



ABSTRACT

There are frequent opportunities to apply e commerce technologies to freight forwarding industry. E commerce applications are crating various competitive advantage for not only freight forwarding companies but also for other industries. Some of significant advantages are cost reduction, progress companies' business cycles, less time consuming, increase efficiency and also it include the assembling, valuing and payments for balancing organization infrastructure resources, and the selection of and payment for value added service and information access services. E-commerce can support the separate provision and coordination of these essentials, or allow them to be bundled by a customer-care organization. These occasions and options are discussed.

Especially in freight forwarding industry e commerce is directly effect by various ways such as web based applications, online and EDI applications. Most of the web based applications are connected to the e commerce and it shows the vast area of improvements to the freight forwarding company. Not only that present day transportation which helps to transport cargo one place to another has online real time tracking technology. Like e commerce above mentioned technologies are also helping to the freight forwarding companies to flow there operations smoothly.

Not like other industries freight forwarding industry has limited time periods to complete their task. Otherwise they have to pay demurrages. So freight forwarding companies are very keen on to do business just in time (JIT). For that they using new technologies like interactive forums, web based applications, e booking, e scheduling, tracking etc.

In this research main data collection method was quantitative data and qualitative data which are operation cost and questionnaires. As a final outcome of this research was rejecting the primary hypothesis H_1 and accepting H_0 . though H_1 not significant by get supporting other freight forwarding companies success final dissection was there will be a another factor to be consideration behalf of studied freight forwarding company.