

***Internship Report on
Overview of Air freight activities at
Apex Logistics International***



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This report is submitted to the school of Business and Economics,
United International University as a partial requirement for the
degree fulfillment of Bachelor of Business Administration.

Internship Report on Overview of Air freight activities at Apex Logistics International

Submitted to:

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Major: Supply Chain Management

Registration Trimester: Fall 2024



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Date of submission: 26 November, 2025

Letter of Transmittal

Date: 26.11.2025

Dr. Saad Hasan

Associate professor

School of Business & Economics

United International University

Subject: Submission of internship report on "Overview of Air Freight Activities at Apex Logistics International"

Dear Sir,

I am glad and happy to submit my reports of Internship on 'Overview of Air Freight Activities at Apex Logistics International' with a lot of gratification. I am currently working at Apex Logistics International; I started my internship at Apex Logistics International on 27 Feb 2025 and I'm still working there. During this time, I have learnt many things about the workings of the company. I based my report on my observations as well as secondary data and I've done my best to make it as accurate and as meaningful as I could. Please feel free to contact us if you need help interpreting the report. Thank you, of course, for your support and guidance.

Sincerely yours,

Tamjeed Hossain

ID- 111201048

Department of Business Administration

United International University

Certification of Similarity Index

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Declaration of the Student

I, Tamjeed Hossain give my full consent that this internship report entitled "Overview of Air Freight Activities at Apex Logistics International" was prepared by me. My work is based on my personal experience and work that I have performed, and I have learned many things during my internship. I am submitting this report in respect of the requirements for completion of my degree in Bachelor of Business Administration.

I also certify that this report is completely my own work and was created to the best of my knowledge and ability. All the data and information given were gathered during my internship for educational purposes. This report is not copied or borrowed; neither have I submitted it otherwise to any institution, faculty, or professional body.

Tamjeed Hossain

ID- 111201048

BBA in Supply Chain Management

United International University

Corporate Evidence



ZENOV BPO LIMITED

Date: 11 Aug, 2025

Date: 11 Aug, 2025

Date: 11 Aug, 2025

Experience Certificate

Experience Certificate

To Whom It May Concern,

This is to certify that Tamjeed Hossain is an employee of Zenov BPO Ltd. As executive from 27th of February, 2025 and continuing. During this period, he demonstrated exceptional dedication, professionalism, and a strong work ethic.

Tamjeed proved to be a highly motivated and hardworking individual, consistently delivering tasks with efficiency and accuracy. His ability to handle responsibilities with diligence and commitment contributed significantly to our team's success.

He exhibited excellent teamwork, problem-solving skills, and a willingness to take on challenges, making him an asset to our organization. We appreciate his contributions and wish him continued success in his future endeavors.

We highly recommend Tamjeed Hossain for any future opportunities and are confident that he will excel in any role he undertakes.

For any further queries, please feel free to contact us.

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Acknowledgement

First of all, I want to say that I'm much thankful to Almighty Allah for His blessings without any end, which has given me the strength, the perseverance and the well-being to complete my internship and produce this report. I could not have done it without the guidance and support of several individuals and I am most indebted to them.

A big thanks to Dr. Saad Hasan who was able to agree to be my university supervisor. His guidance, valuable feedback, and constant encouragement was invaluable in shaping this report. I'm also thankful towards Apex Logistics international for giving me the opportunity to do my internship. Special thanks go to my on-site supervisor, Shamsul Islam, Deputy Manager at Zenov BPO for expert advice while I was preparing this report.

Finally, I would like to thank the management and directors of Apex Logistics International, and United International University faculty. The knowledge that I obtained from both places was a key to completing this work. To all the above mentioned or anyone else who has assisted in any way, please accept my heartfelt thanks.

Executive Summary

This report provides a detailed description of Apex Logistics International, an all-round logistics service provider that was established in 2001, specifically as its air freight business. Apex's core business is air and sea freight transport and warehousing. The distribution are subsidiary services carried out with the aid of various domestic trucking companies. Apex is dedicated to advising on smart logistics, service innovation and have high levels of vertical industry expertise in fashion and retail, imported food and perishable products, high tech electronic and cross border e commerce.

Efficiency, creativity and customer focus is what Apex Logistics International thrives on. Apex's extensive global freight forwarding network facilitates the harmony of integrated logistics solutions which offers a single window for all the stages of the supply chain. The company is now investing in advanced technologies like data dashboards, digital platforms like Smart Cargo and data analytics to streamline operations and improve warehouse management. It also helps ensure that deliveries are done at the correct time in exchange of less labor as possible. This technological integration meets the needs of the customers by providing smart logistics solution.

In conclusion Apex Logistics is a dynamic-future based global freight forwarding company. Its approach to growth, emphasis on technological revolution and pioneering focus in sustainability differentiates it in the logistics industry. My internship at Apex Logistics provided me with some rare insight into the workings of a top logistics company from the inside out, and gave me a deeper understanding of global supply chain dynamics.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Report

This report contains the work and the result of my internship at Apex Logistics International which started on 27 February 2025 and is still ongoing. The internship is an obligatory component of my studies in Supply Chain Management, Bachelor of Business Administration at the United International University. It was designed for me to get firsthand experience in the operations and strategy of a corporate environment.

Apex Logistics International is one of the major competitors in the global logistics industry. The company is known for its wide network and integrated services internationally. It specializes in customized freight forwarding, customs clearance, contract logistics and as well as supply chain consulting. In a fast-paced, highly competitive marketplace, Apex lives by the mantra of technology innovation, customer-first approach and operational excellence.

