



Internship Report
On
“Financial Performance Analysis of Orient Overseas Container Line”

Submitted To:
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Letter of Transmittal

12 September 2022

Nurul Mohammad Zayed,

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Subject: Submission of Internship Report on “Financial Performance Analysis of Orient Overseas Container Line”

Dear Sir,

Here I present my internship report titled “Financial Performance Analysis of Orient Overseas Container Line”. This report is a consequence of the internship program which is an academic necessity for the completion of the BBA program.

It is my honor to work for a leading organization of Bangladesh and gain an in-depth knowledge on lending process and monitoring techniques. Throughout the study, I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as informative as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

For further query please do contact me.

Sincerely yours,

Mysha Rahman Khan

ID: 191-11-6091

BBA

(Major in Finance)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the study titled “Financial Performance Analysis of Orient Overseas Container Line” is prepared by Mysha Rahman Khan, ID: 191-11-6091 under the Department of Business Administration of Daffodil International University for concluding BBA degree. The report has been set up under my direction and is a record of the work completed excellently. She is permitted to submit the report. I wish her accomplishment in her upcoming activities.



.....
Nurul Mohammad Zayed

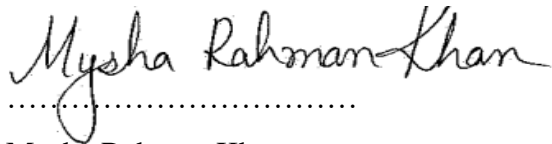
Assistant Professor

Department of Business Administration

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Declaration

Myself, Mysha Rahman Khan bearing ID NO: 191-11-6091 a student of Bachelor of Business Administration (BBA) program, majored in Finance of Daffodil International University do hereby declare that the internship report on “Financial Performance Analysis of Orient Overseas Container Line” has done by me. No one submitted this report for any degree, diploma, title or recognition before me.



Mysha Rahman Khan

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Department of Business Administration

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Acknowledgement

At the start, I might prefer to express my deepest gratitude to Allah the almighty for giving me the strength, wisdom and acquaintance to hold out this report and fruitfully completing the internships report.

I am really grateful that I got support from my supervisor Nurul Mohammad Zayed, who helped me to finish my assigned report successfully. So, I'd prefer to give all the credit for my completion of this report to those who gave me their valuable time.

I would prefer to say thanks from bottom of my heart to Mr. Pingkal Saha, Head of Finance and HR department of Orient Overseas Container Line at Bangladesh for offering me the chance to work with them and gather many experiences within the reality business environment. One person without whose help my every effort will go into vain is my academic supervisor.

Last but not the least, I would like to express my gratitude to all my classmates for helping me throughout my entire BBA life by their efforts, times, and co-operation which is priceless for me.

Executive Summary

Orient Overseas Container Line is popular for their shipping services that they provide worldwide to customers. Very few international container transportation, logistics and terminal companies in the world are as big as this. A Hong Kong's based most famous global company, which provides customers logistics and containerized transportation services, with an enlarged network included Asia, Europe, North America and Australasia. Orient Overseas Container Line Bangladesh started in 2006. And Orient Overseas Container Line logistics started their operation in 2010. Orient Overseas Container Line has two offices in Bangladesh, one at Chittagong the main Seaport & another in Capital City at Dhaka.

Internship may be a joint program which involves business school and business house collaboration. The main goal of this program is to offer students the chance to translate the word's job and therefore the knowledge of real-world situation books. The full report is split into five parts. The primary part consists of an introduction part which includes- objectives, methodology, scope, limitations of the study.

In the second part I will present Financial Performance Analysis (Ratio and Trend Analysis) and Results. Third part consists of internship responsibility. In the fourth describes challenges and constraints and fifth part includes recommendation and conclusion.

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Chapter-01

Introduction

1.1 Introduction

There is 50+ shipyards in Bangladesh and 100 s of shipbuilders or contractors and marine workshops are actively involved in shipbuilding activities. 70% of the shipyards are located in and around Dhaka, 20% are in Chittagong and 10% are in Khulna and Barisal. Almost all inland/coastal/bay crossing ships are constructed and repaired locally in these shipyards. Local shipyards can design and fabricate ships up to 3500 DWT to complete the demand of the local market. Most of the Shipyards are operating under individual management with nominal supervision of the government. All inland and coastal ships are built by local shipyards, and the number of vessels built per year counts an average of 250. They employ a huge number of skilled and unskilled labor. Most of the private shipyards use plate, engine, component and machinery of old merchant ships which are collected from Bhatiary ship breaking industries.

