

A Study on Ocean and Air Shipments in Freyer International Logistics

AUTHOR I

Ms. R. JAVI PRABHA

Associate Professor, School of Management, Dhanalakshmi
Srinivasan University, Trichy.

AUTHOR II

N M SUKILESH

II MBA, School of Management, Dhanalakshmi Srinivasan University, Trichy.

ABSTRACT

The logistics and supply chain industry plays a major role in supporting global trade and international business operations. Freight forwarding companies act as intermediaries between exporters, importers, shipping lines, airlines, customs authorities, and transport operators to ensure the smooth movement of cargo across countries. This study focuses on ocean and air shipment operations in Freyer International Logistics, Bangalore. The objective of the study is to analyze the shipment procedures, documentation process, operational efficiency, challenges, and customer service involved in both ocean and air freight transportation.

The research adopts a descriptive methodology using both primary and secondary data. Primary data was collected through discussions with employees and operational observations, while secondary data was collected from company records, logistics journals, websites, and industry reports. The study highlights the advantages and limitations of ocean and air transportation and evaluates their impact on delivery time, cost efficiency, cargo handling, and customer satisfaction.

The findings reveal that ocean freight is economical and suitable for bulk cargo, whereas air freight provides faster delivery for time-sensitive goods. The study concludes that efficient coordination, advanced tracking systems, proper documentation, and customer relationship management are essential for successful freight forwarding operations.

Keywords: Ocean Shipment, Air Shipment, Freight Forwarding, Logistics Management, Supply Chain, Import and Export, Freight Operations.

1. INTRODUCTION

The growth of globalization and international trade has increased the importance of logistics and transportation services across the world. Companies engaged in international business require efficient transportation systems to move goods from one country to another safely, economically, and on time. Freight forwarding companies play an important role in coordinating these activities.

Freyer International Logistics, Bangalore, is engaged in providing freight forwarding and logistics solutions for importers and exporters. The company handles both ocean and air shipments and offers services such as customs clearance, cargo consolidation, warehousing, transportation, and documentation support.

Ocean freight and air freight are the two major modes of international cargo transportation. Ocean freight is preferred for heavy and bulk cargo due to its cost-effectiveness, while air freight is preferred for urgent and high-value goods because of its speed and reliability.

This study aims to understand the operational activities involved in ocean and air shipments at Freyer International Logistics and analyze their effectiveness in serving customer requirements.

2. INDUSTRY PROFILE

Logistics Industry Overview

The logistics industry is one of the fastest-growing sectors in the global economy. It includes transportation, warehousing, inventory management, packaging, freight forwarding, and supply chain management. The industry supports international trade by ensuring the efficient movement of goods from manufacturers to customers.

India has become an important logistics hub due to increasing exports, imports, industrial growth, and digital transformation. Government initiatives such as Sagarmala, Bharatmala, and the implementation of GST have improved transportation infrastructure and supply chain efficiency.

Freight Forwarding Industry

Freight forwarding companies coordinate cargo movement through different transportation modes such as sea, air, road, and rail. Their major responsibilities include:

- Cargo booking
- Customs clearance
- Documentation handling
- Shipment tracking
- Cargo insurance
- Warehousing
- Transportation coordination

Freight forwarders act as intermediaries between shippers and carriers, ensuring smooth shipment operations.

3. COMPANY PROFILE

About Freyer International Logistics

Freyer International Logistics is a logistics and freight forwarding company located in Bangalore. The company provides integrated logistics services for domestic and international cargo movement.

Services Offered

- Ocean Freight Services
- Air Freight Services
- Customs Clearance
- Door-to-Door Delivery
- Warehousing Services
- Transportation Services
- Import and Export Documentation
- Cargo Tracking Services

Vision

To provide reliable, efficient, and customer-oriented logistics solutions.

Mission

To deliver high-quality logistics services with timely shipment handling and operational excellence.

Objectives of the Company

- Ensure timely cargo delivery
- Maintain customer satisfaction
- Reduce transportation costs
- Improve operational efficiency
- Expand global logistics network

4. REVIEW OF LITERATURE

- Several studies have examined logistics and freight forwarding operations in international trade.
- According to Christopher (2016), logistics management is an important factor in achieving competitive advantage through efficient transportation and supply chain integration.
- Ballou (2013) stated that transportation plays a major role in reducing operational costs and improving customer satisfaction in supply chain management.
- Murphy and Wood (2018) emphasized that freight forwarders contribute significantly to international trade by simplifying customs procedures and documentation.
- Research studies also indicate that air freight is preferred for urgent and perishable goods, while ocean freight is suitable for large-volume shipments due to lower transportation costs.
- Technology adoption, real-time tracking systems, and automation have further improved shipment visibility and operational performance in logistics companies.

5. STATEMENT OF THE PROBLEM

Freight forwarding companies face several operational challenges in managing international cargo shipments. Delays in documentation, customs clearance issues, cargo damage, fluctuating freight rates, and communication gaps can affect shipment efficiency and customer satisfaction.

Freyer International Logistics handles both ocean and air shipments, and it is important to evaluate the operational procedures, identify challenges, and understand the effectiveness of shipment management practices.

6. OBJECTIVES OF THE STUDY

Primary Objective

To study ocean and air shipment operations in Freyer International Logistics, Bangalore.