1.2 Objectives of the Report

General Objective:

This report is formally documented to gather insight on how a company handles daily operations and to get a good picture of Apex Logistics International's performance of supply chain.

Specific Objectives:

- To conduct a value chain analysis of the U.S. freight forwarding industry, using Apex Logistics International as a representative model.
- To examine the customer liaison process and the comprehensive procedure for managing shipments from initiation to completion.

- To comprehend the end-to-end process through which a freight forwarder transports goods from their origin to their final destination.
- To develop a holistic understanding of the company's overall structure and functioning.

1.3 Research Methodology

This report describes the mixed methods approach of data collection from both primary and secondary sources.

- **Primary Research:** I gathered the primary data using interviewing of the top-level personnel in Apex Logistics International. We engaged in free-flowing discussion with executives and gathered group anecdotes based on their experience and work.
- **Secondary Research:** I collected the secondary data by conducting desk research of the literature. I reviewed official digital and print materials of the company, past supply-chain documentation, past academic journals, and present reports. I also used industry information, which was found on the websites of other similar freight-forwarding companies.

1.4 Scope and Limitations of the Report

Research Scope: Organizational restrictions almost completely prevented me from digging deeper into the topic was found.

Resource Availability: The staff had a little spare time due to everyone being much occupied with current workloads so I had to make do with limited help.

Lack of Precedent: There really isn't any precedent for this, which means that I only had a few studies of relevance to pull from.

Subjectivity Indication: Since I wrote the report from my single point of view, this may have some implications concerning the objective appearance of the findings.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

Overview:

Deeply committed to the international transportation industry for over 20 years. They've gotten a ton of experience in different sectors, providing clients with top-notch logistic services around the world, quickly and efficiently. Apex Group has 48 offices as their own in six continents, 2500 plus employees, and high quality and rapid international logistics. They've spread out over the Americas, Asia, Europe and Oceania and made it to the No. 2 position as an airfreight forwarder in China in 2023. This squad is a global, full and simple service logistics and supply chain powerhouse, pulling about 4,000 charters a year, handling of 300,000 TEUs in container traffic in 2023. They also operate cross-border rail across Eurasia, giving their customers a whole range of integrated logistics options.

History:

Apex Logistics international is a global freight forwarder based in China which provides supply chain solutions. Its history is the reflection of how quickly the logistics industry has evolved and adapted as per the modern business needs.

Founding and Early Years (2001-2005)

- 2001- Foundation, Apex is founded in Shanghai. The company was started with air freight services to take advantage of China's fast growing export market and the need for good international shipping.
- Strategic Niche - Early on, Apex specialized in complex, time critical shipments of high tech, telecommunications, and semiconductor customers. This focus on high value logistics was used to develop a reputation for reliability.

Fast Growing and Diversifying (2006 to 2015)

Geographical Growth: Apex grew rapidly in Asia, North America and Europe. It developed from a China-centered forwarder to a global competitor.

Service Diversification: In addition to the traditional air freight it offers, Apex added:

- Ocean Freight - Full container load (FCL) and less than container load (LCL) services,
- Contract logistics - warehousing, distribution and value-added Services.
- Project Cargo - Shipping cargoes that are oversized and heavy lift, for industrial purposes.

The E-Commerce Boom and Strategic Changes (2016 to Today)

Cross border E Electronic Commerce: Apex established itself as one of the leading partners for the explosive growth of cross border E electronic commerce. It built tailored solutions for key e-commerce platforms and sellers, particularly between China, North America and Europe.

- Investment in Technology - Apex invested heavily in a proprietary tech platform that provides real time tracking capabilities, data analytics and simplified supply chain management.
- Partnership with Kuehne + Nagel (2021) - in February 2021, the Swiss logistics company Kuehne + Nagel acquired Apex International corporation, one of the top Asian freight forwarders.
- Enhanced Air Cargo Capacity - This acquisition gave Apex, direct access to Kuehne + Nagel's increasing number of cargo aircraft.
- Deeper Integration - The ability to offer fully integrated and end-to-end solutions including international freight, and last mile delivery into China.
- Increased Financial Stability and Scale - Backing from a logistics giant, fixing Apex's position in the international competition.

2.1.2 Trend and Growth

Apex Logistics International is one of the big China based freight forwarders who will make a big deal in the supply chain globally. Their growth isn't by accident - it's with smart moves, tech upgrades, and taking advantage of key trade trends going on throughout the world.

Key Growth drivers & Strategic Growth

Strategic Global Network Expansion So, Apex has totally pulled out its roots from China and now flaunts more than 70 offices all over the globe - especially in North America, Europe, and Southeast Asia. This natural spread received a tremendous impetus when they scooped up GEODIS. The big turning point in 2021 was not an exit - it was Geodis, a top-tier global operator that gave Apex:

- Global Scale - Accessed GEODIS massive network and infrastructure, global scale.
- Enhanced Capabilities - Harnessed Geodis's capabilities in contract logistics, road transport and intricate supply chains;
- Financial Backing - Settlement a lot of money for tech and to expand further.
- Diversification of Services - Air freight (particularly e-Commerce) remains strong, but they're also trying to move into ocean freight and contract logistics, making it a decent, all-in-one freight forwarding solution.

Present Day Trends That Are Shaping Its Operations

- E-commerce Logistics Dominance - They've basically built up a rep in cross-border e-commerce from China and are still releasing fast moving parcels that are blowing up worldwide.

