

THE SHIPPING SOLUTIONS PRIVATE LIMITED

The Shipping Solutions Proposal

Freight Management Portal

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The following consist of the plans for the development for The Freight Management Portal and this fully belongs to The Shipping Solutions Private Limited.

Background of The Shipping Solutions

The Shipping Solutions is a new Electronic-Solutions and Media organization with an extensive background in logistics. The core of our business is to aid the Singapore shipping industry to excel in terms of improved efficiency, and productivity, through the provision and advertisement of vital information of the services that these companies provide, to the public.

The Shipping Solutions understands the demanding process faced by Shipping Lines (Carriers) when they handle their service lanes enquiries from their logistics partners (Co-Loaders, Forwarders, Direct Shippers). In the current globally competitive logistics market, there is a constant need to make necessary changes and strategically plan for vessels' sailing schedules in order to cater to the ever changing, fast-paced, and dynamic market's needs. Hence, the operations or sales department have dedicated a lot of time to the answering and clarification of their clients' enquiries.

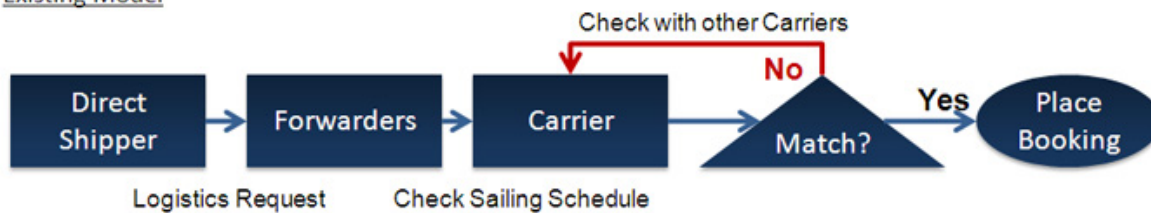
In order to tackle this problem, www.TheShippingSolutions.com was designed and developed especially for the sole purpose of compiling and streamlining your service lanes and sailing schedules. These data will be distributed and shared with the relevant members of the portal, to provide a one stop solution centre to cater to all your clients' needs, as well as to answer all their queries as to the details of the services you provide.

We aim to build a logistics portal in Singapore with the intention to benefit primarily the logistics industry as well as to open up establishment with overseas agents.

Freight Management Portal Model

Currently, a lot of manual labors are required when placing a request. Firstly, the direct shipper will make his logistical request via the forwarder. The forwarder will then match the direct shipper's logistical request with the sailing schedule of the carrier. If the carrier is unable to accede to his request, he will then have to check with several carriers until he finds a match and then place a booking.

With the launch of this portal, which adopts a new model, the Direct Shipper can now make his logistic request from the forwarders directly and check the sailing schedule via the Freight Management Portal and hence establishing contact with the Carrier too. We would then be able to help you reduce the amount of time wasted in terms of sales enquires, and hence improve your company's efficiency. At the same time, this portal provides an avenue for you to promote the strengths and benefits of your company and your services and also to forge better relationships within the logistics industry.

New ModelExisting Model**Projected Funding Support**

This freight management portal will consist of a variety of functions which is backboneed by a dynamic search feature to enhance user ability. This is specially designed for the used for people involved in the logistics business. This search will allow users to search from a designated Port of Loading (Singapore) to the available Port of Discharge. Users when performed this search will be allowed to have a bird's eye view of carriers listing within the users search criteria.

There is also a tool, which will be able to showcase the company profile of the company, which includes a direct link to the company (e-commerce platform if there's one), the direct contact person who is in charge of the respective service lanes, etc.

Each search criteria is refined to the nature of the different type of profiles like Carrier, NVOCC and forwarder. Each of these caters to the needs of different users. Carriers and NVOCC will be able to insert, update and delete existing lanes. If the particular service lane encounters any delay, the information can be updated with the current information. This portal primarily acts as an information-based directory service.

Their major competitor will be Asian Shipper; a Hong Kong based publication that provides information on a weekly basis. This publication allows publicity of banners onto the site and there is no regular format or placing that makes the information so cluttered and hinders the process of finding for information.

