

Uttara University

School of Business



Internship Report On

“Supply chain management and international marketing:A study on clearing and forwarding .”

Submitted to:

Mahamudul Hasan

Associated Professor

Department of Business Administration

Uttara University

Submitted by :

Hassanuzzaman

ID: 2183021008

Batch: 47th (Regular)

Major in Marketing

Master of Business Administration (MBA)

Department of Business Administration,

Uttara University.

Date of Submission: 27th Aug, 2020



Letter of Transmittal

27th Aug, 2020

Mahamudul Hasan

Associated Professor,

Uttara University

Subject: Submission of internship report.

Dear Sir,

With the passage of time, I am student of Uttara University, School of Business standing on the other entity of my course completion, hence is finalized with my internship report naming as **“Supply chain management and international marketing : A study on clearing and forwarding .”** Vividly enough, my research comprises adequate endeavors. However no doubt, my contribution will be best evaluated on your sharp scale of acceptance & analytical remarks. Consequently, I am submitting my report on your very concern. Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Thanking You.

Sincerely,

Hassanuzzaman

ID: 2183021008

Batch: 47th (Regular)

Major in Marketing

Master of Business Administration (MBA)

Department of Business Administration,

Uttara University.



Declaration

I hereby declare that the report namely **“Supply chain management and international marketing: A study clearing and forwarding .”** is completed by me which is based on my practical work experience and a comprehensive study of the existing activities of ZSH International (clearing and forwarding agent).

I also declare that this report is my original work and does not breach any existing copyright. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree. I have prepared it for the academic purpose of Bachelor of Business Administration degree which requires practical work experience.

Thanking You.

Sincerely,

Hassanuzzaman

ID: 2183021008

Batch: 47th (Regular)

Major in Marketing



Master of Business Administration (MBA)
Department of Business Administration,
Uttara University.



Supervisor's Certification

I hereby declare that the concerned report entitled in “**Supply chain management and international marketing: A study on clearing and forwarding .**” is an original work by Hassanuzzaman ID: 2183021008 Batch: 47th (Regular) Major in Marketing.MBA(Reg), Uttara University .

He has completed his internship under my supervision and submitted the report for the partial fulfillment of the requirement for the degree of Bachelor of Business Administration.

I also certify that I have gone through the draft report thoroughly and found it satisfactory thus forwarded for presentation.

Mahamudul Hasan

Associated Professor

Department of Business Administration

Uttara University.



Acknowledgement

Firstly, I would like to thank my academic supervisor **Mahamudul Hasan Associated Professor, Uttara University**, for providing me all the necessary helps for the completion of this report. Thank you very much Dear, Sir for guiding me to start and complete successfully of this report. I am also thankful for your patience that you have shown during the project.



Executive Summary.

As a MBA. graduate student, I do my internship in the my company M/S.ZSH.INTERNATIONAL. I have five options to study for my internship report. They are: Export, import, bank, C&F and customs bond. My course supervisor Mahamudul Hasan (Associated professor). choose Supply chain management and international marketing on c&f as my internship report topic. My internship report is mainly based on the activities of C&F company at the time of export & import. My internship report focus on export & import rules, regulations & procedures, which is faced by C&F company in sea or airport. In this internship report, I collect a C&F related export & import document, which contains: Export & import bill, money receipt, bill of entry, assessment notice, welfare fund money receipt, FCL bill & money receipt.

This report is divided into six chapters. The first chapter of this study deals with introduction that presents the Background of study, Objectives of the study, Major difficulties faced for accomplishing Internship. The second chapter of the study deals with some theoretical concept about Profile of ZSH.INTERNATIONAL. The third chapter is about the Data Collection & Processing how the data are collected and process. The fourth chapter is about the Discussion of



the specific objectives& Internship experience. The fifth chapter deals with Major Findings, Conclusions & Recommendations. Lastly the chapter six is on Reference &Appendix part.

