

A SPECIAL STUDY ON EXPORT PROCEDURE AND DOCUMENTATION ON MEENAKSHI CARGO FORWARD PRIVATE LIMITED

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Abstract. The article is related to the study of export procedures and their documentation for various types of transportation. Research objective are to analyse the role of different entities in the whole process; a brief on export procedures and documentation in air cargo; a statistical analysis and representation of export data; evaluate the problem and suggested solutions for the system. A research design is the detailed blueprint used to guide a research study towards its objectives. It helps to collect, measure and analysis of data. It is a detailed plan of action for the researcher which defines problem, identify data. It helps to make the research as efficient as possible. Descriptive research seeks to ascertain certain magnitude by making complete study of the topic. It is used in this project to find the effectiveness of air cargo. The researchers was able to understand the importance of information and the flow of information in the right manner within an organization from one department to other Performance management should be integrated vertically linking the strategies objectives of the organization to the execution of activities which will enable their achievement. The performance being managed should reflect the requirements, wants and needs of all of the key stakeholders of the organization and not just reflect a limited set. The performance monitoring, review and action panning process should e structured around the strategic performance objectives of the organization. Processes and systems should be designed to extract and communicate insights rather than performance data. All systems and processes should be aligned with each other, driving behavior towards the performance objectives. Effort should be dedicated to developing an appropriate culture to engage the organization's employees and elicit commitment to performance objectives Generally, the study helped to fill the gap between theory and practice. Finally, the complete the study on Air Freight in Meenakshi Cargo Forwarders Pvt Ltd was fully understood and the pitfalls have been identified.

Keywords: method of transporting, Air freight, Road transport, motorized carriages; non-motorized carriages; management.

JEL Classification: L81, L91

Formulas: 0; **fig.:** 1; **tabl.:** 10; **bibl.:** 6

Introduction. Documentation in export trade plays very significant role from the very beginning when an exporter gets an order from A foreign buyer to the final stage when the exporter seeks Cash assistance and other incentives offered by the Government. Documentation facilitates the smooth flow of Physical goods and payment thereof across national frontiers. At every step during exporting, one or the other document is Required. The exporter cannot more any further without Documents. A distinguishing feature of international trade is the complex paperwork.

Therefore, many small exporters are Frightened by the extent and complexity of documentation.

Export documentation plays a vital role in international marketing as it facilitates the smooth flow of goods and payments thereof across national frontiers. A number of documents accompany every shipment. These documents must be properly and correctly filled. Export documentation is however, complex as the number of documents to be filled-in is large, so also is the number of concerned authorities to whom the relevant documents are to be submitted. Incorrect documents may lead to non-delivery of goods to the importer you may get the correct documents after some time but in the meantime storage charge may have to be paid. Advisable to take the help of shipping and forwarding agents who will obtain and fill out the documents Correctly as well as arrange for transportation. But every Exporter should have adequate knowledge about export

Literature review. The fast transportation of goods from the point of production or assembly to the point of consumption is often facilitated by the air cargo industry. The air industry developed rapidly in all the industrialized western countries. The real starting point for airfreight as a real alternative to other transport modes was after World War II (WWII). There were two main factors that influenced the industry's development, one internal and one external. The internal driver was the technical development of airplanes and other related products during the WWII. Radar equipment and the jet plane are just two examples. The external driver was the consequence of the war, since it exemplified the need for the transports of all kinds of goods. To meet the transport demand even shipments that were normally moved by sea were transported by air. In order to address this surge in demand new categories of aviation activities such as the charter flights, ad-hoc, and dedicated cargo flights were introduced during that period. Despite the 'relatively' small share of air freight in global distribution, the significance of air freight as a transportation mode particularly plays an important role for global supply chain management. This is recognized by Kasarda and Green (2005, p. 459) stating that "air cargo enables nations, regardless of location, to efficiently connect to distant markets and global supply chains in a speedy, reliable manner". The huge volume of high-value, time-critical products traversing international boundaries by air annually has resulted in air cargo accounting for 40 per cent of the value of today's world beer and airway bill number. This is already installed in the cargo mega terminal (CMT). There is still a lot of paper involved when executing the logistics operations in Emirates. Even though the system of e-freight has been introduced it hasn't been properly executed / implemented. The goods arriving in damaged condition was another major problem faced. The initial reason for this could be first is the improper packing materials used. Another reason could be the kind of methods in which the goods were loaded onto the aircraft. Emirates were also facing serious lack of resources. The next problem faced is the warehouse congestions. During heavy demand seasons like summer and shopping festival seasons, the warehouse gets congested leading to a situation of lack of space to accommodate incoming goods. Another reason for the warehouse congestions are the goods that is stored in the warehouse due to incorrect

documentation. Misrouting of high value goods is another problem found out. High value goods are extremely important and if lost or not arrived on time can lead to huge monetary claims and claims for loss of sale by the customer. There are also import restrictions posed by the UAE government. Emirates also face competition from other Airline companies like Etihad, Qatar Airways, Lufthansa etc.