- Digitalization & Visibility - Like any company that wants to stay ahead - Apex is jumping into a digital platform. Their "Apex e Services" and other tools provide customers with real-time tracking, data analysis and smoother online workflows. Their LinkedIn is saturated with tech-related updates.
- End to End Supply Chain Focus - The market is moving from the basic freight forwarding. With Geodis' support, Apex is positioning itself to handle the end-to-end stack of operations related to managing the supply chain and all operations related to the utilization of its warehouse (warehouse transfer, fulfillment and last mile delivery).
- Resilience & Near-shore - After recent global supply hiccups, they're helping clients build tougher networks with multi modal transport and pushing near-shore especially in Southeast Asia and Mexico.

2.1.3 Service mix

Apex has a huge list of logistics solutions that suit companies in tons of industries. They're offering everything from supply chain and distribution to transportation management so that you can get all your freight needs covered. The whole concern is versatility, efficiency, and innovation - all of Apex's projects and products are super flexible and custom-tailored to whatever customers require.

2.1.4 Company Operations / Activity

Apex Logistics International emerged back in 2001, the organization serves North America, Asia, Europe, and Oceania. 48 self-operated sites are located across the globe as Apex group operates its services in more than 70 countries. They've developed the business with air and sea shipping in warehousing and distribution in the back-end. Basically, they're all about providing integrated supply chain solutions to global clients - everything from sourcing of raw materials, to manufacture of products to transport of finished goods.

Incoterms of Apex Logistics International



INCOTERMS

INCOTERMS	SELLER	FIRST CARRIER	ALONGSIDE SHIP	ON BOARD	ARRIVAL	ALONGSIDE SHIP	DESTINATION PLACE	THE BUYER
EXW	EX WORKS	!						
FCA	FREE CARRIER	!						
FAS	FREE ALONGSIDE SHIP		!					
FOB	FREE ON BOARD			!				
CFR	COST AND FREIGHT			!				
CIF	COST, INSURANCE AND FREIGHT			!				
CPT	COST PAID TO...	!						
CIP	CARRIER AND INSURANCE PAID TO...						!	
DAT	DELIVERY AT TERMINAL						!	
DAP	DELIVERY AT PLACE						!	
DDP	DELIVERY DUTY PLACE							!

SELLER'S OBLIGATION

BUYER'S OBLIGATION

! TRANSFER OF RISK

INCOTERMS are three letter trade terms which are used most frequently in international sales contracts. It is critical to be clear in the terms to be used before shipment. The diagram below illustrates the roles of buyers and sellers to try to avoid misunderstanding and risk.

Air Freight Services

APEX has formed long term relationships with over 50 global airlines. Apex took advantage of the synergy of their self-operated gateways and network of agents in 70 countries; they offer flexible and diverse combinations of air transport capacity and products at major ports around the globe. They try to provide the best solutions according to their requirement by ensuring faster and timely delivery of goods at their location.



Apex volumes up to 4,000 charters flights every year. Through our self-operated gateways and agent networks across more than 70 countries, we provide global charter services across multiple alternative hubs. Commercial flight together with charter services allows Apex to ensure a stable international air cargo capacity to our customers.

Sea Freight Services

Apex's sea freight services work worldwide are a solid way to get international cargo moving, offering reliable and top-notch options. If consignee deals with big or long lead time shipments, Apex will allow you to ship large size goods using a range of flexible products - chartering, FCL (Full Container Load) and LCL (Less Container Load), while dealing with an annual sea freight volume of 369,000 TEUs.

They are not just getting stuff out of a warehouse and sending it to the consignee; Apex is rethinking the entire shipment process. Their international logistics firm offer flexible and cost-effective customer centered ocean transport solutions. Apex's customized pricing is a huge draw-one size fits all is just the way they do things. Every single ocean booking gets its own pricing depending on size and needs.



Cross Border Railway Services

Apex is keenly involved in cross- border logistics with its comprehensive knowledge and passion of the industry to bring high-quality, efficient international logistics services to its customers worldwide.



By using all available resources of China - Europe Railway Express, Apex works with local and overseas railway operators to roll out container transport solutions across the Eurasian continent. They offer door-to-door multimodal services - rail- rail, rail-sea/ rail-road - that deliver comprehensive end-to-end railway transportation and supply chain solutions to customers across the world.

Cross-border Trucking Services

APEX has signed agreements and partnerships with many countries in the TIR (Transport International Router) system. Their cross-border trucking services operate on set weekly departures and offer you controlled and predictable schedules to reduce wait times and expedite the movement of goods.



TIR Trucking Services

- Nationwide pickup services throughout the country
- Real-time shipment monitoring and tracking
- One-stop service at the border, including
- Customs clearance & loading / unloading
- Cold-chain transportation

With their global network of control towers and state-of-the-art technology, they are able to monitor situations, including adverse weather conditions, additional pickups or drop-offs, and heavy traffic, and reroute routes in real-time, ensuring that your goods are always on the path of most efficiency. Apex's non-asset-based road network provides you with good flexibility, better service levels, faster delivery times, reduced direct and indirect costs, and so on.

Supply Chain Solutions

Apex brings the logistics know-how that you need to be successful. Its leadership teams collaborate with customers to be responsive and flexible. Whether it's basic support or full-service solutions, Apex has both tactical and strategic skills for site specific and corporate needs. If you're going to enter a new market or leveraging existing assets, then Apex's supply chain planning tools will help you meet your business goals.



