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## CHALLENGES AND OPPORTUNITIES IN INTERNATIONAL IMPORT & EXPORT WITH REFERENCE TO FREIGHT FORWARDING COMPANIES

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**\*Rahul Sharma [MBA-LSCM] PIET, Prajapati Niraj Sanjaybhai [MBA-LSCM] PIET,  
Prof. Hasmukh Panchal**

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Faculty of Management Studies, Parul University, Vadodara, Gujarat, India.

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### ABSTRACT

The purpose of this exploration paper is to dissect the issues and possibilities of freight forwarding companies in dealing with the transnational import and import of goods, with special reference to Air Vault Express & Logistics Pvt. Ltd.( AirVLT), a technology-grounded, Indian logistics provider. Using a descriptive and exploratory exploration methodology, primary data was gathered from structured questionnaires administered to a sample group of 50- 75 logistics professionals, assiduity directors and scholars involved with the areas of Freight Forwarding and Supply Chain Management. Secondary data was attained from academic journals, trade reports published by the WTO and UNCTAD, and other publications from the companies involved.

The data analysis indicated customs detainment's and detainment's due to attestation as the main sources of functional difficulty; other difficulties endured by the freight forwarding assiduity were the adding cost of air freight and energy; multiple governments furnishing non-supervisory compliance for multiple countries within a force chain; and global dislocations from afflictions and political query. Implicit openings linked from the data include the use of digital logistics platforms, real- time shadowing of weight shipments, the conformation of strategic global hookups, and the application of green force chain operation practices to increase functional effectiveness, competitive advantage and sustainability in the long term. It was concluded that integrating technology- related results and developing-inter-organizational cooperative connections are critical variables to help the freight forwarding

assiduity to overcome functional obstacles and enhance the quality of service handed by the freight forwarder on an transnational base.

## **INTRODUCTION**

Transnational trade is the foundation of the global frugality, and its effective operation depends significantly on the freight forwarding and logistics assiduity. Freight forwarders serve as interposers who coordinate the movement of goods across borders, manage attestation, insure customs compliance, and optimize routing for importers and exporters. As global commerce continues to expand driven by growing consumer demand, e-commerce proliferation, and heightening force chain integration, the part of freight forwarding companies has come decreasingly strategic.

India has surfaced as one of the swift- growing logistics requests in the world, with an estimated request size of roughly USD 215 billion in 2024( IBEF, 2024). Gujarat, in particular, stands out as a vital logistics mecca owing to its littoral terrain, major harborage structure including Kandla, Mundra, and Pipavav, and a strong artificial and import-acquainted frugality. Within this dynamic environment, Air Vault Express & Logistics Pvt. Ltd.( AirVLT) operates as a leading freight encouraging company offering end- to- end air freight, ocean freight, customs concurrence, warehousing, and digital logistics services.

This paper investigates the challenges defying freight forwarding companies in transnational import- import operations and identifies openings that can be abused to enhance functional effectiveness, cost- effectiveness, and client satisfaction. The study draws upon primary check data and secondary literature to give a comprehensive understanding of the assiduity geography, with particular reference to AirVLT as the focal association.

## **LITERATURE REVIEW**

The academic literature on transnational logistics and force chain operation has constantly linked nonsupervisory complexity, cost volatility, and functional inefficiency as major challenges for freight forwarding companies. Chopra and Sodhi( 2004) emphasized the significance of threat operation in global force chains, arguing that dislocations arising from geopolitical events, nonsupervisory changes, and demand oscillations can have cascading goods on logistics performance. Christopher( 2016) extended this by championing for nimble and flexible force chains able of conforming to unpredictable global trade surroundings.

Studies examining the part of technology in logistics have stressed digital metamorphosis as a vital occasion. According to Evangelista et al.( 2013), the relinquishment of information and communication technology( ICT) in freight forwarding significantly improves payload visibility, reduces attestation crimes, and enhances client responsiveness. More lately, the proliferation of blockchain, Internet of effects( IoT), and Artificial Intelligence( AI)- enabled shadowing systems has further stoked functional translucency and effectiveness( World Economic Forum, 2020).

From an Indian perspective, Sahay and Mohan( 2006) noted that while India's logistics sector holds immense eventuality, it remains constrained by structure poverties, regulatory customs procedures, and fractured force chain networks. Government enterprise similar as Make in India and the Sagarmala Project have since sought to address these systemic issues by investing in harborage modernization, logistics demesne development, and digital structure. More recent education acknowledges green logistics as an arising precedence, with sustainable practices decreasingly viewed as integral to commercial strategy and nonsupervisory compliance rather than voluntary add- ons( Sbihi & Eglese, 2010).

In summary, being literature affirms that freight forwarding companies face a binary challenge of managing functional pitfalls while staking on technological and sustainability-driven openings. The present study builds upon these theoretical foundations by examining them in the specific environment of Air Vault Express & Logistics Pvt. Ltd. and the broader Gujarat- grounded freight forwarding sector.

