



ABSTRACT

Sri Lankan exports and imports were increase and covering a vast scope of business sector. Each and every business is distributing to the local market as well as the international market. The international freight forwarder performs as a link between shipper and the buyer. As well as the providing the transport of goods by sea, air, rail and road and IFFs normally offer other services such as insurance, custom clearance and export documentation.

International freight forwarders main functions are Imports and Exports and among those, other services can be providing to the customers as they request. Warehousing, distributing, packaging and other value added services are the IFFs can offer to clients which are benefit for customers of their total logistics activities. In order to provide best service to customers IFFs has to be high superiority service on their leader.

Sri Lankan exports and imports were increase and covering a vast scope of business sector. Each and every business is distributing to the local market as well as the international market. Therefore this study is specifically conducted on sea freight, aiming to meet one major objectives. Namely, **“Identify and the key factors that affect customer to selecting a freight forwarding firm”** “Therefore to study the influence of trade environment characteristics on the clients of IFF companies regarding these group criteria, which will select the basic factors to develop the variables such as expertise, personnel attention, competitive prices, experience and etc.

This study will be based on primary data which will be gathering through a questionnaire. Therefore as calculated for the sample the study will make use of customers who are concern ocean transportation for their freight and other value added service requirements. Among the IFFs study will dividing into three main categories, which are large, medium and small freight forwarding firms to selecting a customer need from particular company.