

**Impact of Customer Relationship, Quality of Information Sharing
and Level of Information Sharing on Operational Efficiency of
Freight Forwarding Industry of Pakistan**



School of Business and Economics

Submitted To

Sir Ijaz Yousuf

By

Malik Ali Haider Awan

13007087005

Master of Sciences: Supply Chain Management

University of Management and Technology (UMT)

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Abbreviations

Supply Chain Management	=	(SCM)
Supply Chain	=	(SC)
Supply Chain Performance	=	(SCP)
Logistics Management	=	(LM)
Logistics Service Providers	=	(LSPs)
Freight Forwarders	=	(FF)
Freight Forwarding Industry	=	(FFI)
Operational Efficiency	=	(OE)
Customer Relationship	=	(CR)
Quality of Information Sharing	=	(QIS)
Level of Information Sharing	=	(LIS)

ABSTRACT

SCM is considered as a prerequisite for success of any company, now all MNCs and progress companies are highly dependent on SCM. SCM helps organization in identifying gap and lead to ways to fulfill those gaps. In current era when business has not border lines and flourishing globally, it has become very important for companies to meet customers' demand at low cost through giving them high quality of services in delivering products at their door step. This has become a big challenge for freight forwarder to meet these requirements. To achieve this level of service, freight forwarding companies has to increase efficiency of its operations. Just by increasing operational efficiency of internal functional is not enough to survive in market. Freight forwarders have to look its operations in the context of SCM. Since Freight Forwarders are acting as an intermediary between shippers (suppliers) and consignee (customers), so its operations are highly effected by its partners. This effected operational efficiency of freight forwarding companies will lead to success or failure of its partners which are suppliers and customers. So there is highly need to see operational efficiency of Freight Forwarding organization in context of SCM. For this study, after having discussion with practitioners and from literature, three SCM practices have been selected which are Customer Relationship (CR), Level of Information Sharing (LIS) and Quality of Information Sharing (QIS). The aim of this study is to see impact of selected SCM practices on OE of Freight Forwarding Industry. The target of this study is PIFFA registered companies and sample size is 115. The data was collected through questionnaire and SPSS was being used to conduct results.

Key words

Supply Chain Management, Logistics, Freight Forwarding Companies

CHAPTER 1: INTRODUCTION

1.1 Research Background

In order to build a logistics system that fulfills today's requirement demands, a quantum leap from past shipping practices in which transportation was not considered as strategic planning part of the organization. Unnecessary delays and expenses occurred because of not getting involved FF in constructing supplies system. One resource has been missing and that is involvement of professional freight forwarder. If FFs are involved in supply system, neither their role is identified nor FF companies incorporated in making marketing and other strategies. Customer service emphasis, understanding of logistics, Customer service emphasis, State-of-the-art technology, Global capabilities and Professional certifications are some directions where freight forwarders/transporters bring dynamics in supply chain communication.