Aims. *Scope of study:* to discover the various aspects and elements of export industry; to identify various types of the cargo in air freight; to evaluate the freight rate of air cargo; to identify various challenges in handling dangerous and hazardous cargo; the study is about the export procedure and documentation; the study includes the import and export flow process.

Research objective are to analyse the role of different entities in the whole process; a brief on export procedures and documentation in air cargo; a statistical analysis and representation of export data; evaluate the problem and suggested solutions for the system.

Limitations of study: it includes extra packaging, transportation and protection and insurance costs which build up the total cost of items; exporting isn't doable in the event that the foreign nation prohibits imports Domestic organization which are closer to the client could serve them better than firms outside their national borders; in research period not able gather turn over details of the company; merchandises are subject to quality standards any low grade merchandise which is imported will result in the country reputation and remarks on countries; obtaining license and documentation for foreign trade is a difficult and frustrating; if you are not careful, you can lose grip the domestic market and existing customers.

Methodology. A research design is the detailed blueprint used to guide a research study towards its objectives. It helps to collect, measure and analysis of data. It is a detailed plan of action for the researcher which defines problem, identify data. It helps to make the research as efficient as possible. Descriptive research seeks to ascertain certain magnitude by making complete study of the topic. It is used in this project to find the effectiveness of air cargo.

Data collection:

- “A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedures”.
- This study deals with the documentation in Needles. Secondary data are used to study. Secondary data: Secondary data is of two kinds, internal and external. Secondary data whether internal or external - is data already collected by others, for purposes other than the solution of the problem on hand.
- Official records, textbooks, booklets, review matters of the concern, audit reports and annual reports are used, A part from the personal discussions with the officials of the concern were also undertaken to carry out of the study.

In this study the secondary data is collected from the following sources.

- Reports of Air cargo logistics operation in Dubai.
- Journal export procedure and documentation

The size of the sample is large size sample. In this study the number of samples

is 50 respondents. The questionnaire is sent to the respondents in Google form and the responses is been recorded.

In this survey, the sampling technique is used is probability sampling method. Under this. Simple random sampling technique is being used. In this each sample has an equal probability of being chosen. It allows all the units in the population to have an equal chance of being selected.

Results. The airlines give the airway bill stocks to the IATA agent who give the business to the airlines. The agents give the booking of cargo to the concerned airlines against airway bill no. along with the no .of packages, weight of the shipment both gross and volume dimension of each package and nature of goods. The airlines give the carting order to the agent based on the details provided in pt.2 which is a document, giving the flight details on which, the cargo will be shipped. The onwards flight details in case of multiple flights are normally sent to the agent through mail. Based on the carting order, airway bill (customs document) the agent enters the cargo in the cargo terminal after paying the necessary charges to airports authority of India. The cargo is examined by customs and when found in order customs issues the “let export order”, after which the cargo is moved into the bonded area from where it is released to the concerned airlines. The airlines prepare a pre-manifest and loads the cargo in the ULD (unit load device) which are normally pallets containers. Once the cargo is loaded in the ULD S airlines prepare the final manifest which is called the export general manifest (EGM). Based on the EGM, customs/AAI releases the ULD s which the airlines carry and loads it in the aircraft (Fig. 1).