## **PROBLEM STATEMENT OF THE STUDY**

Freight forwarding companies operating in the transnational import- import sphere face a complex and evolving array of functional and strategic challenges. These include customs and attestation detainments, unpredictable freight and energy costs, inconsistent non-supervisory fabrics across countries, and changeable global dislocations similar as afflictions, geopolitical pressures, and natural disasters. These challenges directly impact cost effectiveness, service delivery timelines, and client satisfaction, eventually hanging the competitiveness of freight forwarding enterprises.

At the same time, the assiduity is witnessing the emergence of significant openings through digital platform relinquishment, real- time weight shadowing, sustainable logistics practices, and strategic global hookups. still, numerous companies, particularly small and medium-

sized freight forwarders, have n't completely abused these openings due to resource constraints, knowledge gaps, and organizational indolence.

This study, thus, seeks to totally identify and dissect the crucial challenges and openings in transnational import- import operations with reference to Air Vault Express & Logistics Pvt. Ltd., in order to give practicable perceptivity for interpreters, policymakers, and unborn experimenters in the logistics and force chain operation sphere.

### **OBJECT OF THE STUDY**

- To identify the crucial functional and strategic challenges faced by freight forwarding companies in transnational import- import operations.
- To explore openings for perfecting force chain effectiveness through the relinquishment of technology and digital logistics platforms.
- To assess the impact of non-supervisory compliance, customs procedures, and global dislocations on business performance.
- To examine the part of sustainable logistics practices and strategic hookups in enhancing competitiveness.
- To give practical recommendations for perfecting effectiveness, reducing costs, and enhancing client satisfaction in freight forwarding operations.

### **HYPOTHESES:**

Grounded on the stated objects and a review of the being literature, the following suppositions have been formulated for this study

- H1 There's a significant impact of functional challenges including customs detainments, harborage traffic, and rising freight costs on the effectiveness of transnational import-import operations.
- H2 The relinquishment of digital logistics platforms and real- time weight shadowing significantly improves functional effectiveness and client satisfaction in freight forwarding.
- H3 The perpetration of sustainable logistics practices appreciatively influences the competitiveness and long- term growth of freight forwarding companies.
- H4 Strategic hookups with global carriers, overseas agents, and third- party logistics providers produce measurable openings for perfecting business performance in transnational logistics.

## **RESEARCH METHODOLOGY:**

### **Research Design**

The exploration adopts a descriptive and exploratory design, combining quantitative and qualitative approaches to probe challenges and openings in transnational import- import operations. The descriptive element captures the current state of freight forwarding practices, while the exploratory element seeks deeper understanding of arising openings, particularly in digital relinquishment and sustainability.

### **Sources of Data**

**Primary Data** Structured questionnaire responses from logistics professionals, freight forwarding directors, force chain directors, and scholars with exposure to transnational trade operations. Semi-structured interviews were also conducted with directors from Air Vault Express & Logistics Pvt. Ltd. and assiduity experts.

**Secondary Data** Published company reports, academic journals on transnational logistics and force chain operation, and trade reports from authoritative bodies including the World Trade Organization( WTO), UNCTAD, World Bank, and the International Air Transport Association( IATA).

### **Data Collection Method**

A structured Google Form questionnaire was developed and administered online. The instrument comprised sections covering demographic information, work practices, comprehensions of openings, and conditions of challenges, using a 5- point Likert scale( 1 = explosively Differ, 5 = explosively Agree). In addition, direct observation of workflow processes and weight- handling practices at Air Vault Express & Logistics Pvt. Ltd. was accepted to condense the check data.

### **Population and Sampling**

The target population comprised logistics professionals, force chain directors, freight forwarding establishment workers, and scholars with exposure to transnational trade operations. Anon-probability intentional slice fashion was employed to insure that repliers held direct and applicable experience in freight forwarding and import- import conditioning. The final sample comported of 50 – 75 repliers drawn from Air Vault Express & Logistics Pvt. Ltd., other freight forwarding enterprises, and academic institutions combined with logistics and force chain operation programs.

## DATA ANALYSIS

The primary data collected through the structured questionnaire was tabulated and subordinated to descriptive statistical analysis. Responses were converted into frequentness and probabilities to identify patterns and trends. The analysis was organized around four thematic areas work practices, sustainability exposure, openings, and challenges.

With respect to work practices, the maturity of repliers reported using a combination of two or further transport modes air, ocean, road, and rail — reflecting the multimodal nature of contemporary transnational freight forwarding. Digital tools were reported to be used “ always ” or “ frequently ” by a significant proportion of repliers for payload booking, attestation operation, and weight shadowing, indicating a progressive shift toward technology- driven operations.

Effectiveness of customs processes was rated generally as “ average ” to “ good, ” suggesting that while functional, the current customs frame presents substantial compass for enhancement in terms of speed and simplification. On sustainability, a large share of repliers indicated that their associations either completely or incompletely followeco-friendly logistics practices, while a lower member reported being in the planning stage, reflecting a gradational but positive assiduity-wide movement toward green logistics.

In the openings section, Likert- scale analysis revealed strong agreement that digital platforms accelerate processes, real- time shadowing enhances client satisfaction, and technology reduces attestation crimes and functional costs. The cooperative dimension also featured prominently, with repliers largely agreeing that global hookups induce palpable business openings.

