



**A STUDY ON COMPETITIVE ADVANTAGE IN
FREIGHFORWARDING AGENCY WITH SPECIAL
REFERENCE DHARA LOGISTICS CHENNAI**

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ABSTRACT

The purpose of this research is to learn how Dhara Logistics' clients rate the quality of the service they get from the company. The primary objective of this study is to map out where Chennai Dhara Logistics faces the most competition from its rivals in providing its various services to its varied clientele. The study's secondary goals are to learn about the export market, transportation, customer freight stations, and the service given by value-added services. Logistics is employed in almost every industry today. A logistics provider's ability to conceive and execute the logistics solution while being attuned to the needs of their clientele is crucial to the company's success. Just Dhara Logistics was used to complete this job. Only Dhara Logistics' clients were surveyed for this project. No additional Logistics services are involved in this project. One hundred clients will be asked to respond to multiple-choice questions. Throughout the study, data were collected using a convenience sampling strategy. The data has been interpreted using percentages. This study has yielded a wealth of fresh information, and it has been used to provide some recommendations for how the organization might increase consumer happiness.

1.INTRODUCTION

The international freight market has a wealth and variety of transport providers to meet the needs of international trading companies which transact business on a worldwide basis. The terminology used to identify those companies that move freight around the world can be confusing. Most commonly known as freight forwarders, this name hardly describes the depth and range of services provided by the sector. Multimodal transport operator, global logistics manager, Non Vessel Owning Common Carrier (NVOCC), integrator, supply chain manager and information broker are some of the more recent terms used to highlight the scope of services. Freight forwarders have become more sophisticated and aware of their customer's needs. They have recognized that international transport solutions are achieved

not in isolation in partnership with the customer. Against background of global trade and electronic communications, the forwarding industry operates at all levels in the transport chain, providing a valuable service to companies large and small.

1.1 Objective of study

1. To identify the core competencies and competitive advantages of Dhara logistics services and its effect on client satisfaction
2. To identify the most preferred services offered by Dhara logistics according to the opinion of clients
3. To find out how for Dhara logistics is matching with the ideal freight forwarding agency according to client opinion

1.2 Scope of the study

An order to determine how customers, feel about the services that Dhara Logistics provides, an investigation has been carried out. The primary objective of this study is to determine the extent to which Dhara Logistics offers competitive services to a variety of clients and locations from Chennai. The importance of the term "perception" cannot be overstated. The process of discriminating, recognizing, and being aware of something via one's senses is what is meant by the term "perception." It's not what we believe it is, but rather what the customer thinks it is that matters.

2. LITERATURE REVIEW

Daniel Peterson Silaban, 2022, The way in which companies handle data is evolving as a result of business analytics. With the help of analytics, businesses have the capacity to get deeper insights and make more accurate predictions, leading to improved decision-making procedures. The application of analytics in business, on the other hand, must be carried out while taking into account the complexity of the organisation, the technology, and the environment.

Rasoul, D. G., and Mohammad, H. (2016). They looked into it In order to improve fundamental leadership on both the tactical and strategic levels, BI aids administrators by examining information gathered from various sources. The use of traditional data frameworks should be discontinued, although new methods will still be required for hierarchical and functional planning.

T Vercellis, C. (2013). The term "business intelligence" (BI) refers to a collection of numerical and methodological models for analysis that are put to use in order to extract data and other helpful information from raw data in order to use confused basic leadership prepare.

Solberg Søylen, K. (2015). They did research on another problem that occurs when there are a large number of definitions, and that problem is that definitions have a tendency to change

after a certain amount of time has passed. This is due to the fact that over time, people have developed a more nuanced approach to analysing many aspects of the world. For instance, this is the situation with regard to business intelligence.

Yamila M.Omar, Meysam Minoufekar, Peter Plapper, 2019, Current trends, challenges and pathway to market leadership, Constant pressure is being applied to the manufacturing industry to improve profitability in an increasingly competitive global market where differentiation is not dependent on the quality of products or the sophistication of technology used. In this light, business analytics presents an opportunity to unlock the knowledge and value locked away in enterprise information systems to revolutionise innovation, improve supply chain management and production, precisely target marketing and sales efforts, and create and manage profitable after-sales services.

Research methodology

The researcher is Descriptive in nature. Study used both Primary & Secondary Data and collected from 51 respondents across Chennai from the various freight forwarding agency using Convenience Sampling Technique. The researcher used structured questionnaire and circulated through Google form. Chi Square, Anova and Weighted average Analysis were used for Analysis. SPSS-22 was used.