Apex's global network of control towers and cutting-edge technology allows it to monitor and respond rapidly to events such as bad weather, additional pickups or drop - offs, or heavy traffic. This helps to keep goods on the most efficient route at all times.

Value-Added Services

Customs Clearance

Apex, in-house customs clearance have been supplying since 2013 to help clients overcome their customs obstacles quickly and accurately. Their experienced team and advanced software make sure to complete all necessary declarations for the imports and exports in time. They customize solutions to match your specific business needs to provide cost-effective, easy-to-implement solutions. their professional services include customs clearance, trade compliance and import/export consulting.

PO Management

- **Consolidation Services** - Through strategic planning of upstream supply chain stages, they consolidate goods into fewer containers and use efficient loading plans; giving customers a real cost advantage.
- **Global Network** - Being an international logistics group with a global footprint, they have an office where you may order your locations. This local presence makes it easier to manage suppliers and coordinate the delivery.
- **SKU Visualization** - Apex have a PO management and tracking system which integrates order data seamlessly, enabling consignee to manage and keep track of each part of your orders at a detailed level.

Insurance Services



When goods in transit are lost or damaged, the owner can file a claim to be reimbursed with money by the carrier. Carriers are not liable to compensate unless they can prove they are responsible for the loss. Even when in error, their limit in payment depends on the mode of transportation, international conventions, treaties, as well as the domestic and international ruling bodies. Acts of nature, war or other extraordinary circumstances can put damage or loss in a grey area that is not the liability of the carrier.

2.1.5 SWOT Analysis

Strengths

- **Dominance in Asia - Pacific Trade Lanes:** As they are starting off China, Apex has deep ties, solid infrastructure and real on-the-ground know-how in the Asia Pacific region especially China. That's a huge plus for one of the world's busiest trade routes.
- **Specialization in Air Freight - Air Freight Specialization** Apex is a leading provider of air cargo operations, transporting a ton of cargo that provides them with a fat buying power with carriers. That is, they will be able to get better rates and cut queues during high season or where there is a tight capacity.

- **Integrated E-Commerce Solutions** - They offer an end-to-end range of services, such as their “Apex E-Com”, giving access to the business consumers in the booming e-commerce market, such as fulfillment and last-mile delivery and returns management, so they have a slice of a rapidly expanding business.
- **Strong Digital Platform** - They have invested in technology, including online visibility, rate management, and API interconnections, to ensure the experience as open and efficient as the tech in the sector would be to clients, and to provide the traditional freight-forwarder appearance with a new feel.
- **Global Network with Local Expertise** - Despite being an international company, they have offices across the globe, hence they maintain a high level of service, remain at the competitive end and know the local market peculiarities at strategic locations.

Weaknesses

- **Brand Recognition vs. Global Giants** - To be honest, they are fairly buzzed in some lanes and in niche positions, but Apex simply lacks such a global brand buzz as DHL Global Forwarding, Kuehne + Nagel or DSV. With that division, it is difficult to capture the large corporate accounts globally.
- **Reliance on China Market** - As most of their operations have been China-centric, and reliant on the traffic based in China, they will be susceptible to geopolitical theater, alterations in trade policies (tariffs, etc.) and a slowing Chinese economy.
- **Limited Diversification in Certain Modes** - The air game is strong, but when one considers other product lines such as the contract logistics or the niche sea freight the products are less prominent. That may translate to being deprived of integrated opportunities with clients.
- **Scalability of E-Commerce** - The current e-commerce logistics market is extremely competitive and rapid. It is yet a huge challenge to scale their e-commerce solutions in a profitable manner against the tech-logistics giants (such as flex port) and local competitors.



Opportunities

- Expansion in Southeast Asia and India - As production starts to leave China, Apex will have an opportunity to stay as a leader using its on-the-job experience in newer Asian resources such as Vietnam, India, and Malaysia.
- Growing Demand for Nearshoring - The tendency to form closer production centers in North America and Europe provides Apex with an opportunity to establish better inter-regional connections and provide customers with services that may bring them closer to the end markets.
- Enhanced Data and Analytics Services - With conversion of shipping data to insights, Apex will be able to offer predictive ETAs and carbon-footprints calculations of tomorrow and offer clients highly valuable insights in analytics.
- Sustainability-Centered Logistics - As the wave toward green logistics continues, Apex will be able to introduce sound carbon-neutral delivery services and issue environmental consumers PRs that highlight sustainability as a key sustainability assumption.

Threats

- Global Economic Volatility - Collectively assembled how recessions and high inflation can wipe out consumer expenditure in a serious way and pull down the demand of the freight services- most of all the air cargo, the bread -and-butter of Apex.
- Intense Industry Competition - The market in freight forwarding is utterly fragmented and ruthless as we have experienced in our logistics module. Apex is being crushed between the large international companies, agile digital shippers, and hot-shot regional companies, all playing close ones.
- Geopolitical Instability: Territory of the geopolitics recap. The primary shipping routes can be blocked by trade wars, sanctions, and regional tensions such as the Red Sea, which will increase the price and hurl super strict regulatory obstacles against the entire international operations.
- Fluctuating Fuel Costs and Capacity - Fuel economics has pointed out the volatility of jet fuel costs as well as the rises and falls of capacity in airborne and sea freight (through airline passenger demand) as directly impacting on operating costs and profitability.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Honestly, logistics and transportation industry is all about plan, move and store goods, services and info from the starting point to the end point. It can also be the things like supply chain consulting, inventory management, warehouse work, and freight forwarding. Companies in this space like Apex Logistics, provide end-to-end solutions for an absolutely seamless supply chain.

