

**TO STUDY THE PERFORMANCE & SERVICES PROVIDED BY COURIER
SERVICE IN LUNGLEI WITH SPECIAL REFERENCE TO HANNAH TRANSPORT**



**A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2022-23**

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CERTIFICATE

This is to certify that the dissertation entitled “A study on the performance & services provided by courier service in Lunglei with special reference to Hannah Transport” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by LH Lalchhuanawma, Roll No. 2123BCOM031, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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I, L.H. LALCHHUANAWMA, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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ACKNOWLEDGEMENT

I would like to give my special thanks to the Project Supervisor Ms. C. Lalrinsangi for her constant support and tireless guidance throughout the preparation of this Project.

And, I also would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal (HATIM) and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,

L.H.Lalchhuanawma

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CHAPTER 1

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

A courier is an entity engaged to distribute messages, packages and mails from one origin to another destination. Couriers are eminent from ordinary mail services by structures such as swiftness, retreat, tracing, signature, specialty and individualization of services, and dedicated delivery times, which are elective for most everyday mail services. A courier service has virtually developed a daily requirement, as people are continuously in need of specific imperative package delivering. Courier service, globally has perceived immense transformation since the time the courier service has in full swing. There are a hefty number of dealings, documents and mails which prerequisite to be traded, guided and transported. All these reasons play a vital role in courier industry.

Couriers are fundamentally a provision for transfer and distribution of money or goods at some additional cost. It includes a person or a company betrothed in transferring, mailing and dispensing letters, parcels and mails. A courier is considerably quicker, safer and protected than ordinary mail. It is a focused service with genuine signatures. It has tracking service with every service being treated as a precise individual case. Currently, the gigantic multinational companies have their own fleet of trucks and aircrafts exclusively for the intention of transporting the logistics. The courier services have gained considerable attention among different levels of customers namely individual and institutional.

It is a manpower concentrated industry, consequently the need for expert and competent personnel is of crucial significance. The industry is thriving and market is viciously competitive. So, all the companies have to preserve refining to endure in the business. In today's world, people are very much busy so, whenever they want to share anything with their family members or with their friends they use courier service and save their time. For documents sender can also use mail service but obviously we cannot use this service for gifts. All packages are vital whether it is a gift or an office document, as such the sender must be conscious about the safe delivery of package with the time at an affordable rate and charges are also depends on the size of the parcel. There are so many companies operating in this

similar field. But all are not dependable with the parcel delivery. The safety of package is not so important for them and the time that is valuable to the client is not valuable for them.

Hence every time we parcel indispensable things or gifts to family members or friends, ensure whether the service of the company is consistent and dependable or not. If the service is respectable, then and thereon can book parcel deprived of perturbing about its safety. The major players in Indian Courier industry are DHL, DTDC, Blue Dart, First Flight, Gati and Professional courier. DHL is a huge brand name in courier not only in Indian context but also worldwide (Courier Business in India).

1.2 LITERATURE REVIEW

This section discusses about the various studies carried out on the aspects of courier services. Literature review helps in getting insight on theories related to the factors influencing the courier service. This further helps in defining the problem and objectives for this study. It also helps in identifying variables and designing the research.

Babu Franklin A,2020: The present study is an empirical one, based on the relationship between courier services providers and courier service users. The study focusses on the opinion of the individual and institutional courier service users towards courier services and its service quality. The reasons for using courier services by individual and institutional courier service users is compared. It also studies the marketing strategies adopted by the courier unit owners in the light of the elements of marketing mix. The present study is based on both primary and secondary sources. The primary data has been gathered from 294 individual courier service users, 372 institutional courier service users and 166 courier units. Separate questionnaires have been framed for the collection of primary data from individual courier service users, institutional courier service users and courier units. The primary data has been collected with the help of well-structured and pre-tested questionnaire. For the purpose of survey of sample courier units and customers, pre-test has been conducted among 10 courier units and 50 sample courier service users comprising both individual and institutional courier service users. The secondary data has been collected from standard text books, reports, records and relevant websites. The documentation in this research work has been presented in APA format (Sixth Edition).

Joanna Eddy's and Aleksandra Guld 2020: Service quality perceived by clients should be a crucial element in the process of co-creating sustainable services. This article aimed to examine relationships between five constructs: the usefulness of courier services, the ease of use of courier services, the trust in courier services, the service quality, and the future intention to use courier services. This research focuses on courier services. An electronic questionnaire was used to conduct confidential interviews. It was distributed between January and March 2019. The number of questionnaires returned by courier service customers amounted to 1073. The authors used generalized least squares (GLS) of structural equation modelling (GLS-SEM) to verify the hypotheses. The obtained results confirmed statistically significant relationships between the variables of the ease

of use and the trust in service, the usefulness and the trust in service, the trust in service and the service quality and finally, the service quality and the future intention to use the services.

Adam Marcysiak Entrepreneurship and Sustainability Issues 9 (1), 190,2021. The purpose of the study is to evaluate the quality management of customer services. The paper demonstrates the results of own research on the quality standards of customer services in courier service companies. The significance of the aspects of sustainable development implemented by courier companies for customers was also analysed. The investigations focused on a group of individual customers availing of the services of courier service companies. The study was conducted in September 2020 with the application of electronic tools in the form of an online survey. The questionnaire was composed of single-choice and multiple-choice questions. Upon a factual and logical verification, 260 surveys were selected for further analysis.

1.3 Rationale of the project

The courier service is one of the most important services used by the common people as well as other entrepreneurs. They can get your package to your desired destination within short period of time, with a reasonable price. The goods dealt with by the courier service includes documents, box, parcel, two wheelers and other machineries.