Some recommendation of the study is: Have to increase services Company must follow the chain of command, to make effective salary structure, the current services & marketing policy of ZSH .int'l doesn't want any modifications in the company. Try to make it modified, have to reduce extra cost, try to increase promotional activity ,work actively target basis followed by market gap, for more services try to give more incentive to services person and so on.

Serial no.	Title	Page no
Chapter -1	Introductory Part	



	1.Introduction	10
	1.1 Introduction of the topic	11
	1.2 Introduction of the organization	11
	1.2.2 Background of the study	12
	1.3 Objective of the study	12
	1.3.1 Broad objectives	12
	1.3.2 specific objective	13
	1.4 rational of the study	13
	1.5 scope of the study	14
	1.6 limitation of the study	15-16
Chapter -2	Company Profile	16
	2. Company Description	
	2.1.1 Mission	16
	2.1.2 vision	17
	2.1.2.1 Focus	17
	2.1.3 Management	17
	2.2 operational activities of the organization	18
	2.2.1.The ZSH. international carrier	19
Chapter -3	2.3 Financial performance of the organization	19
	Methodology of study	20
	3.1 Data design	20
	3.1.1 Nature of data	20
	3.2 Sample design	20
	3.2.1 Sample techniques	20
	3.2.2 Sample size	21
	3.3 Analytical tools	21
	3.3.1 Data collection method	21
Chapter -4	3.4 Data processing	21-22
	Result & Discussion	22
	4.1 Marketing mix of ZSH INTERNATION	
	4.1.1 Product	23-24



	4.1.2 Place	24
	4.1.3 Price	24
	4.1.4 Promotion	25
	4.1.5 People	26
	4.1.6 process	26
	4.1.7 Physical evidence	26
	4.2 Market strategy	27
	4.3 SWOT analysis of the organization	27
	4.3.1 Strengths	27
	4.3.2 Weakness	28
	4.3.3 Opportunity	29
	4.3.4 Threats	29
Chapter -5	Major findings, Conclusions & Recommendations	
	5.1 M/S.ZSH.international C&F(Export)	32-33
	5.2. M/S.ZSH.international C&F(Import)	33-34
	Conclusion	35
	Recommendations	36
Chapter -6	Internship Experience	37
	References & appendices	37
	References	37
	Appendices.	



Chapter – I

Introductory Part

1.Introduction.

The supply chain is important to success the positive or negative effects resound through the business. there are two core areas to the impact customer happiness and cost.

HAPPY CUSTOMER=HAPPY BUSINESS=HIGHER PERPORMANCE.

Export-import procedures are very complex and time-consuming. Therefore, every exporter should avail the services of Clearing and Forwarding (C&F) agent who are expert and well versed with the customs and shipment procedures. For smooth and timely shipment of goods, the exporter must appoint a competent C&F agent who is able to, inter alia, provide the following



services:

M/S.ZSH.INT'L. clearing and forwarding agent is totally committed to provide a essential services:

1.1: Introduction of the topic:

I have done my internship in the commercial department sparrow app ltd, which is one of the most renown garments manufacturer & Exporter in Bangladesh. Every business graduate student want to do the internship with the purpose of learning the practical knowledge by work in an organization as an internee. It is a great opportunity for every student to get practical experience which we gain as theoretical knowledge in our graduation life. A research should be done for gaining knowledge on a specific subject. The topic of my report focuses on: Activities of M/S.ZSH.international company, which work as a clearing & Forwarding (C&F) agent of Sparrow app.ltd company. Clear & forwarding and Freight forwarder is a company which has government license to release all the exported or imported goods from the customs, seaport or airport according to customsport rules, regulations, policies and formalities. Their transportation services can be by land, air & sea vehicles. These clearing & forwarding companies are in fierce competition with other companies, which are currently established in Bangladesh, for instance- S.R.enterprise and BAGDAD shipping. In order to stand out from the competition and hold more credibility, ZSH.international must ensure that their services are spread all over the Bangladesh by proper strategies and distribution.