4.Data Construe

4.1 Weighted average analysis

Table 4.1

Factors contributing to competitive advantage of Dhara logistics

	Container tracking	warehousing	CHA services	Multimodal transportation	Export and import documentation	TOTAL
Excellent	30	25	20	35	40	150
Good	84	52	76	68	52	332
Average	63	72	51	69	72	327
Poor	14	26	28	16	24	108
Very good	2	1	1	3	2	9
TOTAL	193	176	176	191	190	926

According to weighted average analysis conducted on factors contributing to competitive advantage of Dhara logistics it was found out that container tracking is the First rank criteria in customer satisfaction, Import-export documentation was ranked Second and followed by multimodal transportation as the third rank as per customer satisfaction

Table 4.2

Factor towards competitive advantage of ideal freight forwarding agency according to client preference

	International freight intellance	Planning flexibility	Volume discount freight rate	Single point accountability	Cost efficiency and efficient cargo shipping	TOTAL
Rank 1	135	95	110	110	110	560
Rank 2	28	72	49	57	45	251
Rank 3	44	44	38	26	50	202
Rank 4	9	11	17	17	11	65
Rank 5	8	8	9	9	9	43
TOTAL	224	230	223	219	225	1121

According to weighted average analysis conducted most of the clients opined that planning flexibility is there 1 preference for the ideal freight forwarding agency Cost efficiency and efficient cargo shipping where ranked 2 in the factor contributing to competitive advantage of ideal freight forwarding agency and International freight intellance was rank 3 facto

Table 4.3

Factor towards commentative advantage of Dhara freight forwarding agency according to client preference

	International freight intellance	Planning flexibility	Volume discount freight rate	Single point accountability	Cost efficiency and efficient cargo shipping	TOTAL
Rank 1	135	65	70	65	65	400
Rank 2	44	72	68	76	68	328
Rank 3	15	39	36	36	45	171
Rank 4	12	12	14	14	8	58
Rank 5	3	2	2	2	3	12
TOTAL	220	179	190	191	189	969

According to weighted average analysis conducted most of the clients opined that international freight intelligence is there 1 preference for the Dhara freight forwarding agency Single point accountability were ranked 2 in the factor contributing to competitive advantage of Dhara freight forwarding agency and international freight intelligence was rank 3 factor

Table 4.4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.871 ^a	9	.019
Likelihood Ratio	23.295	9	.006
Linear-by-Linear Association	9.034	1	.003
N of Valid Cases	51		

H0: There is no relationship between overall value of money from Dhara logistics and possibility of continuing the services in the future

H1: There is a relationship between overall value of money from Dhara logistics and possibility

According to chi square analysis, the p value is 0.019 which is less than 0.05. so we reject H0. and accept H1

This clearly indicate that the customers who received good value for money are going to continue their association with Dhara logistics.

Table 4.5

Anova test table between international freight intelligence of Dhara and ideal freight forwarding agency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.935	4	2.734	2.006	.109
Within Groups	64.046	47	1.363		
Total	74.981	51			

H0 : There is no significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

H1: There is a significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

anova test value $0.109 > 0.05$ null hypothesis is accepted therefore no significant variation between Dhara and ideal freight forwarding agency

Dhara is having the position like that of an ideal freight forwarding agency in customer mind

Table 1.6

Anova test table between planning flexibility of Dhara and ideal freight forwarding agency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.498	4	1.124	.892	.476
Within Groups	59.252	47	1.261		
Total	63.750	51			

H0 : There is no significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

H1: There is a significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

anova test value $0.476 > 0.05$ null hypothesis is accepted therefore no significant variation between Dhara and ideal freight forwarding agency

Dhara is having the position like that of an ideal freight forwarding agency in customer mind

Table 1.6

Anova test table between single point accounting of Dhara and ideal freight forwarding agency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.230	4	2.308	1.387	.253
Within Groups	78.212	47	1.664		
Total	87.442	51			

H0 : There is no significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

H1: There is a significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

anova test value $0.253 > 0.05$ null hypothesis is accepted therefore no significant variation between Dhara and ideal freight forwarding agency

Dhara is having the position like that of an ideal freight forwarding agency in customer mind

Table 1.7

Anova test table between cost efficiency and efficient cargo shipping of Dhara and ideal freight forwarding agency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.580	4	.145	.086	.986
Within Groups	79.170	47	1.684		
Total	79.750	51			

H0 : There is no significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

H1: There is a significant variation between international freight intelligence of Dhara logistics and ideal freight forwarding agency

anova test value $0.986 > 0.05$ null hypothesis is accepted therefore no significant variation between Dhara and ideal freight forwarding agency

Dhara is having the position like that of an ideal freight forwarding agency in customer mind

FINDINGS

1. Dhara logistics is having core competence in the fields of container tracking, Export & import documentation and multimodal transportation
2. The study found out that container tracking is the most preferred service offered by Dhara logistics as opined by the clients
3. The study found that Dhara logistics is satisfying the expectations of clients so it is having the same position of an ideal freight forwarding agency in the client minds

CONCLUSION

The study focused on finding out the various core competencies of Dhara logistics and it was found that container tracking is the most preferred service offered by Dhara logistics. The study also found out that Dhara logistics occupied almost the same place of an ideal freight forwarding agency in the minds of the clients. Dhara logistics can focus on its core

competencies and get competitive advantage of these to continue its good position in the minds of an clients .

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