The service offers secure and safe delivery within short period of time which attracts customers. Since it provides an important service to the people, the quality and the customer's service have to be upgraded from time to time. In Lunglei town, there is great demand for courier services but with very limited space and traffic, they are unable to function most effectively.

1.4 Statement of the project

The courier service plays an important role in the cycle of goods and products from one place to a desired location. In Lunglei town, Hannah Transport is one of the most trusted courier services which will be used as a subject in this project. The service functions smoothly but the main reason faced by the service is the bad traffic condition, this affect the speed of goods arrival as well as its delivery. The quality of the service can be improved by keeping better maintenance of the counter and its surroundings, considering that it is sited at the mid-part of town. The manners and etiquette are also very important in doing business with the customers, where the difference between illiterate and literate workers is very wide.

1.5 Objectives of the project

- i). To study the socio-economic status of the workers
- ii). To study the factors affecting the courier service
- iii). To know the customer service

Research methodology

The study is conducted in Hannah Transport, Bazar Veng, Lunglei. The present study focusses on the socio-economic status of the workers, the factors affecting the courier and the customer service provided. 26 respondents were selected as sample using convenient sampling method. The Primary data was collected through interview of each respondents via phone calls as well as face to face.

1.6 RESEARCH METHODOLOGY

1.6.1 Data collection:

The data was collected from Primary data. Primary data was be collected from 26 respective respondents.

1.6.2 Sampling Method:

The study was conducted at Hannah Transport Lunglei. Convenient sampling method was adopted to select the samples.

1.6.3 Data Processing:

The collected data is processed by using Microsoft Word and Microsoft excel and presented in frequency tables and percentages.

1.6.4 Percentage analysis:

It is the method to represent raw streams of data as a percentage (a part in 100 – percent) for better understanding of collected data.

1.7 RESEARCH GAP

There is insufficient information relating to the study on the services provided by courier service. The study on the subject is minimal and therefore there is a wide scope for further study on the area. The proposed study is expected to fill up the research gap that exists in the body of knowledge.

Chapter – II

Data Analysis & Interpretation

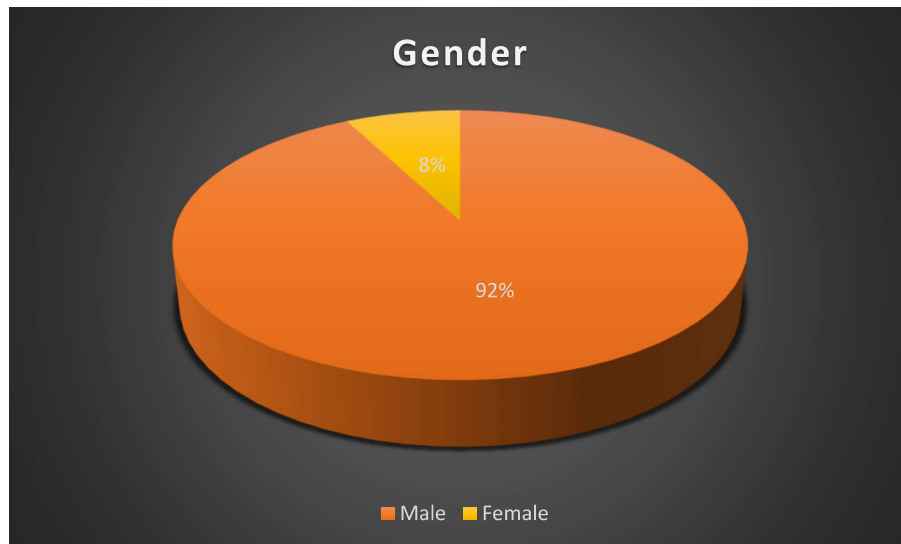
2.1 Gender of the respondents

Table 2.1 highlighted the gender of the respondents. The gender of the respondents is classified into two categories, viz., Male and Female

Table 2.1 Gender

Gender	Number of Respondents	Percentage
Male	24	92.31 %
Female	2	7.69 %
Total	26	100 %

Figure 2.1 Gender



Interpretation

The above figure shows that 92% of the respondents are Male and 8% of the respondents are Female.

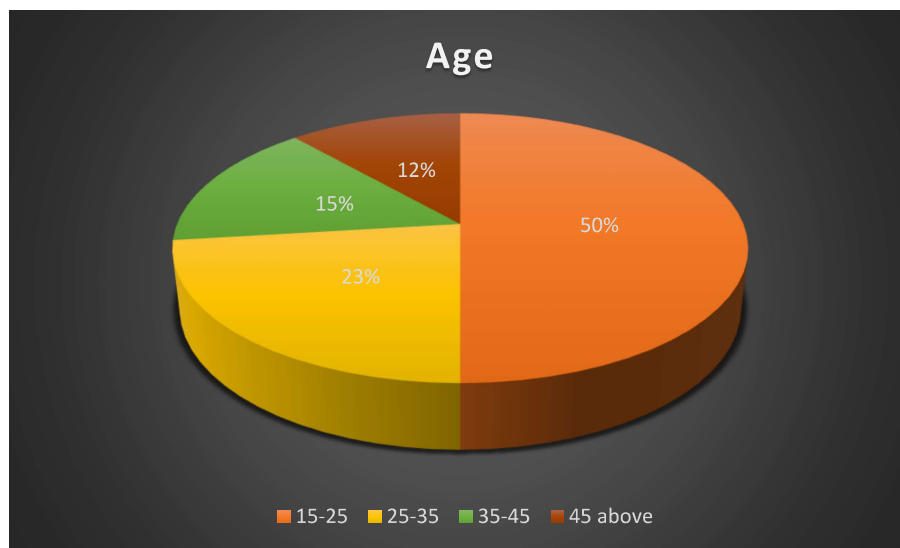
2.2 Age of the respondents

The table 2.2 indicates the age group of the respondents. The age group of the respondents is classified into 4 categories, 15-25 years, 25-35 years, 35-45 years and 45 above.

