



ABSTRACT

To stay aggressive on a worldwide scale, Apparel organizations must progressively depend on the services of intermediate suppliers. The essential coordination agent for cross-national exchange has generally been the universal freight forwarder. Since freight forwarders (FF) are viewed as the principles calculated go between in universal exchange, choosing a FF is a critical component in an apparel organization's prosperity.

The study was undertaken in order to know about the apparel industry importer/exporter's satisfaction towards the service rendered by the freight forwarders. And also to know about the charges levied by the service providers and major problems faced by the importer/exporter's from their service providers. This study was also conducted to know about the factors which apparel industry customer expect from their freight forwarder. And also to identify the satisfaction level of the customers towards the factors like documentation, insurance, packaging, safety, freight rates etc.

This study was descriptive in nature and it includes surveys, facts and findings. Data was collected using a developed and validated questionnaire. The study chooses importers/exporters in the main seven continent and the respondents were selected randomly and also to the convenient.

This study will help to identify the key factors which are affected in selecting a freight forwarding companies in terms of leveling up their customer satisfaction in apparel industry.

Key words- Freight forwarding, Apparel Industry, Supply Chain Management , Customer satisfaction, Non vessel Operating common carrier