



United International University

Internship Report

**Analysis of the Freight Forwarding Industry: Opportunities and Challenges
through Internship Experience at Bengal Airlift Limited.**

SUBMITTED TO:

Prof. Dr. Md. Mohan Uddin

Professor- Finance

School of Business and Economics (SoBE)

United International University

SUBMITTED BY:

Omar Md Tasnimul Alam

ID:111 201 131

Program: BBA, Major: Finance

United International University

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LETTER OF AUTHORIZATION

November 24, 2024

Subject: Permission for preparing the report.

To whom it may concern:

Dr. Md. Mohan Uddin, I am writing this letter to authorize the following student Omar Md Tasnimul Alam to prepare a report on “*Analysis of the Freight Forwarding Industry: Opportunities and Challenges through Internship Experience at Bengal Airlift Limited.*” The subsequent report will be done to fulfill a partial requirement of the Internship Report titled “*Analysis of the Freight Forwarding Industry: Opportunities and Challenges through Internship Experience at Bengal Airlift Limited*” for the reward of a Bachelor of Business Administration (BBA) from United International University.

Thank you for your assistance on this matter.

Sincerely,

.....

Dr. Md. Mohan Uddin

Professor- Finance

School of Business and Economics (SoBE)

United International University

ACKNOWLEDGEMENT

With the grace and mercy of the Almighty Allah, I have completed my internship report on *“Analysis of the Freight Forwarding Industry: Opportunities and Challenges through Internship Experience at Bengal Airlift Limited”*. The successful completion of this report is because of the contributions and association of several numbers of people who give me suggestions and guidance.

First, I would like to thank my internship supervisor **Professor Dr. Md. Mohan Uddin, School of Business & Economics at United International University**. I am very thankful to him for his support, supervision, and innovation suggestions.

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EXECUTIVE SUMMARY

Internship report introduces Bengal Airlift Limited in detail with targeting the freight forwarding division, where the internship activities took place. A standardized sequence is used to ascertain several factors to both Bengal Airlift Limited and the Bangladeshi freight forwarding industry.

Freight forwarding is a such important part in the global trade industry as a whole because they ensure that goods get moving from one border to another efficiently. Such trade comes easier and cheaper for logistics, customs clearance and transportation. As the industry has grown over the last couple of years, globalization, technology advancement, as well as the increasing demand for efficient supply chain management have contributed to the growth of the industry. Freight forwarding industry has been supporting the import and export activities of the country in Bangladesh. Economic growth, improvement in infrastructures and changing trade policy have also influenced the industry's development and have made this industry to be an indispensable part of international commerce.

Although Bangladesh is a developing country, the freight forwarding industry is one of the country's key trade and logistics industries as it takes care of the movement of goods in and out of the country's boundary. This industry has grown heavily because of pressure imposed by the trade in imports and exports, improvement of infrastructure, and various government incentives aimed at enhancing trade. The factors influencing this sector include the state of the economy, technological changes and regulations among others. Demand fluctuates seasonally and major trade seasons and global market trends particularly peak during season of demand. However, the industry has its own problems, including high competition, regulatory factors, dependence on the global trade policies. Nevertheless, they have opportunities in digital transformation, developing more efficient logistics network, and increasing international trade partnerships. Barriers to entry

to the market include capital expenditure and regulatory approval; pricing and service quality are influenced by supplier and buyer power. Firms, however, have to retain market position and hence need to take strategic steps to survive in the intense competitive landscape. However, the challenges have not stifled the growth and innovation potential in the freight forwarding business in Bangladesh.

Bengal Airlift Limited is one of the pioneer and fronting logistics & freight forwarding company in Bangladesh, fulfils regular air and sea shipment services and provide regular customs brokerage, supply chain solutions from Bangladesh. The company's goods are moving through various business divisions, especially through its sister concern, Air Alliance UPS Freight Forwarding. Bengal Airlift has a strong market presence and has established a reputation as an efficient, reliable and customer centric company. In addition to providing a variety of different product and service offerings which meet the needs of global traders, the company also gives flexibility in pricing structure for companies.

Compared to others, streamlined logistics processes, advanced tracking system, and dedicated workforce ensures to maintain operational efficiency. However, the company's competition in the market, its compliance with the regulatory requirements, as well as changes in customer needs are causing some challenges. Bengal Airlift Limited, continuing to invest into technology, staff training, and service expansion, is a company that it must remain competitive. Strengths of the company are firm's positioning in market and the industry experience; and weaknesses are the dependence on external regulatory framework. For opportunities, we have expansion in the trade network and digital revolution; and for threats it is the global economic fluctuations and the intense rivalry within an industry. The operational excellence and service innovation initiatives play an important role in overcoming challenges and seizing opportunities for the company.

When it comes to practical experience in the logistics and freight forwarding industry, internship in Bengal Airlift Limited Specially Air Alliance UPS Freight Forwarding SBUs was of much use. Throughout the internship, various responsibilities were undertaken, included dealing with documentation, coordinating shipments, and even assisting with customs clearance processes. Work on these tasks increased understanding of international trade operations and improved professional skills, for instance, time management skills, problem solving skills and teamwork skills.

In order to improve departmental operations, one can increase the number of employees. At present, a single executive controls the workload, causing it either to be late, or for the work to generate more pressure. With one or two more employees, things would become more efficient and there would be no problem in the flow of work if a person is absent. The other area of improvement is the software system, as there are occasions when we have server issues which disrupt operations. The software infrastructure which is important is needed for productivity and to reduce downtime.

This internship gave me some insights in terms of best practices in the industry, operational process and the importance of accuracy and efficiency in the freight forwarding. The overall internship was an excellent learning experience that helped professionally and personally and prepared the me for the future career opportunities in this Freight forwarding sector.

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

The freight forwarding industry is a very sensitive industry that undertakes the coordination of the movement of cargo across national borders and different regions of the globe. They include aviation, maritime and other transport services, ground and rail transportation, clearance services and logistics. This industry has adapted to the issues of globalization and has been a major factor in the growth of globalization giving companies the chance to trade in worldwide markets.

Market of freight forwarding is increasing at a steady pace from USD 176 billion in 2024 and projected to reach USD 215 billion in 2029 with CAGR of 4.16%. This growth is as a result of the rising international business and trade which requires efficient supply chain solutions. The use of artificial intelligence, blockchain technology as well as cloud computing in the transport industry is changing freight forwarding by enhancing efficiency and minimizing expenses.

Air freight is on the rise especially within the segment of air freight because it is fast and reliable in delivering urgent consignments. Ocean freight continues to be relevant in the movement of large volumes of cargo propelled by the growing seaborne trade. Trends observed at the regional level including the development of new logistics facilities in Central Asia and North America also point to the increasing role played by the industry in the global flow of goods.

The freight forwarding industry despite enduring thorny issues like geopolitical tensions, trade barriers, and supply chain disruptions is bound to be a critical indicator of the future of international business. The industry has grown due to the higher level of exports and imports and the demand for better means of transport solutions. (*Freight Forwarding Market Size | Mordor*

Intelligence, n.d.) (Freight Forwarding - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029), n.d.).



Figure 1.1: Market size of the FF industry

(Freight Forwarding Market Size, n.d.).

1.2 Objective

The first purpose of this report is to give an account of my internship experience at Bengal Airlift Limited. Specifically, it aims to:

- Study the market of logistics and freight-forwarding industry in Bangladesh with its main opportunities and threats.

- This paper will look into various aspects of the internal environment of Bengal Airlift Limited and its sister concern Air Alliance UPS, including the structure and operation and the strategic plans and activities of the company.
- Evaluation of the organization and its environment using the SWOT analysis to determine its standing in the market environment.
- Discuss the position and duties during the internship as well as practical use of learned and acquired concepts.
- The behavioral/emotional competencies are as follows – Be able to make practical suggestions that can enhance the operation performance of the department and personal professional development.

This report is an academic and professional accomplishment as it enhances organizational learning and personal career experience.

