

**STUDY OF DIGITALIZING THE CONTAINERIZED  
SHIPMENT EXPORT PROCESS IN SRI LANKA**

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Master of Business Administration in Supply Chain Management

Department of Transport and Logistic Management

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Thesis submitted in partial fulfillment of the requirements for the  
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## **ABSTRACT**

The research was conducted to study the current process of the export supply chain process, in order to identify the opportunities to transform them into digitalization. And to identifying the perceive benefits in digitalizing the export process. In order to study the current process, the exporters export process and the freight forwarders export process as identified. The operations of the freight forwarder performed on behalf of the exporter is been studied and the drawbacks are identified which will enable to rectify them when the export operation is been digitalized. A quantitative analysis approach was implemented for this research and the priority is given to identify the existing current process of the export supply chain process, in order to identify the opportunities to transform them into digitalization. This is mainly focused to identify on which level the service is been offered to the exporters and which process can be to transform into to a digitalize platform which will be engage the freight forwarders and the exporters as well. And secondly from the literature review, Identifying the perceive benefits in digitalizing the export process will be assessed as it is required by the exporters and the benefits which will directly affect the export operation, which will engage the exporters more closely to work with the freight forwarders. In order to get the accurate information from the exporters the convenient sampling method was used and a sample of 30 employees were selected to distribute the questioners. The collected data is been analyzed using Microsoft excel and the outcome is shown in graphical form. The exporters are been spending more time with the freight forwarders to the shipment details and the booking details and in order to minimize the issues they are willing to convert them self to use the digital platform which will be more effective. According to the research conduced the exporters are requesting for digital platform as they are currently experiencing the same in the passenger transport. So, implementing a digital information platform will have the mutual benefit for the exporter and the freight forwarders.

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