1.2: Introduction of the organization:

1.2.1.SPARROW app.limited:

Sparrow app. limited: is a leading business organization in Bangladesh. It established in 1989,s . Mohamad chayon islam is the chairman & Mohamad shovon islam is the managing director(MD) of Sparrow app. limited. Sparrow app.limited concerns- crown wears company. Its main corporate head office in Gazipur,chandana.





M/S.ZSH.INT'L. clearing and forwarding agent focuses on enhancing long term sustainability in the market by providing quality commitment clients.

1.2.2 Background of the Study

This report is not only a part of fulfilling my course of graduation but also a tremendous opportunity to seek and gather knowledge from practical implementations. I had to work as intern at AFPPL for 3 months where I got an opportunity to learn and gather practical knowledge about my major subject. In these 3 months of period I did not only worked on Marketing related department, I had to do market research, Logistic, survey, new product development, product line incensement and also admin panel works.

I've tried to reflect all my learning's from ZSH.int'l in this report. There may be some terms that I've missed in this report but I've tried to put all the important things in this report.

1.3.Objective of the study:

To make a research successful, it is very important to have few objectives. So from the beginning of the study, I tried my best to done my internship with achieve broad & specific objectives.

1.3.1.Broad objectives:

To know and understand the Marketing Mix of ZSH International.

1.3.2.Specific objectives:

- To know Clearing & Forwarding marketing strategies.
- To know the challenges in clearing and forwarding activities.

1.4.1.To the researcher: the researcher can gain deep knowledge on the challenges in the process of clearing consignments, which is clearing & forwarding companies continuously



faced.. Also the findings of the study is useful in building up ground work for future or other research on the same area or other related fields.

1.4.2.To the policy makers; the study may help in making policy of port operations which can help to release the cargo or container for national development.

1.5: Scope of the Study:

I have done my internship in commercial department of Sparrow app ltd. Commercial department is very important for an company if the company has export & import related activities. The main activities of commercial department is keep record of export-import activities, collect NOC from the bank, collect B/L from shipping company, collect CO from MCCI, opening export & import L/C in bank, prepare bill of exchange & send it to the bank, verifying the export form the bank etc. The commercial department also conducts with C&F company. As a C&F company conduct export-import related freight forwarding activities for its client company. My internship topic is Supply chain management and international on C&F and as an internee, I get an opportunity to know that how an C&F agent works, what types of challenges they are faces & the process of export-import freight forwarding activities. These will increase my ideas & knowledge about activities of C&F industries in Bangladesh. If I want to build my carrier by work in commercial department in any organization or any C&F company, this knowledge, ideas and experience will give extra advantages.

1.6: Limitation of the Study:

Since a research paper of this kind cannot cover overall topic's related to challenges facing clearing and forwarding at all time, space and scope. The study is related about challenges which clearing & forwarding agencies faced in the port of Dhaka & Chittagong. ZSH.int'l has chosen for research because it will give opportunity the researcher for studying challenges about clearing and forwarding process. Further the limitations are given below:

1.6.1.Lack of seriousness: on research response by many participants in the study, because



research topic correspondents did not provide detailed information to some questions. Also resistance from other respondents due to lack of the research study.

Chapter – II

Company Profile

2.0 . .Company Description: *M/S.ZSH.INTERNATIONAL is one of the concerns of Sparrow Group Bangladesh. A Government licensed customs clearing and forwarding agent called as Custom House Broker (CHB).Since 2013, with the help of experienced technical staff ,SPARROW group ensure proper and timely shipment of export cargo and quick clearance of imported goods after observing necessary customs and port formalities.*

2.1.1Mission:

M/S.ZSH.INTERNATIONA strive to provide their customers the best transportation, logistics, and freight forwarding services. we focus on delivering a quality service that will meet customers expectations while simultaneous satisfaction and building long term business relationships. Their operational team of are also committed to fulfill the interests and needs of their customers, partners, and staff .