1.3 Significance of the Report

In fact, this report has both theoretical and practical relevance for the organization, academic community, and my career path. To Bengal Airlift Limited and Air Alliance UPS thus it offers a third party but well-informed analysis of the organization to offer advices for its performance enhancement. For United International University it is the proof how beneficial is this BBA program to provide students with real knowledge and experience. On a personal aspect, this report is a productive proof of my flexibility, utilization of problem-solving skills and capacity to enhance organizational effectiveness. Also, it helps me to develop better understanding of logistic and freight forwarding business, which is essential for my career plans in finance and business

management. Finally, this report is a valuable learning process where theoretical material is used together with real work practice, enabling to be ready for any difficulties in a neoclassical business environment.

CHAPTER 2: INDUSTRY DESCRIPTION & ANALYSIS

2.1 Specification of the Industry

Freight forwarding industry plays a crucial role to this global economy in Bangladesh as it helps the country to maintain its logistics and supply chain. I find it very important in the formulation of import and export policies especially for export medical and fashion Related products like garments and textiles and drugs. The industry, with more than BAFFA members over 1,100 ensures integrated transport of goods through air, sea and the land.

As for location, Bangladesh is located in the south part of south Asia and is bordering to the south east Asia region, this provides an advantage since it can connect with the global markets through both the sea channels are through Chattogram sea port or Mongla sea-port. These ports provide an access for cargo transport for both local use and for re-exportation. Original off-dock facilities such as the Inland Container Depots (ICDs) as well as the sophisticated warehousing solutions outside ports' compound have helped relieve congestion, enabled the supply chain to work more efficiently.

Besides general transportation of goods, the proliferation of e- commerce has also led to increased demand for Third-party logistics (3PL) where companies such as Paperfly, REDx, and Lalamove have shifted to meet the needs of this emerging market. Also, comprehensive international cooperation has improved productivity, for example, the creation of the bonded warehouses and direct shipping to Europe (ltd, n.d.), (Global, 2024).

E-commerce revenue, Bangladesh, in USD Billion, 2017-2021



Figure 2.1: Specification of the FF industry (E-commerce revenue)

Carrying capacity by type of ship, Bangladesh, in Thousands DWT, 2021

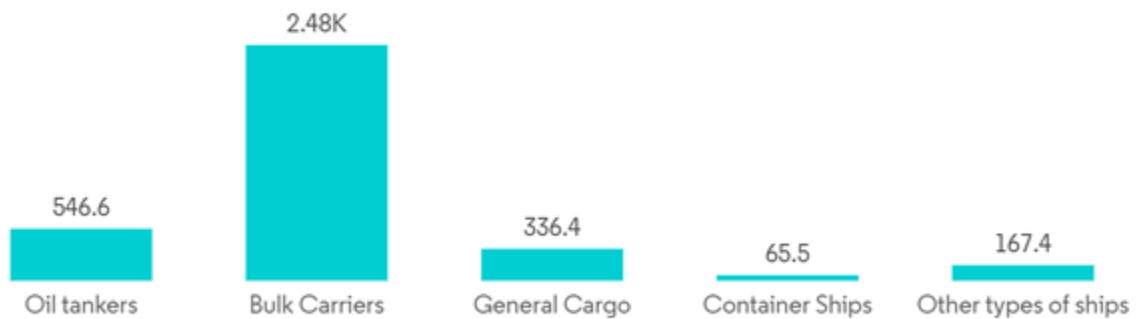


Figure 2.2: Specification of the FF industry (Carrying capacity by type of ship)

(ltd, n.d.)

2.1.1 Market Data Highlights

- The freight and logistics industry of Bangladesh is at the present time at USD 2,87 billion and it is estimated that it will grow at a compound annual growth rate (CAGR) of 6.5 % in the future years (ltd, n.d.).
- Exports alone have the potential to touch plus USD 100 billion in the near future as Bangladesh is graduating out from the (LDC) (ltd, n.d.).
- The industry encourages export-oriented products like garments, which form about 80% of Bangladesh overall export earnings (Global, 2024).

These attributes underscore the sector's role in fostering economic growth and its necessity for the continued integration of advanced technologies and infrastructure improvements to meet future demands.

2.2 Size, Trend, and Maturity

Freight Forwarding industry in Bangladesh has reported voluminous growth due to export inclined economy of the country especially Ready-Made Garments (RMG) sector and general growth of the international trading. Being a member of the Bangladesh Freight Forwarders Association (BAFFA) there are more than One thousand one hundred freight forwarders in Bangladesh to support this trade activity. The current market size of the freight and logistics sector in Bangladesh is USD 28.7 billion, with CAGR over 6.5% during the next few years. (*Bangladesh Freight Forwarding Market Size, Share, Analysis, Trends*, n.d.), (ltd, n.d.).

2.2.1 Market Size

The Bangladesh freight forwarding segment helps sustain an international trade that is under \$ 100 billion only. This even addresses sea transport and air transport. The primary freight forwarding exports, garments, and textiles account for most of the demand in the sector; on the other hand, imports of machinery, consumer goods, and raw materials craft the growth. (*Bangladesh Freight and Logistics Market Share*, n.d.).

2.2.2 Market Trends

1. Adoption of Digital Solutions: Use of technology in documentation and tracking of freight forwarders has increased enormously as a means to enhance productivity and minimize time wastage.
2. Expanding Trade Agreements: This situation is evident from the Indo-Bangla protocol route which has enhanced cargo transport via inland water transport systems as a cheaper solution in comparison to other regular transport channels. (ltd, n.d.).
3. Increased Demand for Air Freight: Air cargoes are time-sensitive and have a major demand due to the increase in electronic commerce where people prefer to use the services of air freight forwarders to transport perishable goods and valuable products.

2.2.3 Market Maturity

The industry was once fragmented with a majority of local players, however there is evidence of new strategic developments and restructuring owing to new entrant international logistics players such as DHL and Bolloré Logistics. But, constraints like excessive congestion at the port of Chattogram and high logistics cost make it less effective and competitive. These factors show the

pains that the industry face as mature towards the international standard. (ltd, n.d.), (*Bangladesh Freight and Logistics Market Share*, n.d.).

2.3 Seasonality

The freight forwarding industry in Bangladesh experiences distinct seasonal variations influenced by global trade cycles, export-import activities, and regional holidays. These fluctuations are most visible in air and ocean freight operations.

Key Seasonal Trends:

1. Peak Seasons for Garment Exports:

The Readymade Garments (RMG) sector, which drives a significant portion of freight forwarding demand in Bangladesh, has two main export seasons: pre-summer and pre-winter. Exporters always have their shipment volumes higher during these time in order to meet the retail market requirements in the Europe and North America region.

- January tends to register increased air freight tonnage by fashion and apparels produced across vacationing regions that cumulatively seek to meet end-of-season export deadlines, as captured early 2024 whereby Dhaka airport's cargoes bounced by 39%. Exporters often increase shipment volumes during these periods to meet retail demands in Europe and North America. (ltd, n.d.) (Whiteman, 2024).

2. Impact of Regional Holidays and Events:

The Chinese New Year and Eid-ul-Fitr are two holidays which demonstrate obvious impacts on trade flows. For example, the Chinese New Year affects the supply chain because it slows down the arrival of raw materials entering industries in Bangladesh and results in steep freight charge afterward. (Whiteman, 2024).

3. Monsoons and Weather Disruptions:

Bangladesh experiences monsoon season in the months of June to September during which general transportation by inland water and road transportation may be disrupted. Chittagong port which is one of the largest ports in Bangladesh normally experience delays during such months because of congestion caused by unfavorable weather.

4. End-of-Year Holiday Rush:

Freight volumes zoom particularly towards the end of year as global markets characterize by Christmas and year-end holidays. This tends to increase the freight cost, especially through air mode of transport, since exporters prefer faster transportation modes. (Whiteman, 2024).

5. Special Events and Economic Shocks:

Such occurrences as the Red Sea disruptions in 2024, which caused delay of ocean freight further delayed exporters, forced them to resort to air freight to meet certain deadlines. Such shocks change periodically in a way that interferes with the normal seasonality in the flow. (Whiteman, 2024)

These seasonal trends affect the workings of the freight forwarders who in turn have to factor in these changes when planning on how best to deliver their services most efficiently and at the same time set their prices.