There will also be news updates with regards to the shipping industry and any disruptions of services. Users of the portal will also be able to post up news related to the shipping industry but this got to be vetted thru by the administrator to prevent unauthorized content to be uploaded to the eyes of the public. We will also include news and information related to key leading agencies in Singapore – PSA, MPA, Custom Information and IATA / FATA News for Air Shipments.

Self-administrative tools will also be available for users to update any information of the company immediately. If there is any re-shufflement of manpower within them, the user will be able to delete that certain point of contact immediately and insert a new stand-in representative.

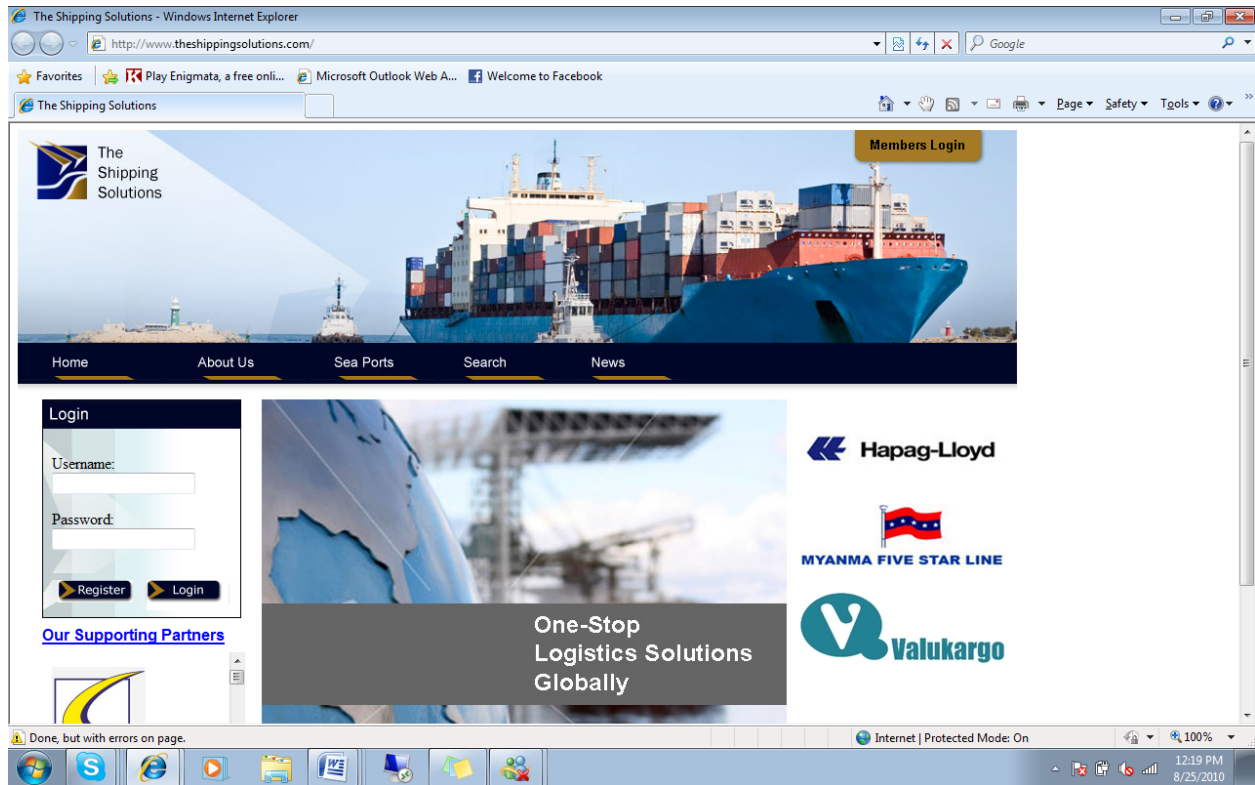
Looking ahead this portal will extend their scope to the airfreight after the sea freight has been fully established.

