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1. INTRODUCTION

There has been an increase in the development of free trade agreements in all regions of the world in the past decade. This has allowed for global distribution and marketing of products in an international market. Products once produced for domestic markets must now be able to compete in international markets without trade barriers. Increased international commerce and manufacturing have forced many packaging and logistics engineers to broaden their true understanding of the global distribution environment. Countries such as Mexico, China, India, Malaysia and even Vietnam are now regularly mentioned when many of us discuss the logistics involved in our respective distribution systems. What defines over-the road transport in California will not likely work for roads around Shenzhen, China or Bangalore, India. The dynamics associated with handling at a Wal-Mart distribution center in the USA will most likely differ with those found in operations in China and Thailand.

Current global manufacturing trends require goods and materials to flow throughout the world in what many consider to be poorly understood distribution environments and channels. That lack of thorough understanding has triggered comprehensive, yet complimentary global vibration data acquisition studies. These studies are intended to establish comprehensive awareness of relatively new, unfamiliar distribution channels, while also providing the basis for proper testing that can better simulate those channels. The variation in distribution hazards is attributed to a complex interaction between packages, humans, material handling equipment, logistical vehicles and transfer systems. As the global shipping environment grows, where companies produce products at a few locations and market and distribute on a worldwide basis, the impact of the distribution hazards around the world needs to be better quantified and simulated. While China's economic developments have dominated global headlines, India's own growth has been impressive as well, with gross domestic product rising 5% per annum on average since 1990.

The Indian logistics and transportation industry has enormous potential growth prospects for local and overseas operators alike. A liberalizing market, substantial investment in infrastructure, escalating levels of disposable income, and vibrant manufacturing and retail sectors are combining to produce a market environment that could soon rival the fast moving Chinese economy. However, as with the Chinese market there are many challenges for the industry.

Congestion, fragmentation, over-regulation and a weak transport network are holding back the industry. There are many risks for Western companies attempting to enter the market, although this has not prevented the major global logistics operators from establishing a presence.

1.1 Industry profile

The primary modes for movement of goods in India are Rail and Road. Of late, movement of goods by roads has gained considerable importance in India. The road transport industry is penetrating into the market through a strategy of services. They provide service from the platform of the consignor to the door of the consignee. Besides, they accept goods in small quantities. Unlike Railways, they have the capacity to penetrate into isolated rural and hilly areas, where laying a railway becomes expensive. They are vital tools in the manufacturing, transportation, and warehousing industries.

The road transport sector in India has expanded manifold in more than fifty years after independence, both in terms of spread (total road length & road density) and capacity (No. of registered vehicles on road and the volume of passenger and freight traffic handled). The total road length has increased from 4.0 lakh km. as on 31.03.1951 to about 42.4 lakh km as on 31.03.2008, an increase of more than 10 times. The total length of National highways has increased from 22.2 Th. Km to 66.8 Th. km, an increase of about 3 times only, during this period.

The truck population in India has grown at a rate of 7.2 per cent per annum between 1951 to 1991. At present, there are over 1300 trucks per million population and the utilization of trucks is around 70,000kms per year. The corresponding figures for the USA are 151,2000 (over 100 times) and 19,200kms per year (less than one third). The trucking industry is a very significant player in goods movement, carrying over 54% of the total. In spite of the unorganized nature of the private companies engaged in the movement of goods, the trucking operation in India seems to be fairly efficient. The road infrastructure and service management need to be improved substantially, to make the trucking industry vibrant.

The Logistics & Transportation Industry

- Globally, the logistics industry is valued at US\$ 3.5 trillion.
- The U.S., which contributes to over 25% of the global industry value, spends close to 9% of its GDP on logistic services.
- The Indian Logistics Industry is presently estimated at US\$ 90 billion
- The industry has generated employment for 45 million people in the country in comparison with the IT and ITeS sector which employs approximately 4.3million people.
- It is forecast to grow at a Compound Annual Growth Rate (CAGR) of approximately 8% over the next three to five years
- Third Party Logistics (3PL) Solutions, is slated to grow at a compound annual growth rate (CAGR) of over 16% from 2007-10.
- Consequently,3PL service providers are expected to corner an increased share of the Indian Logistics pie, from 6% in the year 2006 to 13% in the year 2011, at a CAGR of 25%

1.2 Organization Profile: Fataakship

Road transport in India accounts for more than 70% of the transport and contributes more than 4% to the nations GDP. Though it has improved manifolds in recent years owing to Infrastructure development, there still lies inefficiency in the system. The existing system is highly unorganised. The issues that we propose to deal with include:

- Small and fragmented operators unable to find right freight for their trucks.
- Consignment owners unable to find right transporter for their consignment.
- Lack of transparency that paves a way for arbitrageurs to move in.

Fataakship.com is an online transport marketplace that connects transporters with consignment owners (ranging from individuals to business corporates) who want to transport their goods within India. Fataakship.com is a win-win solution for both the category of users and helps each of them increase their efficiency while optimizing time and cost.

Fataakship.com is a user friendly platform that can be easily used on any web-enabled device to dynamically manage your transportation needs.

Consignment owners can post consignments for bidding by transporters for best price. It also facilitates a reverse system where transporters can post their trucks ready to leave for a given destination to optimize their space utilization.

Fataakship.com aims at removing the inefficiencies of the existing system and provides a platform where a synergy can be created between transporter and consignment owner that is mutually beneficial to each of them.

Fataakship.com is a venture by management graduates from Delhi School of Management, DTU who are highly motivated and passionate entrepreneurs.

The team aims to go a long way with their initiative and require the support and trust of their customers to accomplish its mission and to provide a continuously improving and growing service in the field of Logistics and Supply Chain to our customers.

1.3 Objective of the study

- 1 The main objective of the study is to study the gap areas of Indian transport and logistics sector.
- 2 Creating a B2B model on the online platform for the demand supply gap.
- 3 Create a space for marketplace model for shipper and consignment owners.

2. LITERATURE REVIEW

It is well recognized that information and communication technologies (ICT) are changing many aspects of the way business is conducted. The implications for transportation and logistics systems structure and operations are continuing to unfold, sometimes in unpredictable ways. Discussion of these phenomena has been mostly limited to generalities and speculation, with few attempts to provide formal models or numerical results.

The changes that ICT could bring to companies' strategies and market structures have been examined from a broad perspective. Factors that favor market or auction systems are the simplicity of the product description, the adoption of common standards, and access to multiple potential suppliers in the marketplace. Beyond changes in market structure, the Internet and especially auctions have emerged as an effective catalyst to sell/buy through electronic marketplaces. Transaction time, cost and effort could be dramatically reduced, creating new markets and connecting buyers and sellers in ways that were not previously possible.

Many Internet-based sites have emerged to serve the transportation industry, offering a wide variety of services. These services range from load posting boards, cargo matching, and auctions to the procurement of transportation equipment, parts and systems for logistics and supply chain management.

The auctions operate in real time, providing transparency in a many-to-many market. Transaction volumes and prices are barometers of the market and their variation should reflect the status of demand and supply, for a given level of service in its multiple dimensions: reliability, visibility of the product, speed, etc. Even if auctions are not the most utilized procurement tool for transportation services, they provide a useful and appropriate framework to:

- Gain insight into drivers of price in a dynamic real time market
- Study and develop real time yield management strategies
- Examine the implications of market conditions and carrier strategies on shippers' level of service
- Monitor system evolution and describe market conditions using price and other performance parameters as system indicators.

At present, many State Road Corporations in India have had to take over activities from the private sector as many of them have faced heavy losses and are not able to operate without governmental support such as ones operating in Madhya Pradesh, the state in the center of India. In addition, private road transport organisations are frequently the target of criticism. Levels of dissatisfaction about the reliability, punctuality and quality of services from these organisations seem to be on the rise among users.

While there have been significant levels of investment in transport infrastructure (construction of roads, highways, ports etc. at approximately 7%), interest in T&L services has remained quite low. In the case of infrastructure investments (for example ports, highways, airports, urban infrastructure etc.) projects are automatically eligible for exemption from the foreign direct investment caps, which may have helped increase interest in such investments.

Today, Indian 3PL service companies often do not possess sufficient capabilities to provide any services beyond conventional transportation contracts. Many are not able to respond to the increasing demand for value-added services such as customs clearance, cross-docking, reverse logistics, labelling or packaging. Attractive business opportunities will arise not only due to the increasing demand for logistics services, but also from the market's high inefficiency and fragmentation. The cost of logistics as a fraction of India's GDP is extremely high.

2.1 Definition of Auction Marketplaces

Many Internet-based sites have emerged to serve the transportation industry, offering a wide variety of services. These services range from load posting boards, cargo matching, and auctions to the procurement of transportation equipment, parts and systems for logistics and supply chain management. The focus of this paper is on the study of transportation marketplaces that enable the sale of cargo capacity based mainly on price, yet still satisfy customer level of service demands. The specific focus of the study is the reverse auction format, where shippers post loads and carriers compete over them (bidding).

McAfee and McMillan (ref) define auctions as market institutions with an explicit set of rules determining resource allocation and prices on the basis of bids from the market participants. Auctions have been widely studied by economists, leading to recent advances in the theoretical understanding of different auction types and designs. Auctions as a device to match supply and demand provide a powerful mechanism to allocate resources, especially when the latter have uncertain or non-standard value. Transportation auctions are a relatively recent phenomenon, characterized by rapid change and fast development. This type of market has not yet reach maturity as indicated by the significant number of start-ups, mergers, consolidations, and liquidations that took place in the past couple of years. The auctions operate in real time, providing transparency in a many-to-many market. Transaction volumes and prices are barometers of the market and their variation should reflect the status of demand and supply, for a given level of service in its multiple dimensions: reliability, visibility of the product, speed, etc. Even if auctions are not the most utilized procurement tool for transportation services, they provide a useful and appropriate framework to:

- 1 Gain insight into drivers of price in a dynamic real time market
- 2 Study and develop real time yield management strategies
- 3 Examine the implications of market conditions and carrier strategies on shippers' level of service
- 4 Monitor system evolution and describe market conditions using price and other performance parameters as system indicators.