The founder of OOCL, the late C Y Tung, dreamed of creating the first international Chinese merchant fleet. In 1947, he achieved that dream when the first ship with an all-Chinese crew reached the Atlantic coast of the USA and Europe. Regular cargo and passenger services were subsequently developed under the name of Orient Overseas Line. With the emergence of containerization, the company was re-named Orient Overseas Container Line in 1969. In those days, Victory-class vessels could carry 300 TEU, a far cry from today's post-Panamax vessels that ply the world's oceans. In April 2003, OOCL took delivery of the SX-Class OOCL Shenzhen, the largest container ship ever built then at 8,063 TEU. Today, OOCL has vessels of different classes with capacity varying from 2,992 TEU to 13,208 TEU, plus ice-class vessels that suit extreme weather conditions. As a member of the Grand Alliance and G6 Alliance, our vessels form part of a 290-plus fleet of ships. Both our self-owned and chartered-in vessels can carry general cargo, reefer cargo and dangerous goods, according to the needs of customers.

1.2 Background of the Study

I have prepared this report as a necessity of the BBA internship program. I am very honored for getting the opportunity to accomplish my practical training in the Orient Overseas Container Line (OOCL) at the Finance department, head office in Gulshan-1, Dhaka. My internship commenced from June 12, 2022 to October 12, 2022. This report is a partial requirement of the BBA Internship

Program of Daffodil International University and has been prepared after 4 months of the organizational attachment in the Orient Overseas Container Line. My organization supervisor was Mr. Pingkal Saha, Head of Financial and HR department of Orient Overseas Container Line and my institution supervisor is Nurul Mohammad Zayed, Assistant Professor, Department of Business Administration Daffodil International University. My institute supervisor duly approved the topic which was decided for doing the report. The report will increase the knowledge to know the Shipping industry of Bangladesh.

1.3 OBJECTIVES OF THE STUDY

Broad Objective

The leading objective of this study is to analyze the financial performance of Orient Overseas Container Line.

Specific Objectives

- To evaluate the financial performance of the company from 2018-2021 using ratio analysis.
- To find out the financial problems of the company.
- To provide some recommendations about the financial problems of the company.

1.4 Scope of the study:

Since most of the information was confidential so the scope of the study was limited. In order to analyze the present financial performance of Orient Overseas Container Line, more data and information was needed. As I tried to analyze the overall strengths and weaknesses of this system it was a little bit tough as I didn't get the whole information. Not only that but also this study was conducted only at a single agent office of Orient Overseas Container Line which is situated in Dhaka, so it does not cover the overall process of the Head office of the company.

1.5 Methodology of the Study

This is an exploratory research paper in which I have described the overall financial performance process of orient overseas container line. During my internship period I used my personal observation in order to get a specific idea and I read all their information that they published on their own website. At the same time, I gathered much knowledge about their present method of appraisal by having conversation with the several level officers of the corporation.

Since the project falls within the category of exploratory and descriptive research, which could be research designed to judge the performance appraisal system of orient overseas container line Bangladesh Limited. So, this applies to the research part. More than that, the organizational part is helpful for the clear understanding of the existing practices of performance appraisal systems at orient overseas container line, Bangladesh, Limited and that also serves the purpose of the exploratory research.

1.6 Basic Research Method

The basic research method during this relies on the empirical review method. In this the annual report and websites were the main sources of secondary data. Alongside, the discussion with the concerned managers/employees (primary data) provided the extra information and helped in clear understanding.

1.7 Sources of the Information

For clear and error- free study everyone should follow some procedure. The study data were gathered from secondary sources:

Secondary Sources:

- ❖ Annual Report of Orient Overseas Container Line (2018-2021).
- ❖ Brochures.
- ❖ Websites.
- ❖ Target Population.

1.8 Limitations of the Study

Thought making my report on financial performance some of limitation I find out, those are given in below:

1. One of the biggest constraints was lacking time, if I got from time then I could make the report more elaborate and detailed.
2. There is an absence of literature and shortage of secondary information as it's a little bit difficult and my company maintains a strong level of privacy.

3. As the financial performance system is a wide process so it needs a lot of fieldwork that involves a huge amount of cost at the same time hard work so lack funds as well as lack of opportunity of collecting information was also one of the major limitations.
4. Another major issue was the unwillingness of the Respondent's. More than that hesitation on expressing confidential information. As they have the thought that they may be leaking out their company's information but, that is not like something they need to feel worried about.

Chapter-02
Financial Performance Analysis &
Findings of OOCL

OOCL in Bangladesh offers Customer services to North America, Europe, Intra-Asia, Australia & Middle East. OOCL in Bangladesh also have Feeder vessel services 3 strings per week using own feeder vessel & partner Xpress feeders. OOCL has two offices in Bangladesh, one at Chittagong the main Seaport & another in Capital City at Dhaka (some 300 Kilometers North of Chittagong Sea Port. Country Head sits in the head office at Capital city. Import Cargo services to Bangladesh are offered for Chittagong, Mongla & ICD Dhaka. Export cargoes are stuffed at Different off docks & factories at Chittagong & also stuffed in Dhaka factories, Dhaka ICD & Dhaka EPZ. Few exports are also stuffed in Mongla & another districts in Bangladesh.