Support received till date:

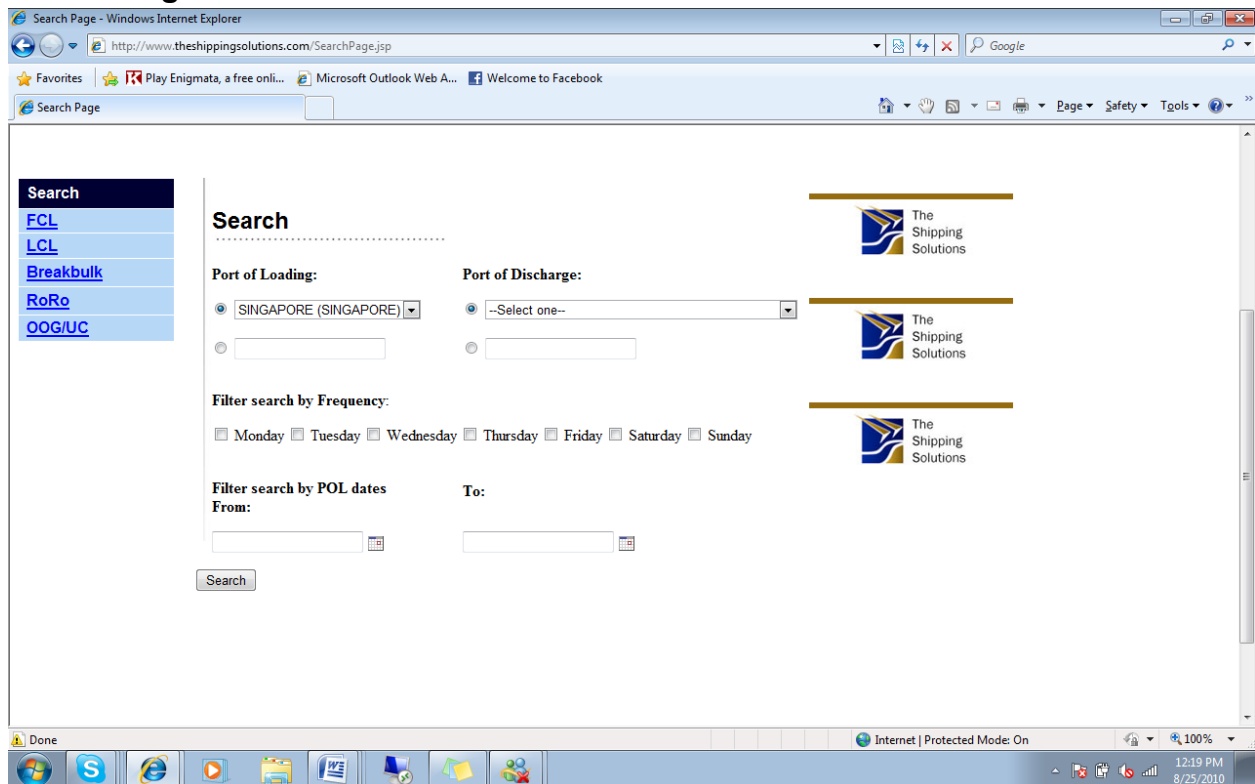
Till date with our prototype in place, we have managed to reach out to more than 10 major carrier lines and 3 NVOCC. Their support proves that this portal is of a viable solution for the logistics industry.