2.2.2 Size, Trend and Maturity of the Industry

The global freight forwarding market is huge and worth more than \$200 billion and still on the rise. In this large space, Apex fits in as a mid-size global competitor with a strong regional focus.

Company Scale - Apex is not a startup; it has been around for over 20 years and it's that much bigger. Even though private companies often won't give out details on their entire revenue, their presence around the world speaks volumes. They report:

- More than 1500 professional employees worldwide.
- A network of 70+ offices owned throughout China, North America, Europe and Southeast Asia.
- Dealing with a good bulk of volume, in particular on the important China-to-world trade lane.

Market Position - They're a well - established competitor and are larger than many regional forwarders but smaller than the publicly - traded giants like DHL Global Forwarding, Kuehne + Nagel and DSV. Their size affords them global reach along with maintaining a presence in key trade lanes and good customer service.

The industry is changing dramatically and Apex's strategy is indicative of an awareness of these key trends:

Supply Chain Digitization

The industry is fast moving away from manual, paper-based processes too. Apex has invested in its digital platform, Apex e - Services, which provides online bookings, track and trace and electronic documentation. This ability is indispensable to compete with digital native forwarders such as Flex port.

Post-Pandemic Volatility

Forwarders must now deal with volatility - of air and sea freight rates, port congestion and capacity changes. Apex's strength in air freight as a core operation, being a member of IATA, puts it quite in place with this unstable environment.

E-Commerce Logistics Integration

The explosive growth of cross border e-commerce requires fast, flexible and cost-effective logistics solutions. Apex's services, including its "E-Commerce Express" solutions, answer this trend head on by combining traditional freight with delivery akin to that of parcels.

Sustainability

Shippers are demanding an increasingly "green logistics." While not always the major driver, forwarders are now expected to provide carbon footprints and sustainable shipping.

Characteristics of Maturity:

- High Competition - The market is pretty fragmented but is still getting more consolidated, particularly with the big guys buying up the smaller ones just to get more scale and a denser network.
- Standardized Services - Most of the core stuff, ocean freight, air freight, customs brokerage, etc., are now super defined and basically commodity-like and prices get squeezed.
- Established Players - This market's uppermost level is mostly comprised of a few large, long-standing companies who just keep plugging into the same system.

Apex Logistics International is a middle-of-the-road, mature competitor in the freight forwarding world that is actually pretty huge on a global level, especially when it comes to China-centric trade lanes. They're fiddling around their operations to catch up with digitization and e-Commerce for fear to get caught in the commodity trap. Even though the industry is mature, whether Apex is able to continue to evolve, to continue to add tech and open services will determine how well they ride this wave of consolidation and digital disruption.

2.2.3 Industry SWOT Analysis

Strengths

- **Specialized Trade Lane** - Apex has gained a good reputation in the China to US and Asian to North America trades. It has rich regional expertise that can deliver superior service, carrier relations, and ease in customs management.
- **Integrated Service Portfolio** - Apex provides full portfolio of services, air, ocean and road freight, warehousing and customs brokerage as opposed to many of its smaller competitors. The efficiency of the one-stop-shop approach makes the clients involved and cross-selling opportunities available.
- **Good E-commerce and Cross-border Logistics Intensive** - The company is well positioned to benefit due to the swiftness of e-commerce. It offers adaptable offerings in cross-border fulfilment that are of high demand.
- **Technological Investment** - Apex has created its technology platform. It provides live tracking, analytics, and simplified reporting, which makes it have a definite advantage over forwarders, who are not as tech-savvy.
- **Global Network and Local Presence** - Apex combines owned offices and strategic agency partnerships, allows it to have a global presence, but provides localized customer service and market knowledge.

Weakness

- Reliance on the Health of the global economy - Shipping is closely connected with the global trade. When an economy is experiencing economic decline, inflation or consumers spending less will have an immediate and negative effect on shipping volumes and revenues.
- Geographic Concentration Risk - Apex has got a global network but a significant portion of business is provided by the traffic of Asian origin. Its operations can be disproportionately impacted by geopolitical tensions, trade wars or regional disruptions in Asia.
- High Operating Cost Structure - The business structure is capital-intensive with the cost on fuel, chartering space and technology infrastructure being very high. These forces affect profit margins particularly when there is a fluctuation of prices.
- Fragmentation & Competition on price in the industry - The industry has thousands of competitors, both large and small. This creates high price competition and it becomes hard to sell at premium prices unless there is an evident value that can be proven.

Opportunities

- Geographic Diversification into new avenues of Emerging Markets - Emerging manufacturing and customer markets in Southeast Asia (Vietnam, India), Latin America, and Eastern Europe provide opportunities to geographically diversify China market beyond China.
- Implementation of new Technologies - The potential of applying AI and machine learning to predictive analytics (demand forecasting, route optimization), automate paperwork, and use blockchain to provide more visibility and security to the supply-chain is enormous.

- Increase in Nearshoring and Supply Chain Resilience - The trend towards Nearshoring and even friendshoring among companies no longer reliant on single-source component supply chains is driving demand for 3PLs with the capability to design and operate more resilient and multi-modal logistics networks.
- Value-Added Services - Specialization of high-rate developing industries, i.e. pharmaceuticals (cold-chain logistics), high-tech, aerospace may be offered at a premium price and create long-term relationships with clients.