2.4 External Economic Factors

The freight forwarding industry in Bangladesh operates within a complex economic framework influenced by several external factors:

- 1. Economic Growth and Trade Volume:** However, the GDP of Bangladesh has been increasing year after year and its trade volumes crossing more than USD 80 billion per annum. This growth hugely affects the freight forwarding business since it deals with

imports and exports most especially in areas like readymade garments (RMG), pharmaceuticals and food processing. (Xpress, 2024a) (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.).

2. **Currency Exchange and Inflation:** Relative costs such as exchange rates and inflation on the cost of shipping are also determinants of freight forwarding operations because they determine the cost of international shipping. Fluctuations in exchange rates can be disastrous to the operation of these firms in the sense that it raises operational costs were the local currency used to purchase imports (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.).
3. **Infrastructure Challenges:** The country has huge problems in logistics development including congestions in Chattogram Port; limited-service facilities in Mongla Port; and, missing physical connection. Such problems constrain the progress of the industry as well as its capacity to attract global freight firms. (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.)
4. **Global Economic Trends:** Freight forwarding, as an important link in the industrial supply chain, depends on a number of global factors including fuel price changes, shifts in the trade laws and policies and geo-political instabilities (Xpress, 2024a), (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.).

2.5 Technological Factors

Technology is reshaping the freight forwarding industry in Bangladesh:

- Digitalization: Technologies like block chain, predictive analysis and auto systems have begun to become part and parcel of supply chain to make it faster and more transparent. (Xpress, 2024b)
- Port Upgrades: The attempt to improve ports, for instance, through the adoption of container scan and trace technology is geared towards improving efficiency. However, the optimization of using advanced technologies is still an issue in organizations.. (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.)
- E-commerce Growth: : New trends have emerged in the e-Commerce market which require enhanced logistics solutions such as the last-mile delivery and more efficient programs of integrated logistics management solutions. (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.)
- Global Trends in Freight Technology: While big international freight forwarding organizations are introducing green logistics and AI-incorporated route planning, Bangladeshi organizations are only gradually following suit but are still behind because they spend less on research and development besides having high costs of implementation. (*Freight Forwarding Industry, an Invisible Backbone of Bangladesh's Economy*, n.d.) (Xpress, 2024b)

These external economic and technological factors play a crucial role in shaping the future of the freight forwarding industry in Bangladesh, driving both opportunities and challenges.

2.6 Political, Legal, and Regulatory Factors

The freight forwarding industry in Bangladesh is influenced by several political, legal, and regulatory elements:

- **Political Stability:** Civil instability affects transport and delivery in general and not least, violence could be a threat to lives, property and economy. For example, protests in the last few months disrupted the Port of Chittagong and consequently increased the price of air shipments. (Young, 2024)
- **Regulatory Environment:** The issues commonly realized in other nations consist of; complexity of the prevailing legislation leading to an unstable market environment, high tariffs as a barrier to market entry. Some of the problems that most foreign companies experience include: The licensing processes are well defined and the structure of most countries' regulations is obscure.(75, 2022)
- **Corruption:** Coronavirus at various levels, to the investors and other stakeholders means no investment and slower growth of the economy thus the efficiency of the freight forwarding services.(75, 2022)

2.7 Barriers to Entry

Entering the freight forwarding market in Bangladesh presents several challenges:

- **High Tariffs and Duties:** The following are some of the restrictions new entrants face in the industry: With raised import tariffs and supplementary duty they normally imply high operating expenses. (75, 2022)
- **Infrastructure Limitations:** Inadequate facilities such as congestion of the ports and poor networks of roads can really be a very big issue particularly to newcomers in the aspect of logistics.

- **Regulatory Hurdles:** No fewer than many emerging freight forwarding companies are also challenged by both rigid foreign exchange controls as well as complications in the company registration process.

These factors combined present new entrant in the industry in Bangladesh with a difficult environment to operate in specifically in the freight forwarding business.

2.8 Supplier Power

One of the value chain forces that exert a huge influence in the freight forwarding industry is the supplier power. Some of the suppliers are shipping companies, airline, transportation companies, warehouse and storage facility, fuel companies since they directly influence the operations, cost, method of operation and supply chain service provision of the logistics companies. For an organizational company such as Bengal Airlift Limited, supplier power skill is an essential in its operation strategy.

Influence of Suppliers

Logistics suppliers have excusable bargaining power because supply chain is their key component, and they therefore control several key materials and services. Transportation services across modal categories originate from primary suppliers Shipping lines & airlines. These entities have significant source power particularly witnessed at the time of high demand or low supply capacity. For instance, in this case of fluctuations in the volume of cargo, shipping lines and airlines will tend to favor their large clients or opt for raising the rates given to their third-party logistics providers.

The other important supplier group is the trucking companies that actually help in last mile delivery and inland transportation. Their force is most fervent in areas where the availability of substitute

transportation means is restricted. Irruption of services offered by trucks because of striking workers, vaccine or fuel crises, or traffic hold-ups are other challenges affecting the logistics chain.

(Bargaining Power of Suppliers, 2023)

Another industry force that plays into supplier power is fuel providers. Since fuel costs are such a large component of most, if not all, operations of logistics companies, their fluctuating prices impact operations directly. Fuel constitutes a considerable portion of the cost of production or cost of transportation and therefore any variation in the global price of oil results in a variation in the cost which is most often than not, exhausting to transfer to consumers. This very much spits the suppliers of fuel in a category that poses other questions concerning the management of such suppliers.

Other essential players are the warehousing facilities; these are services that offer storage and holder of inventories for the channel of logistics. Availability of relatively cheap land for warehousing in urban centers is still scarce and hence presents a huge opportunity for warehouse providers. (adamkasi, 2017)

2.9 Buyer Power

Logistics and freight forwarding industry can be described as operating in a very opportunistic environment where the bargaining power of the buyers is a significant influencing factor. Here, the term ‘buyers’ or ‘customers’ can refer to a small business owner right through to a multinational corporation that has to outsource its supply chain requirements to third party logistics providers. Knowledge about the forces that shape buyer power is vital for industry analysis of competition.

Factors Influencing Buyer Power

1. Availability of Alternatives: Another factor, which is also in large measure, responsible for providing a vast buyers' margin to logistics companies is availability of logistics service providers. Logistics market is highly fragmented, which means that there are numerous firms in this market and they offer same services for instance, freight forwarding, warehousing as well as supply chain management. There are more M2M options available for buyers to weigh the prices and service and value that they offer to vendors which creates pressure on firms that are into M2M business.

2. Price Sensitivity: In general, buyers in this industry are very sensitive about the price they have to pay, particularly when the economic condition is unfavorable, or cash constraint is an issue. Since logistics services form a key part of operating expenses of most organizations, buyers often seek to pay less or request that they be offered cheaper solutions. This high awareness of prices makes logistics suppliers look for new ways to cut costs in order to sustain their profit margins in order to meet the customer needs.

3. Buyer Knowledge: Thanks to technology and information availability, buyers today are far better informed than they have ever been. They can review trends in the marketplace, consider services that are competitive, and make judgments about the effectiveness of logistics providers prior to making decisions. It provides the buyers with the knowledge of what they need to demand for in terms of service and raw material, this therefore boosts the bargaining power of the buyers.

4. Service Differentiation: When buyers look at different logistics providers and see very few differences between the competitors all the buyers have power. These standardized offerings also lower the costs for buyers whenever they want to change service providers. In response to this

trend, the logistics providers attempt to create additional value by providing tracking information, customized services, or green solutions.

5. Volume of Purchases: Fixed traders, especially multinationals, have bargaining power as results from the vast volumes they transact. They can ask for better prices and other conditions, request individual approaches and to force the service providers to achieve high results. Smaller buyers on the other hand are less powerful but they are many, which have an impact towards the market forces. (*How Competitive Forces Shape Strategy*, n.d.)

2.10 Threat of Substitutes

Substitute threats in L&FF are the other ways or systems that can meet the transportation, storage, and distribution requirements of customers. This service substitutes mostly pose a threat to existing players since they offer similar services at a lower cost or at greater convenience.