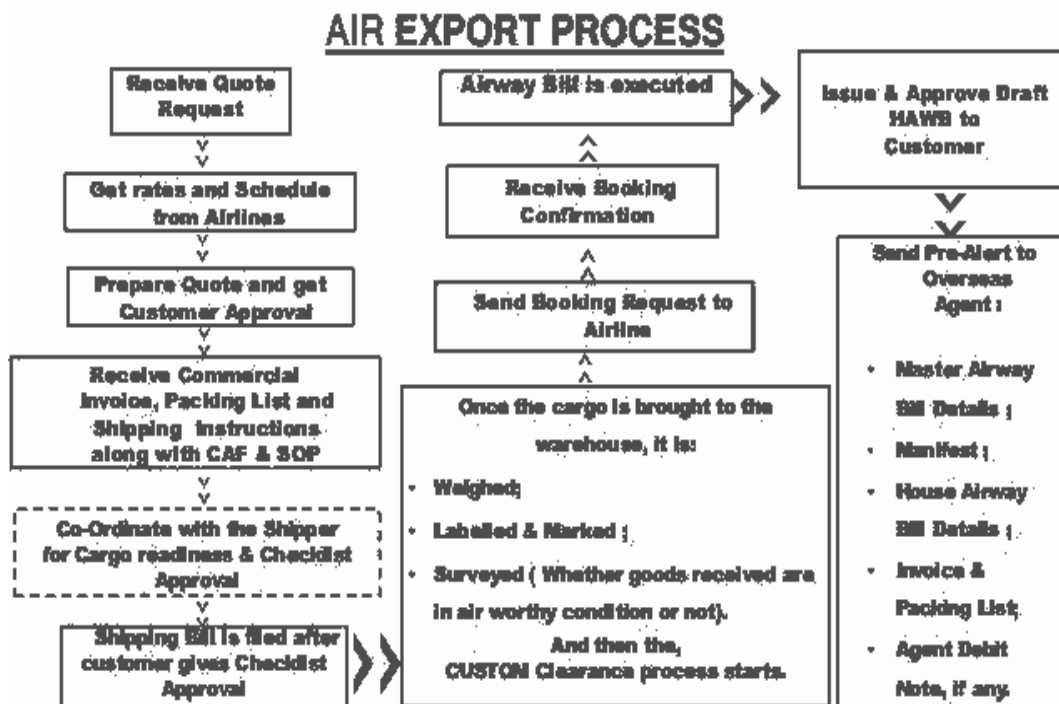


Figure 1. Export process flow diagram

There are two types of export documentation:

1. Pre – shipment document (PRSD)
2. Post – shipment document (POSD)

Airway Bill (AWB): This is a bill carrying details of the cargo that is issued on completion of the export customs process. The AWB is issued in a set of five and accompanies the cargo. It is meant for the carrier, shipper (exporter) and consignee (importer). There are two types of airway bills – a) Master Airway Bill (MAWB), issued by the air carrier to the freight forwarder on receipt of the goods as an agreement to deliver them; and b) House Airway Bill (HAWB), issued by the freight forwarder to the shipper. The air waybill, unlike the ocean bill of lading is not a document of title to the goods described therein, however it does perform several similar functions these are:

- it is a receipt for the goods;
- it is evidence of the contract of carriage between the exporter and the carrier;
- it incorporates full details of the consignor/shipper, the consignee/receiver and the consignment/goods;
- it is an invoice showing the full freight amount;
- it must be produced, be it in an electronic format, at the airport of discharge for clearing purposes.

All copies of the air waybill, together with the commercial invoice, packing list, certificate of origin and any other document which may be necessary for clearing the goods through customs, these documents are carried in the flight captain's bag.

Original Bill of Lading: Generally, when an original Bill of Lading is issued to the shipper, they take 3 originals. One for the bank; one to be sent to the consignee, one to be kept with the shipper. Whichever way it happens, one of the originals is surrendered to the shipper at • As a document of the title to the goods the destination for the release of cargo, the other two originals are void and rendered worthless.

- A Bill of Lading serves three main purposes.
- As a receipt from the shipping company.
- As a contract for the transportation of goods.

An invoice or bill is a commercial document issued by a seller to the buyer, indicating the products, quantities, and agreed prices for products or services the seller has provided the buyer. An invoice indicates the amount the buyer must pay to the seller, according to the payment terms. The buyer is sometimes offered a discount if paid before the due date.

Shipping Bill: It is a requisite for seeking the permission of Customs to export goods. It contains a description of export of goods by sea/air. It contains number and kind of packages, shipping marks and numbers, value of goods, the name of the vessel, the country of destination, etc. On the other hand, importers have to submit copies of document called Bill of Entry for customs clearance. Later, a copy has to be given to the bank for verification.

Commercial Invoice: A contract of sale provided by the exporter to the importer, it has details of the shipment, including value and quantity, as well as both their contact details. The importer needs this to clear the shipment at his end.

