

Conquering the Last Leg: A Deep Dive into Overcoming Obstacles in the Ultimate Hurdle of Supply Chain Navigation

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Introduction:

In the dynamic and challenging landscape of the logistics industry, Asha Incorporation has emerged as an impressive player, driven by a visionary duo, Mr. Mayur Ramteke and Mr. Rishi Thakre. Established during the COVID era, Asha Incorporation has rapidly carved its niche as a trusted logistic firm in Nagpur, they have built a reputation for excellence in supply chain management. The formation of Asha Incorporation by two friends, one with expertise in logistics and the other in supply chain management, stands as a testament to the power of experience, knowledge, and a strong network. This essay delves into the journey of their entrepreneurial endeavor, exploring how their past experiences and extensive connections have contributed to their company's success in the logistics and supply chain industry.

Strong belief in key principles is their business philosophy that has been instrumental in shaping their success. These values include adhering to the idea of "cash and carry," cultivating positive relationships with clients and partners, building a strong network of partnerships, and placing a firm focus on completing deadlines. This case study will drive into the remarkable journey of Asha Incorporation for exploring the strategic decisions, innovative practices, and unwavering determination that have launched them in supply chain management. Through a meticulous

examination of its operational strategies and core values, Asha Incorporation has earned the trust and respect of its clients and stakeholders.

As we unveil into the intricate details of Asha Incorporation's growth story, we hope to uncover valuable insights that will inspire and guide both aspiring entrepreneurs and established businesses in the logistics domain. By understanding how this young firm navigated the challenging waters of the logistics sector and overcame adversities, helped them to acquire a remarkable position in the highly competitive global market.

Company Background:

Asha Incorporation - "Linking you to the world," is a visionary logistic firm that was founded during the COVID era by Mr. Mayur Ramteke and Mr. Rishi Thakre. Both the leaders shared a common passion for the logistics and supply chain sectors. Their friendship and professional backgrounds proved to be the perfect foundation for their joint venture. With one friend well-versed in the intricacies of logistics and the other adept at supply chain management, they complemented each other's skills and created a strong partnership. Established with a strong commitment to revolutionizing the supply chain management industry, Asha Incorporation embarked on its journey with a clear mission to become a trusted partner for businesses seeking seamless connectivity to global markets. The company's operating office is in Nagpur, which positions them advantageously to serve as a pivotal link between different regions. This central location enables Asha Incorporation to efficiently facilitate the movement of goods and services, leveraging an extensive network and well-established infrastructure. The company takes pride in offering a wide range of services, making it a go-to partner for businesses with diverse transportation needs in both Air & Water ways. By providing these comprehensive solutions, Asha Incorporation has established itself as a trusted partner capable of handling various aspects of the supply chain. This dedication to delivering top-notch services and maintaining high standards of customer satisfaction earned them a stellar reputation in the industry.

A key aspect of Asha Incorporation's success lies in its global network and extensive experience. Their skilled personnel, equipped with the latest communications and tracking technologies, enable efficient and reliable supply chain solutions.

One of Asha Incorporation's significant strengths is its role as a representative logistics operator, capable of handling customs clearance and transportation for any cargo type. This capability is invaluable in navigating the complex regulatory landscape associated with international shipping and ensuring compliance with all necessary protocols. Asha Incorporation's business philosophy revolves around several core values that are deeply ingrained in its organizational culture. A cornerstone of their approach is the concept of "cash and carry," which emphasizes prudent financial management, ensuring a sustainable and resilient operation. This principle enables the company to maintain financial stability, allowing them to invest in cutting-edge technologies and expert talent to further enhance their services.

Since its inception, Asha Incorporation has remained committed to innovation and continuous improvement. They embrace the latest technological advancements to enhance their services, streamline operations, and provide their clients with seamless and efficient logistics solutions. As a representative logistics operator, Asha Incorporation has earned the trust and loyalty of a diverse clientele across various industries. Whether it's manufacturing, retail, pharmaceuticals, or any other sector, businesses rely on Asha Incorporation's expertise to meet their transportation needs with precision and reliability.

With a strong emphasis on customer satisfaction, efficient communication, and proactive problem-solving, Asha Incorporation continues to build its reputation as a leader in the logistics industry. As the company progresses, it remains dedicated to providing integrated supply chain solutions that help businesses thrive in the global market.