However, as detailed below, transportation marketplaces possess certain characteristics that preclude direct transferability of conclusions and applicability of models developed for other types of goods and services. This unique set of characteristics gives rise to challenging problem classes that must be formulated and solved in order to study the performance and properties of transportation marketplaces, along with their implications for shippers and carriers.

2.2 Characteristics of Transportation Auctions

Two types of assets could be traded in transportation marketplaces:

(a) Loads, or demands of shippers, being "sold" to the lowest bidder-- this would be the case of extra supply looking for scarce demands; and

(b) Capacity, i.e. the capacity to move goods, that have certain requirements, by a given mode from location A to location B, being sold to the highest bidder. The buyer of such capacity could be a shipper wishing to move a load, a carrier needing the extra capacity to move contracted loads, or a third party hoping to make a profit by reselling this capacity.

Auctions are typically used where products have no standard value, as opposed to situations where a fixed price can be posted for the products. In the case of transportation services, the price can be reasonably bounded by:

1. What the shipper could pay in the regular market in an established relationship with a carrier minus the cost or fees of the auction (upper bound)
2. What the carrier must pay for rerouting the vehicle, loading time, unloading time, driver extra compensation (lower bound)

Also, these can be greatly affected by unique characteristics of transportation auctions:

1. The traded entity is a service
2. Transportation services are perishable, non-storable commodities
3. Penalties/costs associated with late deliveries or no delivery might be several times higher than the cost of transportation.
4. Demand and supply are geographically dispersed
5. Uncertain demand/supply over time and space
6. Present and future fleet utilization level
7. Group Effect: value of traded item (shipment) may be strongly dependent upon the acquisition of other items (e.g. nearby shipments)
8. Network Effect: value of a shipment is related to the current spatial and temporal deployment of the fleet
9. There might be strong substitution/complementarily effects depending on the shipment attributes and the fleet status

2.3 Multiple Disciplinary Perspectives on Transportation Auction Marketplaces

By connecting shippers and carriers nationwide in real time, and increasing the size and scope of the market, transportation marketplaces move us closer to ideal perfect markets. At the same time, increased collaboration among shippers or carriers might be possible by allowing demand bundling or extended service offers and cost savings.

Audience size and scope advantages give Internet auctions a major role in the emerging global economy. However, the same enabling technologies may also facilitate anticompetitive behaviors. One danger of standard auctions is the possibility that buyers/sellers who repeatedly participate in the same types of auctions could engage in collusive behavior. This topic has been extensively studied in the Economics literature, specifically in the field of Industrial Organization through game theoretical models of oligopoly and collusion.

A market environment that has few suppliers and many buyers is called an oligopoly. In such an environment, each buyer takes market conditions as given, but each seller is aware that his actions have significant impact upon his rival's payoffs, and vice versa.

In an auction, profits are highly dependent on the quality of the bidding strategy. Game theoretical models of bidding provide important insights, mainly focused on symmetric risk-neutral agents bidding competitively for a unit of an item in a one shot (one period) auction. In a transportation auction marketplace, however, most auctions will involve oligopolistic sellers (a few carriers) with different fleet sizes, fleet assignment strategies, and fleet statuses (asymmetries), who meet repeatedly and determine their bid strategically in an effort to exploit market power opportunities. The repeated interaction among oligopolistic carriers allows the possibility of learning about strategies, the environment, and competitors. A carrier's bidding decisions must be directly linked to the actual operational plan under which service will be provided. From a carrier standpoint, deciding whether to bid, assigning a given truck to a load, or buying capacity on a competitor's fleet at a given price must be integrated in a real-time decision framework for fleet operations.

Advances in ICT have also affected the way transportation fleets are operated and

managed. More quality information about the current and future status of the fleet and demand can highly improve the efficiency of fleet operations. In a dynamic bidding environment the quality and accuracy of costing services is a key input to ensure the profitability of carrier operations and can provide a significant competitive edge. The revenue realized for each loaded movement is highly dependent on the availability and proximity of vehicles and drives to the load at the time it has to be moved or serviced.

2.4 Complexity of Transportation Auctions

Transportation auctions present opportunities to improve the efficiency of the overall transportation system, but they also introduce a considerable challenge to the participants (shippers and carriers). More information and data are available for decision making, but the complexity of the problem increases substantially. Shippers and carriers have to keep in mind the marginal cost and desired profit from a particular transaction. In real time situations this is often difficult. Furthermore, this is an increasingly difficult when optimal decision-making entails the solution of NP hard problems (problems where computational time to reach an optimal solution grow exponentially as problem size increases linearly). The sources of complexity include:

1. Multiple interacting agents with multiple conflicting objectives.
2. Uncertainties about a shipment's value, the shipper's reservation price and cost of serving the shipment for the carrier. This is particularly difficult for carriers if they want to incorporate the effect of accepting this shipment on the cost of serving future shipments.
3. Fleet management complexities (vehicle routing problem, with time windows, penalties, etc).
4. Fast responses are needed. Information is received and updated in real time.

Responses to requests and changes in initial conditions have to be dealt with before the arrival of new requests or changes in the initial conditions take place.

6. The problem becomes even more complicated if combinatorial bidding (bidding on bundles) is allowed Online transportation marketplace characteristics deeply challenge "traditional" models of equilibrium, decision-making, and analysis. As mentioned earlier, a new cross disciplinary approach is required to model and study the problems that the online business environment poses to shippers, carriers, policy makers, and researchers.

2.5 Marketplace Agents

Our framework accommodates three basic and distinct types of agents: the marketplace, carriers, and shippers. The marketplace creates an environment with well defined rules and settings that allow the exchange of information and completion of transactions between carriers and shippers. Carriers are the sellers of transportation services. Carriers' behavior is given by their internal state, strategy, endowment, and external stimulus (demand stream). Carriers adapt their behaviors in response to interactions with other carriers and their environment in an attempt to maximize profits or gain market power. Besides, they act according to the physical feasibility constraints given by their assignment strategies and pool of awarded shipments. Past decisions are binding and limit the future actions of carriers, therefore behavioral rules are state conditioned and the carriers co-adapt their behavior as the marketplace evolves over time.

The number of carriers is an important parameter. In an oligopolistic market (relatively few carriers) a present carrier's action may influence competitors' future behavior and significantly affect its own future profit. On the other hand, with a relatively high number of carriers, individual carrier actions would not significantly alter its future rewards by modifying other players' behavior.

Each carrier is modeled as an autonomous agent with internalized social norms (market settings or protocol), internally stored bid outcomes data, stored state information, and internal behavioral rules. Although each carrier has the same internal structure, trader types can differ from each other in terms of their specific fleet management techniques, beliefs about the shippers or other carriers, and original endowments (fleet size or initial fleet status). Each carrier acquires different state information and evolves different behavioral rules over time on the basis of its own unique past experiences.

Shippers are buyers of transportation services. Shippers are developed as agents that generate a stream of shipments and their corresponding attributes according to predetermined probability distributions. They are rational agents because they know the exact value of the reservation price of their shipments as a function of its attributes (origin-destination, commodity type, stock out costs, time window, etc.). Furthermore, shippers maximize profits by setting the right reservation

price; the highest price a shipper is willing to pay a carrier for servicing a given shipment. The shipper achieves a profit (saving) when paying less than the reservation price. A rational shipper rejects transportation services exceeding the reservation price (the shipper does not incur loss).

However, if a large population of shippers (much larger than the number of carriers) is considered, the individual effect of a shipper in the system's outcome is negligible. The reservation prices are derived mostly from individual shipper characteristics rather than from strategic or learning considerations. A shipper's decision to post a shipment in the auction market initiates an auction. Events in the market are the arrival of shipments, the subsequent bidding process, and bid resolutions. Carriers' internal events are the assignment, pickup, and delivery of loads.

In particular, India's third-party logistics (3PL) market is an attractive business opportunity for logistics service companies and should provide further impetus for growth. The 3PL market makes up more than 50% of the total logistics market in developed countries, but is still at a nascent stage in India. Today, Indian 3PL service companies often do not possess sufficient capabilities to provide any services beyond conventional transportation contracts. Many are not able to respond to the increasing demand for value added services such as customs clearance, cross-docking, reverse logistics, labelling or packaging. The strong growth in manufacturing industries is likely to intensify competition and many Indian companies will need to optimize their supply chain mechanisms.

Attractive business opportunities will arise not only due to the increasing demand for logistics services, but also from the market's high inefficiency and fragmentation. The cost of logistics as a fraction of India's GDP is extremely high. While logistics costs of Western Europe and North America make up 8-10% of their GDP, India currently spends more than 13% of its GDP on logistics. Those logistics service providers which are able to help companies increase efficiency in their logistics processes may realize significant profits.

3. RESEARCH METHODOLOGY

The sample size considered was 20 transporters from 5 different locations. The universe of the study could be the geographical boundaries of India.

The research work carried out was based upon various sites operating worldwide as:

1. Chakkr.com
2. Postbidship.com
3. Uship.com
4. Parivahan.com
5. Opersoft.com
6. Transportmarketplace.com
7. Centraldispach.com

The Indian Government has already eliminated foreign direct investment caps for the Indian shipping industry, with the result that 100% foreign direct investment is now permitted in this sector, although the first such investment was made only a number of years after the regulatory changes took effect. Despite their cautious investment behaviour, multinational logistics companies are eyeing the Indian T&L market, anticipating excellent business opportunities in the future.

In particular, India's third-party logistics (3PL) market is an attractive business opportunity for logistics service companies and should provide further impetus for growth. The strong growth in manufacturing industries is likely to intensify competition and many Indian companies will need to optimise their supply chain mechanisms. Manufacturing companies may place greater focus on their production activities, with the result that many may begin outsourcing logistics processes to 3PLs. As a consequence, strong outsourcing-activities will be observable in the Indian market over the next two decades.