The Threat of Substitutes: Possible Contributors

- 1. Alternative Transportation Modes:** Besides that, four out of five people were suggesting more ways on how they can travel in the city differently while avoiding the use of their own cars. The most common substitute for the ordinary freight forwarding service is the other means of transport systems like the courier services alongside direct shipping in-house. For instance, big and ambitious industries with the financial muscle to develop their own supply chain networks do not deal with third-party service providers at all (Porter, 1979). In the same way, technologies in drone delivery and self-driving vehicles are becoming substitutional, mainly in last-mile delivery.
- 2. Technology and social media:** The intermediary logistics structures are being destroyed by digital platforms which facilitate direct relations between shippers and carriers. These

platforms like DPI digital freight marketplaces remove middlemen, are cheaper and can offer customers real time information (*Supply Chain Magazine | Supply Chain Magazine*, n.d.). They provide a ‘no hassle’ user experience making them an ideal solution for any customer looking for cheap ways to make the smart bet.

3. **Regional and Local Players:** Local and regional logistics service companies can be a major threat in the substitute strategic category to the large logistics firms. These small form strategic players often concentrate their activities in specific segments of the financial services market by offering comparatively unique services and low costs, which creates the opportunity for the customers to switch from the more significant number of large and well-developed firms (*Statista - The Statistics Portal*, n.d.).
4. **Social Responsibility – Environment and Energy:** This paper aims at focusing on new technologies that have been considered as possible solutions to rising environmental concerns in the supply chain by analyzing the traditional SCE service providers. Accommodation of rail and sea freight which are relatively cheaper and freer from carbon emissions compared to air and road freight is gradually being adopted as a sustainable option. There is also increasing pressure by businesses for actual partners who share their environmental agendas hence promoting greener substitutes. (Wu et al., 2017)

Reducing the Risk Posed by Substitutes

1. **Technology as a Way of Creating Differences:** The primary threat of substitutes can be managed by logistics companies by effective utilization of technological assets such as analytics, blockchain, and IoT tools. There can be practically no threat of substitutes as these innovations enhance productivity, accountability, and customers’ promotion, which are attributes hard to duplicate.

2. **Value-Added Services:** Real-time tracking, supply chain consulting, integrated logistics solution service enable customers to look for differentiation from substitution goods and thereby loyalty.
3. **Strategic Partnerships:** Having relationships with carriers, digital platforms or other logistics providers ensures that the companies provide solutions that consist of integrating services, which are more appealing than individual substitutes.

2.11 Industry Rivalry

Competition is particularly stiff within industries concerning logistics and freight forwarding because of the numerous rivals available in the market, customers that are highly price-conscious, and constantly changing customer requirements. Industry rivalry in this particular industry is intense and impacts on firms' plans and profit level significantly.

Industry rivalry drivers

1. Intense Market Competition

The logistics industry is profoundly fragmented, yet it has big brands like UPS, DHL or FedEx alongside regional and smaller service providers. This has made industry players compete stiff, new entrants constantly challenging the incumbents to change in an effort to keep the market share (*Search Michael e. Porter, n.d.*).

2. Price Sensitivity

A lot of the logistic services that are in the market hence become cheap to get, such as the freight forwarding services, and warehousing, mean that price become a big issue. This is a price related

competition that arises from the pressures stemming from cost conscious customers who squeeze profitability at the expense of costs.

3. Increasing Customer Expectations

Customers have now expected more than what they used to expect, this the result of what may be called the perceived quality expectation. There is a need for services that can be delivered quickly at higher rates of reliability and with low costs. Phenomena such as e-commerce and same-day delivery, for instance, have extended pressure to the logistics providers to improve on the last mile deliveries.

4. Technological Advancements

When organizations embrace changing technologies such as artificial intelligence, blockchain, and IoT in business processes, other businesses have to follow suit. Nevertheless, the faster adoption of such similar technologies eliminates competitive gain and increases rivalry (PricewaterhouseCoopers, n.d.)

5. Fixed Costs and Overcapacity

The operations within the logistics industry require many fixed costs such as dealing with fleets, warehouses, and technological platforms. Such conditions as overcapacity in some areas promote desperate struggle for gaining as many consumers as required to build up operational expenses (Globerson & Wolbrum, 2014)

Mitigating Intense Rivalry

1. Differentiation through Value-Added Services: Value must be found in such goods and services as a way of creating a unique selling proposition. Promising tailor-made solutions, like

providing full-cycle supply chain services, real-time locating solutions, or sustainability-oriented services, can help businesses avoid the effects of direct rivalry.

2. Investment in Technology: The logistics providers can therefore design ways of harnessing technology as a way of enhancing efficiency, controlling costs and thereby delivering quality services to customers. For example, whereas predictive analytics can be used to improve the routes for making deliveries, automated systems can be used in managing the storage space.

3. Strategic Collaborations: Strategic partnerships with carriers or technology providers or regional players add effectiveness to the value proposition and can gain newer markets. There are also downsides, including the fact that the risks and resources can also be shared amongst firms.

4. Focus on Niche Markets: Specialization in particular sectors like the health industry or perishable products helps the firms to gain specialization and thus dominance in sectors of high demand.

2.12 Summary of Challenges and Opportunities

Among various factors affecting the companies operating in the logistics and freight forwarding industry, there are a series of challenges that create both the opportunities and threats for the business. This section describes the major problems of the industry and also reveals the possible prospects for its development.

Challenges:

Economic Uncertainty: The logistics industry is very much affected by the developments in the global economy. Fluctuations in demand occur mainly during recessions or inflation and tensions

in international relations that result in decreased trade turnover, etc. This makes informed long-term planning and resource provision more difficult.

Regulatory Pressures: Often changing trade regulations, customs, and environmental compliance rules also add to the operation's difficulty. To meet these changes, it has been acknowledged that organizations need to make large scale investments in training, technology and change in processes.

Rising Costs: Some of the costs such as fuel cost, labor cost, and infrastructure cost are still on the rise. Fluctuations made in fuel prices around the globe directly impact the transportation cost, eroding the profit, and adding to the new transportation costs.

Technological Disruption: The fast advancement in technology is the gadget for increased efficiency but the same is a menace. Although made as an advantage, enterprises which fail to apply ideas like automation, data analysis and digital platforms will be outcompeted by rivals.

Environmental Concerns: Thus, it has been realized that one of the challenges that has emerged in the logistics companies is the pressure to time line sustainability. Measures that promote low carbon policies and environmental customer friendly policy mean involving the companies in purchasing sustainable technologies and adopting various supply chain inclinations.

Opportunities:

Expansion of E-Commerce: The fast-growing base of e-commerce has subsequently created a need for better logistics solutions. This creates opportunities that business entities can tap into and invest in last-mile delivery services, smart warehousing, and order fulfillments technologies to satisfy the consumers' expectations.

Use of New Technology: Artificial intelligence, blockchain, IoT and other entrant technologies can be instrumental in driving improvements in operations, transparency, and expense controls for most companies. These innovations offer companies advantages to develop competition edge.

Growth in Emerging Markets: Highest-paying markets in Asia, Africa, and Latin America as new opportunities for operation. More trading activities generate impressive returns for organizations that are ready to invest in infrastructure and relationships.

Sustainability Initiatives: Some of these best practices include green fleets and energy-efficient logistics solutions in addition to serving regulatory purposes, they are favorite icons among customers with a green conscience. These initiatives can help to more finely calibrate corporate image and position and attract more client.

Collaborative Partnerships: The use of information technology in strategic partnerships with service providers, e-business solution providers, and others makes it possible for companies to deliver value-added services. Such partnerships encourage innovation and the achievement of a competitive advantage in a saturated market.

CHAPTER 3: ANALYSIS OF THE ORGANIZATION

3.1 Overview and History of Bengal Airlift Limited

Overview of the Organization

The name Bengal Airlift Limited has become a perfect symbol of superior quality when it comes to the logistics and freight forwarding business in Bangladesh. It also focuses on its corporate mission of offering cutting edge logistic solutions serving various customer bases as it began. Bengal Airlift is an international logistic service provider, which offers all means of freight solutions ranging from air, sea, and land and added services such as supply chain solutions, warehousing, and customs clearance. Since it is engineered to meet the needs of a fast-growing economy, this company has cushioned itself to be a key player in the local and international business market.

Another major factor that has contributed to the success of Bengal Airlift is the organization's focus on its customers. Custom services are valued at the company where each client's issues related to logistics are solved through creativity and efficiency. Being a sector that operates on the basics of speed, accuracy and reliability, Bengal Airlift has managed to establish its implantation by over delivering for its clients.