Threats

- Geopolitical Unrest and Trade Wars Tariffs, sanctions, political violence (e.g. US-China tensions, Red Sea disruptions) immediately modify the flows of trade, block major routes, and cause significant operational and financial uncertainty.
- Varying Capacity and Prices of Carriers - Airline or shipping line pricing influence is a threat in the industry. Such developments as the pandemic-related congestion of ports or the existing capacity crises can increase the freight rates and upset the schedules, straining the margins.
- Technological Disintermediation - Digital freight operators (e.g., Flex port) pose a threat to traditional forwarders by providing a clearer and smoother booking experience that may be used by carriers in cases of a simpler shipment.

CHAPTER 3: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

As an intern with Air Freight at Apex Logistics International, I mainly assisted the POD (Proof of Delivery) team with tasks relating to logistics and shipping services focusing on Air import gateway. This role allowed me to gain experience and get involved with one of the most prominent suppliers in Air Freight Logistics industry and the departmental day to day tasks. The following is a list of the standard duties and responsibilities I carried out as an intern:

Position - Air Freight Intern

Department - Air Import Gateway, JFK Station

Location - Zenov BPO office (Dhaka, Tejgaon)

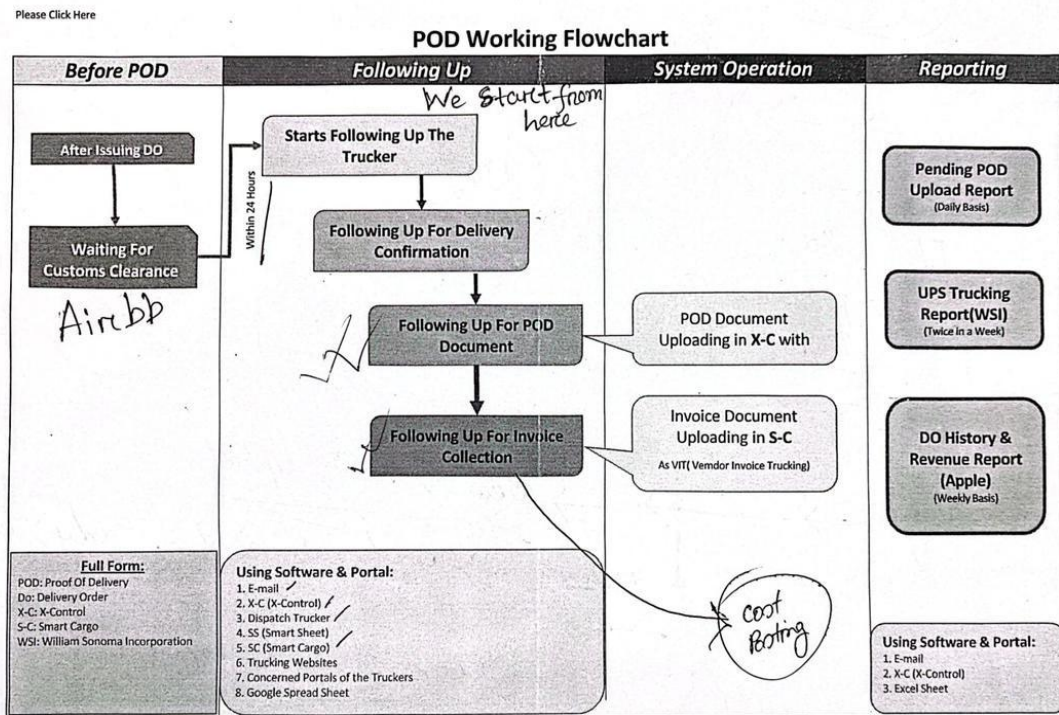
Duration - Typically, 3 months, as per contract.

AirBB (Break Bulk) team is responsible for the following core activities before my team's work begins:

- Airlines booking of Import gateway shipments.
- Issuing DO (Delivery Order).
- Provide key in and create X-control system (Database of POD, shared platform to identify any shipment details from POD's).
- Create shipment in Smart Cargo system (Database of both POD and Delivery invoices, mainly used to input various costs related for shipments has both Air AP and AR entries to ensure seamless entries of costs).
- They also choose the most efficient domestic truckers by evaluating the routes to ensure smooth and on time delivery).
- The choosing of transport vehicle is also done by them generally, there are (Van, Box Truck, 28 ft and 53 ft containers) as required for the shipments based on its CBM.

POD Team

The task of my team initiates when DO (Delivery Order) is issued to a Trucker by the AirBB team or the obliged CS (Customer Supervisor) of respective customer. My team confirms whether the delivery was completed and chase for POD from the trucker, after POD confirmation we, also had to follow up for each shipment after (24 – 48) hours for the Delivery Invoice from the trucker.



The following core reports are prepared by my team:

- DO History and Revenue report (weekly) dedicated for Apple Customer.
- Mast Air Freight report (weekly) dedicated for MAST trucking company.
- Weekly DO report dedicated for every week's shipment review.
- Lazaro Invoice (weekly) dedicated for MIA station ATC charges.