Shipper's Letter of Instruction (SLI): It is a legal agreement between the shipper and freight forwarder containing particulars such as cargo description; details of the shipper, consignee and carrier, departure and destination, specifics of freight payment, and so on.

Terminal Charge Challan (TC): This is a receipt issued by the terminal acknowledging that cargo can be sent to the terminal after the airline has issued the carting order. The airline issues the carting order after cargo booked on its flight.

Packing List: The packing list is an extension of the commercial invoice; as such it looks like a commercial invoice. The exporter or agent -the Customs broker or the freight forwarder reserves the shipping space based on the gross weight or the measurement shown in the packing list. Customs uses the packing list as a checklist to verify the outgoing cargo (in exporting) and the incoming cargo (in importing). The importer uses the packing list to inventories the incoming consignment.

Certificates of Origin: A Certificate of Origin (often abbreviated to O/O or C/O) is a document used in international trade. It is a printed form, completed by the exporter or its agent and certified by an issuing body, attesting that the goods in a particular export shipment have been wholly produced, manufactured or processed in a particular country. The "origin" does not refer to the country where the goods were shipped from but to the country where they were made. In the event the products were manufactured in two or more countries, origin is obtained in the country where the last substantial economically justified working or processing is carried out. An often-used practice is that if more than 50% of the cost of producing the goods originates from one country, the "national content" is more than 50%, then, that country is acceptable as the country of origin.

Delivery Order (DO): It is an order issued by the carrier to the consignee to take delivery of the imported goods.

Gate Pass: Cargo terminals are restricted areas, access to which requires a gate pass issued by the airport's security department. A gate pass is also called a visitor's pass or airport entry permit.

Data analysis is the process of systematically applying statistical and or logistical techniques to describe and illustrate, condense and recap, and evaluate data. An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings.

Table 1. Categorize the years of business you have been doing with Meenakshi Cargo Forwarders PVT. LTD

No of years of business	No of respondents	Percentage
1-2 years	15	37.5
2-3 years	12	30
3-4years	8	20
4-5years	5	12.5
total	40	100

Source: Primary Data

Form the above table it clear that 37.5 percent of customer are doing business for 1-2 years with Meenakshi Cargo Forwarders PVT. LTD.

Table 2. Mode of introduction of Meenakshi Cargo Forwarders PVT. LTD

Mode of introduction	No of respondents	percentage
Friends	12	30
Marketing people	18	45
advertisement	8	20
website	2	5
Total	40	100

Source: Primary Data

From the above table it clear that 45 percent of customer comes to know about the company through marketing people and 30 percent of customer aware through friends.

Table 3. Type of business with Meenakshi Cargo Forwarders PVT. LTD

Type of business	No of respondents	Percentage
Customs clearance	2	5
Import	5	12.5
Export	15	37.5
Value added service	18	45
Total	40	100

Source: Primary Data

From the above table it clear that 45 percent of value-added service are 18 no of respondents and 5 percent of customer aware through friends.

Table 4. Income of respondents

S.no	Income	Frequency	Percentage
1.	Below 10000	4	8
2.	10000-20000	21	42
3.	20000-30000	19	38
4.	30000-40000	5	10
5.	Above 40000	1	2
Total		50	100

Source: Primary Data

From the above table, incomes of below 10000 are 4(8%) respondents, 10000-20000 are 21(42%) respondents, and 20000-30000 are 19 (38%) respondents and 30000-40000 are 5(10%), above 40000 are 1 (2%) respondent.

Table 5. Provides duty free charges

S.no	Provides duty free charges	Frequency	Percentage
1.	Strongly agree	23	46
2.	Agree	22	44
3.	Neutral	5	10
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, company provides duty free charges is 23(46%) respondents are strongly agree, 22(44%) respondents are agree, 5(10%) respondents are neutral, 0(0) respondents are disagreed, and 0(0) respondents are strongly disagreed.

Table 6. Importance of invoice

S.no	Importance of invoice	Frequency	Percentage
1.	Strongly agree	23	46
2.	Agree	25	50
3.	Neutral	2	4
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, Importance of invoice is 23(46%) respondents are strongly agree, 25 (50%) respondents are agree, 2(4%) respondents are neutral, 0(0) respondents are disagreed, and 0 (0) respondents are strongly disagree.