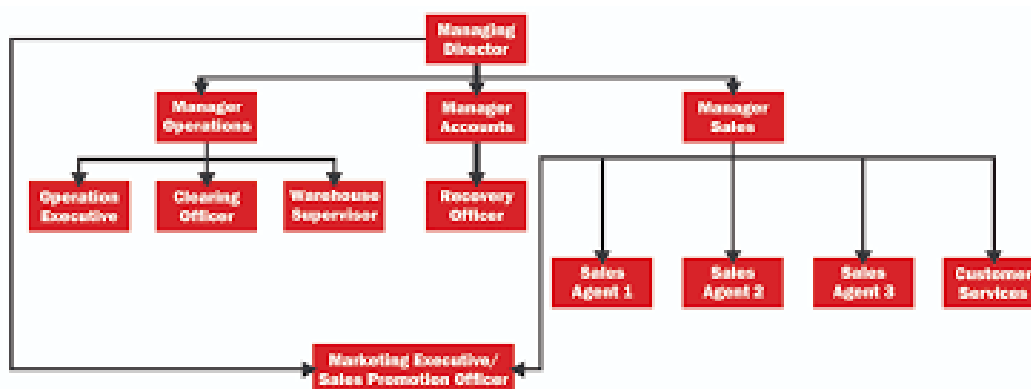
2.1.2 Vision:

M/S.ZSH.INTERNATIONAL has the vision as a Clearing & forwarding service provider is to be the market leader as well as their customer's most trusted partner nationally. We want to operate the business with standard service quality alongside with international C&F and freight forwarding company, which is operating in Bangladesh such as DSV and MGH group.

2.1.2.1 Focus:

M/S.ZSH.INTERNATIONAL is a C&F company in Bangladesh. They focus on to provide services their client companies by maintain the standard quality and discipline, which helps to built a long term business relationship with their client companies.

2.1.3 Organizational Structure :



2.1.4 Management:

Management is very important for an business organization. Without management, an business can not operate their business in a country according to their mission, vision & profit target. It also helps to keep maintain rules, regulation and policies in an organization and also control the activities of each department. I try to give an overall view of the management sparrow app.ltd. It is given below:



Name	Post
1.mohamad chayon islam	Chairman
2.Mohammad shovon islam	Managing Director(MD)
3. Mohammad shanower Hossain	Manager
4. Mohammad salam Mia	Manager(Finance)

2.2 Operational activities of the Organization:

M/S.ZSH.international is basically work as a clearing & forwarding agent who has govt license for release the exported & imported goods from the customs, seaport or airport. But to send the exported or imported goods to their customer companies, they use the ZSH.INTERNATIONAL carrier company transportation vehicles, which is also a concern of sparrow group. ZSH.international is a regular customer of ZSH.INTERNATIONAL carrier.

2.2.1 THE ZSH.INTERNATIONAL CARRIE

THE ZSH.INTERNATIONAL CARRIER is one of the concerns of ZSH. group Bangladesh. The ZSH.international carrier is started the business from 2013.We are a Transport and carrying contractor & commission agent having different types of personal numbers of vehicles such as truck, covered van, prime mover, trailer, pickup van etc. We are also a supplier of prime mover, trailer, cover van & truck vehicles. For timely repair and proper maintenance of these vehicles we have 7 years experience & we also have our own workshop having sufficient experienced technical staff. We are very concern that the cargo reaches destination timely, safely and carefully. Our every driver possesses mobile facilities for easiest contact when necessary. Now we are working with more than 10 factories, , garments, textiles, spinning etc.





2.3 Financial performance of the organization:

I collect an export bill summary of export and import bill summary of as financial performance of M/S.ZSH.INTERNATIONAL.