In the challenges section, utmost repliers agreed or explosively agreed that customs and paperwork beget significant detainments, freight and energy costs are on an upward line,multi-country nonsupervisory diversity complicates operations, andmacro-level dislocations similar as the COVID- 19 epidemic and geopolitical conflicts negatively affect business durability. Standing of India’s overall logistics structure clustered aroundmid-to-higher scale values, suggesting that while enhancement is underway, the system remains below par relative to advanced global logistics networks.

Qualitative responses stressed recreating issues similar as poor stakeholder collaboration, lack of real- time information inflow, attestation crimes, and inadequate integration between

digital systems and physical operations. Suggested advancements centered on digital platform upgrades, staff training in customs compliance, stronger harborage- position collaboration, and investment in eco-friendly structure.

## **INTERPRETATION**

The data analysis reveals that freight forwarding companies in India, including Air Vault Express & Logistics Pvt. Ltd., operate within an terrain characterized by both patient challenges and expanding openings. The high frequency of multimodal transport use reflects the functional complexity of transnational logistics, taking sophisticated collaboration across multiple carriers, modes, and nonsupervisory administrations.

The growing relinquishment of digital tools among repliers affirms the thesis( H2) that technology appreciatively influences functional effectiveness and client satisfaction. still, the finding that customs processes are rated only as “ average ” points to a significant gap between the eventuality of digital results and their realized impact, particularly at customs interfaces where homemade processes still prevail.

The strong agreement around functional challenges — especially customs detainments, cost escalation, and nonsupervisory complexity — validates H1, attesting that these factors ply a measurable and significant negative impact on effectiveness. The recognition of global dislocations as a material threat further underscores the need for flexible, adaptive force chain strategies.

The positive perception of green logistics practices, indeed among those yet to completely apply them, lends support to H3, indicating that sustainability is decreasingly honored as a competitive differentiator rather than simply a compliance obligation. also, the wide acknowledgment that global hookups produce business openings supports H4, pressing the strategic value of inter-organizational collaboration in transnational logistics.

## **FINDING**

- Multimodal transportation is considerably used in transnational freight forwarding, reflecting the complexity and inflexibility conditions of global force chains.
- A maturity of repliers reported frequent use of digital tools for payload operation, indicating growing technology relinquishment across the assiduity.

Customs and paperwork detainments are the most constantly cited functional challenge,

nearly followed by rising freight costs, harborage traffic, and multi-country nonsupervisory complexity.

- Global dislocations including afflictions, geopolitical pressures, and trade conflicts are extensively honored as significant pitfalls to business durability.

## **SUGGESTION**

- Freight forwarding companies should prioritize investment in integrated digital logistics platforms encompassing booking, attestation, real-time shadowing, and analytics to reduce homemade crimes, enhance visibility, and accelerate processes.
- Methodical hand training programs concentrated on customs regulations, attestation norms, and digital tool proficiency should be enforced to minimize compliance-related detainment's.
- Associations should laboriously pursue and consolidate collaboration with global mates including shipping lines, airlines, overseas agents, and third-party logistics providers to consolidate shipments, negotiate competitive rates, and expand transnational network reach.
- Freight forwarders should borrow eco-friendly logistics practices including route optimization, energy-effective transport selection, energy-effective warehousing, and paperless attestation to ameliorate commercial image and attract sustainability-conscious guests.
- Policymakers and non-supervisory authorities should work toward simplifying and harmonizing customs procedures, upgrading harbor-age structure, and developing logistics premises in strategically important capitals similar as Gujarat to reduce traffic and ameliorate reversal time.
- unborn exploration should employ larger and further different samples, incorporate objective functional performance criteria, and use advanced statistical ways similar as retrogression analysis, factor analysis, or structural equation modeling to establish unproductive connections between crucial variables.

## **CONCLUSION**

This study has totally examined the challenges and openings defying freight forwarding companies in transnational import-import operations, with particular reference to Air Vault Express & Logistics Pvt. Ltd. The findings confirm that customs and attestation detainment's, raising freight and energy costs, non-supervisory complexity across authorities, and global

dislocations inclusively pose significant walls to functional effectiveness and business competitiveness.

contemporaneously, the study demonstrates that digital platform relinquishment, real-time weight shadowing, strategic global hookups, and sustainable logistics practices represent transformative openings able of driving substantial advancements in service quality, cost effectiveness, and long-term growth. The analysis validates all four exploration suppositions, affirming that functional challenges negatively impact effectiveness (H1), digital technology appreciatively enhances functional performance (H2), sustainable practices support competitive advantage (H3), and strategic hookups induce measurable business openings (H4).

The study underscores the significance of a holistic, technology-enabled, and sustainability-acquainted approach to freight forwarding operation. As India's logistics sector continues to develop and integrate with global trade networks, companies similar as Air Vault Express & Logistics Pvt. Ltd. are well-deposited to lead this metamorphosis by embracing invention, collaboration, and responsible business practices. Policymakers, in turn, must round these private sector sweats by streamlining non-supervisory fabrics and investing in world-class logistics structure to support India's bournes as a global trade mecca.

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