Air-BB JFK

POD (Proof Of Delivery)

S/L	Topic	Details	Remarks
1	Before POD	After Issuing DO	After issuing DO, <u>POD Following Up Precess is commenced.</u> Generally DO is issued by us to Dispatch Office for Trucker. In some cases we directly issue to Trucker.
		Waiting For Customs Clearance	We have to wait for Customs Clearance. Untill we get Customs Clearance, <u>We can't start following.</u> The Customs Broker provides us with the <u>Clearance/ Release</u> after arrival of Shipment in GHA/ Warehouse. In some condition Apex's Broker manage <u>Clearance.</u>
2	Following Up	Starts Following Up The Trucker	After issuing DO, our <u>POD Team starts following up within 24 hours.</u> <u>We follow up on Dispatch Trucker Portal.</u>
		Following Up For Delivery Confirmation	After arrange the Trucker and issued of Delivery Order, <u>we keep following the Trucker until Delivery Confirmation.</u> <u>We have to confirm</u> that the <u>Trucker has done the delivery to Customer in time.</u>
		Following Up For POD Documents	<u>We regularly follow up the Trucker</u> for receiving the POD Document after delivery at Destination. When the delivery is completed, we communicate with the Trucker and <u>they further give us the POD Document.</u> POD Document contains the <u>Trucker's (Driver) Signature & delivery complete date,</u> and the <u>Signature from the Receiver of Customer.</u> After getting the POD Document, <u>POD Team uploads it in the X-Control.</u> Trucker gives the <u>POD Document</u> through E-mail.
			After getting the POD, <u>we keep following to collect the Invoice from Trucker.</u> Truckers commonly give us the invoice by E-mail/ EDI or Trucker Websites with including <u>Trucking Fees and all other Charges.</u> <u>It takes several days to get Invoice from the Trucker.</u> Generally <u>we knock them on and off</u> by E-mail to collect the Invoice. After that the <u>Invoice is uploaded in Smart Cargo Software.</u> It contains MAWB, HAWB & DO number, Pallet Quantity, Weight, Invoice Value, Other Charges, Delivery Date, Due Date and etc.
			After getting the POD, <u>we keep following to collect the Invoice from Trucker.</u> Truckers commonly give us the invoice by E-mail/ EDI or Trucker Websites with including <u>Trucking Fees and all other Charges.</u> <u>It takes several days to get Invoice from the Trucker.</u> Generally <u>we knock them on and off</u> by E-mail to collect the Invoice. After that the <u>Invoice is uploaded in Smart Cargo Software.</u> It contains MAWB, HAWB & DO number, Pallet Quantity, Weight, Invoice Value, Other Charges, Delivery Date, Due Date and etc.
		Following Up For Invoice Collection	After getting the POD, <u>we keep following to collect the Invoice from Trucker.</u> Truckers commonly give us the invoice by E-mail/ EDI or Trucker Websites with including <u>Trucking Fees and all other Charges.</u> <u>It takes several days to get Invoice from the Trucker.</u> Generally <u>we knock them on and off</u> by E-mail to collect the Invoice. After that the <u>Invoice is uploaded in Smart Cargo Software.</u> It contains MAWB, HAWB & DO number, Pallet Quantity, Weight, Invoice Value, Other Charges, Delivery Date, Due Date and etc.
3	System Operation	POD Docs Uploading On X-Control	As soon as we collect POD from Trucker and <u>it has to be uploaded in the X-Control.</u>
		Invoice Docs Uploading On Smart Cargo	After received the Invoice, <u>it's uploaded in Smart Cargo Software.</u> Along with Invoice <u>we also make entry in the X-Control</u> about MAWB, HAWB & DO number, Pallet Quantity, Weight, Invoice Value, Other Charges, Delivery Date, Due Date and etc.
4	Reporting	Pending POD Upload Report (Daily Basis)	Daily Pending POD are uploaded as a <u>Report</u> in the Mail at the end of the Office hour. Apex's Other Office and we <u>upload this Report daily</u> through E-mail including all in the mail-CC.
		UPS Trucking Report (WSI) (Twice in a Week)	UPS Trucking Report is sent for the Shipment of IDS WSI. <u>This Report is only sent to WSI for two times in a week (Monday & Thursday).</u> UPS Trucking Report contains the weekly <u>Shipment delivery information.</u>
		DO History & Revenue Report (Apple) (Weekly Basis)	DO History and Revenue <u>Report is only prepared for Apple Company's Shipment.</u> Do History, Delivery Place, Place Rate and Pending Invoices <u>are mainly disclosed in the Report.</u> <u>This Report is sent on Friday to Apple's CS.</u>

The diagram shows the workflow POD team.

3.2 Training & Development

At Apex, learning and development are key in making sure that employees, including interns, are equipped with the skills and expertise necessary to thrive in transportation and logistics. The company offers a range of programs and resources that promote professional and personal development. Here is a description of Apex's training and development offerings.

Onboarding and Orientation:

- **First Introduction** - New interns are introduced through a familiarization week with the corporate culture, values and the way of working at Apex Logistics. This entails a summary of the company, including organization, worldwide distribution and logistical industry experience.
- **Position Specific Training** - Interns were provided training specific to their position (Sea Freight, Air Freight, Accounts & Finance, Import). This goes a long way to ensure they are familiar with important processes and tools I need to operate smoothly.

Technical Skills Training:

- **Software and Tools** - Trainees in Apex are taught how to operate logistics management software and systems in order to handle shipments, track cargos, and manage customer information.
- **Field Exposure** - Interns are exposed to a diverse range of activities related to global logistics procedures, shipping laws, customs documentation, and freight forwarding, also they work with various modes of transport including sea, air and road. It does help the interns to make familiar with logistics systems and standard practices.
- **Freight Operations** - I also learned about freight related processes like port operations, customs, international trades and so on.