Client name: SPARROW app.ltd

Address : Chandona Gazipur

3.4.1.Export bill summary:

Date: 30-05-2020
Job no: 550/13 to 590/20
Bill no: sp/exp-invoice-777-20 dt29-04-20
Bill type: Export
Total Amount: \$350000.00

3.4.2.Import bill summary:

Date: 30-05-20



Job no: 220/13 to230/20
Bill no: sp/ip/invoice-1234-20. dt.15-04-20
Bill type: Import
Total Amount: \$77000.0



Chapter – III

Methodology of study

3.1.Data design:

3.1.1.Nature of Data: The report is based on primary and mainly secondary data and sources.

3.1.2.Primary Data: Primary data have been collected by:

- Informal interview with the AGM of commercial department.
- Some information of my report objectives has been collected through discussion with commercial & Accounts manager.

3.1.3.Secondary Data: The whole research is mainly based on secondary data. Data has been collected from:

- Company's internal data
- Company's official website
- Observing C&F activities of M/S.ZSH.INTERNATIONAL for their client company SPARROW APPLTD.

3.2: Sample design:



3.2.1. Sample techniques: Simple Random sampling is every element has an equal chance of getting selected to be the part sample. It is used when we don't have any kind of prior information about the target population. I collect a random process document as clearing & forwarding activities between Sparrow app.ltd. and Zsh.international.

3.2.2. Sample size: For Simple random sampling technique, sample size is mainly depend on two factors. First is cost considerations, which is C&F related Export-import cost and second is administrative concerns, such as Dhaka & Chittagong sea or airport.

3.3: Analytical tools: I use a summary of MS Excel data to express the financial performance of ZSH.INTERNATIONAL.

3.3.1 Data Collection Method

To collect primary data, I've taken some steps:

- ✓ Face to face Interview
- ✓ Observations
- ✓ On internship period learning's
- ✓ Short question – answer sessions with seniors
- ✓ Maintaining dairy

Apart from that I've also taken some information from secondary sources, as_

- ✓ Company Website
- ✓ Employee manual
- ✓ Research papers by Logistics department, etc.

3.4. Data Processing:



To process the data, I took help of several software's like Microsoft Excel, Snipping tools etc. To process the raw data into information I had to go record data regularly in my note book and find the linkage of data every day.

Chapter – IV

Result & Discussion

Objective 1:

To know and understand the Marketing Mix strategy and the supply chain of M/S.ZSH.international.

4.1: Marketing Mix of zsh.international: A Marketing Mix is the combination of product offering used to reach market for the organization. the concept highlight advantages of integration between supply chain and marketing mix focuses on clearing and forwarding.. the strengths of marketing mix strategy and meet the challenges of customer value creation in today's dynamic market place and lastly framework of marketing and supply chain interdependence implications. The SCM and marketing mix functions are not separate rather



they are intertwined. With the help of superior SCM and effective marketing mix strategy firm achieves differential advantages.. The Marketing mix is also known as the seven Ps and which are as follows:



4.1.1: Product: Product means goods- and services combination the company offers to the target market. ZSH.int'l has physical products compared to digital goods or services have different sets of constraints. Physical products need functions to quote the delivery price. They call for a



logistics chain to deliver. Digital goods and services on the contrary demand the customer to download, or the seller to deliver by email or on-line . Digital goods, services and subscription might involve periodic invoicing and payment.

Digital goods and services require an online environment distinct from physical products delivered them by post or carrier. Digital goods, services or subscriptions call as well for suitable methods and payment solutions.

Example Cases

Software

E-Books

Music

Video (if not delivered on a physical media)

Information PDFs

Training (if not delivered online)

Tutorials

Services rendered on-line

Services rendered off-line

Contract subscriptions

Publication subscriptions

Event subscriptions

payments' etc.