Not surprisingly, multinational logistics companies are carefully observing the dynamics of the Indian T&L market and seeking opportunities to participate in the growth story of the country. Attractive business opportunities will arise not only due to the increasing demand for logistics services, but also from the market's high inefficiency and fragmentation.

Overall, the Indian T&L market is likely to be even more hotly contested in the future. Foreign logistics companies will need to closely observe the political developments in India, adapt their business models and value creation processes according to the specific requirements of the market and must not miss the optimal timing for entry into the fast growing and changing market place. Indian domestic logistics companies should aim to improve service and efficiency levels to become equal competitors of multinational logistics companies.

3.1 Need for the Study

One of the facts pointed out in numerous reports on the efficiency of the Indian trucking services is that a truck in this country covers a distance of just around 70,000 km per year or about 250 km per day against nearly 150 to 200,000 km in advanced countries. Data collected from the Drivers' survey indicated that the average distance covered by the vehicles in a year was 85729 km or about 7 thousand kilometers per month for all types of vehicles of all ages taken together, thus corroborating the oft quoted phenomenon as far as comparison with other countries is concerned, but showing some improvement.

While making a comparison of the distance covered by the trucks in India with that elsewhere, the differences in road and traffic conditions and halts en route that are not within the control of the vehicle owner or driver need to be taken into account.

The turn-around time i.e. the total round trip time varies from about 21 hours for a trip of 100 km to 499 km to about 50 hours for a trip of 500 to 999 km and 110 hours for a trip of over 1000 km. The actual running times for the same distances were found to be accounting for 33 %, 36% and 43% the total trip times, with an overall running time of 40%.

3.2 Scope of the Study

The scope is limited to the Indian geographical boundary. Also, currently model is developed for surface transport marketplace model and bringing the efficiency (in terms of load carry) and overall cost reduction (in terms of shared load via Expresstruck) by Fataakship.com

3.3 Data Collection

3.3.1 Primary Data

The primary data are those that are collected through questionnaire and direct personal interview. The questionnaire was framed in such a manner to obtain correct information, graded suitably for the study. All the questionnaires were collected through personal contact from the respondents. All the transporters surveyed were then analyzed to get the interpretations.

3.3.2 Secondary Data

Secondary data can has been collected from the magazines, newspapers, internet other service conducted by researchers (research by PWC). Secondary data has been collected through oral communication. Secondary data about the company profile and other details were collected from the company website.

3.3.3 Sample Design

Convenience sampling has been used in this study. Convenience sampling is used for selection of homogeneous sample for the study. It refers to selecting a sample of study objects on convenience. It is a non-probability sampling. Thus research study include study objects, which are conveniently located. Research findings based on convenient sampling however, cannot be generalized. Samples taken were from the operators in Delhi NCR with there branches all over India.

Due to time and resource constraint the sample size has been taken as 20 for customer. In consultation with the company guide and the project guide.

3.3.4 Tools of Analysis

Marketing research tools give businesses the ability to monitor customers' reactions to their products, measure the impact of their marketing decisions and create an open communication loop with their customers.

The research tools used were Pie chart analysis, Histograms etc. for the interpretations.

3.3.5 Limitations of the Study

1. Our study initially is focused upon Delhi NCR region.
2. The Project is labor intensive.
3. Project requires monetary funding.
4. Time to market is relatively low and hence penetration is lengthy.

4. DATA ANALYSIS, INTERPRETATIONS AND FINDINGS.

4.1 Data Analysis:

The primary data analysis for sample containing responses from Delhi transporters having their multiple branches in India. The transporters and there associations were contacted in person to collect the data which included data from:

- 1 SANJAY GANDHI TRANSPORT NAGAR.
- 2 AZADPUR SABZI MANDI.
- 3 AZADPUR TRASPORTERS.
- 4 LAWRENCE ROAD TRANSPORT AREA.
- 5 PUNJABI BAGH TRANSPORT AREA
- 6 NARYANA INDUSTRIAL AREA
- 7 UDYOG NAGAR INDUSTRIAL AREA
- 8 DSIDC INDUSTRIAL COMPLEX

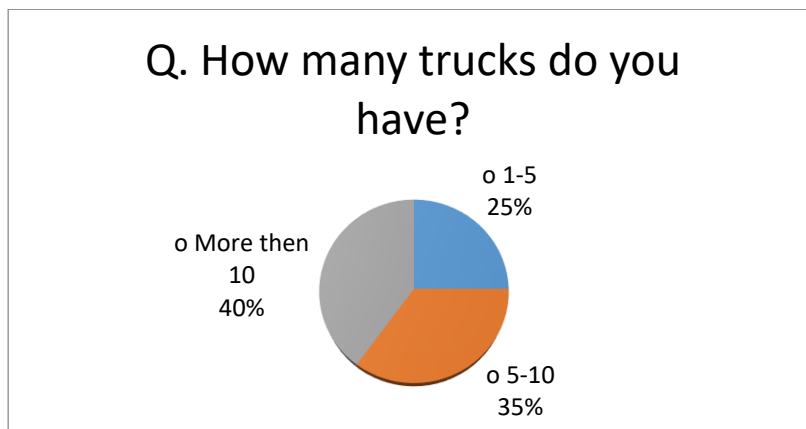


Figure 1: Number of trucks

Above figure shows that there is fairly large sector for small players.

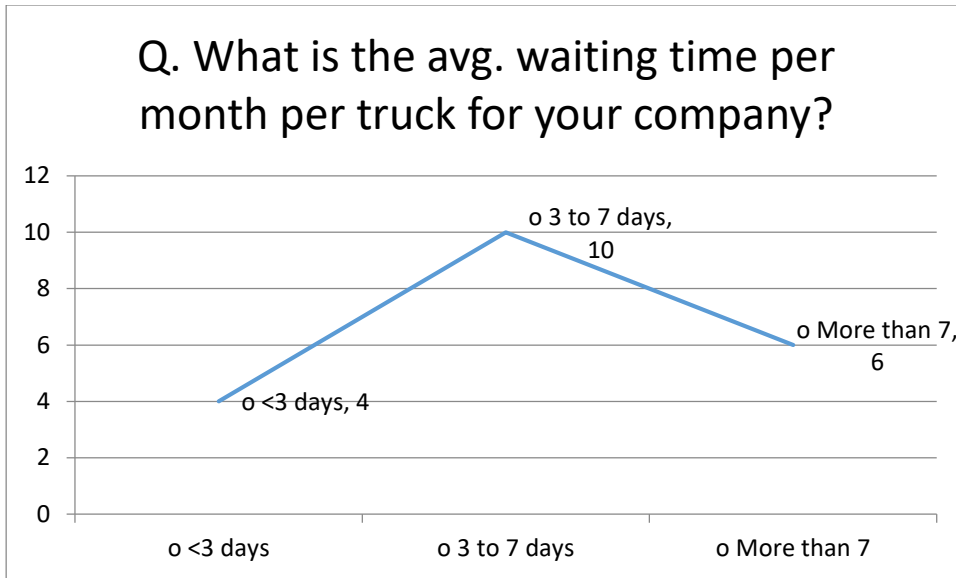


Figure 2: Avg. waiting time

Above figure shows that half of the waiting time for trucks remains in 3-7days time, hence underutilization of resources.

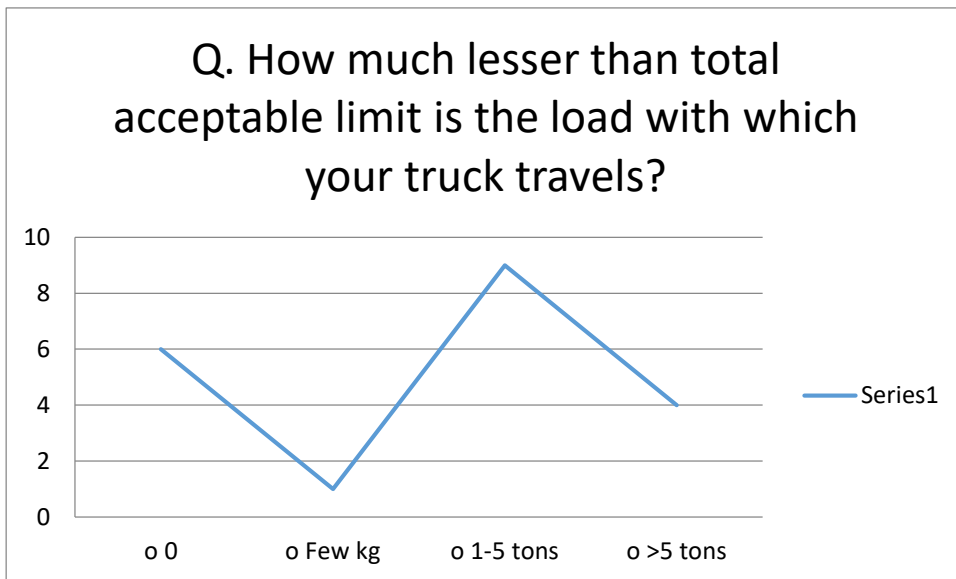


Figure 3: Load limits of trucks

Above figure shows that there is fairly large sector for 1-5tons of space under utilization.

