

**EFFECT OF CELLULAR TECHNOLOGY ON
LOGISTICS PERFORMANCE IN CUSTOM
CLEARING AND FREIGHT FORWARDING
FIRMS: A SURVEY OF CUSTOM CLEARING AND
FREIGHT FORWARDING FIRMS IN KARACHI.**

BY

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Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	19-10-2019	Faculty Office	Introduction	
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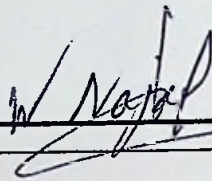
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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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Dedication

I would like to dedicate this work and special feeling of gratitude to my supervisor **Mr.Naveed Naseem Siddique** for his support his kindness and the precious time he spares, for their encouragement, guidance and support from the initial to the final level of my study.

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Abstract

Purpose

The research purpose to study the impact of Cellular technology on logistics performance of custom clearing and freight forwarding firms in Karachi.

Methodology & Design

The research is been conducted by using primary data. That is been collected through questionnaires from different clearing and forwarding firm in Karachi. The sample size is 385.

Findings

The data was analyzed by means of descriptive statistics and regression. Tables and charts were used to present the data. The study established that by adopting cellular technology then the overall performance of logistics in improved. The cellular technology in turn resulted in increased productivity, increased profitability, better efficiency in service delivery, customer satisfaction, as well as higher/ better cost efficiency. It was therefore notable that logistics performance in a firm is largely influenced by the cellular technology practices adopted by the firm.

Limitations

Findings of the study were only valid for cargo clearing and forwarding firms in Karachi. The research is only valid for the custom clearing and freight forwarding firms their findings cannot be valid for the other sectors like banking and others.

Recommendations

There are many firms that are not having properly adapted the technology and lack on research. Firms has to focus on their core activities. Companies need to use their potential and their equity on its core activities. Which give them more advantage over their competitors. Like the adaptation of cellular technology in their firm.

Keywords Electronic Data Interchange, Electronic Ordering System, Enterprise Resource Planning

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