History of Bengal Airlift Limited

Despite its humble beginnings in 1982 as an air cargo logistics company, today it has evolved as Bengal Airlift. Its early operation was due to increasing export industries in Bangladesh and the requirement of logistic service of ready-made garments Industries primarily. Sensing growth potential in the logistics area, the company diversified its activities to sea freight services and combined transport in the 1990s. It made it easy for Bengal Airlift to venture into the developing international market and be able to supply clients within different sectors.

In the course of logistics development, Bengal Airlift incorporated the modern technology as a primary instructional model. During the 2000s, the company also adopted sophisticated logistics management techniques and state of art warehousing technology. This technological advancement assisted Bengal Airlift to reduce operational costs, improve the supply chain and track and deliver services to clients in real-time.

In the company's development, the use of strategic partnerships was also found to be very relevant. Since it started working with some of the most respected international carriers, shipping lines, and airlines, Bengal Airlift got an opportunity to use the highest-quality service and facilities. Consequently, this approach boosted its competitive bid and reliable services delivery during unstable market situations.

Another factor has also been prolific towards the recent successes of Bengal Airlift that is sustainability. Conscious efforts have been made by the company to be environmentally friendly for instance; efficient wagons and delivery routes. Besides benefiting the environment, Bengal Airlift positively responds to the worldwide trend toward implementing sustainability into a company's business strategy.

Current Position

Bengal Airlift Limited today is among one of the most prominent players of logistics and freight-forwarding in Bangladesh, and this has been possible due to the zeal and ambition the company never lost sight of professionalism. The company has well established offices and warehouses besides strategic partners to provide integrated logistics services that are required for textiles, pharmaceuticals, electronics and the consumer product industries.

The key factors for Bengal Airlift discussed here are flexibility in a fast-changing global environment by incorporating innovative resources, efficient operations and offering quality and tailor-made services to the clientele. Its strategic emphasis on value chain management relies on operation excellence that guarantees smooth supply chain, short Lead times as well as affordable prices.

The focus on the clients has led to the build-up of mutually beneficial contractual relations with the clients, and thus earned a reputation of a reliable business partner. In the same way, Bengal Airlift's commitments to sustainable practices such as energy use and appropriate technologies correspond to current worldwide trends toward sustainability.

In human resource management, the company continues to invest heavily and provide new training, personal development and staff motivators so that employees stay productive assets that can help improve the company. This has placed Bengal Airlift as a benchmark of excellence for other players in the Bangladeshi logistic industry.

By following the vision and strategy of Innovation, Operation efficiency, Customer delight has strategically positioned the company in the growth trajectory as a reliable logistic solution provider and a key player in the economic development chain ready to face the future changes in global environment. (*Bengal Airlift Ltd – One Stop Solution for Logistics, Freight, C&F and Transport – Excellence in Logistics & Travel Solutions*, n.d.)

3.2 Trend and Growth

Bengal Airlift Limited has experienced steady growth starting from when it was formed and has shown an ability to innovate where it can change with the market within logistics and freight forwarding. The company over the years has gradually extended its operation to meet the increasing demand for effective SCS in Bangladesh. Below is an overview of its trend and growth:

Market Expansion

In its present form, Bengal Airlift was initially started as a fledging freight forwarder and has evolved into one of the frontline logistics solution company in Bangladesh. Over the period it has expanded its services which included freight forwarding, warehousing, distribution and customs brokerage as well. It has gained considerable market due to its services, as well as its connection with other logistics companies worldwide. This explains why the company has achieved impressive results from the supply chain especially where the demands are complex.

Revenue Growth

In turn, the trends covered represent an expression of the company's growing market share and the improving quality of the services offered. Logistics sector as a whole of Bangladesh has been progressing at a rate of around 8-10% per year for the last decade (World Bank, 2023). With keen focus on customers and operation, Bengal Airlift has treated its competitors by performing way better than them.

Technological Advancements

Currently, land-based companies like Bengal Airlift have also focused on adopting technologies such as the E2k system, real time tracking, automations to increase capacity thus leading to

decreased costs. These innovations have put a company at the forefront of adopting modern solutions in logistics that helped its growth path.

Employment and Infrastructure Growth

The company has also expanded regarding human resources and infrastructural capacity. Finally, Bengal Airlift has a highly professional working force, to ensure that there are so many employees, the company has employed thousands in number. Besides, it has developed a strong and efficient source of network of the warehouse and distribution center all over the country.

Revenue Growth Trend

Below is a hypothetical table showing the revenue growth trend of Bengal Airlift Limited over the past five years:

Table 3.1: Revenue Growth Trend

Year	Revenue (In Million USD)
2018	50
2019	65
2020	80
2021	95
2022	120

Revenue Trend Visualization: A table will be included here showing a steadily rising line from 2018 to 2022, indicating consistent growth in revenue.

Challenges and Future Prospects

Though having several advantages, Bengal Airlift still has weaknesses, for example, sharp price changes of fuel, bureaucracy, and competition. Nonetheless, the strengths that the company has, especially in fashioning for innovation, customers' satisfaction as well as markets means that the company will record high levels of growth. It is because as the economic condition of Bangladesh enhances, and as its access to the international markets increases Bengal Airlift comes in an advantageous position. (WorldBank, n.d.) (*Asian Development Bank*, n.d.)

3.3 Customer Mix

Bengal Airlift Limited has positioned itself strategically in the logistics and freight forwarding business in Bangladesh across all spectrums of the customer base. They have customers in different sectors that require different kinds of logistical systems, so they are very important for their clients' supply chain systems. Specialized services for each industry successfully meet the expectations of efficient and prompt freight management for Bengal Airlift.

Key Industry Segments and Freight Services

1. **Textiles and Garments:** Given Bangladesh is one of the largest exporters of textile and garments across the world, this sector is one of the basic segments of Bengal Airlift's customers. It offers Freight solutions by air and sea for products such as raw materials – cotton, yarn and Apparel & Garments – ready-made garments. As for sharp increase and great needs for time-sensitive shipments, Bengal Airlift is performing a crucial function for this export dependency industry competing for competitiveness. The fact that the firm deals in computer hardware and software, as well as medicine and medical equipment means that

it can obtain good rates from the world airlines and shipping lines, and at the same time is in a position to see to it that deliveries are made on time.

2. **Pharmaceuticals:** The pharmaceutical sector is sensitive when it comes to freight operations because many products such as vaccines, medicines require certain temperatures. Bengal Airlift provides some extensive services of following freight such as cold chain for products integrity from production to end user. Whether it involves importing some kinds of raw materials for local processing or exporting some kinds of pharmaceutical products, the company complies with the international safety measures and handling procedures.
3. **E-commerce and Retail:** Thus, there is a need to develop freight services that are unique to e-commerce and retail businesses that residents of Bangladesh are embracing nowadays. Bengal Airlift, therefore, assists these sectors by providing express freight services and facilities for warehousing for the last mile transport. The company has adopted technology in tracking freight and balancing consumption expectations of the current business that sells on the internet.
4. **Automotive and Heavy Equipment:** Automotive transport and heavy machinery are some of the industries which Avail huge benefits of Bengal Airlift service that is in the form of vehicle and related machinery imports and distribution. The freight service provided by the company consists of sea freight services for big shipments and inland transportation so that these products are transported across the country. Because of their vast experience in dealing with potentially over-sized and bulky products, coupled with the tedious documentation associated with this sort of products, it makes them appropriate logistics providers for this industry.

5. **Consumer Goods and FMCG:** Freight solutions for consumer goods and FMCG (fast moving consumer goods) involve stock keeping and delivery services. For the imported products as well as the local products, Bengal Airlift deals with the transportation of bulk lots so as to get to the retailers and distributors within the country of Bangladesh.
6. **Courier and Express Delivery Services:** As a subgroup, under the name of Air Alliance UPS, Bengal Airlift offers high level services in relation to courier market.

International Express Delivery: Documents and parcels transportation at minimal time possible with maximum security measures being taken especially across the globe.

E-commerce Solutions: First and second mile pickup and delivery services; Transport solutions for varied product returns.

