

CHAPTER-I
INTRODUCTION

1.1 INTRODUCTION

In the modern era of global trade and commerce, the efficient movement of cargo plays a critical role in sustaining economies and meeting consumer demands. Over the years, the integration of Information Technology (IT) has revolutionized the cargo movement industry, streamlining processes, enhancing transparency, and optimizing operations. From managing inventory to tracking shipments in real-time, IT solutions have become indispensable for businesses involved in cargo movement.

This paper explores the implementation of Information Technology in cargo movement, highlighting its significance, benefits, challenges, and future prospects. By examining various IT applications and their impact on different stages of the cargo supply chain, this study aims to provide insights into how technology is reshaping the logistics landscape and driving operational excellence.

Akbar express cargo company is a leading provider of innovative Information Technology solutions tailored specifically for the cargo movement industry. With a dedicated team of experienced professionals and a commitment to excellence, we specialize in delivering cutting-edge IT systems and services that optimize logistics operations, enhance visibility, and drive efficiency across the entire supply chain.

At the core of our business philosophy is a deep understanding of the challenges faced by companies involved in cargo movement. Whether it's managing inventory, optimizing transportation routes, or ensuring real-time tracking of shipments, we recognize the complexities of modern logistics and strive to provide comprehensive IT solutions that address these challenges effectively.

Small business looking to streamline your logistics operations or a large enterprise seeking to optimize your supply chain, our company is your trusted partner for all your Information Technology needs in cargo movement. With our expertise, experience, and dedication, we empower businesses to thrive in today's dynamic and competitive market landscape.

The implementation of Information Technology has become indispensable for the efficient and effective movement of cargo in today's globalized economy. By leveraging IT solutions such as inventory management systems, transportation management systems, and tracking technologies, businesses can optimize operations, reduce costs, and enhance customer satisfaction. However, challenges such as data security, integration complexity, and infrastructure limitations need to be addressed to realize the full potential of IT in cargo movement. Looking ahead, emerging technologies like AI, blockchain, IoT, and autonomous vehicles are poised to further revolutionize the logistics industry, offering new opportunities for innovation and growth.

1.2 AREA CHOSEN FOR STUDY

This area is conducted at Akbar express cargo, Calicut airport

1.2.1 INDUSTRY PROFILE

Air Cargo Market Overview

The Air Cargo Market is the sector of the economy concerned with the design, manufacture, marketing, and sale of Air Cargo products or services. It includes a range of companies that develop, promote, and market these products in order to satisfy consumer demand. The size, scope, and dynamics of the market are determined by a number of variables, including as customer preferences, technology improvements, and the regulatory environment. The "Air Cargo Market" offers a platform for businesses to compete and innovate by providing solutions that address a wide range of customer needs. It plays a vital role in the overall economy and makes a substantial contribution to growth and development.

Discover the boundless possibilities with Air Cargo Market! As a pioneering force in the industry, we redefine excellence through unmatched products and services. Our customer-driven approach and relentless pursuit of innovation have catapulted us to the forefront. Join our network of satisfied clients and experience the transformative power of Air Cargo Market, where growth knows no bounds. Elevate your business to new heights with us today!

In the coming years, the global Air Cargo Market is set to experience steady growth, driven by a combination of continuous technological advancements, growing environmental awareness, and the rising need for streamlined operations. To seize the evolving market opportunities, industry players are anticipated to concentrate on product innovation, strategic collaborations, and geographical expansion.

The research study includes profiles of leading companies operating in the Air Cargo Market:

This Air Cargo Market report reveals several key market methods that may assist businesses in leveraging their position in the market and diversifying their product range. It is an effective market report instrument for conquering certain business setbacks. This sort of innovative market research provides useful data in a timely manner. It also conducts data-driven research studies to provide insights into elements of market growth. The bulk of the key insights in this study are based on in-depth information gleaned from primary and secondary data collection data.

When considering suggestions to enhance the efficiency and effectiveness of air cargo operations, leveraging advanced technologies and best practices is essential. Here are some focused suggestions aimed at improving air cargo services, potentially for a hypothetical or real company like Akbar Express Cargo:

2.1 STATEMENT OF PROBLEM

The challenges requires a holistic approach that considers technological, organizational, regulatory, and cultural factors. Effective strategies may include investing in infrastructure development, fostering collaboration between stakeholders, enhancing data security measures, providing training and support for IT adoption, and advocating for regulatory reforms to support digital transformation in cargo movement operations.

2.2 OBJECTIVES OF THE STUDY

- To evaluate the current level of adoption of information technology (IT) in cargo movement operations among different stakeholders including shippers.
- To identify and analyze the range of IT solutions and technologies available for improving efficiency, transparency.
- To Investigate the challenges and barriers faced by organizations in implementing IT solutions for cargo movement.
- To conduct a cost-benefit analysis to evaluate the financial implications of implementing IT solutions in cargo movement operations.

2.3 RESEARCH METHODOLOGY

RESEARCH DESIGN

Research can be defined as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge. Research has the purpose of improving understanding of particular business or management problem, resulting in solution to problem, resulting in solution to problem, to obtain findings of practical relevance and value to manager(s) in organization(s).

According to Clifford Woody, “Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit in formulating hypothesis”. This chapter deals with the methodology adopted to conduct this study.

2.4 SAMPLE SELECTION METHOD CHOICE

Sample

Total number of respondents from the population is 100

Type of research:

In this study, descriptive research is used. Descriptive research is carried out for the purpose of collecting descriptive information like employee’s opinion, benefits, personal details, awareness, etc. And also it is structured and formal.

Sampling Procedure:

Convenient sampling

Convenience sampling technique has been used to collect data

DATA COLLECTION METHOD

The type of research adopted by the investigator is primary as well as secondary research. Primary research involves studying the facts and figures collected by the researcher himself/herself; exclusively for the purpose of a particular study. Secondary research involves the usage of data and facts and figures that has been collected by someone else.

PRIMARY DATA

The data which is collected by the researcher himself for finding the solutions of a particular problem or situation. Primary data was collected with the help of questionnaire.

SECONDARY DATA

When a researcher uses data which have previously been collected by some other researchers institutions or agencies for their own purpose are called 'secondary data'.

TOOLS USED FOR ANALYSIS

A structured questionnaire has been used for collecting the required data.

Tools used for analysis:

Percentage Analysis

Percentage analysis is used for the analysis of primary data collected. Percentage is special kind of ratios that express the relationship of one variable in comparison to another percentage.

Percentage =
$$\frac{\text{TotalNumber of respondents}}{\text{TotalPolpulation}} \times 100$$

2.5 LIMITATION OF THE STUDY

- The sample population taken for the study is only 100 which may not be a proper representation of the entire population under study
- The speed of making information could have made errors
- Some of the respondents were not co-operative
- Lack of previous experience