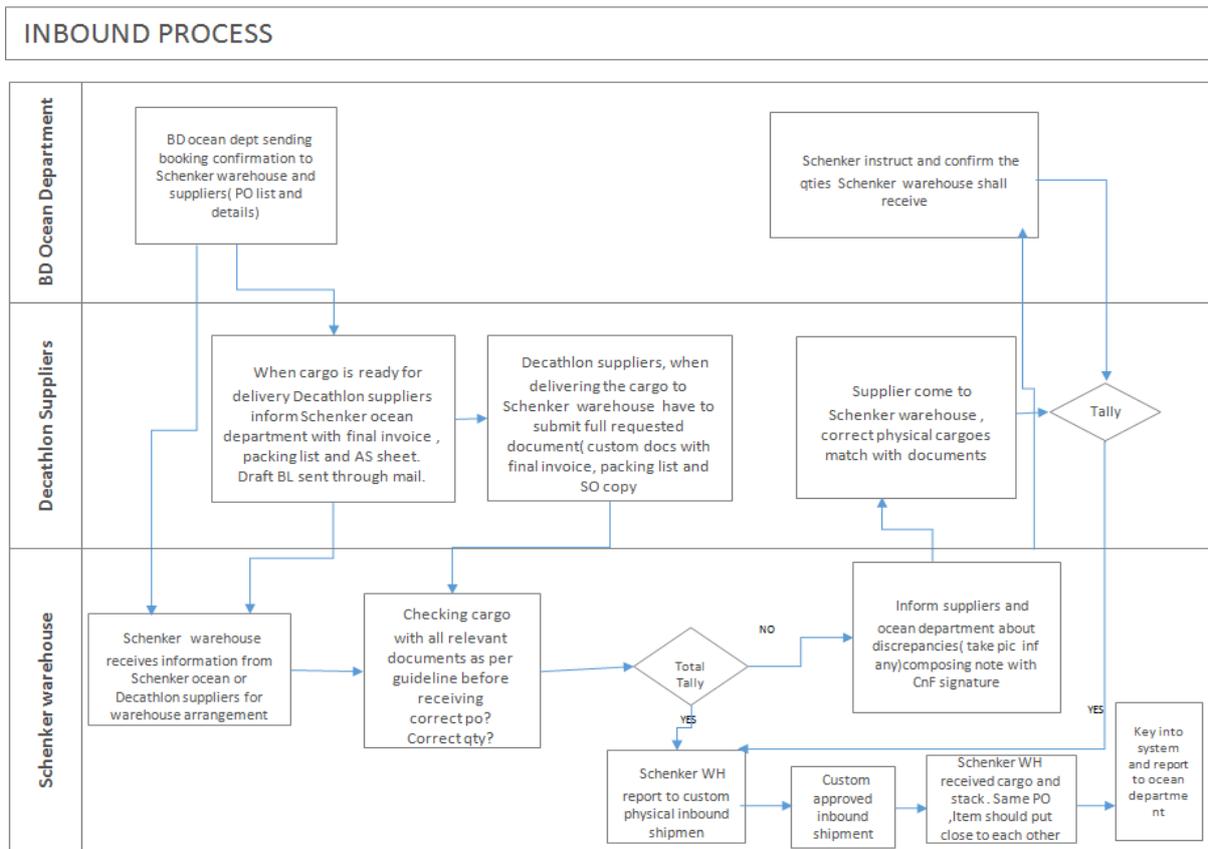
Note: If above document pouching procedures needs to change/modify we will notify you accordingly