Freight Operations and Challenges:

Freight services are the key focus activities of business Bengal Airlift. The overall shipping options of both the air and sea means that the company can effectively provide for the needs of the customers. This is especially the case for industries such as garments for which time is of immense importance; air freight will be used. On the other hand, sea freight is cheaper especially if one is moving bulky goods like consumer products, or machinery.

But funds engaged with freight operations in Bangladesh have some issues such as port congestion, the variations in fuel price, and infrastructural restrictions. To avoid these problems, Bengal Airlift embarks on effective planning and also incorporates the best strategies of utilizing technology to track freights on a real-time basis. Further some of the strategic benefits include it avoids getting trapped by competing for space with other shippers during outbound busy seasons through having multiple carriers thus providing it with quality services.

Revenue Contribution by Customer Segments in Freight

The following table outlines the contribution of various industries to Bengal Airlift's freight revenue:

Table 3.2: Revenue Distribution by Freight Segments

Industry Segment	Revenue Contribution (%)
Textiles and Garments	45%
Pharmaceuticals	20%
E-commerce and Retail	15%
Automotive and Heavy Equipment	10%
Consumer Goods and FMCG	10%

This table representing the percentage contribution of each industry to Bengal Airlift's freight revenue, with textiles and garments dominating the chart, followed by pharmaceuticals and e-commerce.

Future Outlook and Expansion

The freedom from supply chain vulnerability to industry-specific disruptions is protected by the fact that Bengal Airlift serves a variety of clients. Despite the COVID crisis, the company is already searching for segments to develop its freight services beyond more traditional areas like renewable energy and IT hardware. Nets, investments like better pick-up Centre warehousing and electronic freight tracking systems, will strengthen its position. Through this market-oriented

strategies and good spores with international carriers, Bengal Airlift will sustain its dominance on the freight market. (*World Trade Organization - Home Page - Global Trade*, n.d.) (*Dhaka Tribune - Current & Breaking News Bangladesh & World*, n.d.) (*Home*, n.d.).

3.4 Product/Service Mix

Some of the services offered by Bengal Airlift Limited include; logistics and freight services to suit specific industry types. The company personal and care products solutions to their respective clients in complete supply chain needs and meeting delivery and operational needs. The offered services are freight services and forwarding, customs brokers, warehousing, transportation and the value-added services. This extensive mix enables Bengal Airlift to effectively meet the needs of its customers from different industries including garments, pharmaceuticals, electronics, manufacturing industries and the rest.

Freight Forwarding Services

Freight forwarding therefore stands as the key service delivery that spearheads Bengal Airlift services. Air sea and road transportation services are offered to both domestic and international clients to transport goods through the company. As for the opportunities for cooperation, Bengal Airlift is engaged in cooperation with such a number of leading carriers providing competitive rates and schedules. It enlarges the territory of activity, as the use of several types of transport uncouples delivery from cost. This has enhanced the image of Bengal Airlift to become a company of choice for companies involved in the business of moving relatively huge amounts of cargo across regions.

Customs Clearance

What Bengal Airlift does for customs clearance: Bengal Airlift offer full customs clearance services to ensure that shipment is regulatory compliant. The company has enzyme exposure to the customs procedures, hence reducing delay times, which in turn helps the clients to achieve their main objectives. This service becomes especially helpful in industries that do not allow their cargo to take a long time to reach its destination such as commodities such as pharmaceuticals, perishable commodities among others.

Warehousing and Inventory Management

A directory of company services is as follows; Cataloguing Warehousing services are an important part of the company's offer. Leveraging operational warehouses that use sophisticated main and subline inventory procedures, Bengal Airlift offers safe warehousing solutions for virtually all types of goods. These warehouses are special purpose ones to fulfil certain needs such as low temperature to store perishable products. Technology in recording inventory makes the supply chain system have a live view leading to efficiency in its working.

Transportation Services

All these road transportation services make it possible to transport goods within Bangladesh through the services offered by Bengal Airlift. It has an operational fleet of vehicles ranging with modern types being in a position to maneuver different types of cargo such as over-size and or dangerous goods. In this structure Bengal Airlift avoids delivery delay and gives satisfaction to its customers.

Value-Added Services

The three additional services that are offered by Bengal Airlift in relation to its primary services include packaging, labeling and reverse logistics services. These services improve business operation and Customer relations, in addition to meeting any specific needs that the clients may present to the company, making it easier for it to provide all the logistical solutions, debt in one.

Importance of Product/Service Mix in Freight

A wide product and service portfolio provides an understanding of the factors that make it possible for Bengal Airlift to remain relevant in today's logistics industry. This provides the means by which the company can offset competitors within the same market by offering additional services such as warehousing and value-added solutions together with the freight services. Also, use of advanced technologies and client-driven strategies helps to maintain permanent developments.

Table 3.3: Service Distribution by Revenue (Hypothetical)

Service	Revenue Contribution (%)
Freight Forwarding	40%
Customs Clearance	20%
Warehousing	15%
Transportation	15%
Value-Added Services	10%

This distribution highlights how freight forwarding serves as the primary revenue generator for Bengal Airlift while supporting services contribute to overall customer satisfaction and business sustainability.(Home, n.d.)(Home | Logistics Performance Index (LPI), n.d.).

3.5 Operations

Bengal Airlift Limited functions to specialize in logistic solutions including freight forwarding. Its operation is across several sectors, such as air, ocean, and ground transport as well as storage. The harmonization of these segments in the company eliminates delays and the related costs for the benefit of its clients. Below is a detailed overview of its operations:

Core Operational Activities

1. Air Freight Services: Bengal Airlift is a market leader in air freight services in Bangladesh; it functions as an official ground handler for many global airlines and is a sister concern of UPS as Air Alliance. Key operational features include:

Fast Transit: Taking advantage of goodwill formed with leading airlines in the international market whereby efficient cargo transportation will be realized.

Specialized Cargo: Pallet jacks and other equipment used in moving products, especially those easily damaged by heat such as baby foods, vaccines, tobacco products and other heat sensitive products, easily flammable products such as chemicals, and perishable goods such a meat product or refrigerated foods.

Customs Clearance: To offer uninterrupted custom brokering to enhance clearance procedures.

2. Ocean Freight Services: The company has a great responsibility of handling sea freight in the import and export business.

Full Container Load (FCL) and Less than Container Load (LCL): Services developed depending on the specific size of the shipment.

Port-to-Port and Door-to-Door Solutions: In particular, coordination with shipping lines, and port authorities most predominantly operate at Chattogram and Mongla ports.

Documentation Services: HELP with B/L, export-import permits and other government requirements and regulation on the international shipment of goods.

3. **Inland Transportation:** The inland transport is well developed, which means the goods transported within the country have easy and quick access.

Fleet Management: The company includes road transportation through trucks and trailing for transportation of goods.

Last-Mile Delivery: Services that cuts across the last mile in delivering cargo to remote regions in Bangladesh.

Coordination with Warehousing: Facilitates supplies chain movements to guarantee effective handling at transfer points.

4. **Warehousing and Distribution:** In order to control stock and material handling for its clients, Bengal Airlift offers hi-tech warehousing services.

Storage Solutions: Contemporary warehouses that consist of temperature control and inventory management systems.

Distribution: Modern integrated supply chains that enable the delivery of merchandise across the country.

Value-Added Services: Manufacturing and design of client's packaging and labeling requirements as well as their orders.

5. **Customer Service and Monitoring Solutions:** To improve satisfaction of its clients, the company optimizes technology in its business processes.

Real-Time Tracking: Customer can track their consignments through electronic tracking systems.

24/7 Customer Support: A dedicated team provides timely update and gets the issues fixed whenever the need arises.

6. **Emphasis of Compliance and Sustainability:** The clients will be provided with our shipping services that conform to the rules and regulations of international shipping, customs, and the environment. Efforts like low carbon operations, environmental friendly transport, elimination of paper work are some of the aspects evident of its green profile.

By operating through these diversified activities, Bengal Airlift Limited has remained closer to its global and domestic clients' needs for the continuous support and affirmation of Bangladesh in the international logistic chain.

Operational Strengths and Challenges

The operational capabilities of Bengal Airlift are defined by flexibility in addressing market requirements for services, consistent service delivery, and engagement with strategic partners from across the world. However, challenges like unpredictable fuel price, change in laws and regulations and stiff competition from other companies in the logistic industry call for the use of early efficient strategies as well as embracing innovation.