Secondary Objectives

- To understand the procedures involved in ocean shipments.
- To analyze air freight operations and documentation.
- To compare ocean and air transportation.
- To identify operational challenges faced by the company.
- To study customer satisfaction regarding shipment services.
- To suggest measures for improving logistics efficiency.

7. SCOPE OF THE STUDY

The study focuses on shipment operations in Freyer International Logistics, Bangalore. It covers:

- Ocean freight procedures
- Air freight procedures
- Import and export documentation
- Cargo handling process
- Shipment tracking systems
- Customer service practices

The study provides insights into logistics operations and helps understand the importance of freight forwarding in international trade.

8. RESEARCH METHODOLOGY

Research Design

The study follows a descriptive research design.

Sources of Data

Primary Data

- Primary data was collected through:
- Discussions with company employee
- Observation of shipment procedures
- Informal interviews with logistics staff

Secondary Data

Secondary data was collected from

- Company records
- Logistics journals
- Websites and online sources
- Research articles
- Textbooks related to logistics and supply chain management

Sampling Method

Convenience sampling method was used for collecting responses from employees.

Tools Used for Analysis

- Percentage analysis
- Comparative analysis
- Tabular representation

- Graphical interpretation

9. OCEAN SHIPMENT OPERATIONS

Ocean freight is one of the most widely used transportation modes in international trade. It is economical and suitable for transporting large quantities of cargo.

Process of Ocean Shipment

1. Booking confirmation from customer
2. Cargo collection and consolidation
3. Preparation of shipping documents
4. Customs clearance
5. Container loading
6. Shipment through shipping line
7. Cargo tracking
8. Delivery at destination port

Important Documents in Ocean Freight

1. Bill of Lading
2. Commercial Invoice
3. Packing List
4. Shipping Bill
5. Certificate of Origin
6. Insurance Certificate

Advantages of Ocean Freight

- Cost-effective for bulk cargo
- Suitable for heavy shipments
- Large carrying capacity
- International connectivity

Disadvantages of Ocean Freight

- Longer transit time
- Risk of weather-related delays
- COMPLEX PORT PROCEDURES

10. COMPARISON BETWEEN OCEAN AND AIR SHIPMENTS

Factors	Ocean Freight	Air Freight
Cost	Low	High
Speed	Slow	Fast
Cargo Capacity	High	Limited
Suitable for	Bulk Cargo	Urgent Cargo
Environmental Impact	Lower	Higher
Risk of Damage	Moderate	Low

Ocean freight is economical for large shipments, while air freight is suitable for urgent delivery requirements.

11. FINDINGS OF THE STUDY

1. Freyer International Logistics efficiently manages both ocean and air shipment operations.
2. Ocean freight is mostly preferred for bulk and non-urgent cargo.
3. Air freight is used for urgent and high-value shipments.
4. Proper documentation is essential for avoiding customs delays.
5. Technology and tracking systems improve operational transparency.
6. Customers prefer timely updates regarding shipment status.
7. Freight rate fluctuations affect logistics planning.
8. Coordination among shipping lines, airlines, and customs authorities is important for successful cargo movement.

12. SUGGESTIONS

- The company can improve digital tracking systems for better shipment visibility.
- Employee training programs should be conducted regularly.
- Automation of documentation procedures can reduce operational delays.
- Customer communication should be strengthened.
- The company can expand warehousing and consolidation facilities.
- Better coordination with customs authorities can improve clearance efficiency.

13. CONCLUSION

The study concludes that both ocean and air shipment services are essential components of international logistics operations. Ocean freight provides cost advantages for large-volume cargo, while air freight ensures quick delivery for urgent goods.

Freyer International Logistics plays an important role in facilitating international trade through efficient freight forwarding services. The company maintains effective coordination in shipment handling, documentation, customs clearance, and cargo tracking.

The success of logistics operations depends on operational efficiency, customer service quality, technological support, and proper supply chain coordination. Continuous improvement in logistics practices will help the company enhance customer satisfaction and strengthen its position in the competitive logistics industry.

14. REFERENCES

1. Bharathi, S., & Priyadharshini, K. (2026). *The role of employee engagement in improving organizational performance in JKS Auto Service, Ariyalur. International Journal of Management and Social Science Research Review, 13(1)*.
2. Christopher, M. (2016). *Logistics and Supply Chain Management*. Pearson Education.
3. Ballou, R.H. (2013). *Business Logistics Management*. Prentice Hall.
4. Murphy, P.R., & Wood, D.F. (2018). *Contemporary Logistics*. Pearson.
5. Vanhaltren, C. J., & Bharathi, S. (2026). *The influence of Big Five personality traits on self-efficacy: An empirical study among Generation Z undergraduate students. Minnesota Journal of Business Law and Entrepreneurship, 721–732*.
6. Indian Logistics Industry Reports.
7. Company manuals and operational documents.
8. Research journals related to freight forwarding and supply chain management.
9. Online logistics and shipping resources.
10. Vanhaltren, V. C. J., & Bharathi, S. (2026). *The influence of Big Five personality traits on self-efficacy: An empirical study among Generation Z undergraduate students. Minnesota Journal of Business Law and Entrepreneurship, 720–732*.