

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “**Analysis of road transport and a proposed solution: An Indian perspective**”, is a bonafide work carried out by Mr. **Ankur Mittal** of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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Place:

Date:

Declaration

I **Ankur Mittal**, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation report on **“Analysis of road transport and a proposed solution: An Indian perspective”** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Ankur Mittal

Place:

Date:

Acknowledgement

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to people whom I met for continuous guidance and for helping in whatever capacity they could at various stages in the project.

I would like to extend my gratitude to Mr. Vikas Gupta (Assistant Professor, DSM) for his guidance during the entire project work.

Finally a note of thanks is due to all those, too many to single out by names, which have helped in no small measure by cooperating during the project.

Ankur Mittal

Executive summary

The problem described in this report refers to the inefficiency in the Indian Transport system arising due to high fragmentation in the industry and a gap between the demand and supply in the market. A primary as well as secondary research was conducted to study the issues and a thorough verification was done. There were a couple of issues that were majorly identified but the fragmentation issue was studied in detail.

Proposal

The report proposes a solution to the problem stated above. The proposal proposes the setup of a transport marketplace that would help to bridge the gap between demand and supply of transport service. The proposed name of the company is Fataakship.com .The platform provided by the company would help the transporters search for consignment owners and vice versa and facilitate a smooth business between both of them.

Service Concept

Fataakship.com would be used by transporters as well the consignment owners to increase efficiency of their business. The transporters would bid their lowest price for the loads posted by different consignment owners based on their requirement of load. The owners would then evaluate and select a bid based on the freight rate and star rating of the transporters. A supplementary service named Expresstruck will also provide an opportunity for transporters to maximize their profit and load utilization by posting unused or empty space in their moving or 'about to leave the destination' truck.

Competitive advantage

Though similar platforms are highly prevalent in many developed economies, Indian transport doesn't find any such platform. There is no major Indian player while foreign organizations like uship.com are searching potential of their platform in India but are still not very active. Being an entirely Indian team, we understand the

demographics of India better and it provides us a competitive edge and opportunity to expand this project to greater heights in India.

If we consider the competition from local transport agents, this platform is a highly differentiated platform. We have a high technological as well as an economic advantage over them. This would lay them off from competing with this concept.

Revenue proposal

The project aims at generating revenues from advertisement spaces and also by charging a nominal transaction fee. But as a part of initial penetration strategy, we will allow free use of the website for about 4-6 months and then charging nominally from the transporters based on the market response. We propose to keep the system free for consignment owners for lifetime.

Report Summary

The report begins by providing a brief literature review on logistics, supply chain management and their relation with Road transport specifically in the context of India. Then it lists the issues related to road transport, provides primary and secondary research details and then proposes a solution to cater and deal with the issue. The report thoroughly describes the platform provided as a solution and the steps taken by the Fataakship team to implement the solution and develop the platform.

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