Contribution to Freight Efficiency

The strategic integration of freight forwarding, customs brokerage, warehousing and transportation makes it easy to offer efficient freight services. Its operational capacity and efficiency in delivering cargoes on time and at fully satisfactory condition guarantees its status as a preferred logistics partner and thus maintains a strong business relationship with its clients.

3.6 SWOT Analysis

The SWOT analysis of Bengal Airlift Limited shows the company's potential and problems, as well as its threats and opportunities in the current and emerging freight forwarding and logistics environment.

Strengths

Diverse Service Portfolio: Bengal Airlift Company provides a wide spectrum of Logistics services such as Air freight services, Ocean freight services, Inland transportation services and warehousing services that may suit the client's requirement.

Strong Brand Reputation: The company has been delivering its logistical services for more than two decades and now it is counted as one of the most reputable companies in this sector at Bangladesh.

Global Network Partnerships: Assets include the Air Alliance with the UPS to expand its worldwide operations and competence.

Technological Integration: Use of real time tracking system and efficacies production makes it easier and customers satisfaction.

Qualified Workforce: A team of bright professional vital for customer satisfaction and to maintain and improve operations.

Strategic Location: Ease of access to major ports like Chattogram and Dhaka is a competitive weapon in the operational management of international trade for Bengal Airlift.

Weaknesses

Dependency on Third-Party Carriers: Dependence on the local and international airline and shipping firms results in variations in the service delivery during the disruptions.

High Operating Costs: Continuing quality services as well as having a big fleet result to high operating expenses.

Limited Market Penetration in Remote Areas: It can also be apprehended that distribution networks will not be very effective in some areas of Bangladesh which are less developed.

Lack of Proprietary Technology: Outsourcing parts of software development and using tracking systems can act as a constraint to innovation.

Opportunities

Growing Demand for E-Commerce Logistics: This result shows that Bangladesh is experiencing an increased or high growth trend in e-commerce, which presents further possibilities for the development of courier and express delivery services.

Government Support for Trade and Infrastructure: Such measures as better ports and trade relations improve, render productivity or efficiency.

Expansion into Emerging Markets: There are opportunities when the trade in Bangladeshi goods to countries within South Asia and beyond is expanded.

Technological Advancements: AI and blockchain solutions can improve the logistics sector's effectiveness and shaping a competitive environment.

Threats

Intense Industry Competition: Current contenders with low prices may compromise the overall market share.

Economic Instability: Currency depreciation in Bangladesh can change the operational cost and thereby the profitability levels in the future.

Regulatory Challenges: Foreign exchange fluctuation and unpredictable trade policies, tariffs, and customs rules pose work interruptions.

Global Supply Chain Disruptions: External influences such as outbreaks, epidemics, catastrophes or conflicts will impact on the international business and carriage of freight.

Technological Threats: Threats such as cybersecurity, relatively high technological advancement may pose a threat to the existing systems and structures within the company as follows.

3.7 Steps/Strategies to Meet the Challenges and Opportunities

This ends this writer's argument that in the freight forwarding and logistics business, only strategic initiatives aimed at the specific challenges and opportunities on the ground can help Bengal Airlift Limited to succeed in tackling the issues on the ground. Below are the steps and strategies the company can implement:

1. Build up Technological Endowment

Adopt Advanced Logistics Software: Digitize shipment tracking to improve visibility of the shipment journey and integrate artificial intelligence and apply the concept of blockchain.

Cybersecurity Measures: Optimize the defense of IT network against cyber threats and risks.

Digital Integration: Create easy to use web interfaces for reservation, payment, and tracking of cargo in transit.

2. Expand Market Reach

Penetrate Remote Areas: Proper distribution channels and supply centers in underdeveloped and far off areas in Bangladesh have to be developed.

Focus on E-commerce Logistics: Innovate and deliver last mile delivery, reverse logistics to cater the rising e commerce segment to get an edge over competitors.

Global Expansion: Outsource supply chain routes and work with international freight carriers to reach uncharted markets especially in South Asia and Africa.

3. Improve Customer-Focused Business

Tailored Solutions: Eliminate client tender specific services by offering logistics plans that meet the needs of the particular client.

Improved Communication: To improve trust and satisfaction level of the client, offer customer support for the 24/7 and timely shipping details.

Client Feedback Mechanism: Give your customers and other stakeholders value by listening to them to improve your services and solve their problems.

4. Optimize Operations and Reduce Costs

Lean Logistics Practices: The cutting of costs: the focus was made on the reduction of wastage and suboptimal processes.

Fleet Optimization: Reduce business operating costs and emission of hazardous gases by using fuel-efficient and green automobiles.

Strategic Warehousing: Open depots at strategic places so that distribution time and cost could also be minimized.

5. Address Regulatory and Legal Challenges

Proactive Compliance: Be sure to foster timely and adequate awareness of changes in the local customs regulations, trade policies and tax laws etc. that may disrupt your entire system.

Advocacy and Collaboration: Work with associations in trade industries and governments in order to seek better policies on trade and upgrading of the infrastructure.

Streamlined Documentation: There should be more investment to document processes and regulatory requirements through the internet assisted systems.

6. Build a Skilled Workforce

Training Programs: Continually educate your employees on new Equipment, laws, and customers' concerns to notice.

Employee Retention: Create a good organizational work climate, pay decent wages, and have promotional opportunities.

Skill Development: Enhance creativity and command of the employees in the work group.

7. Support Sustainable Programs

Eco-Friendly Logistics: Promote products that go along with green practices for instance; electric cars and renewable energy conservatory warehouses for environmentally sensitive clients.

Carbon Footprint Reduction: Engage suppliers and customers toward effective environmental management of the supply chain.

CSR Activities: The following is recommended to be embarked on to boost community development and sustainability programs for the company:

8. Foster Strategic Partnerships

Alliances with Key Players: This means establish partnership with global logistic companies and carriers to enhance service delivery and coverage.

Collaboration with E-commerce Platforms: Exploit close relationships with e-commerce businesses in order to fashion comprehensive logistics services.

Vendor Management: Establish good working relationship with good suppliers who will be able to offer good service at reasonable charges.

9. Adapt to Market Trends

Data-Driven Decisions: Organizational analysis to determine market trends and possibly adjust its procedures in line with trends.

Agility in Response: Be prepared to shift to global supply chain disruptions or market changes at very high speeds.

Diversification of Services: Come up with new services required by other markets for instance cold chain logistics services and specific cargo handling services.

CHAPTER 4: INTERNSHIP EXPERIENCE

4.1 Position, Duties, and Responsibilities

Position

I worked as an **Intern** in the Finance and Accounts Department at Bengal Airlift Limited.

Duties and Responsibilities

In my intern working experience, I received tasks related to accounting processes that are fundamental. My main focus areas were:

Booking & System Update

Used office generated software for recording of each source of income and expense: daily collections, payables, payment slips, Accruals entries, cost and revenue bookings, X-Match entry etc. Using Cargo Aim Software.

Documentation & Reporting

Preparing all kind of Payment Requisitions, take approvals, submit to Internal Audit, Record in system and file the documents for future reference.

Create Money receipt for all kind of collections (Cash, BEFTN, Remittance), take prints, keep with invoice and store.

Deposit Form-C for ensuring deposit of Inward remittance to the bank.

Preparing encashment Certificates, submitting to bank, collecting certificates from bank & providing to carrier as per requisition.

Key Tools & Skills

Software Used: Microsoft Excel, Microsoft Word, MS Power Point, Cargo Aim. Skills Developed: Problem Solving and time management Skill, Analytical & Forecasting skill, Communication & Negotiation Skill.

This focused involvement in key financial processes allowed me to enhance my professional expertise while contributing to the department's smooth functioning.

4.2 Training

In the course of my internship in Bengal Airlift Limited as an intern in the Finance and Accounts Department, I received on the job training in order to obtain functional knowledge and improve my professional competence.

Training Areas

Here are some Software Training:

- Acquired skills in using in-house programs for financial operations, tendencies, receipts, payables, costs, revenues.
- Practical knowledge about Cargo Aim used for finance and accounts record.