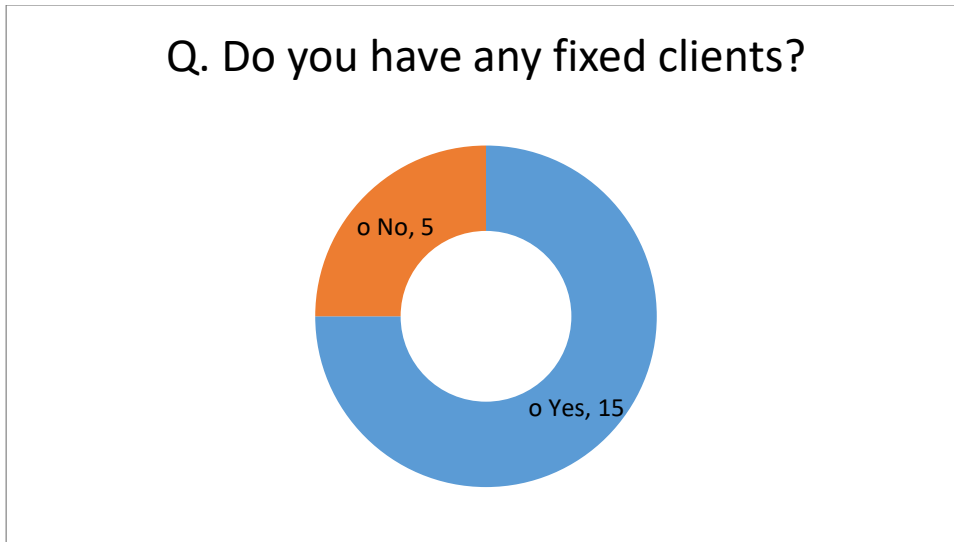


Figure 4: Clients(business houses)/ customers

Above figure shows that there is 3/4 sector has some fixed clients. While rest rely upon new customers.

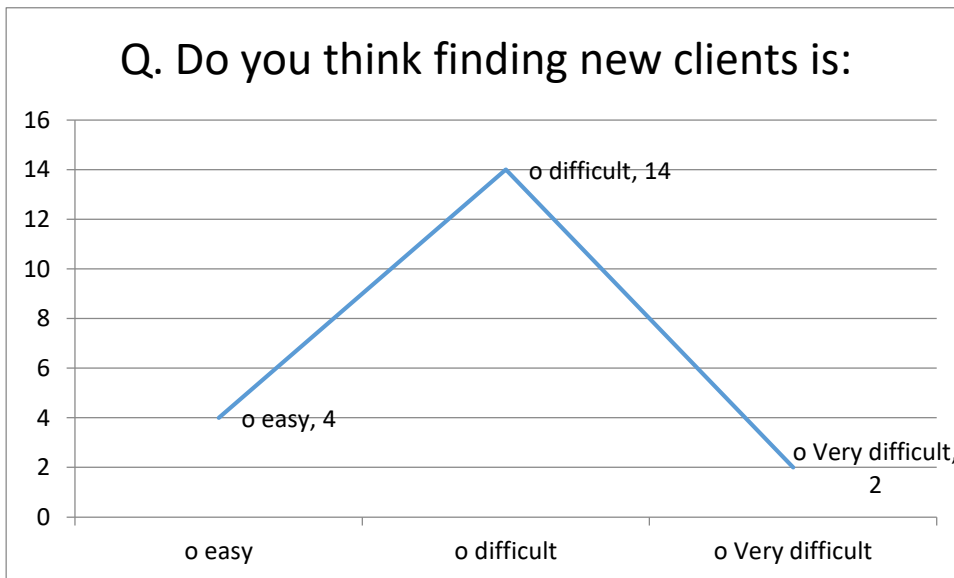


Figure 5: New clients search

Above figure shows that major sector is finding it difficult to get new clients.

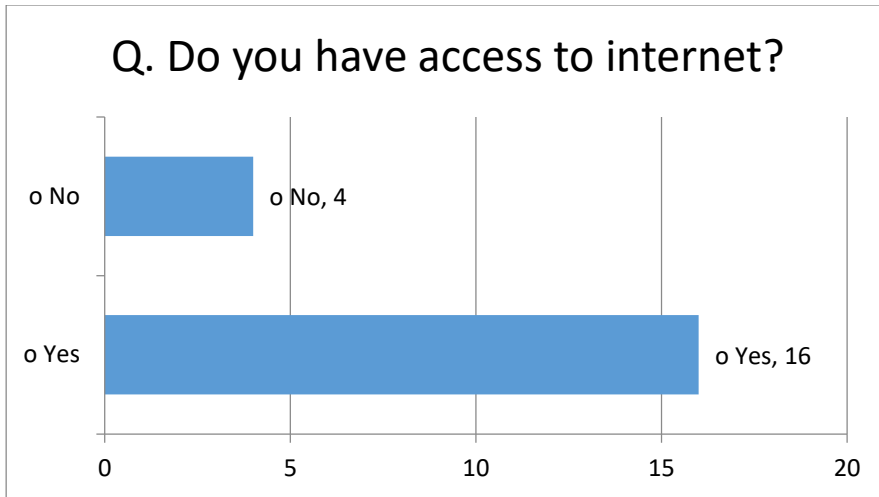


Figure 6: Internet access of transporters

Above figure shows that major portion does have internet access.

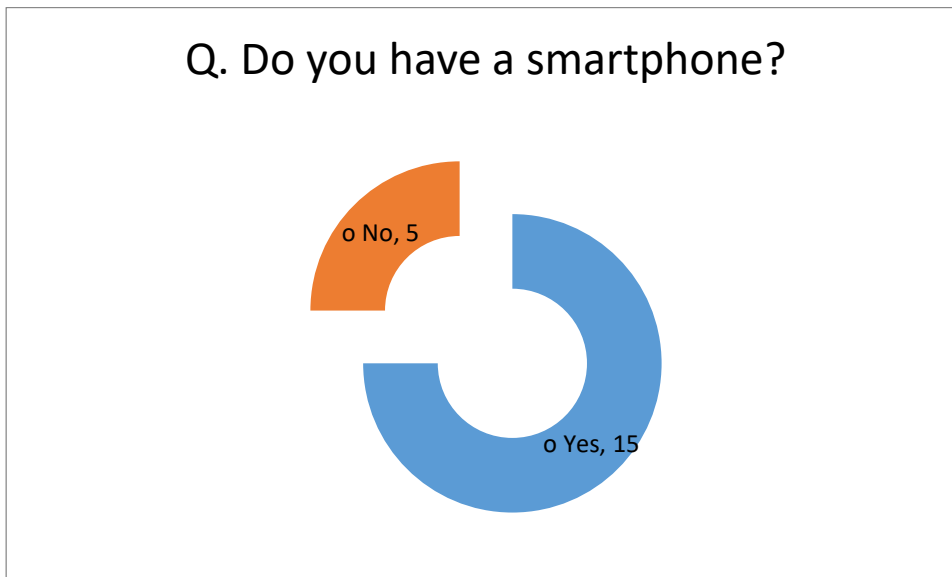


Figure 7: transporters with smart phones

Above figure shows that 3/4 of sector of the sample has smart phones.

Q. Do you use internet on your phone or PC to find business?

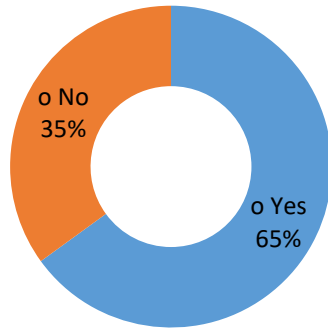


Figure 8: Use of smart phones for new business

Above figure shows that there is still 35% of sample who don't use their device for finding the new business.

Q. Would you like to have a website where you can view consignments available to be delivered all over India and bid for the same?

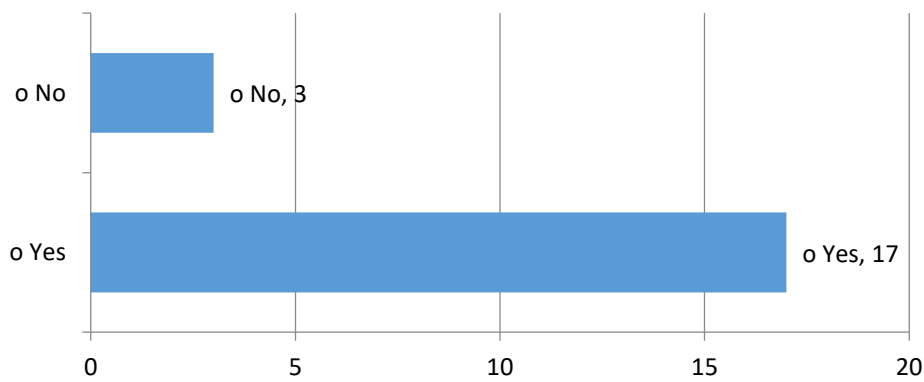


Figure 9: Online marketplace bidding

Above figure shows that 85% of respondents like to have a marketplace model for new consignments.

4.2 Data collection form details

4.2.1 Transporter truck posting form (Expresstruck)

1. Route plan
2. Source (City and State) , Destination (City and State)
3. Via (City and State)
4. Automatic display of distance between source and destination
5. Date of journey from source
6. Expected type of load
7. Expected weight of load
8. Weight of already filled load
9. Type of already filled load
10. Type of truck (drop-down) list attached below

4.2.2 Customer consignment posting form

1. Order id(coded and system generated),
2. Source of consignment, destination (full address with city and state dropdown),
3. Expected pickup date, Expected type of truck description(textbox),
4. Bid end date, type of product
5. How are you goods packaged?
6. Approximate weight of full consignment,
7. Approximate No. of units, Are the units of multiple dimensions (Y/N),
8. Dimensions of single unit (give size of biggest unit in case of multiple dimensions)
(Length, breadth, Height),
9. Select if your consignment belongs to any of the below category(Fragile, Dangerous, Perishable)
10. Any other relevant description (Text Box)

4.2.3 Profile details Customer

1) Personal information

1. first name , lastname,
2. name as on pan card, pan no.,
3. email id (coded as on signup page)alternate email id ,
4. mobile no., alternate number with code if landline

2) Business Information

1. company name,
2. service tax/sales tax number,
3. website if any
4. Kind of business(PROPREITOR, PVT LTD, PARTNERSHIP, OTHER) ,
5. address of business premises(full address with city and state dropdown) ,
6. Nature of your business,
7. Avg. Trucks booked per month by your company (Dropdown options)
8. I agree to t&c checkbox with popup on clicking T& c

4.3.4 Profile details Transporter

1) Personal Information

1. First name , last name
2. name as on pan card, pan number
3. email id (coded as on signup page)alternate email id ,
4. mobile no., alternate number with code if landline

2) Business info

1. Company name, service tax number,
2. Website if any, Kind of business(PROPREITOR, PVT LTD, PARTNERSHIP, OTHER) ,
3. Address of business premises(full address with city and state dropdown) ,

4. Licenses owned
5. Are you a broker? (Y/N),
6. No of trucks owned
7. Type of trucks (Multiple selection list with images as per list attached)
8. No. of shipments per month (Dropdown options Less than 10, 10-15,15-30, More than 30)
9. Any particular item that you prefer to transport the most? text box
10. I agree to t&c checkbox with popup on clicking T&C.