Soft Skills Development:

- Communication Skills - Apex provides specialized training aimed at enhancing the communication skills, both written and verbal, of the employees. I know I have to communicate clearly and effectively to forge strong relationships with our coworkers, clients and counterparts from other businesses.
- Analytical and problem-solving capabilities - Addressing troubleshooting, specific delays or miscommunication cases, interns are trained to think independently and critically to face complex logistical challenges.
- Customer Service – Interns were taught to deliver responsive and professional customer service, to answer questions, troubleshoot issues and address customer expectations.

Mentorship and Coaching:

- Mentor - Each intern was paired with a mentor and will be coached on how to create a professional development plan, receive feedback, and incorporate that feedback into their professional journey.
- Ongoing feedback - Interns are able to identify their performance strengths and opportunity areas, allowing them to develop into their roles over time.

Cross-Department Exposure:

- Co-learning - Apex interns are encouraged to learn from colleagues across the business, from logistics to air and sea freight to gain a wider insight the logistics operation centers working at their locations.
- Rotational Internships - Some internships offer the possibility to move from one department to another in order to get an understanding of a variety of functions of a corporation.

Industry Knowledge and Compliance Training:

- Regulatory Compliance - Interns learn about international regulations, including customs laws, safety standards, and sustainability practices.
- Sustainability Initiatives - Apex emphasizes sustainability, and interns are educated on the company's green logistics efforts, including carbon neutral targets.

3.3 Contribution to Organization

Despite being an intern at Apex, I can actually make a difference really because my tasks involve so many activities - from bettering operational efficiency and quality of documentation to moving support with customer services and providing meaningful data for decision making. In this regard, I recognize that I bring value to the business as a whole, contribute to the process, and am a part of the successful growth of the company. The internship is also providing me with valuable experience that I can carry over in other positions in supply chain management and logistics. Plus, the win-win internship program is evidence of Apex's commitment to training the next generation while improving performance for the business overall.

3.4 Evaluation

Based on the performance they'll hand you a job if there's a vacancy. They award certificates to highest achievements. Luckily, I pulled off the opportunity and got the job. After 3 months of intern period, I am working for Apex for the last 5 months and working as the team lead of POD team for the last 2 months.

3.5 Skills Applied

During my internship at Apex Logistics, I have learned a lot about the business side of things and actually got to put skills that I have to learn and grow, in the logistics and transportation field to practice. I developed my analytical and problem-solving skills by tracking shipments and identifying areas where things were going wrong. I also improved on how I communicate when I'm on the phone and when I'm writing emails coordinating with clients, teammates, and partner organizations to ensure everything I'm doing is clear and professional. My excellent organization and time management skills allowed me to manage several tasks, prioritize assignments and meet deadlines. On top of that, I gained some good customer services knowledge after handling queries and troubleshooting issues so that the customers walked away with a good experience. On technical front I became skilled on logistics management software, plus excel to do tracking data and create report. I learned how to work with various teams within the company that led to improvement in my team work skills and my understanding of inter department workflow. Finally, I demonstrated adaptability and flexibility in shifting to the ever-changing nature of logistics by addressing new challenges and shifting focus as needed. This internship gave me a great foundation of skills for my future career in logistics and supply chain.

CHAPTER 4: CONCLUSION

4.1 Recommendations

- **Increase Internship Opportunities** - Raise the internship opportunities to enable the students of various majors and academic levels enter the real-world projects and get the opportunity to have the hands-on experience.
- **Empower Digitally Enabled Tools and Platforms** - Develop and tighten up next-generation digital tools and make application, communication, and tracking of projects more efficient to both interns and mentors.
- **Increase Post-Intern Festival Interaction** - establish an official post- Intern follow-up program, which fosters contacts with ex- interns, including networking opportunities and open avenues to full time employment in Apex.
- **Promote Green Business Consciousness** - Educate the interns to participate in sustainability-oriented programs, which are in tandem with the green mission of Apex, and which will assist the company transition into a green future.

4.2 Key understanding

- Apex operates in 70 countries and therefore this gives us a real global feel in logistics and supply chain. We have the opportunity to cross-department (Road, Air and Sea, and Solutions) so many varying views around the industry.
- In Apex, we have pros mentoring us, as well as attending several training programs throughout the internship, and they provide us with everything we need to raise our skills and knowledge levels. And that career success is actually pre-conditioned by that emphasis on development.
- Apex is hyper progressive and pro environmentally friendly. The actual project that is being undertaken by the interns is supposed to build a greener tomorrow and innovate sustainable solutions to the world of logistics.

- We are also pushed to undertake real projects and the challenges we would encounter in our day-in day-out activities. The assignments are very familiar within the logistic and supply-chain business, and thus, they are legitimate and practical.

4.3 Conclusion

Apex Logistics International has already shaken off its regional competitor status and is now a force to reckon with in the world arena in the logistics sector. Their fundamental leverage in air freight, at least, continues to make them differentiated, and I value the fact that they are moving towards integrated supply chain operations and digitalization, which is like a business strategy course taught forwardly. It is indeed right to say that the company is positioned well to keep growing as it has vast network and specialized expertise which we have reviewed as examples in our case. Of course, its success over the long-term will depends upon whether it skillfully copes with the global economic conditions and constantly innovates to keep pace with the highly competitive and fast-paced market, as the dynamic situations are debating in my report. Altogether, it is a strong and trustworthy business partner that can support enterprises with complicated and worldwide logistics.

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