Table 2.2 Age

Age	Number of Respondents	Percentage
15-25	13	50 %
25-35	6	23.08 %
35-45	4	15.38 %
45 above	3	11.54 %
Total	26	100 %

Figure 2.2 Age



Interpretation

From the above Figure it can be seen that the employment rate at age 15-25 is the highest with the percentage of 50%. Followed by the age group 25-35 with 23%, the age group of 45 above have the lowest rate of employment.

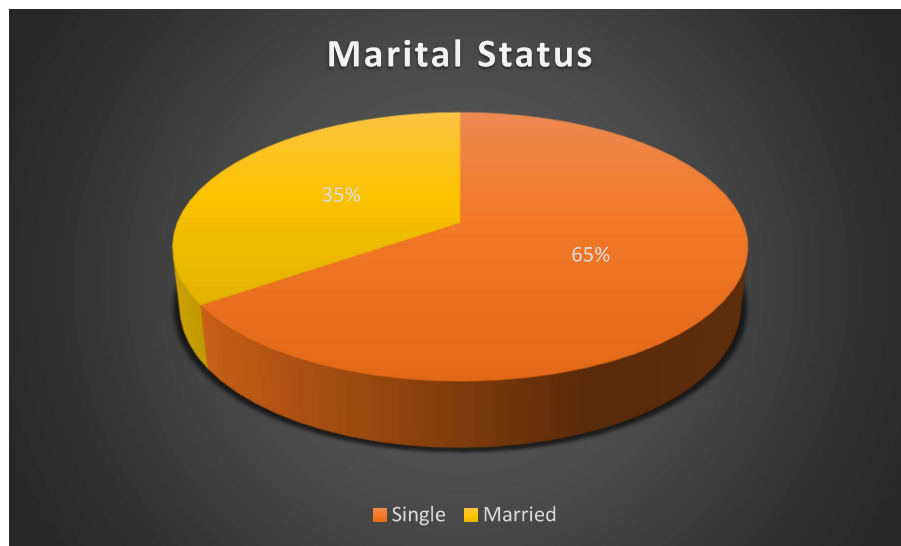
2.3 Marital Status of Workers

The table 2.3 indicates the marital status of the workers of the courier service. It is classified into two categories which are Married and Unmarried.

Table 2.3 Marital Status

Marital Status	Number of Respondents	Percentage
Single	17	65.38 %
Married	9	34.62 %
Total	26	100 %

Figure 2.3 Marital Status



Interpretation

From the above figure it can be seen that the un-married workers are bigger in number with a percentage of 65% than the workers who are married which are 35%.

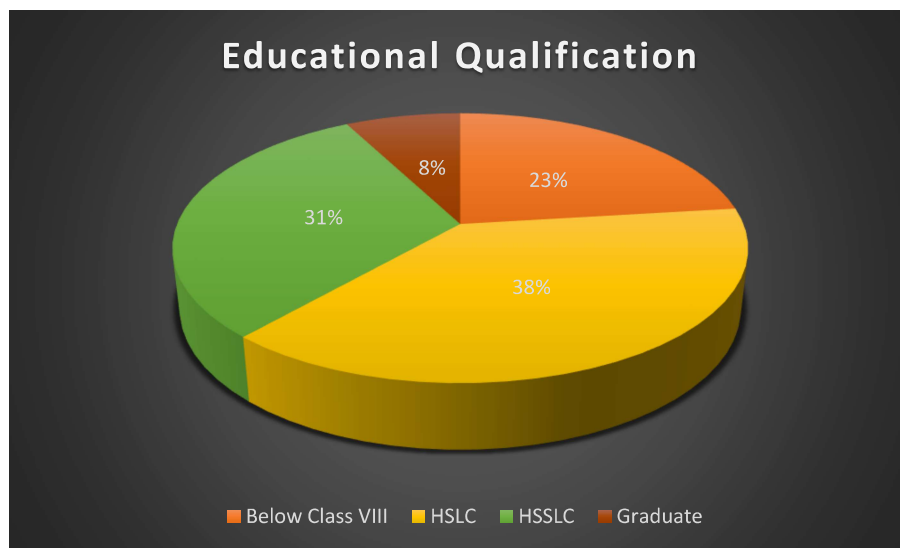
2.4 Educational Qualification of the workers.

Table 2.4 shows the educational qualification of the workers. It is categorized into 4 groups which are Below Class VIII, HSLC, HSSLC and Graduate.

Table 2.4 Educational Qualification

Educational Qualification	Number of Respondents	Percentage
Below Class VIII	6	23.08 %
HSLC	10	38.46 %
HSSLC	8	30.77 %
Graduate	2	7.69 %
Total	26	100 %

Figure 2.4 Educational Qualification



Interpretation

From the above figure, the rate of Educational Qualification of HSLC is highest with a percentage of 38%, followed by workers who have passed HSSLC with 31%. Here, the number of workers who graduated is only 8%. Workers with qualification of below class VIII are of 23% and they are mostly drivers.