4.1.2 Place: Bangladesh is the mother ground where ZSH.international agent. is doing their business but they also export in several countries. we have developed a network for their success. ZSH.international is the one of the largest services network in Bangladesh. ten person of eager energetic and effective sales representatives are working supported by their dedicated sales and marketing supported by their dedicated sales and marketing division. we have developed the network hieve current profit maximization, the price will be little but high.



M/s.zsh international one of the market leaders in the clearing and forwarding agent.We assure quality physical product and service to our customers.

ZSH.AGENT Set their product Price after analysis the capability of customer. Considering customer satisfaction, markets demand etc. the company follows the prices of M/S.ZSH.international Produc “**Cost-pricing**” strategy.

Payment Period: Cash on Delivery & Order to order Procedure (Max 2 months) .

Credit Terms: There is no credit terms

4.1.3 Price: Price is only one of the marketing mix tools a company uses to achieve its marketing objectives. Price is the amount of money changed for a product or services, so the sum of the values that customers exchange for the benefit having or using the product or service. Pricing is very important and sophisticated decision for any commercial organization. The present and future position, decision, policy, target market, objective, goal, market share and many other things depend on pricing policy.

The product pricing depends not only on the internal and external factors but also on how we want to see them in future. our goal to ac

4.1.4: Promotion: Promotion means activities that communicate merits of the srvicees and persuade, target consumer to recieved it. M/S.ZSH.int’l. spends a large amount each year on advertising to tell consumers about the company and its potential customer & persuade them that zsh.int’l is the best quality services for them.

The main feature of zsh.int’l promotional activities is advertising. Basically it is done through the Social media, Face to Face&directs Campaign. The main target market is investor. So the advertisements are designed by confederating all those things.



For advertisement M/S.ZSH.INTERNATIONAL. Spends a large amount because they use international stars in their advertisement.

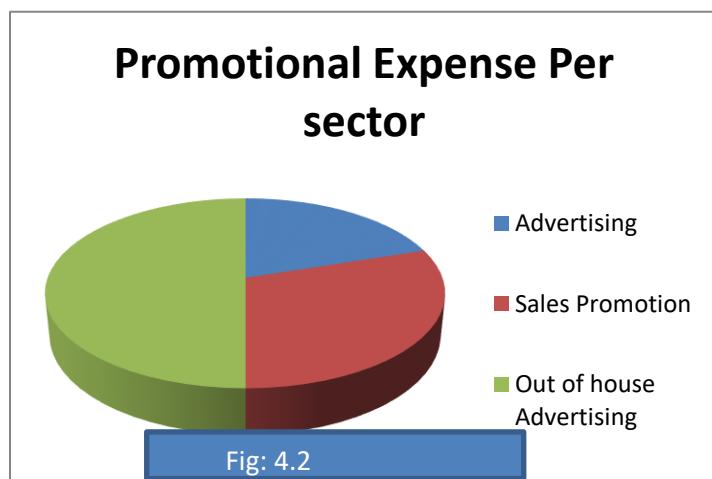
through sales people, agents, , government and private organization.

The agent of ZSH.international. is located at Ashulia, Savar, Dhaka.

Promotional Mix:

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix. Traditionally the promotional mix has included four elements: Advertising, Sales promotion, Publicity/Public relations, and Personal selling. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms and each has certain advantages. M/sZSH.international. used certain types

of promotional mix for its consumer brand Like,



Advertising can be done in various ways such as:



Home advertising: It includes Billboards, Street furniture, Door to Door marketing, Van Marketing, Sponsorship, Alternative media and transit.

- 1) **Door to Door Marketing:** ZSH.international use door to door marketing strategies. This Strategy follows for make a good relation with consumer .
- 2) **Van Marketing:** For Promotion Zsh.int'l use Van Marketing policy.
- 3) **Sponsorship:** For Sponsorship ZSH.int'l spend huge amount of money. Last Sponsorship Program is NSU fest.