4.3 Findings

To cater to the problems in truck transportation industry we created Fataakship.com which a web portal that connects transporters with consignment owners (ranging from individuals to business corporate) who want to transport their goods within India. Fataakship.com is a win-win solution for both the category of users and helps each of them increase their efficiency while optimizing time and cost.

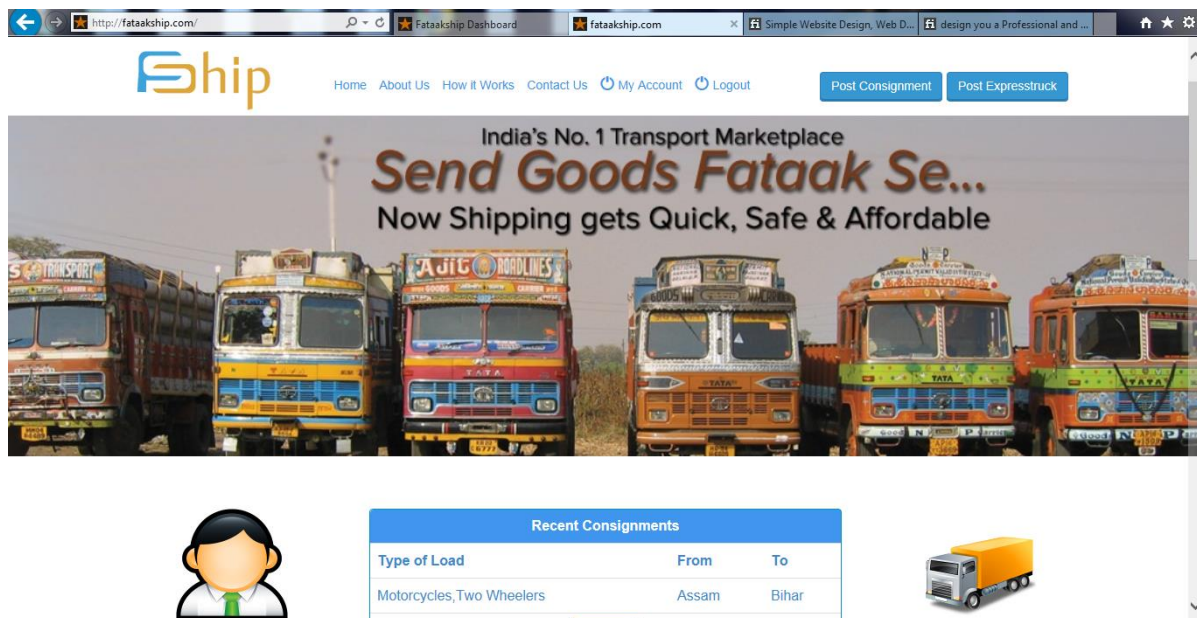


Figure 10: Above screen shot is the home page of fataakship.com where the customer can log in his/her account, post consignment, learns how to use the website and see the list of recent

consignments posted by the customers. The interface is very user friendly which makes it easy to use for transporters and customers.

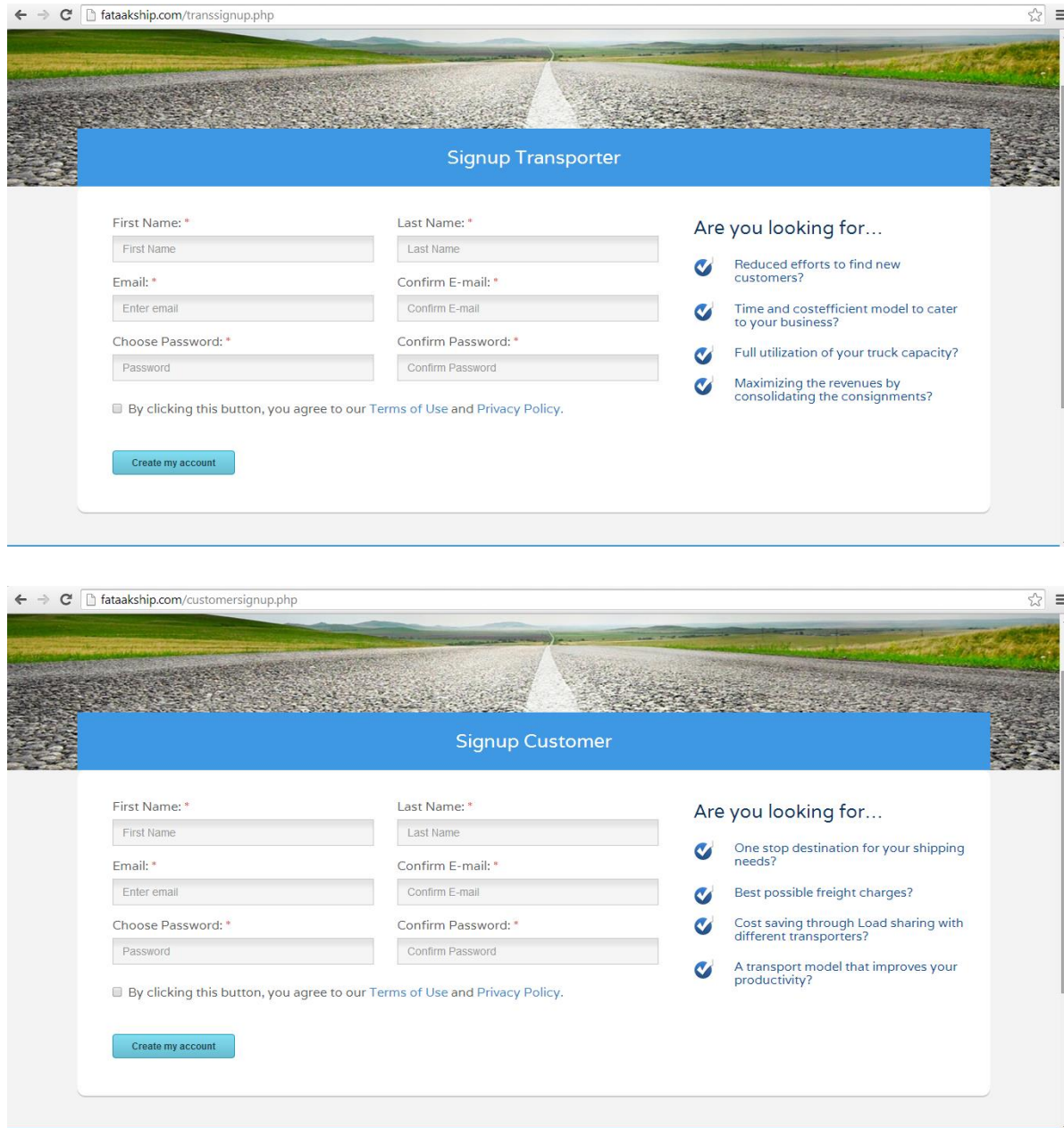


Figure 11, 12: To create an account the transporter or the customer have to choose their respective signup option after that they have to enter their details which will be done in two stages. In the first stage only general information is required but in the second stage the transporter/customer has to enter their full business details (type of business, location, service tax no. etc)

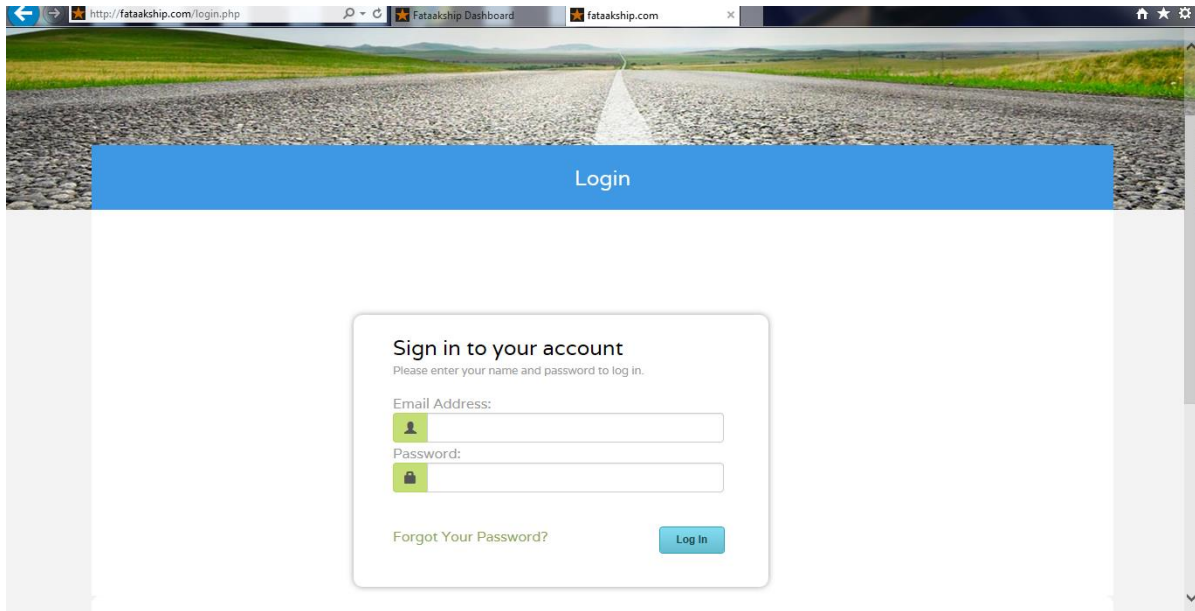


Figure 13: The customer or transporter has to login every time to access their account.