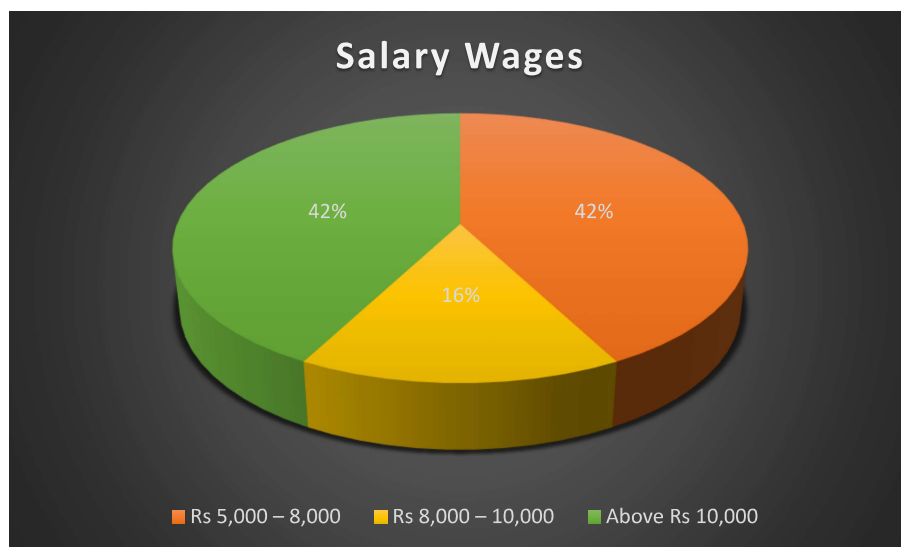
2.5 Wages of Workers

Table 2.5 shows the wages of workers. The wages of workers are classified into 3 categories. Rs5,000-8,000, Rs 8,000-Rs10,000 and Above Rs10,000.

Table 2.5 Wages

Wages	Number of Respondents	Percentage
Rs 5,000 – 8,000	11	42.31 %
Rs 8,000 – 10,000	4	15.38 %
Above Rs 10,000	11	42.31 %
Total	26	100 %

Figure 2.5 Wages



Interpretation

From the above figure, the wages of workers between Rs 5,000 – 8,000 and Rs 10,000 above are equal in numbers i.e., 42%. Workers having salary of Rs8,000-10,000 are of 15%.

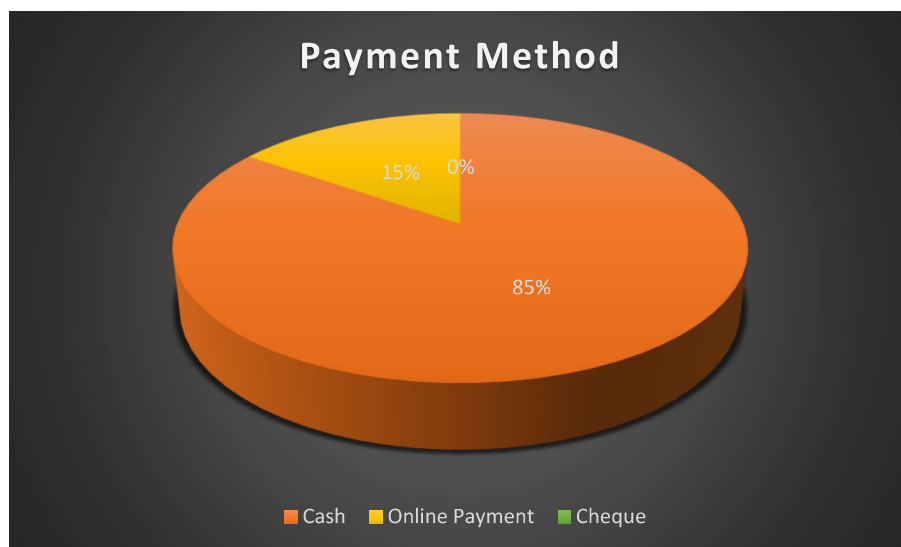
2.6 Payment Method

Table 2.6 indicates the payment method preferred by the customers. It is categorized into 3 groups. Payment by cash, Online payment and Cheques.

Table 2.6 Payment Method

Payment Method	Number of Respondents	Percentage
Cash	22	84.62 %
Online Payment	4	15.38 %
Cheque	0	0
Total	26	100 %

Figure 2.6 Payment Method



Interpretation

From the above figure we can see that Most of the customers preferred payment with Cash with a percentage of 85%. Online payment like gpay falls in 15%.

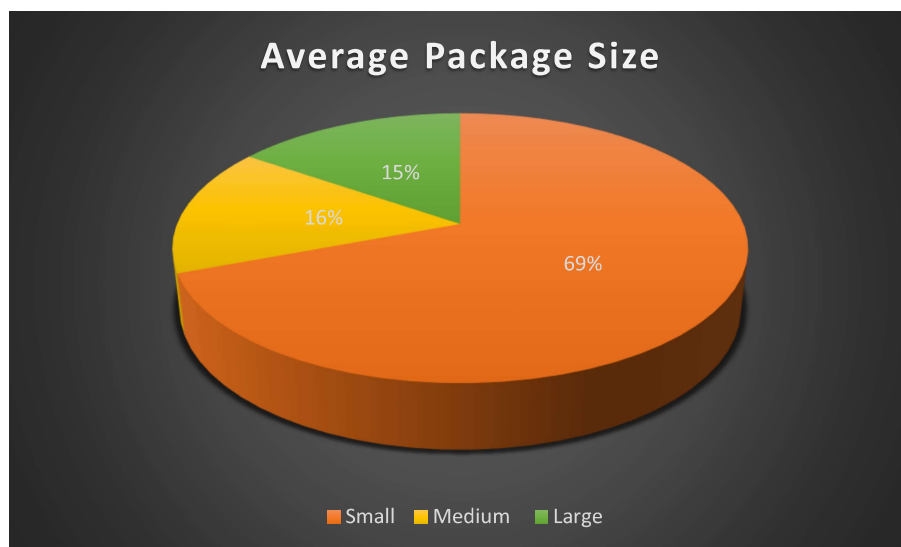
2.7 Average Package Size

Table 2.7 shows the average sizes of package shipped. It is classified into 3 categories. Small, Medium and Large sized packages.