Table 7. Standard documentation

S.no	Standard documentation	Frequency	Percentage
1.	Strongly agree	25	50
2.	Agree	20	40
3.	Neutral	5	10
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, standard documentation is 25(50%) respondents are strongly agree, 20(40%) respondents are agree, 5(10%) respondents are neutral, 0(0) respondents are disagreed, and 0(0) respondents are strongly disagree.

Table 8. Importance of packing list

S.no	Importance of packing list	Frequency	Percentage
1.	Strongly agree	28	56
2.	Agree	17	34
3.	Neutral	5	10
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, importance of packing list is 28(56%) respondents are strongly agree, 17(34%) respondents are agree, 5(10%) respondents are neutral, 0(0) respondents are disagree and 0(0) respondents are strongly disagree.

Table 9. Importance of inspection before export

S.no	Importance of inspection before export	Frequency	Percentage
1.	Strongly agree	23	46
2.	Agree	20	40
3.	Neutral	7	14
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, company provides documentation process is 23(46%) respondents are strongly agree, 20(40%) respondents are agree, 7(14%) respondents are neutral, 0(0) respondents are disagree and 0(0) respondents are strongly disagree.

Table 10. Problems faced in COVID-19 situations

S.no	Problems faced during COVID pandemic	Frequency	Percentage
1.	Strongly agree	30	60
2.	Agree	16	32
3.	Neutral	4	8
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		50	100

Source: Primary Data

From the above table, problems faced during COVID pandemic is 30(60%) respondents are strongly agree, 16(32%) respondents are agree, 4(8%) respondents are neutral, 0(0) respondents are disagreed, and 0(0) respondents are strongly disagree

Findings of the study:

- Majority of the respondents 37.5 percent of customer are doing business for 1-2 years with Meenakshi Cargo Forwarders PVT. LTD
- From the study majority of respondent that 45 percent of customer comes to know about the company through marketing people
- Majority of respondents' 37.5 percent of export type of the business.
- It is observed that majority of the respondent's income between 10000 – 20000 intervals.
- From the study majority of the respondents are strongly agreed in provides duty free charges.
- Study shows that 50% percent of the respondents are agreed to importance in invoice.
- It is observed that majority of the respondents are strongly agreed in standard documentation is better than the random documentation
- It is observed that 50% percent of the respondents are strongly agreed to the importance details in packing list.
- As per the observation 46% percent of the respondents are given in importance of inspections before export.
- Study shows that 60% percent of the respondents are give in problem faced in COVID-19 situations.

Discussion:

- Treat customer loyally, it will make the customer to give the business frequently.
- Be flexible in rate enquiry, with regular customer.
- Maintain level of promptness in communication either mail or calls.
- Provide documents at right time to avoid the time delay during producing documents.
- Concentrate more in retaining the customer, instead of finding new one.
- Provide proper training for the employee and evaluate them frequently.
- In concern with import and export, export is better for promoting business.

- The cargo delivery procedure time should be minimized and waiting time of the customer to get their cargo should be minimized.
- The procedure for the clearance of the cargo release has to be made easy and the confusions about the cargo release should be reduced.
- Although most of the customers are satisfied with the service provided by the Meenakshi cargo, more actions have to be made to improve service provided.

Conclusions. From the study Meenakshi Cargo Forwarders Pvt Ltd, the researcher was able to acquire practical knowledge about the functioning of an organization as a whole. It also was of immense help in understanding various authority together, how they are properly coordinated to achieve the common goals of the company which the researcher had only theoretical knowledge so far also the study gave me an idea about the various problem faced by the company and how solution is arrived at. The researcher was able to understand the importance of information and the flow of information in the right manner within an organization from one department to other Performance management should be integrated vertically linking the strategies objectives of the organization to the execution of activities which will enable their achievement. The performance being managed should reflect the requirements, wants and needs of all of the key stakeholders of the organization and not just reflect a limited set; The performance monitoring, review and action panning process should e structured around the strategic performance objectives of the organization; Processes and systems should be designed to extract and communicate insights rather than performance data; All systems and processes should be aligned with each other, driving behavior towards the performance objectives. Effort should be dedicated to developing an appropriate culture to engage the organization's employees and elicit commitment to performance objectives Generally, the study helped to fill the gap between theory and practice. Finally, the complete the study on Air Freight in Meenakshi Cargo Forwarders Pvt Ltd was fully understood and the pitfalls have been identified.

Author contributions. The authors contributed equally.

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