Prototype Screenshot

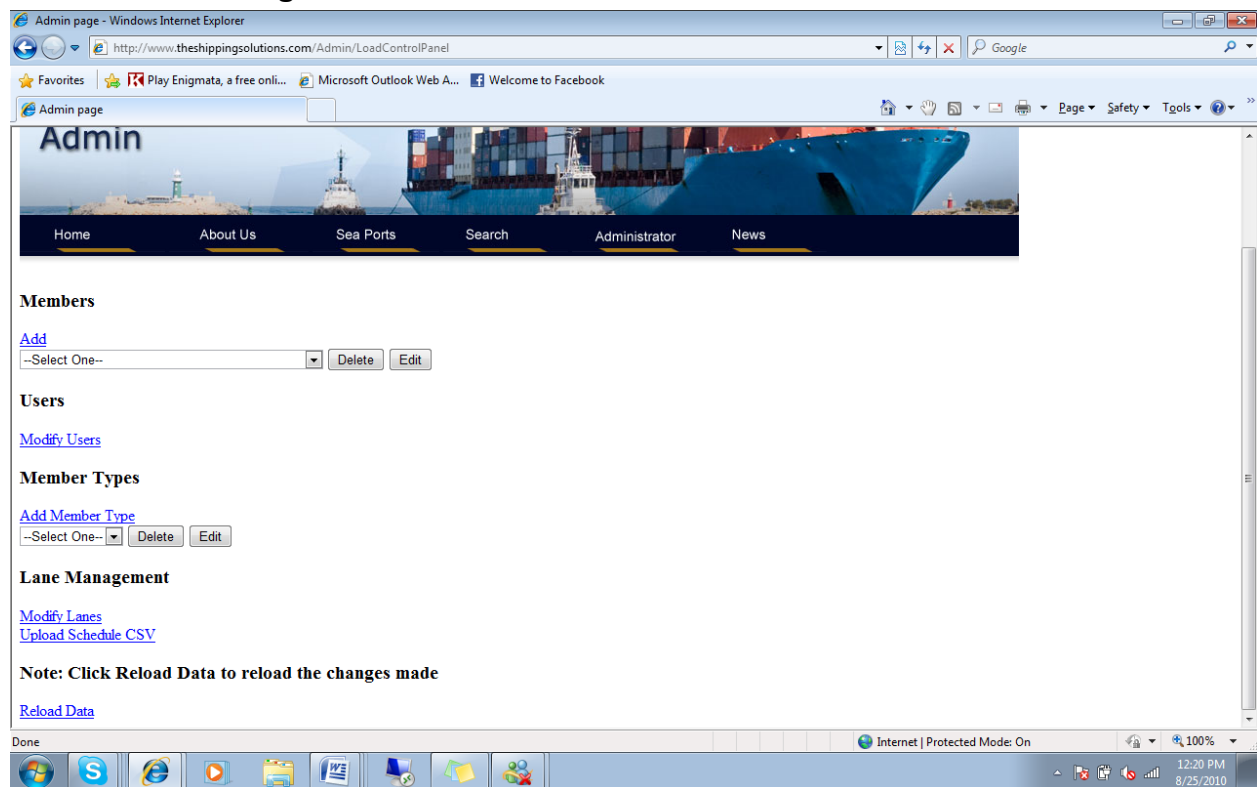
Main Page:



Search Engine:



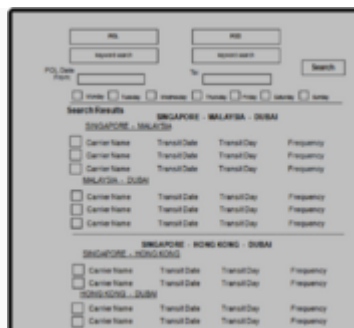
Administrative Page:



Full Storyboard of The Freight Management Portal

Functionalities

Search Engine Function:



Search Function

- Appear at different tabs for different purposes. Several search capabilities for different user tiers - Carriers, Forwarders and Lane Management.'
- Different categories of search, returns different fields.
- This search allows one to search from Port of Loading and Port of Discharge and returns a Carrier/Forwarder that has such a service lane.

- Individual Carrier/Forwarder that holds an account in this portal, to perform a search of current lanes they have for administration purposes.

There are 3 different searches:

- Forwarder search - a simplified search with just the POL and POD returning the Forwarder that provides this service lane. This action can be performed without logging in.
- Carrier search - a search with just the POL and POD with keyword search and day search returning the Carrier that provides this service lane. This action cannot be performed without logging in. (In future, we will be integrating world wide carrier services, hence logistics industry overseas clients of ours can actually benefit when they need to find out different countries sailing services for different carriers.) POL will be of different countries.
- Lane administration - this search allows registered users be it Carrier/Forwarder to search for their sailing schedule entries.