Table 2.7 Average Package Size

Average Package Size	Number of Respondents	Percentage
Small	18	69.23 %
Medium	4	15.38 %
Large	4	15.38 %
Total	26	100

Figure 2.7 Average Package Size



Interpretation

From the above figure it can be seen that most of the packages shipped are small packages with 69%, followed by medium sized with 16% and large sized packages with a percentage of 15%.

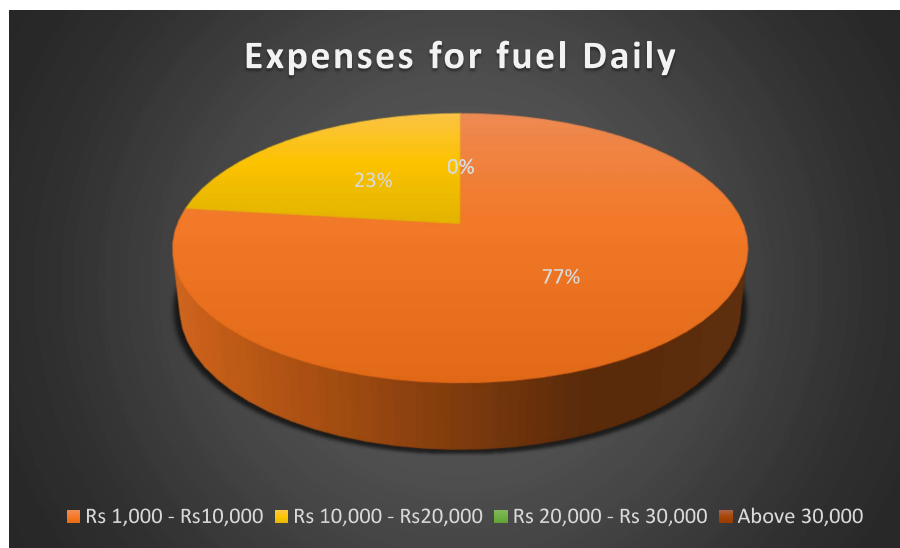
2.8 Expenses for fuel daily

Table 2.8 shows the average expenses for fuel for the courier vehicles. It is categorized into 4 groups. Rs1,000-10,000, Rs 10,000-20,000, Rs 20,000-30,000, and Above 30,000.

Table 2.8 Expenses for fuel daily

Expenses for fuel daily	Number of Respondents	Percentage %
Rs 1,000 - Rs10,000	20	76.92 %
Rs 10,000 - Rs20,000	6	23.08 %
Rs 20,000 - Rs 30,000	0	0 %
Above 30,000	0	0 %
Total	26	100 %

Figure 2.8 Expenses for fuel daily



Interpretation

From the above figure it can be seen that most of the expenses for fuel daily of the courier is between Rs 1,000 – 10,000 with a percentage of 77% and Rs10,000-Rs20,000 with a percentage of 23%. This may fluctuate with the change in price of the fuel overtime.

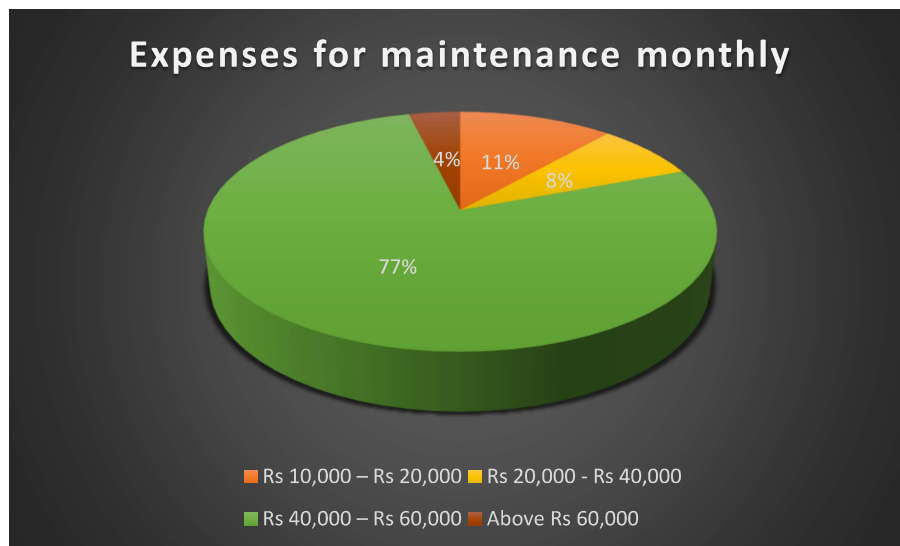
2.9 Expenses on maintenance monthly

Table 2.9 shows the average monthly expenses of the courier vehicles. It is classified into 4 groups - Rs10,000-20,000, Rs20,000-40,000, Rs40,000-60,000 and Above Rs60,000.