4.1.5 People

People is one of the elements of service marketing mix. People define a service. the employees in branch and their behavior towards customers defines . In case of service marketing, people can make or break an organization.

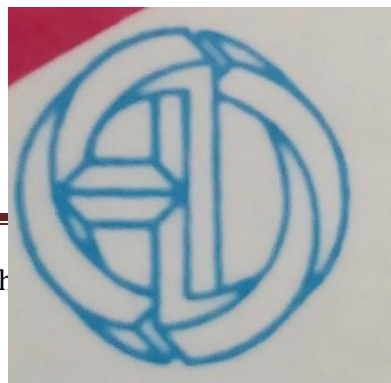
Thus many companies nowadays are involved into specially getting their staff trained in interpersonal skills and customer service with a focus towards customer satisfaction. In fact, zsh int'l company staff undergo accreditation to show that other staff is better than the rest.

4.1.6 Process

Integration of processes, they need to provide maximum customer satisfaction with proper information recording, information flow, redressed and management of internal as well as external issues.

4.1.7 Physical evidence - having distinctiveness in physical layout through mix of color, temperature, odor. Then distinct logos, brochures and website.

LOGO IS





Objective 2:

To know ZSH.international marketing strategy

4.2. Marketing Strategy

M/s.zsh.international marketing strategy is a business's overall game plan for reaching people and turning them into customers of the service that the business provides. clearing and forwarding marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer and other high-level elements.

4.3 Challenges in clearing and forwarding activities

- **Fees and Service Charges**

Different clients have different expenses that have to be paid both at the embarking point and the destination. This causes some ships to remain at sea as they are unable to pay the service charges or the port charges. These charges are different from port to port, and as there are no standards, it becomes a big problem.

. Economic Challenges



A part from the financial challenges, the clearing & forwarding industry also has economic challenges that it faces daily.

Staff Shortage & Retention

Because of the uncertainty surrounding the whole industry, there is a serious issue of hiring and retention. Due to the seasonal changes, a lot of smaller ships remain docked and only work in seasons when the sea is not so rough. Because of these reasons, people are afraid to get into this industry, resulting in a shortage of staff.

- **Government Regulations**

There are continuous regulations that are being imposed on the carriers by the federal, state, and local authorities. These regulations are stringent, and non-compliance can cost the carriers a lot of money. This adds to the whole cost problem.

- **Environmental Issues**

In addition to the challenges mentioned above, there are also environmental issues to face. Due to pollution and global warming, authorities have created various environmental regulations that a company must comply with. These regulations sometimes increase the cost so much that it exceeds the benefits.

- **Transport Infrastructure Issues**

Even if all the above challenges are under control, there is a huge problem with the transport infrastructure. Not all the roads and networks used by the transport service are in optimal condition. Even though most forwarders communicate and share the relevant information regarding the conditions of the roads and sections, there is still the need to keep the roads in optimal shape. This is so that the delivery can be on time, and there are no issues like breaking down of the vehicle or the increase in maintenance cost.

4.4 SWOT analysis of the Organization:



Strength

- Reputation of the company
- Excellent client service
- Strong relationship with existing clients
- Good Infrastructure
- Diversified product line
- Wide network of branches

Weakness

- Limited financial capacity
- Lack of experienced personnel
- Few employee motivation schemes
- Lack of job commitment of the employees

Opportunity

- Increase more branch office to grab more market share
- Increase the number of company's exclusive distributorship.
- Clients become more concern regarding the quality of goods rather than price
- Advertising, attending trade fair and launch showroom might be bright prospect

Threat



- The market is becoming dreadfully competitive
 - Continuously increasing VAT and tax on imported goods
 - Changing bank policy into increase foreign reserve
-





Chapter – V

Major

Findings, Conclusions & Recommendations

5.1. Major findings:

- 1. clearing and forwarding price depends on accurate quality of services.*
- 2. At present ZSH.INTERNATIONAL focus direct promotion activity than media*
- 3. Distribution channel weak than competitors.*
- 4. clearing and forwarding agent uses less worker to produce their services.*
- 5. Try to coverage the market gap by promotional activity.*



Conclusion

supply chain management digital revaluation is people transformation.
.it means saying,we'll only do things that will have customer important not just for effeciency sake.