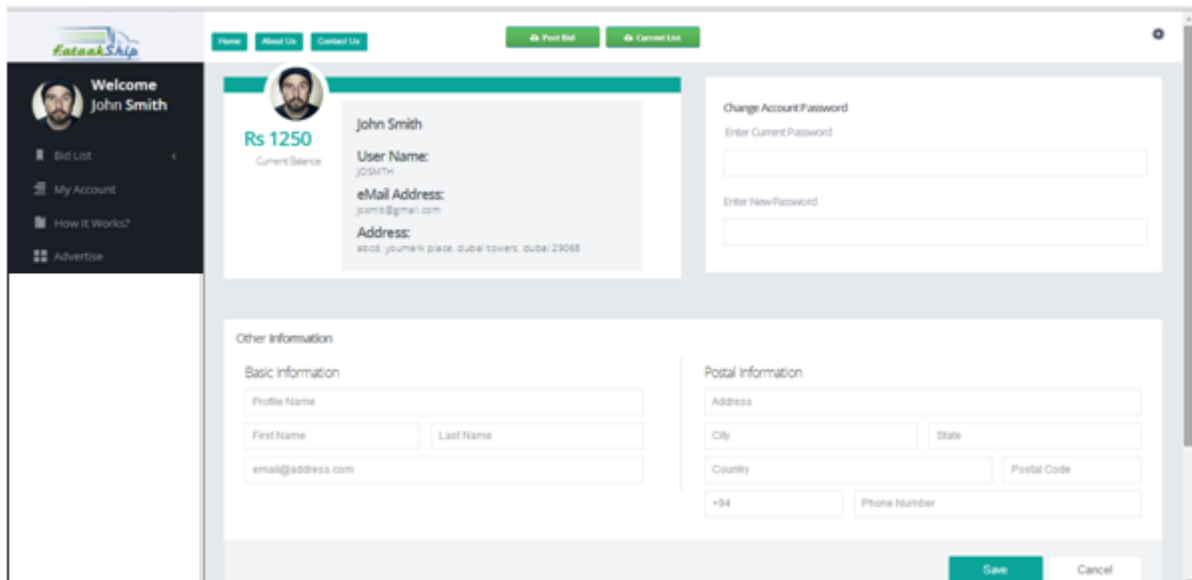


Figure 14: Whenever the user login into his profile he will be directed to his account dashboard where he can see his order history, current order and issues related to his consignment or bid.

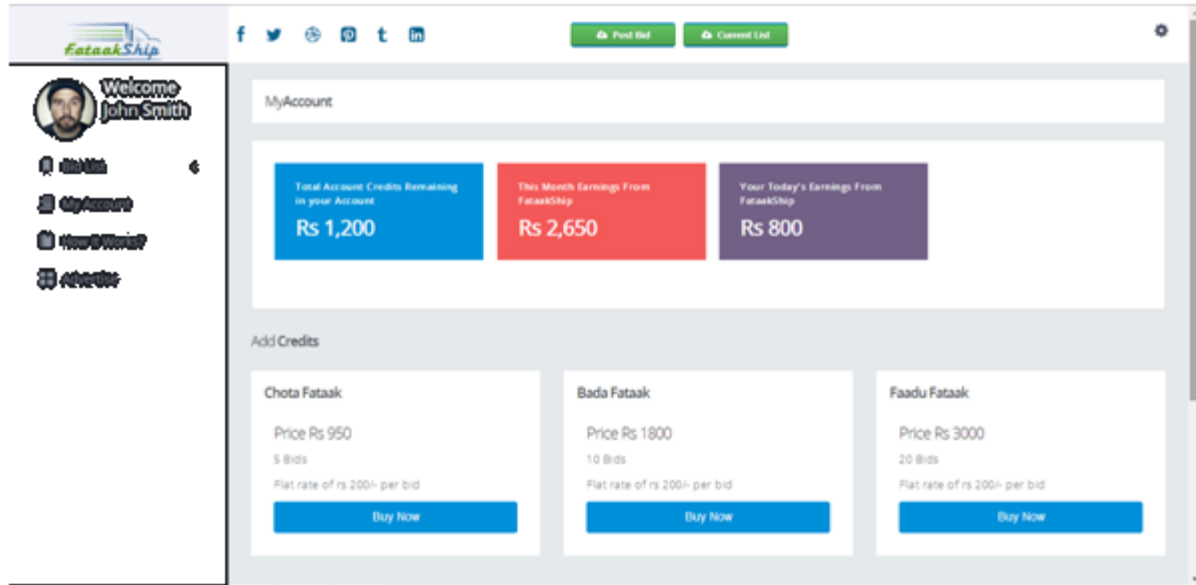


Figure 15: On the dashboard the user maintains his account details and edit/update the information. The transporter can choose from different plans to buy credit points.

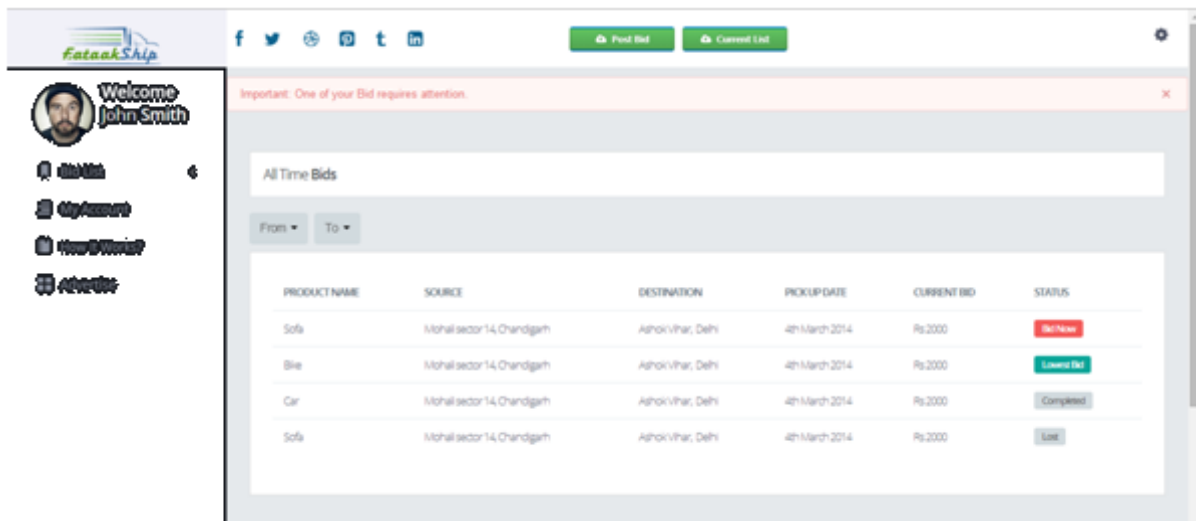


Figure 16: A transporter can see his all-time bids in his dashboard and whenever another person posts a bid less than the user he will get a notification in his dashboard, also the transporter can see his last bids (completed/running).

5. RECOMMENDATION AND CONCLUSION

Like the various model of operations in India such as:

1. Redbus.in
2. irctc.co.in.
3. Parivahan.com
4. Transportal.com

The transport sector is still unexplored, hence we at fataakship.com aims to create the environment for transport marketplace model in the B2B space online.

The complex interaction of shippers and carriers through auction marketplaces (virtual hubs) may alter logistic networks in the medium term, and the way infrastructure and equipment are used and operated in the long term. A simulation framework was used to explore the complex engineering and economic processes that arise in a transportation marketplace, which are difficult to explore using standard analytical or statistical tools.

Four different levels of analysis were explored: interaction patterns, interaction behaviors, welfare outcomes, and service levels. This framework blends concepts and tools from fleet management, evolutionary economics, and learning and cognitive science, in a manner that enables:

- (a) Development of a test bed for the testing, refinement, and extension of dynamic pricing, bidding, and fleet assignment strategies.
- (b) Study of the performance and evolution of different market settings.
- (c) Understanding of the connections relating structure, behavior, and welfare outcomes in markets comprised of bounded-rational agents who learn imperfectly from the past.

6. FUTURE SCOPE OF STUDY

The project is basically working towards the efficient utilization of Indian logistics system. The future of the project will include:

1. Integrating Insurance partners into platform.
2. Including shipping partners.
3. Developing mobile application.
4. Including larger customer base bridging demand supply gap.
5. Including GPS tracking devices and providing with better information system for logistics.

7. REFERENCES


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8. ANNEXURE

Annexure 1: Partnership deed under Govt. of NCT Delhi on E-stamp.

INDIA NON JUDICIAL
Government of National Capital Territory of Delhi

e-Stamp




सत्यमेव जयते




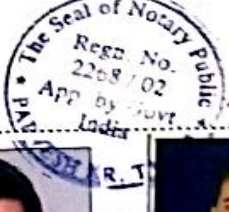
Certificate No.	: IN-DL46272107644106M
Certificate Issued Date	: 17-Apr-2014 03:16 PM
Account Reference	: IMPACC (IV)/ dl856303/ DELHI/ DL-DLH
Unique Doc. Reference	: SUBIN-DL46272107644106M
Purchased by	: FATAAKSHIP COM
Description of Document	: Article 46 Partnership
Property Description	: 83, D.A. FLATS, NIMRI COLONY, ASHOK VIHAR, PH-IV, DELHI-110052
Consideration Price (Rs.)	: 0 (Zero)
First Party	: FATAAKSHIP COM
Second Party	: Not Applicable
Stamp Duty Paid By	: FATAAKSHIP COM
Stamp Duty Amount(Rs.)	: 200 (Two Hundred only)




Please write only below this line









17 APR 2014

This Stamp Certificate is available on the website www.sholestamp.com and as per the details in the certificate.