Table 2.9 Expenses on maintenance monthly

Expenses on maintenance monthly	Number of Respondents	Percentage %
Rs 10,000 – Rs 20,000	3	11.54 %
Rs 20,000 - Rs 40,000	2	7.69 %
Rs 40,000 – Rs 60,000	20	76.92 %
Above Rs 60,000	1	3.85 %
Total	26	100 %

Figure 2.9 Expenses on maintenance monthly



Interpretation

From the above figure it can be seen that Most of the expenses on maintenance is between Rs 40,000 – 60,000 with 77% followed by 10,000-Rs20,000 with 11%.Rs20,000-Rs40,000 falls in 8% followed by Above 60,000 with a percentage of 4%. This wide range of price is because of the fluctuation of the Spare Parts and other accessories.

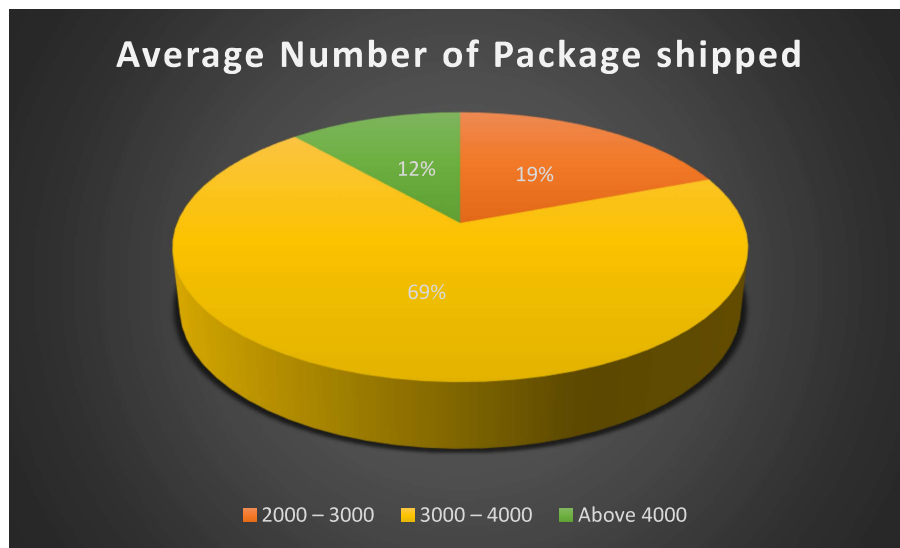
2.10 Average Number of Package ship.

Table 2.10 indicates the average packages shipped in one trip. It is categorized into 3 groups. 2000-3000 packages, 3000-4000 packages and Above 4000 packages.

Table 2.10 Average Number of Package ship.

Average Number of Package ship	Number of Respondents	Percentage
2000 – 3000	5	19.23 %
3000 – 4000	18	69.23 %
Above 4000	3	11.54 %
Total	26	100 %

Figure 2.10 Average Number of Package shipped.



Interpretation

From the above figure it can be seen that the average package shipped in a single trip is between 3,000 – 4,000 packages with 69%. 2000-3000 packages with 19%, followed by Above 4000 with a percentage of 12%. This may vary depending upon the large packages (Two – Wheelers, Machines, etc.)

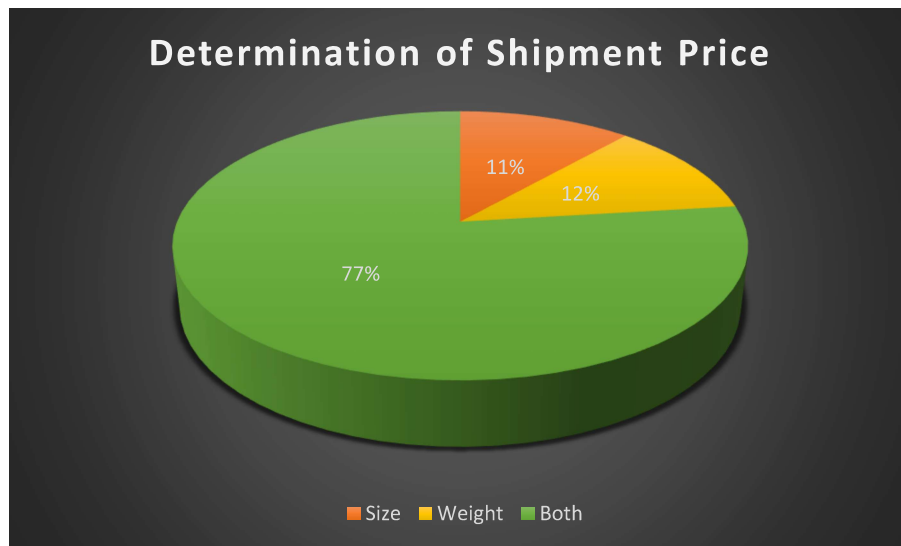
2.11 Determination of Shipment Price.

Table 2.11 shows the mode by which the shipment price of a package is determined. It can be determined by Size, Weight or Both Size and Weight.

Table 2.11 Determination of Shipment Price.

Determination of Shipment Price	Number of Respondents	Percentage
Size	3	11.54 %
Weight	3	11.54 %
Both	20	76.92 %
Total	26	100 %

Figure 2.11 Determination of Shipment Price.



Interpretation

From the above figure it can be seen that the package determination of price is clarified as both Size and Weight with a percentage of 77%. 12% is specifically determined by weight and 11% is determined by size.

