



A STUDY ON IMPACT OF EXPORT DOCUMENTATION DURING PANDEMIC AT LOGISTICS COMPANY

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ABSTRACT

Export in simple words means selling goods abroad or Export refers to outflow of goods and services and inflow of foreign exchange. Each country has its own rules and regulations regarding the foreign trade. For the fulfillment of all the rules and regulations of different countries an exporting company has to maintain and fulfill different documentation requirements. The documentation procedure depends on the type of goods, process of manufacturing, type of industry and the country to which goods is to be exported.

It is an opportunity to do the project in a logistics company helps the exporters and local manufacturers to transship their goods. Project on Export documentation and clearance procedure is uncommon. As we know, exporting through airways is complex and challenging activity in today's dynamic world environment as it involves the performance of operations that determine existing and potential demand in a market. Learning the step-by-step processes & procedures to be followed in an export contract is a crucial activity in export procedure.

INTRODUCTION

It is an opportunity to do the project in a logistics company helps the exporters and local manufacturers to transship their goods. Project on Export documentation is uncommon. As we know, exporting is complex and challenging activity in today's dynamic world environment as it involves the performance of operations that determine existing and potential demand in a market. Learning the step-by-step processes & procedures to be followed in an export contract is a crucial activity in export procedure.

So, selecting a project on export procedure & documentation is an obvious & important decision.

This project is aimed at understanding export procedure & documentation. It begins with the research background, problems, objectives, scope, need, introduction of the company i.e. company profile. This part includes introduction of the company, capacity, the client base & some export figures giving idea of Exports.

LITERATURE REVIEW

1. Onkarnath and Ashish Bhatnagar, 2013,

According to **Onkarnath & Ashish Bhatnagar, 2013**, this research paper is all about export/import documentation of shipment. The aim is to focus on documents required for Export/Import. There are many documents involved in international trade, such as commercial documents, financial documents, transport documents, insurance documents and other international trade related documents.

2. Neil A. Morgan & Constantine S. Katsikeas & Douglas W. Vorhies, 2011,

According to **Neil A. Morgan & Constantine S. Katsikeas & Douglas W. Vorhies, 2011**, since exporting is the most popular mechanism by which firms engage with international markets, understanding the drivers of export market performance is key to explaining firms' international competitiveness. The literature posits that the effective implementation of planned export marketing strategy is a key determinant of the performance of firms operating in international markets.

3. Prakash, Amudha and Suganya, 2013,

According to **Prakash, Amudha and Suganya, 2013**, 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.

4. Muthuvelatutham and Karuppasamy, 2013,

According to **Muthuvelatutham and Karuppasamy, 2013**, foreign trade has been major aspect for economic wealth of nations. Every nations have taking various plans & policies and amending this at periodically to improve trade activities. There is some major problems or risks to export and import cargo. In India, the shipper and buyer are also facing few significant problems; the major problem is efficient work of customs documentation and clearance. The government policies and duty plans are changing periodically.

5. Seok et.al., 2016,

According to Seok et.al., 2016, The study aimed to find out which logistic service factors affect the field and administrative staff's perception of service quality satisfaction. It also tried to find out if there was a difference in perception due to job-type. As the result of analysis, the following implications can be gained. First, independent sample t-test results showed that based on the job types; there is an average difference on economic feasibility, stability, and service satisfaction. Second, the results showed that service quality factors all have a positive influence on service satisfaction. Third, although there was difference in view between field staff and administrative staff on each variable, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

OBJECTIVES

- To determine the export and import documentation support given
- To know the thoughts, perceptions and apprehensions of customers towards FOREX services
- To understand the satisfaction level of existing clients to draft strategies to attract new clients
- To identify factors responsible for selecting the service
- To know the impact of globalization & liberalization on Indian import/export Market during pandemic situation

RESEARCH DESIGN

Research Methodology is the doctrine of methods that is the application of logic in the fields of science. It is concerned with the organization of research to ensure that the outcomes, represents scientific knowledge coming from research to the type of process which led to that outcome.

Research methodology is a scientific and systematic way to solve research problems. Researcher has to design his methodology. Descriptive study is a fact finding investigation with adequate interpretation.

Chi-Square Test

To find the reliability of the collected data Chi-square test has to be conducted, required hypothesis is the null hypothesis

Null Hypothesis:

Ho = There is no dependency between occupation of the respondents and their opinion on End to End Support on Documentation.

Alternate Hypothesis:

H1 = There is a dependency between occupation of the respondents and their opinion on End to End Support on Documentation.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.384 ^a	8	.967
Likelihood Ratio	2.699	8	.952
Linear-by-Linear Association	.040	1	.842
N of Valid Cases	70		
a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .04.			

Interpretation: The results of the "Pearson Chi-Square" say that $\chi(8) = 2.384$, $p = .967$. This tells us that there is no statistically significant association between occupation of the respondents and their opinion on End to End Support on Documentation.

ONE WAY ANOVA TEST

Hypothesis set between type of company of the respondents and their opinion on the legal and government policies are well handled

Null Hypothesis:

H_0 = There is no statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled

Alternate Hypothesis:

H_1 = There is a statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled.

ANOVA					
Legal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.461	4	4.365	6.445	.000197
Within Groups	44.025	65	.677		
Total	61.486	69			

Interpretation: This is the table that shows the output of the ANOVA analysis and we have no statistically significant difference between our group means. We can see that the significance level is 0.000197 ($p = .000197$), which is less than 0.05, therefore, there is no statistically significant relationship between type of company of the respondents and their opinion on the legal and government policies are well handled.

LIMITATIONS OF THE STUDY

- It is very difficult to collect the primary data because of meeting the corporate people in their busy schedule.
- Time factor and cost factor are the major constraints
- Customers are reluctant to reveal some vital information.
- The opinions elicited from the research conducted can't be taken as the opinion of whole population

SUGGESTIONS AND RECOMMENDATIONS

- Company should start some sales promotional activity for better attraction in customer's memory.
- To concentrate on advertisement. This can be done by expanding its expertise network, also by improving quality of services at a competitive price.
- Also impact should make effort to make aware to customers about new trends in 3pl /4pl also telling them benefit of outsourcing.
- Last but not least impact should focus on slowly to big customers so that it can expand the size of business and can create Brand name in market for itself.

CONCLUSION

Documentation services are concerned with getting the services on clearance and to make the EXIM process happen in a smoother way. It is difficult to accomplish any marketing or manufacturing without logistical support. It involves the integration of information, transportation, inventory, warehousing, material handling, and packaging. The study was aimed at understanding the documents involved in exporting goods and also to know procedures of export. This would definitely be helpful for the new exporters and those who are involved in research.

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