Clientele:

Another critical factor that contributed to Asha Incorporation's success was the vast network of connections that both friends had established throughout their careers. Leveraging their professional relationships, they were able to secure early clients and establish strategic partnerships with suppliers, manufacturers, and other stakeholders in the industry. Their network not only

helped them acquire new business but also provided valuable insights and access to market trends, allowing Asha Incorporation to adapt quickly to changing demands and stay ahead of the competition. Its competitors are - Maersk, DP world logistics, atlas logistics, Aditi Express Cargo India Pvt Ltd, Farmico Cold Chain & Logistics Ltd, Vine engineer Enterprises Pvt Ltd, Splendid Logistics Solutions Pvt Ltd. Asha Incorporation's core strengths in handling documentations, procurement and processing in various fields make it the master of custom clearance processing. At Asha, for your global and local destinations, we offer door-to-door full transport management services. The provision of such seamless logistic services for both personal and commercial shipment makes Asha Incorporation the ideal choice. Asha Incorporation's clientele comprises some of the most prominent and influential companies from different sectors, including technology, fashion, automotive, and pharmaceuticals. These clients are often referred to as "big shots" due to their global presence, extensive supply chains, and high-value shipments.

The following major services provided by the company

Supply Chain Services

Air and Ocean Network

Packing Solutions

Customs Brokerage

Last-Mile Challenge:

ABC Herbocare Limited, a well-known brand that has dominated the Indian market since 1970, finalized the deal with Asha Incorporation for the shipment of their goods to the USA. Mr. Sanjay Gupta, the operation head from ABC Herbocare Limited, disclosed the weight of the shipment as 800 kgs during the negotiation. Asha Incorporation began its shipment procedure as soon as the agreement was completed since they planned to do significant business with the company going forward.

Products from ABC Herbocare Limited are distributed all over the world. They have already established a sizable network of logistics firms for exporting their goods. This time, Asha

Incorporation approached them and closed the deal by offering the price. Asha Incorporation was delighted by this agreement because the client is well-known for their products and has operations all over the world. On April 25, Mr. Sanjay and Mr. Mayur had a face-to-face conversation regarding a consignment. However, only a small amount of information was provided by the client, which caused a bottleneck in the consignment's timely delivery. Asha Incorporation started the shipping process, but immediately encountered issues. When ABC Herbocare Ltd handed over the shipment items, they were not packaged in accordance by the international rules. Asha was required to repackage each product in accordance with the rules. The weight of the shipment products has now increased to 900kgs as a result of the repacking. The entire repacking procedure was finished in a single day. Although a cargo typically takes 8 days to be delivered, Mr. Gupta insisted on delivering the goods in just 6. Mr. Gupta set the delivery deadline 2 days in advance of the actual date. Mr. Mayur couldn't afford to lose this client because he was crucial to his future business endeavors. He had to make a quick decision by accepting this circumstance because doing otherwise would harm the brand's reputation and maybe undermine customer faith. The shipment left Nagpur on April 28th and arrived in Mumbai on April 30th. The process for Asha to deliver the specified freight was not easy. The shipment was lying in Mumbai port on May 1, which was a holiday in Maharashtra on account of Labour Day.

Because of networking and knowledge in this field, they executed another route for delivering the products to the USA for display in the exhibition. They loaded the cargo on New York- bound flight which takes almost 23 hours to reach its destination. To manage all this last moment arrangement Mr. Mayur himself had to travel to Mumbai to carry out this procedure. The shipment reached the destination on 03rd May and was ready for delivery in half an hour managing all customs clearances. Asha is dedicated to providing exceptional customer service, so the founders did their best to ship to New York by incurring additional freight costs. Due to the Company's Cash and Carry policy, Mr. Mayur informed Mr. Gupta about the additional costs incurred apart from the original quotation amount before loading the shipment for its subsequent trip to the US. By making an informed choice and choosing the most morally sound course of action to carry out the operation the shipment was delivered.

Conclusion:

The success of Asha Incorporation is a story of passion, collaboration, and perseverance. Two friends, drawing from their expertise in logistics and supply chain management, transformed their vision into reality and built a thriving company. Their past experiences and expansive network provided a solid foundation for growth, while their commitment to excellence and adaptability ensured long-term success in a competitive market.

As Asha Incorporation continues to evolve, it serves as an inspiring example for aspiring entrepreneurs, emphasizing the importance of leveraging experience, networking, and innovation to achieve business success in the logistics and supply chain domain.