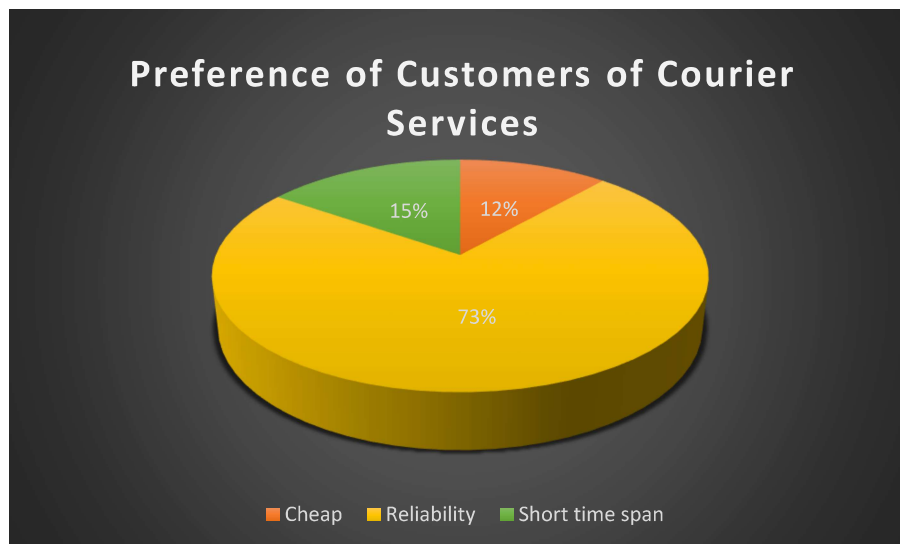
2.12 Preference of Customers of Courier Services

Table 2.12 shows the reason why customers preferred courier services instead of other means of transportation. It is classified into 3 categories. Cheap, Reliability and Short time span.

Table 2.12 Preference of Customers of Courier Services

Preference of Customers of Courier Services	Number of Respondents	Percentage
Cheap	3	11.54 %
Reliability	19	73.16 %
Short time span	4	15.30 %
Total	26	100

Figure 2.12 Preference of Customers of Courier Services



Interpretation

From the above figure it shows that The Customers who preferred courier services because of the Reliability are of 73% followed by Short time span with a percentage of 15%. Customers who preferred courier services because of cheap shipping price are of 12%.

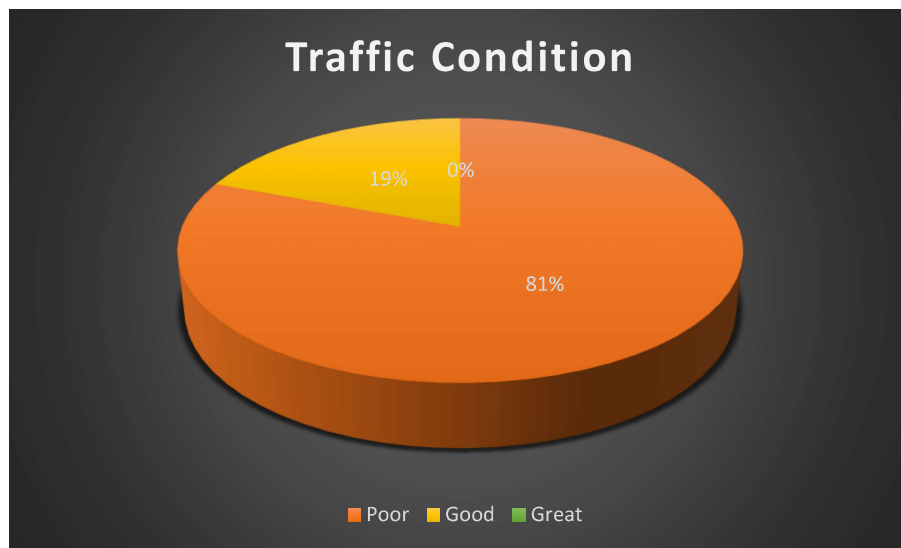
2.13 Traffic Condition

Table 2.13 shows the traffic condition of the residing location of the courier service. It is classified into Poor, Good and Great traffic conditions.

Table 2.13 Traffic Condition

Traffic Condition	Number of Respondents	Percentage
Poor	21	80.77 %
Good	5	19.23 %
Great	0	0
Total	26	100 %

Figure 2.13 Traffic Condition



Interpretation

From the above figure it shows that the traffic condition is very poor with a percentage of 81% followed by Good traffic conditions at 19% and with Great traffic condition at 0%. The traffic condition has a huge impact on the effectiveness and efficiency of the courier service.

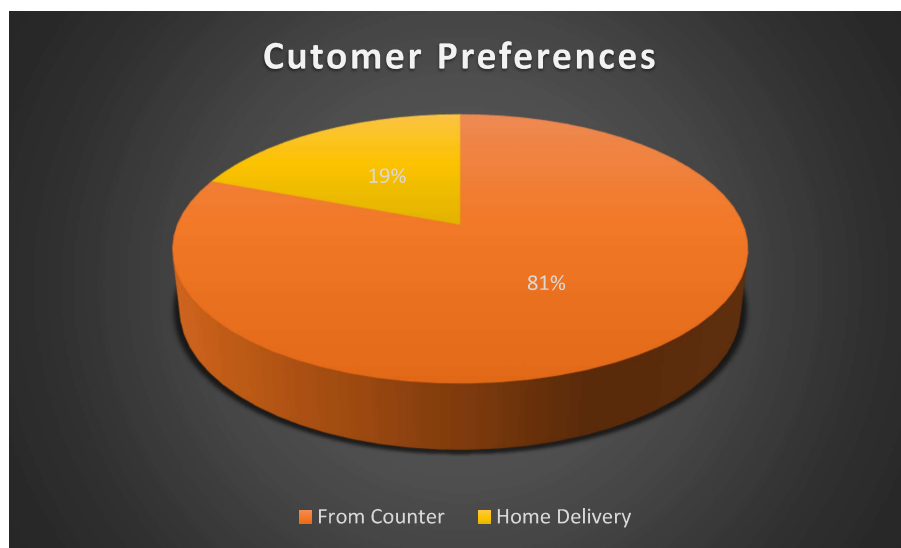
2.14 Customer Preference for receiving Packages

Table 2.14 shows the package receiving preference of the customers. The Courier also provides home delivery at a separate charge for customers who prefer home delivery.