## **CONTACT PERSON FOR DOCS RELATED ISSUE:**

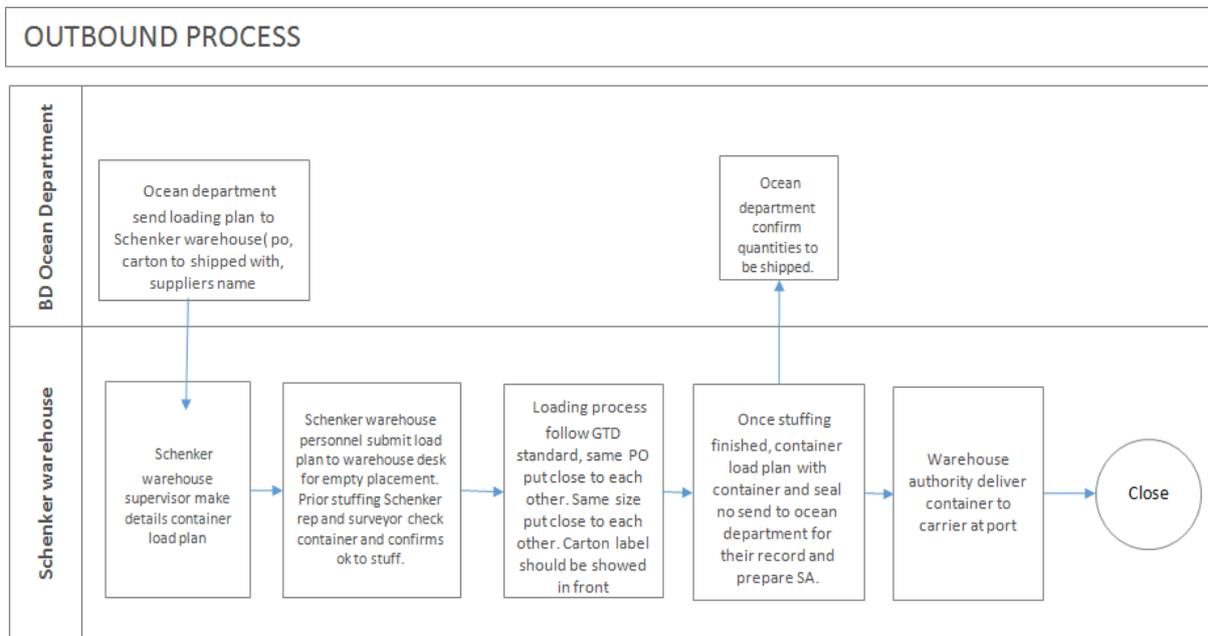
Moinul Ahsan  
Deputy Manager-Ocean Freight  
SG Logistics Private Limited  
Suraiya Mansion (5th Floor)  
30, Agrabad C/A,  
Chittagong-4100, Bangladesh  
Office Phone # +880 31 2514075-6(Ext-110)  
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Hand Phone # +880 1730015827  
E-mail : [moinul.ahsan@sglogistics-bd.com](mailto:moinul.ahsan@sglogistics-bd.com)

### 3.2.2 Warehouse Process

#### 3.2.2.1 Inbound Process: Figure 2



#### 3.2.2.2 Outbound Process: Figure 3



### 3.2.3 Warehouse Access Map

For easier understanding for shipper we provide them warehouse access map. SGL use Shed-3 as a warehouse for receiving goods and stuffing them into containers.

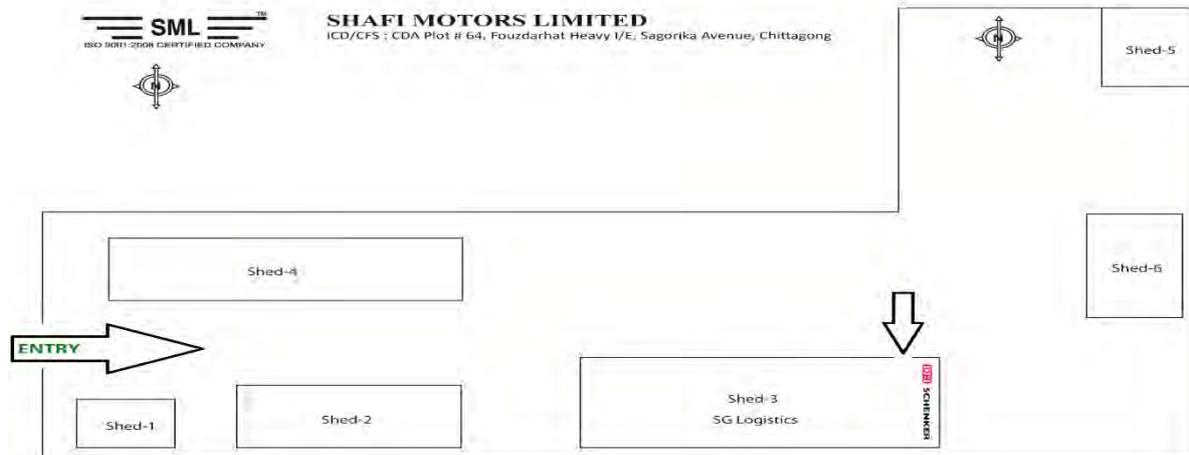


Figure 4: SML MAP

SGL has the biggest shed in Shafi Motors Ltd. To get entry C&F need to give serial for the cargo and we offload the goods as per cargo serial.