Clearing & forwarding(C&F) is a company which has government license to release all the imported goods from the customs, seaport or airport according to customs port rules, regulations, policies and formalities. It also sends all export goods to shipping air courier company for exporting. Every country has C&F company. C & F company has a great contribution in a country's all types of business sector & overall economy. All business organization's commercial department is much dependent on C&F company. When an business organization want to import any goods, the imported goods will be arrived in any sea or airport, but the company will not receive the goods. In this condition, C&F will take all responsibilities to release the imported goods from sea or airport. At the time of export,

C&F company sends all exported goods to the shipping or air courier company. C & F company can do all export & import related activities because they have government license. M/S.ZSH.international is a well-known C&F company in Bangladesh. It works as a faithful C&F company of SPARROW APP.ltd. for a long-time & as well as for other companies. A C&F company can increase its service capability by variety of transport vehicles such as road, sea and air vehicles, which will also increase their flexibility. It can hire skilled or efficient employee, which will increase the standard of the company. It can practice all C&F related government laws, which will increase their efficiency & service quality. I am proprietor of M/S.ZSH.international. As a MBA internee, I am lucky to get an opportunity to know and write about my activities & working process of a national C&F company. Hope ,M/S.ZSH.INTERNATIONAL will continue its quality service to all its clients & keep a great contribution in economy.



Recommendations

As I am an internee I have given some own proposition to M/S.ZSH.INTERNATIONAL according to my internship period experience. They are given below:

1. Employee recruitment process should be neutral, unbiased, fair and standard quality.
2. Employees should be skilled, well trained and good qualification.
3. Employees must be aware of company rules, ethical codes & policies.
4. Company management & employees must be aware of government rules, regulations & policies about C&F activities.
5. Employees should be honest & dedicated.
6. Company should have a IT department.
7. IT department employees should be skilled, well trained and good qualification.
8. IT department should be developed with advanced software system.
9. IT department should be equipped with latest computers, which has good operating system and hardwares.
10. Every employee should be skilled in using computer.
11. Company can increase their C&F related services by marine cargo ships and airplanes.
12. Company can joint venture with a good national C&F or international C&F company.

Nowadays, the clearing forwarding is not limited within the same geographical limit of any country. Due to globalization and free market economy, this industry is facing severe competition.

It has been a long journey of about to accomplish the long cherished.



Chapter VI

Internship Experience

I had an opportunity to work as an intern at Clearing and forwarding agent which was a 3 months internship in the head office located at zaman complex baipail, Ashulia, Savar, Dhaka-1349. I worked in the field operations & Marketing Department. Where internship program has provided me remarkable opportunities and scopes to learn about the practicality, which will help me to develop my future career. Through the internship program I have learned regular corporate work experience that could not be learnt from classroom experience. From the regular work experience I have learnt about the field operations & marketing process. I have learnt about the challenges, limitations, corporate culture and behavior of corporate world. Since my first day, I had the chance to handle a multitude of tasks and responsibilities.

References & Appendices

References:



- ✓ Annual Report 2020
- ✓ Nazmul Haque
Manager (Sales & Marketing)
- ✓ Employee Engagement definition by Perrin's Global Workforce Study (2003)
- ✓ Organizational Behavior, Global Edition
Book by Stephen P. Robbins and Tim A. Judge
- ✓ The Truth About Employee Engagement: A Fable About Addressing the Three Root ...
Book by Patrick Lencioni

Appendices

- ✓ DMD- Deputy Managing Director
- ✓ FMCG- First Moving Consumer Goods.

END