Table 2.14 Customer Preference for receiving Packages

Customer Preference	Number of Respondents	Percentage
From Counter	21	80.77 %
Home Delivery	5	19.23 %
Total	26	100%

Figure 2.14 Customer Preference for receiving Packages



Interpretation

From the above figure it can be seen that 81% of the customers preferred to receive their package from the courier while 19% falls under customers who preferred home delivery.

CHAPTER 3

RESULTS AND DISCUSSION

Major findings

This chapter finally highlights the findings of the study from the data collected from 26 respondents.

Demographic profile of the respondents

The demographic status of the respondents is one of the objectives that the research is trying to find out.

> 92% of the respondents are Male and 8% of the respondents are Female which indicates that the workers in the courier service are mostly males.

> The worker's age 15-25 is the highest with the percentage of 50%. Followed by the age group 25-35 with 23%, the age group of 45 above have the lowest rate of employment. Which means that the rate of employment is highest from the youth.

> 65% of the workers are unmarried and the workers who are married which are 35% meaning that the majority are still not having a family to raise.

> Workers who passed HSLC are the highest with a percentage of 38%, workers who have passed HSSLC with 31%. Here, the number of workers who graduated is only 8%. Workers with qualification of below class VIII are of 23% and they are mostly drivers. Which means the quality of the courier workers are still bad. The rate of illiterate workmen can affect the quality of the service.

> The wages of workers between Rs 5,000 – 8,000 and Rs 10,000 above are equal in numbers i.e., 42%. Workers having salary of Rs 8,000-10,000 are of 15%. This shows the salary of the workers in the courier service is quite less compared to other services.

> Most of the customers preferred Cash payment with a percentage of 85%. Online payment like gpay falls in 15%. Since the shipment charged is not very expensive, customers pay by cash because it is more convenient.

> Most of the packages shipped are small packages with 69%, medium sized packages with 16% and large sized packages with a percentage of 15%. This means that majority of the

shipments are of small parcels, this can be increased if there are less large package (Two-wheelers/machines) shipped.

> The expenses for fuel daily of the courier is between Rs 1,000 – 10,000 with a percentage of 77% and Rs10,000-Rs20,000 with a percentage of 23%. This shows that the expense for fuel is large in courier services, also their range may change from time to time because of Fuel price fluctuations.

> Most of the expenses on maintenance is between 10,000-Rs60,000. This wide range of price is because of the changing price of the Spare Parts and other accessories.

>The average number of packages shipped in one trip are 3,000-4,000 packages, this may vary depending upon the number of large packages shipped.

>The shipment price of the package is determined on the size as well as the weight of the package.

>The customers preferred courier service instead of other services mainly because of their reliability.

>The traffic condition is very poor which has a huge effect on the efficiency of the service. Due to lack of space for parking, unloading and loading of packages can be hectic at tight traffics. Plus, customers are also affected as they are coming to receive their package, there is very limited space for parking.

>The courier service also provides a home delivery service at a different charge for customers, the delivery charge may vary depending upon the distance of the destination. Since majority of the customers still preferred their package received from the counter, this worsened the traffic conditions as well.

CHAPTER 4

SUGGESTION AND CONCLUSION

CONCLUSION

The courier services can be regarded as one of the most valuable means in today's marketing. Consumers are now being attracted to online businesses because of the ease of shopping and wide range of products available. The main driving factor behind the success of e-commerce businesses is the courier companies. Courier companies are the only method for courier companies to have direct contact with the customers. It is really important to have a reliable courier company to increase the customer base.

From this research, it can be concluded that the courier service in Lunglei is growing with the growth in network marketing. The socio-economic status of the workers really affects the effectiveness and efficiency as well as the quality of the service as man power is mainly utilized.

The maintenance of vehicles is very important, breakdown of vehicles may lead to late delivery of packages with additional expenses for repairs, better traffic condition is also required. These breakdowns often occur due to carelessness of drivers and workers. With the increase in demand for the courier services, the customer services are needed to be improved, in which better traffic condition and space is required.

SUGGESTION

1. It is highly recommended that the location of the courier service has a bigger compound and more space, which can also be easily accessible from the city. This will surely improve the effectiveness and efficiency of the service as well as the quality of service provided.
2. It is recommended that more educated workmen should be employed. This will prevent the loss caused to the services due to reckless behaviors, and the quality of customer service will be improved.
3. It is highly recommended that the courier vehicles are checked and maintained regularly. There are many vehicle breakdowns during transit, delaying the package delivery as well as additional expenses for the repair of the vehicle is required.
4. It is suggested that the courier service allotted extra seats for customers who are waiting for receiving their package.
5. It is recommended that the courier service improves its cleanliness and sanitation. A well-arranged software setup for recording the packages delivered and packages received.

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