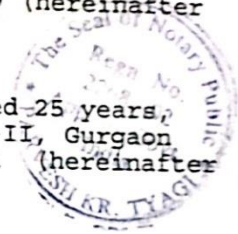
e-stamp cert.No.IN-DL46272107644106M



PARTNERSHIP DEED

This Deed of Partnership is made at New Delhi on this :
17th day of April, 2014 by and between :

- 1 Shri Ankur Mittal son of Shri Anil Kumar Mittal, aged-27 years, resident of 21/16, Second Floor, East Punjabi Bagh New Delhi-110026, having PAN NO.AMEPM3824E (hereinafter called the FIRST PARTY)
 - 2 Shri Shubham Arya son of Shri Somvir Arya, aged- 23 years resident of 83, D.A. Flats, Nimri colony, Ashok Vihar, Phase-IV, Delhi-52 having PAN No.AUJPA-0786G (hereinafter called the SECOND PARTY)
 - 3 Shri Akash Jain son of Shri Manoj Kumar Jain, aged- 23 years resident of 23, Pocket A-5, Mianwali Nagar, Paschim Vihar, New Delhi-87, having Voter Card No.UBF-2372109 (hereinafter called the THIRD PARTY)
- A N D
- 4 Shri Nitin Kumar son of Shri Pramod Kumar, aged-25 years, resident of : A-1/35, Second Floor, South City-II, Gurgaon Haryana, having Aadhaar No.9818 5565 9651 (hereinafter called the FOURTH PARTY)



And whereas expression of all the parties which shall includes their legal heirs, nominees, next of kins, successors, administrators etc.

And whereas all the parties have entered into the fold of partnership for carrying the business of I.T.SERVICES under the name and style of M/S FATAAKSHIP.com having its working place/Regd.office at 83, D.A. Flats, Nimri colony, Ashok Vihar, Phase-IV, Delhi-110052 AND Head office at Z-192, Room No.1, Loha Mandi, Naraina, New Delhi-110028.

And whereas all the parties have unanimously decided to reduce the terms of this PARTNERSHIP DEED to avoid any litigation, dispute, amongst them and their heirs in future.



NOW THE WITNESSETH OF THIS PARTNERSHIP DEED IS AS UNDER:

That the partnership of I.T.SERVICES under the name and style of M/S FATAAKSHIP.com having its Head office at Z-192, Room No.1, Loha Mandi, Naraina, New Delhi and working place 83, D.A. Flats, Nimri colony, Ashok Vihar, Phase-IV, Delhi-110052 and shall be fully entitled to adopt any other name and style at any time with the mutual consent of all the parties.

Ankur Mittal *Shubham Arya* *Akash Jain* *Nitin Kumar*

17 APR 2014

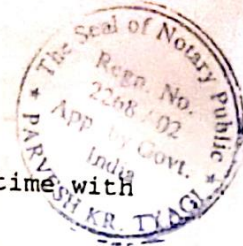
e-stamp cert.No.IN-DL46272107644106M



: 3 :

2. That all the parties shall work honestly, sincerely and for the greatest advantage of the firm.
3. That the Profit and Loss of the firm will be divided amongst all the parties in following sharing ratio :

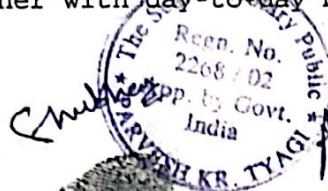
FIRST PARTY	:	25.00%
SECOND PARTY	:	25.00%
THIRD PARTY	:	25.00%
FOURTH PARTY	:	25.00%



and the ratio will increase or decrease at any time with the mutual and free consent of all the parties.

4. That the partners shall be trustful, faithful to the other partner in all transactions and relating to the partnership and shall at all time be responsible to give to the other partner, trustful & faithful account of the partnership affairs.
5. That the taxation liabilities whatsoever related to the BUSINESS shall be adjusted in the general profit and loss account each year.
6. That in case any partner shown his willingness to retire /leaving from the fold of partnership during the course of the firm running in loss or not earning any profit, then he shall have no right to claim any share in the said firm, and his share will be divided amongst the remaining parties in equal sharing ratio., and if any party willing to retire from the firm during/after the course of firm running in Profit, then he shall be entitled to receive his complete share till the date of retirement, but in that both stages, the retiring party will service one month advance notice/intimation to the remaining partners to avoid any inconvenience or litigation amongst them.
7. That the partner shall work honestly and diligently to the best interest of the partnership firm and they shall keep apprised each other with day to day business developments.

Signature



Signature

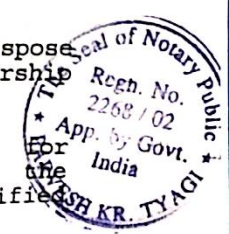
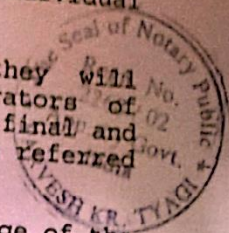
Signature

APR 2014



: 4 :

8. That no partner shall be entitled to raise any loan from any one on behalf of the firm without the written consent of other partner. Similarly, the firm shall not be responsible for any loan raised by any of partners in his individual capacity.
9. That in case of any dispute amongst the partners, they will refer their subject matter of dispute to the arbitrators of the choice of the partners, whose decision will be final and binding upon both the partners OR the same shall be referred before Delhi Jurisdiction only.
10. That no partner will be responsible for the discharge of the liabilities of the other partner, who had raised the loan without the consent of the other partner in the name of firm.
11. That no party shall have right to transfer his/her share to any other person, without the written consent & knowledge of remaining parties.
12. That in case of any dispute amongst the partners, they will refer their subject matter of dispute to the arbitrators of the choice of the partners, whose decision will be final and binding upon both the partners OR the same shall be settled By the parties mutaully, and the decision of majority will be final and binding to remaining partner.
13. That none of the partners, without written consent of other partners shall:
 - a) assign, mortgage or charge his/her share in the assets of the firm.
 - b) lend money belonging to the firm. or
 - c) except in the ordinary course of the business, dispose off by pledge, sale or otherwise, any partnership property or profits.
14. That the partnership shall not be responsible for individual debts, loans, advances or liabilities of the partners. The partners shall keep the firm indemnified against all such loss of liability.
15. That the Bank account/accounts will be opened in the name of the firm in any scheduled/nationalised/Co-operative bank, and the same will be operated by all the parties SEVERALLY OR JOINTLY as agreed mutually.,



[Signature]

[Signature]

[Signature]

[Signature]

17 APR 2014

..P/5..

e-stamp cert.No.IN-DL46272107644106M



: 5 :

- 16. That all other terms and conditions are same according to Partnership Deed Act, 1932.
- 17. That all the parties shall fully entitle to adopt any other business line/lines with their mutual and free consent.
- 18. That all the parties shall be fully entitled to withdraw the salary/remuneration for their day to day expenses according to the Income Tax bye-laws as agreed mutually.
- 18. That the partners are at liberty to add, amend, delete or modify any of the aforesaid terms and conditions as may be mutually agree upon between from time to time.
- 19. That all the parties have executed and signed on this Partnership Deed with their sound mind, good health and full responsibility.

IN WITNESS WHEREOF THIS DEED OF PARTNERSHIP IS MADE AT DELHI, on the day month and year first above written in the token of their acceptance of all the terms and conditions in the presence of the following witnesses.

WITNESSES :

- 1. *A.G. Mittal*
(ANIL MITTAL)
21/16 Ind Rd. East Punjabi Bagh
N.D.
- 2. *[Signature]*
(SOMVI RAYG)

[Signature]
FIRST PARTY

[Signature]
SECOND PARTY

[Signature]
THIRD PARTY

[Signature]
FOURTH PARTY



ATTESTED
[Signature]
Notary Public
DELHI (INDIA)

17 APR 2014

Entry in Notary Register
No. 113/2014
Date 17/4/2014

Annexure 2: Transporters Survey Questionnaire

1. How many trucks do you have?

- 1-5
- 5-10
- More than 10

2. What is the avg. waiting time per month per truck for your company?

- <3 days
- 3 to 7 days
- More than 7

3. How much lesser than total acceptable limit is the load with which your truck travels?

- 0
- Few kg
- 1-5 tons
- >5 tons

4. Do you have any fixed clients?

- Yes
- No

5. Do you think finding new/ clients is:

- easy
- difficult
- Very difficult

6. Do you have access to internet?

- Yes
- No

7. Do you have a smartphone?

- Yes
- No

8. Do you use internet on your phone or PC to find business?

- Yes
- No

9. Would you like to have a website where you can view consignments available to be delivered all over India and bid for the same?

- Yes
- No

(Ask for business card of the transporter and also a company seal at the bottom of the questionnaire)

Annexure 3: Payment receipt Econnexus Media

e-Commnexus Media Pvt. Ltd.


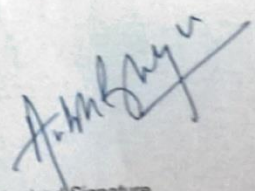
Received Rs 10,000/- from Ankur, Nitin, Shebam & Anjali
for website Designing Project on 13th feb 2014
 Voucher No _____ Dated... 13th feb 2014

DEBIT	Rs. AMOUNT P.
TOTAL Rs.	
CREDIT	Rs. AMOUNT P.
TOTAL Rs.	