### 3.2.4 Warehouse Access Roads

We also provide warehouse access roads for shipper to avoid heavy traffic. During rush season sometimes it takes almost a day to reach our shed.



Figure 5: Road map to SML

### 3.2.5 Inventory Report

We send report to Decathlon weekly basis.

- Inventory Report : Sending to Decathlon on weekly (Tuesday) when possible
- Final Loading confirmation onto feeder : Within 3 days after departure, Loading confirmation report has to be sent to Decathlon Bangladesh
- Volume Projection Monthly : Decathlon Bangladesh will provide projection by every last week for next Month
- Supplier KPI Report : Sending Monthly to Decathlon Bangladesh
- Carriers / Forwarders KPI Report
- We will generate quarterly volume report and evaluate

### 3.2.6 Rules for delivering goods

SGL strickly follow the guideline provide from Decathlon to receive goods at CFS Shafi Motors. The rules are below:

#### 3.2.6.1 Checking rule:

- All PO go to CFS will be checked General Terms of Delivery (GTD), each PO, we check all items, each item, we check 10%, but for small item, check at least 1 boxes using RFID reader (not open carton)
- 10% of carton checked will be opened to check for UE, hand tag and link for shoe product

#### 3.2.6.2 Checking procedure

- The checking will be carried out according to the checklist
- If the carton pass GTD checking, Schenker will repack the carton with their own adhesive tape and stamp: "GTD checked" on the big flap of the carton
- If GTD issues found during the checking:
  - + The carton will be put into Rectification Area, waiting for supplier to rectify
  - + Schenker inform supplier by phone, email with photos as evidence
  - + If 50% of carton for any item found GTD issue, Schenker will inform supplier to come to check and correct 100% carton of this item
- After supplier rectify the GTD issues found, Schenker will recheck, repack and put the stamp on this carton

### 3.2.7 Check list for GTD checking

Below the check list for GTD checking. And few other report format provided below:  
*Figure 6*







Decathlon Shipment for the Year of 2015 (HB/L)							
	January	February	March	April	May	June	July
YOUNGONE SPORTS SHOES INDUSTRIES LTD	170	240	210	175	165	201	145
MAF SHOES LTD	113	153	145	110	132	174	98
M/S. KNIT ASIA LTD.(UNIT-2)	82	108	45	49	78	50	90
FORTIS GARMENTS LIMITED	35	65	42	50	65	52	74
TARASIMA APPARELS LTD	49	53	37	60	36	42	71
LIZ FASHION INDUSTRY LIMITED	56	48	50	35	50	63	65
FAKHRUDDIN TEXTILE MILLS LIMITED	27	32	28	40	38	37	32
HKD OUTDOOR INNOVATIONS LTD	124	141	132	114	135	121	98
JM FABRICS LTD	41	36	40	45	40	53	67
MZM TEXTILES LTD	65	54	63	65	56	74	74
MAGPIE COMPOSITE LTD	46	48	40	45	52	39	44
GRAMEEN KNITWEAR	74	70	81	73	75	87	79
OLI KNITTING	78	84	65	70	90	88	72
Total	960	1132	978	931	1012	1081	1009
Mean Value (X)	73.84615	87.07692	75.23077	71.61538	77.84615	83.15385	77.61538
Standard Deviation (SD)	40.77345	59.73338	54.29112	39.6622	41.64102	52.32406	27.55461
Coefficient of Variation (CV)	1.811133	1.45776	1.385692	1.805633	1.869458	1.589208	2.816784

If we look at the numbers of House Bill of Lading (HB/L) we can say Youngone contribute more in Decathlon. And in the month of February we have done more HB/L than other months of the year 2015. Through out of the year it has been over 950 HB/L which is SGL more than 60% of HB/L in a month.

In the *Figure 11*, we can see number of GTD issue and SGL trying to solve this with shipper as increasing number of GTD will cost us more time and money.