Directory Listings:

There will be several directory listings that will aid users in the industry to locate the supporting information easily. They are:

- (a) Warehousing – A directory of possible warehousing for the storage of goods
- (b) Trucking (FCL/LCL/Cold Truck/Over-size Cargo) – A directory of transportation for the different type of goods
- (c) Fumigation – A directory of companies that offers services for fumigation of cargos
- (d) Lifting – A directory of contractors that provides professional heavy lifting for bulk cargos and places where do not provide appropriate loading services
- (e) Lashing Contractor – A directory of companies that provides stevedoring / lashing services in a port or on vessels

Forecast of Business Value and Operations:

The Shipping Solutions will receive revenue from:

- (a) Integrated Search Engine: (This source of income will be received from the Forwarders)
 - a. Pool of Forwarders: 1,000 – 1,200 forwarding companies
 - b. Charge for Service: SGD\$850/year

- c. Targeted 240 companies in the first year (approximately 4 clients a day meet up, total of 80 clients a month with 20% acceptance)
- (b) Advertisement Management: (This source of income will be received from advertisements from and nature of business in the terms of the logistics)
 - a. Targeted at 100 companies in the first year
 - b. Charge for Service: SGD\$350/year
- (c) Oversea Agents:
 - a. This is to allow local logistics industry to exchange business and sales lead contacts together internationally
 - b. Charge for Service: USD\$1,000 – USD\$1,200
- (d) Overseas Conference:
 - a. With the intention to organize a conference in Singapore for bring together the freight forwarders globally to come together to exchange business opportunities. This conference is planned to be executed in 1.5 – 2 years time.

There is a great potential within the next 5 years of operations. First 3 years aimed towards the local market then globally.

Transshipment Function:

- This function allows us to allow suggestions of traveling from various ports. For instance, if there isn't any existing lanes from Singapore - Dubai. The search results will show our various alternatives how can the shipment goes from Singapore - Dubai. Results may be in the form of such possibility: Singapore - Thailand - Dubai or Singapore - Indonesia - Philippines - Dubai.

Member Administrative Control Panel

- Members will be allowed to update the various fields within the profile such as company address, telephone number and fax number. They can also add, delete or update the contact person details. This information will be then put up on the company profile page.

Password Management:

- A tool necessary for members to change their password for confidentiality purposes.

Administration Function

Create New Profile Type

- Members will be allowed to update existing lanes schedule if there is a change. Delete existing lane schedule if there is a mistake or even add new lane schedules.
- Add new members that carry the company's information and the different profile types and member types.
- Administrator will be allowed to delete any members if they post up any false information.

User Creation:

- Once a member is created, then the users for that particular company are created.
- Administrator will then be able to assign new user accounts. He can also be able to delete or update the password if one has forgotten the password.

Member/Profile Type (CRUD):

- Creation of new profile/member type with ability to assign specific access rights.

Lane Management:

- Ability to make changes to any lanes if client is unable to log into the system

News Broadcast:

- Ability to create/approve news broadcast on the portal.

File Upload Function:

- Allow the members to upload different excel formats of schedule to be input into the system without keying each and everyone in.

Roll Back Function

Search : Date

User Name

Search Results

☐ Puls Onp

☒ Deleted port of loading in Lane Management

☒ Changed Frequency

☒ Deleted Lane Schedule on 01/11/2010

Roll Back

User Tracking Function:

- It is an important function to track users' movement. If someone intentionally deleted all the information pertaining to the company's schedule, we would be able to track them out without any hassle. All the actions will be recorded and overwritten. 7 days of actions will be tracked and in it is more than enough reaction.

Roll-Back (Back to last saved setting):

- In any case of failure to backup the information in the system, in any event that crashes.

Advertisement Management Function

- It is an aspect for company to generate revenue for the company. It can let customer post advertisement on portal. They will also provide another outlet for customer to promote their brand especially for newly setup.

THE SHIPPING SOLUTIONS HUB

Home About Us Sea Ports Search News

Manage Lane Search Advert

Manage Main Page Advert

Browse

For POL POD

Submit

THE SHIPPING SOLUTIONS HUB

Advertisement Management (Admin)

- This module allows the administrator to change the main page/lane search advertisements



Statistical Report Function:

- Statistical reports on the frequency of searches from various ports of loading to port of discharge. This information will let companies have an easier time for planning their following sailing routes.

Contact Information

- For any related enquiries, please feel free to contact us at the following:
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