Prepared By : _____ Accountant _____ Director _____

Received with thanks from e-Commnexus Media Pvt. Ltd. the sum of Rupees... 10,000/- only on account of...
 Rs. 10,000/-
 Signature: _____

Annexure4: Invoice from Ecommnexus Media

	eCommnexusMedia High Performance Digital Marketing Solutions Fataakship.Com Invoice	eCommnexus Media Pvt. Ltd. A-208 Second Floor, Lajpat Nagar-1, New Delhi-110024 DirectLine : 011-41066595
Date: 20 - 02 - 2014		
Site Description: Fataakship.Com is a Portal connecting Transporters to the clients who want to send the load from Different Cities and States. More Details will be mentioned in Contract.		
Total Quotation: Rs 55,000		
Date		Amount Received
13th February 2014		Rs 10,000
20 th February 2014		Rs 10,000
Total Amount Received:		Rs 20,000
<hr/>		
Balance:		Rs 35,000
<hr/>		
 Authorized Signature		

Annexure 5: Contract between fataakship and Ecommnexus Media

Fataakship.com and Ecommnexus Media Pvt. Ltd. Contract

This agreement stands hereon within:

Akash Jain (9899154700)

Ankur Mittal (9873736366)

Nitin Kr. Bhaskar (9871859196)

Shubham Arya (9718168898)

Referred hereafter as **Fataakship.com**, established in New Delhi (Room No. 1, Z-192, Loha Mandi Naraina, New Delhi)

And

Manish Tahiliani (9811031933)

Referred hereafter as **Ecommnexus**, established in New Delhi (Ecommnexus Media Pvt. Ltd., A-208, 2ND Floor, Lajpat Nagar-1, New Delhi)

Under the mutually agreed terms and conditions between Fataakship.com and Ecommnexus, following are the terms and conditions:

1. Ecommnexus has agreed to provide the custom designed Ecommerce Marketplace solution to Fataakship.com for a specified amount of INR 55,000/- (Fifty five thousand rupees only)
2. This contract includes the following things:
 - a. Ecommnexus will design and implement the Ecommerce Marketplace Solution for Fataakship.com and any changes to the design recommended by Fataakship.com are bound to be followed and implemented by Ecommnexus.
 - b. This solution includes all the dynamic as well as static pages as discussed by the parties and described in the Annexure Attached herein. The number of pages is not fixed and will depend on the functionality of the modules mentioned in annexure.
 - c. Filters on dashboards, Auction lists, Consignment Postings, Truck Postings etc.
 - d. List of cities and states of India.
 - e. Categories and subcategories types of load list.
 - f. This also includes the design of Logo, Banners and Favicon for Fataakship.com India, which will be a sole propriety of Fataakship.com.
 - g. The Database Logic and functionality
 - h. Sitemap
 - i. Ecommnexus will purchase the Domain names (valid for 1 year) for Fataakship.com(www.Fataakship.com<<http://www.Fataakship.com>>, www.Fataakship.in<<http://www.Fataakship.in>>) and these will be in the name of one of the partners of Fataakship.com or transferred (if taken in the name of any employee or Partner of Ecommnexus) before the website being handed over to Fataakship.com after complete testing by Ecommnexus.
 - j. Ecommnexus will maintain the Domain until the Website goes Live.
 - k. Ecommnexus will provide the necessary Hosting and Database for the Website for one year as discussed.
 - l. Testing of the Product finally developed will be done primarily by Ecommnexus and finally by Fataakship.com. Any Errors and deviations on the website from the desired behavior (as mutually agreed upon) identified by Fataakship.com are bound to be rectified by Ecommnexus.
 - m. 3 Months of Functional Support after the Go Live of the Website.
 - n. 10 Email Addresses, which will be configured once the Domain is purchased

Manish
29-04-14

Ankur
9/4/14

Akash Jain
Nitin Kr. Bhaskar
9/4/2014
9/4/14

- a. The Charges of the Payment Gateway will be paid by Fataakship.com and the payment gateway is to be integrated by Ecommnexus.
 - p. Ecommnexus in no circumstances would share the codes, logo, banner, favicon and any other information on database, server etc. to any other party. This will lead to breach of contract in non-adherence any time in future, hence provision for penalty.
 - q. Along with the payment gateway, user account provision for prepaid balance i.e online wallet using tokens (value dynamic assigned to tokens) as discussed.
 - r. Website security, Website traffic tracking and analysis system integrated.
 - s. Website operational across all the web browsers including but not limited to IE(version 7,version8),Mozilla firefox, google chrome and along with the mobile platforms of android,iphone blackberry, windows 8, opera mini browser.
3. The Payment procedures will be as follows:
- a. Payment of INR 10000/- (Ten thousand only) on 13th February 2014, to Ecommnexus before the start of the Project. (Already paid)
 - b. Payment of INR 10000/- (Ten thousand only) on 20th February 2014, to Ecommnexus. (Already paid)
 - c. Payment of INR 30000/- (Thirty thousand only) by 21st April 2014, to Ecommnexus after the handing over of the website (as promised by Ecommnexus to be done on 21st April, 2014) on complete testing and domain transfer to Fataakship.com.
 - d. Payment of INR 5000/- (Fifty Five Hundred only) by 30th April 2014, to Ecommnexus after successful testing of the Project and after the Go LIVE.
4. If Ecommnexus is unable to meet the deadline of 21st April and Fataakship.com doesn't agree to extend the deadline then Ecommnexus and its primary concern are liable to pay back the already paid amount of Rs.20000 and contract would hence terminate thereafter.
5. These terms are flexible if mutually approved by both the parties.
6. Upon a breach of contract by any of the parties, all matters are subject to Delhi Jurisdiction.
7. This Email is to be considered as a Legal Document upon representation in the Court Room if need arises.
8. This Contract will be signed by both the Parties in Email itself or in person as mutually agreed upon by Replying to the same Email with a Reply to All Option.

Mamta
9-04-14

Ankur
9/4/14

Ankur Jain
9/4/2014
Shitendra Kumar
9/4/14

Annexure

Fataakship is an e- marketplace where the transporters and customers can meet on common platform and generate the business in a cost efficient manner. The website will allow the customers to post the loads which they want to ship and the transporters then can bid for those posts.

Afterwards, the customer can choose the lowest bid and we will then share the contact with both parties. A nominal amount would be charged by Fataakship.com as convenience fee.

There would also be a reverse platform where transporters would post their shortly leaving trucks and try to maximize space utilization by filling up the empty load space.

Broadly Following modules are the part of this project and both Fataakship.com and Ecommnexus agree upon it as discussed. Though these are the broad modules but fataakship.com reserves the right to modify or make minor changes in the requirements as per mutual consent.

Modules:

- 1) Static modules (Home, about us, how it works, etc.)
- 2) Transporter dashboards and profile page
- 3) Consignment owner dashboard and profile page
- 4) Auction lists and Bidding
- 5) Consignment Postings
- 6) Truck Postings
- 7) Payment gateway
- 8) Mailing system on load acceptance and contact sharing.
- 9) Review , Ratings and Feedback
- 10) C-Panel Designing
- 11) Admin Panel designing, etc.

Signatures:

Ecommnexus:

Manish Tahiliani.....

For eCommnexus Media Private Limited

Director

Fataakship.com

Akash Jain.....

Ankur Mittal.....

Nitin Kr. Bhaskar.....

Shubham Arya.....

Date: 9/4/2014

Place: New Delhi

Annexure 6: Leakage /Shortage/Damage Certificate (Sample Copy- OTPL)

OKARA TRADE PARCEL CARRIERS

Head Office : 143, Transport Centre, Rohtak Road, New Delhi-110035
 Phone : 28311487, 28311454

LEAKAGE/SHORTAGE/DAMAGE CERTIFICATE

S. No. **7168** BRANCH..... Dated.....

1. Goods Receipt No.....
2. Name of Consignor.....
3. Name of Consignee.....
4. Place of Booking & Delivery.....
5. Nature of Consignment.....
 Number of Packages.....
 Description of goods as per record.....
6. Details of invoice, if available
 on record
7. Nature of contract **SPECIAL BOOKED AND TRANSPORTED AT OWNER'S RISK**
8. Delivery C.R. No.....

It is hereby certified that as per the instruction of the consignor/consignee party holding the goods receipt/owner of the goods/as per agreement between Carrier and the said party, delivery/open delivery of the above noted consignment was effected on.....

On inspection the following damage/loss/leakage was noted

This certificate being is used at the instance of the party concerned without prejudice to the right of the carrier and on the re-affirmation of the party concerned that the goods were transported subject to special contract and at owner's risk and on the undertaking of the party concerned that on libability for the damage above noted or any other damage in respect of the consignment attaches to the carrier and that the party concerned has received the goods in full and final settlement of the transaction and has no further claim against the Carrier. In taken of the above the party concerned/ authorised agent of the party concerned has appended his / its signature herein below.

Signature of authorised

Officer of the carrier

I/We.....consignors/consignees/owners of the goods affirms and agree to the above stipulations.

DESTINATION COPY

Signature of the party

Annexure 7: Form C for Registration Certificate of Establishment

Form C

Department of Labour
Government of National Capital Territory
of Delhi
5- Shamnath Marg, Delhi-110054

Form C
Registration Certificate of Establishment

Certificate No. :2014008283 Date 26/2/2014

Name of the establishment : Fataakship.com

Name of the Occupier/Employer : Ankur Mittal S/o Anil Mittal

Postal address of the establishment : Z-192,room No. 1, Loha Mandi,
Naraina
New Delhi Delhi 110028

Registration No. : **2014008283**

Category of Establishment : **Shop**

Nature Of Business : **ITeS**

It is hereby certified that the establishment as mentioned herein has been registered as a Shop under Delhi Shops & Establishment Act, 1954, on this 26 day of February ,2014.

Disclaimer

- The Certificate is based on the information provided by the Occupier/ Employer and has not been verified.

NOTE:

1. The Occupier/Employer is required to notify the Chief Inspector of any change in respect of information contained in the form.
2. This is computer generated certificate and does not require signature.

Annexure 8: Pan card of Fataakship.com