Decathlon Shipment for the Year of 2015 (GTD issue)							
	January	February	March	April	May	June	July
YOUNGONE SPORTS SHOES INDUSTRIES LTD	34	38	29	42	31	39	36
MAF SHOES LTD	29	30	24	28	25	27	22
M/S. KNIT ASIA LTD.(UNIT-2)	15	14	11	10	18	16	17
FORTIS GARMENTS LIMITED	10	9	13	12	7	9	10
TARASIMA APPARELS LTD	8	8	10	14	12	18	14
LIZ FASHION INDUSTRY LIMITED	7	7	12	11	15	17	8
FAKHRUDDIN TEXTILE MILLS LIMITED	4	6	19	15	10	8	9
HKD OUTDOOR INNOVATIONS LTD	35	47	46	39	25	47	45
JM FABRICS LTD	9	8	2	4	7	7	2
MZM TEXTILES LTD	4	7	5	5	8	4	3
MAGPIE COMPOSITE LTD	8	6	3	6	9	3	5
GRAMEEN KNITWEAR	10	8	1	9	4	9	2
OLI KNITTING	9	4	5	2	5	2	1
Total	182	192	180	197	176	206	174
Mean Value (X)	14	14.76923	13.84615	15.15385	13.53846	15.84615	13.38462
Standard Deviation (SD)	11.06797	14.06031	12.90895	13.01183	8.685384	14.04663	13.69025
Coefficient of Variation (CV)	1.264911	1.05042	1.072601	1.164621	1.558764	1.128111	0.977675

### 3.4 Results and discussion

As number of shipment growing over the years and the months we are facing warehouse space problem and during rainy season we receive a lot of wet cartons and loose damage cartons. From the consignee Decathlon like other customers, they

do not accept water damage cartons and loose damage cartons. We always emphasize shipper to send 5% empty cartons along with goods, so that for any damage cartons we can replace it at our premises.

If we look at the GTD issues and Decathlon SOP then we must learn that shipper yet to take strict measure to comply the GTD which is very much needed for smooth operational process. For example if any shipper fail to deliver cargo not carton serial wise, which means mixed cartons, is not allowed in our warehouse but we can only found it when cargo offload at our warehouse.

Problem also arise when shipper fails to deliver goods on time. We have cutoff date, which means shipper must handover goods within that date to catch Feeder Vessel. Weekly cutoff is on Friday and we must book equipment on Thursday latest from carrier. Sometimes equipment crisis also put us into back foot and we have to look for alternative carrier for equipment. For Decathlon we have nominated carrier CMA and APL. If CMA and APL fails to provide us numbers of equipment in a week as per weekly projection, we seek alternatives, such as UASC, YML etc.

#### 4. Recommendation

For above all the findings, our internal IT solution system is lacking behind than the standard solutions. We do not have access to full Schenker IT systems and this is costing us a good deal of money every month and employed more people in documentation team. Schenker is trying invest in Bangladesh but Bangladesh govt. rules yet to allow Schenker open its own office. Still we are very young in Freight Forwarding and Bangladesh need knowhow to develop this as a big industry because we have large garments sector and it is growing. Bangladesh govt. must allow foreign company to come and do business, which will eventually bring more FDI.

Decathlon installed QC system in our CFS as well as shipper premises but yet to deploy strong rules for delivering goods at warehouse. In case of late shipper must move goods via Air, which is much more costly than ocean freight and paid by shipper. But for Free on Board shipment, freight payable party must pay local charges, in this case consignee as per local govt. rules implemented in 2007. But to save both ends money Decathlon could have implemented integrated systems which will allow all the party work together and handover goods on time without a fail.

Few shippers are resistance to employ Automated Vendor System but they are very important to Decathlon. If you could educate them and give them training at our office they could have save our plenty of time regarding updating data on the system which we are doing now.

We also lack of skilled employees at our CFS, which sometimes creating havoc. And employee turnover rate is very high because experience valued highly within the industry and this is a small industry running by few big multinational companies, so employee like to switch when they get better offer. Every 6 months performance evaluation and appraisal accordingly will reduce employee turnover rate and it will also minimise sudden vacancies which is hard to fulfil.

## 5. Conclusion

The future for SGL is fruitful. The company is a pioneer in the freight forwarding industry in Bangladesh and has diversified its investment to make a strong portfolio. SGL plans on further expansion of its business to Mongla as we are started moving shipment from Mongla Port. Right now we have two branches in Dhaka and Chittagong as SGL.

Although employee turnover rates have recently increased, such issues are being taken into consideration to improve future employee retention.

The experience I have gathered till now at SGL as an ocean freight executive has been rewarding and very fulfilling. I have started as a System Support for our IT system and now promoted to Ocean Freight and given two executive under me for look after Schenker IT Solution System, Scout and Protrack. I wish for others to get an opportunity like this and advocate themselves in professional life.