Documentation and Reporting

- Educated in preparation of historical and real time financial statements for instance balance sheet, income statement.
- For auditing purposes also realized the compliance and documentations some of which included carrier's invoice, encashment certificates as well as the carrier record documents.

Banking Operations

- Understand how to process payments and work on the bank statement as quickly as possible.
- Built proficiency in terms of preparing and maintaining financial requisitions and deposits and in preparing Form C and other required certificates.

Soft Skills Development

- Fostering problem solving and timely completion of work activities as a result of tasks' implementation and time constraints.
- Bank Reconciliation: Reconcile between Bank Statement and General Ledger Statement daily & monthly basis.

Training Outcomes

The training was not only informative regarding the aspects of financial management but also about handling crucial life issues that are present in the finance field. I believe that this hands-on learning experience has benefitted me professionally in a great way.

4.3 Skills Applied

While working at Bengal Airlift Limited as an intern, I was able to utilize certain skills that fully impacted on my aspect in the Finance and Accounts Department. These skills included:

Microsoft Excel Skill

I also used Excel to collate financial data and prepare or compute a Monthly Record.

Mastered many Excel functions such as pivot table and the use of conditional formatting etc.

Accounting Principles and Practices

Employed knowledge in basic accounting current courses like debiting and crediting to deal with real-life transactions.

Creating the journals with the necessary documentation for the purpose of reconciling at a later date all the requirements of the standards have been met.

Financial Analysis

Established cost and revenue papers to help in the preparation of reports with Cargo Aim.

Correct documentation of banking and other financial operations in compliance with the organization policies.

4.4 Evaluation of Internship performance

My time at Bengal Airlift Limited provided me with essential practical learning opportunities for the Finance and Accounts Department. I utilized this practical time to understand financial operations for a corporate organization through first-hand experience with real business settings. My responsibilities included invoice management alongside financial transaction tracking and I helped with account reconciliations which built my analytical capabilities as well as my problem-solving abilities.

Time management together with accuracy stood as fundamental aspects which shaped my performance while working on the financial department. The attention to detail needed for financial work required me to check that my calculations along with all records produced accurate results. Adapting to manage my work tasks and deadlines became easier after I learned how to sort activities into priorities and improved my daily workflow structure.

Alongside my colleague development I spent time getting familiar with accounting software and practice using spreadsheets. I learned how to utilize these tools properly since it became vital for financial record maintenance as well as report generation. Following both company policies and industry standards allowed me to develop better understanding about professional conduct.

The way I performed required me to excel in teamwork together with communication abilities. Interacting with senior colleagues and supervisors assisted my development of professional communication skills and guided me when I needed direction. My work experiences demonstrated that students should ask questions to resolve doubts for error prevention.

The internship experience provided me with important professional knowledge. I made progress in various aspects but I understand there remains work to achieve in my skillset development. I will build my skills while acquiring practical expertise and developing confidence to handle work better in the future of my career.

4.5 New Skills Developed

During the internship, I also acquired several new skills, which were instrumental in advancing my professional growth:

Application of Modern Financial Software

Acquired the proficiency to use unique equipment like Cargo Aim software.

Enhanced Accounting Knowledge

Got real experience on preparing carrier invoice.

Acquired profound knowledge in writing journal entries according to the specificities of an organization.

Data Management and Reporting

Enhanced effective and efficient skills in the manipulation of the financial information and formatting of polished reports in Microsoft Excel.

4.6 Application of Academic Knowledge

In my practical experience working at Bengal Airlift Limited at the Finance and Accounts Department I had a good opportunity to implement the theories. This integration of theoretical understanding with practical application was a key aspect of my learning experience:

Accounting Principles

Daily operations were directly involved in understanding and applying fun FAPs such as journal entries, ledgers and reconciliations. For instance, I applied these ideas while generating evaluations in the shape of financial statements and accounts reconciliations made by Cargo aim.

Financial Reporting

Studying financial management in academics helped when preparing submissions, receipts, monthly financial reports as well. In this area, I complied with rules and regulations, own and other organizations' policies, which defined a good understanding of the theoretical foundations.

Microsoft Excel Skills

Through the Excel skills acquired during academic training, I formatted, and restructured data, used pivot tables to produce summary data from large data sets. These tasks made it evident how Excel is used effectively in accounting as a working tool.

CHAPTER 5: RECOMMENDATIONS

5.1 Recommendations for improving departmental operation

Financial operations at Bengal Airlift Limited depend on the essential role that the Finance and Accounts Department fulfills. The department operations will benefit from implementing specific strategies to achieve enhancement. Recommendation

The department needs to direct its attention towards employee training combined with development initiatives. The company should conduct financial regulation workshops together with accounting standard and advanced system training seminars. Staff members will attain updated industry methods through these efforts which leads to an increase in both their specialized abilities and operational effectiveness.

The Finance and Accounts Department of Bengal Airlift Limited needs essential operational challenges to be addressed for maximum efficiency. The organization faces a significant problem because it lacks enough employees. The substantial workload carried by one executive proves challenging for timely task completion because he must handle all tasks himself. The individual ends up under excessive pressure and at the same time productivity levels diminish in such situations. The Finance Department experiences workflow interruptions and financial process delays whenever the executive needs to take a break from work. The present challenge can be solved through the addition of one or two new staff members. The organization will benefit from adding multiple employees to manage workload better while streamlining operations and enabling smooth operations when any staff member is absent.

The financial operations need an updated software system as an essential step towards improvement. Financial transactions together with report generation faces delays when the software server encounters operational failures. The whole operational workflow of the department

suffers from disruption because this system supports essential functions including bookkeeping and invoicing and payroll management. To solve this issue the organization must update their software system and maintain it properly while establishing a specialized IT support group to respond immediately to technical problems. New financial operations efficiency will increase after implementing improvements which decrease system interruptions.

The Finance and Accounts Department will function better and achieve timely accurate financial reporting when additional staff members are hired and software performance receives upgrades. The enhanced department will lead to better outcomes for both Bengal Airlift Limited and its business operations.

5.2 Recommendations for improving Self-performance

My performance improvement in the Finance and Accounts Department of Bengal Airlift Limited depends on developing my skills in time management and continuous learning and enhancing my communication abilities.

Time management stands as an essential factor because it helps employees complete multiple responsibilities more efficiently. Financial duties need high precision alongside stringent deadline requirements therefore I will organize my daily activities by first handling urgent work then keeping a to-do record along with goal-setting for realistic targets. Such planning enables me to finish my work on schedule and eliminate extra tension.

Professional success in the financial sector depends on continuous learning and skill development to stay updated about the current trends. I will improve my understanding of accounting principles and tax policies and financial reporting standards through training programs and reading material exploration as well as accounting software practice. I intend to receive guidance from senior

colleagues who will teach me established workplace practices together with methods to enhance my problem-solving abilities.

Better interdepartmental relationships become possible when I improve my communication abilities. Professional communication allows me to explain financial reports while discussing issues which leads to smooth coordination between departments. I dedicate myself to enhancing my confidence when sharing ideas simultaneously with developing my ability to both listen carefully to others and making appropriate inquiries when required.

I intend to improve efficiency through focused efforts on presented competency areas to build confidence which will lead to better departmental contributions. I intend to establish a professional work method which delivers dual value: first to my day-to-day tasks and second to the total achievement of Bengal Airlift Limited.

CHAPTER 6: CONCLUSIONS

The experience at Bengal Airlift Limited provided me with an outstanding educational growth opportunity. The hands-on experience at Bengal Airlift Limited provided technical training about freight forwarding and enhanced my knowledge of supply chain management alongside documents procedures and service-related protocols. I overcame different obstacles at the internship from managing workloads to software issues as well as coordination problems because these situations fostered my problem-solving ability and adaptability and strengthened my professional accountability.

The experience taught me the crucial role that teamwork and efficient communication plays alongside productivity for maintaining smooth departmental operations. Working directly with field professionals let me understand the trends and technological developments and regulatory requirements which direct the freight forwarding industry in Bangladesh. Apart from this I have been able to evaluate business operations through the identification of essential areas which need enhancement by improving manpower levels and updating software systems.

Overall, during this internship I improved my practical expertise in both finance and accounting as well as cemented the essential relationship between academic learning and professional practice. The internship experience provided me with a chance to apply academic learning into practical complex professional work that would support for future professional goals.

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