OOCL Logistics' Bangladesh offers a wide range of services, from providing the basic pick-up and delivery of goods to more-detailed IT monitoring for end-to-end supply chain management. OOCL Logistics can provides services in Dhaka and Chittagong and to other areas of Bangladesh. OOCL Logistics' Bangladesh's main strength is our people, who are dedicated to meeting the needs and requirements of our customers with their concerted efforts and teamwork.

In this report I have done some financial ratio analysis of the company. Which are described below.

2.1 LIQUIDITY RATIOS

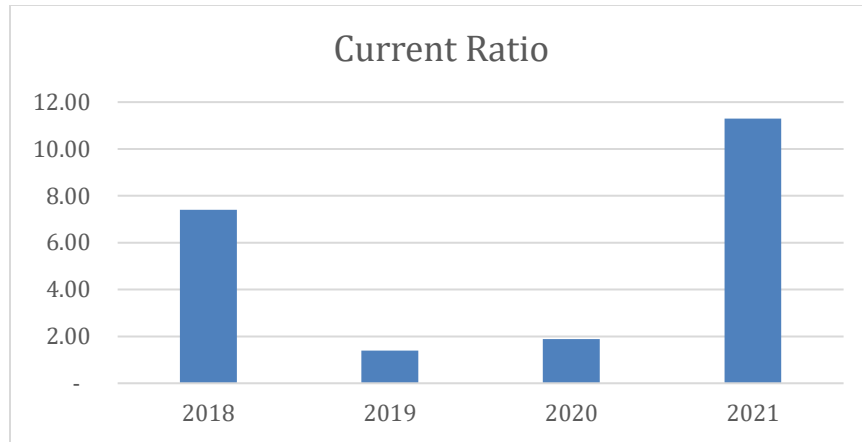
Liquidity ratios are used to assess a firm's ability to meet its short-term obligations and to evaluate the level of rapidly available resources which could be marshaled to meet unexpected needs.

2.1.1 Current Ratio The higher the current ratio, the more liquid the company is. The ideal current ratio is 2:1. The simplest and most common ratio relates all outstanding current assets to.

Formula:

Current Ratio = Total Current Asset / Total Current Liabilities

Current Ratio				
Year	2018	2019	2020	2021
Current Assets	2,865,756	3,356,559	2,337,101	6,902,413
Current Liabilities	386,805	2,405,612	1,235,713	611,376
Result	7.41:1	1.40:1	1.89:1	11.29:1



Interpretation:

According to the result, the ratio of OOCL was 7.41:1 in the year 2018, 1.40:1 in 2019, 1.89:1 in 2020, 11.29:1 in 2021. It means that the OOCL had following current assets against 1 USD Liability. In 2018 it was 7.41 and after the year it decreased to 1.40. After 2019 it was increased to 1.89 in 2020 and 2021 it increased to 11.29, which is a good sign for the company. Because it proves that OOCL can pay off its current liabilities with its current assets.

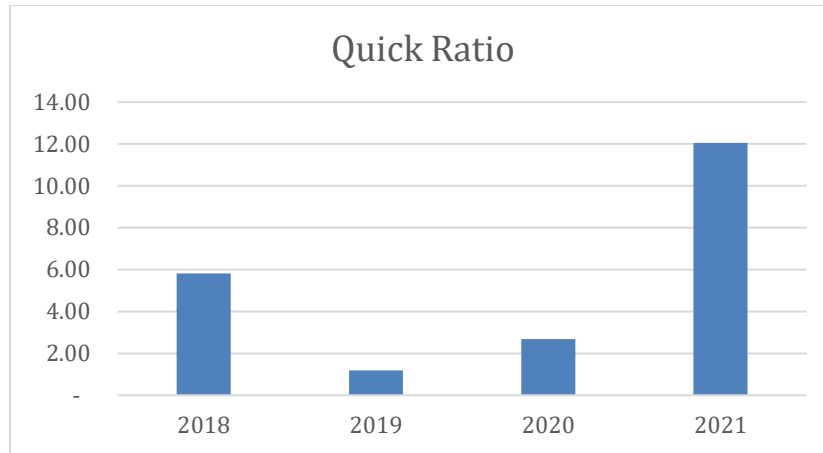
2.1.2 Quick Ratio

A second liquidity ratio, the quick ratio, is a sharper measure which tests immediate liquidity. It is calculated as follows:

Formula:

Quick Ratio = (Current Asset – Inventory) / Current Liability

Quick Ratio				
Year	2018	2019	2020	2021
Quick Asset	2,246,803	2,858,824	3,323,013	7,369,571
Current Liabilities	386,805	2,405,612	1,235,713	611,376
Result	5.81:1	1.18:1	2.69:1	12.05:1



Interpretation:

From table quick ratio fluctuate year to year. In 2018, quick ratio was 5.81:1. Then in 2019 it decreased to 1.18:1. But in 2020 it increased to 2.69:1. There had been an increasing trend in current assets, current liabilities and inventory in 2021. The quick ratio in 2021 was 12.05:1. The company's quick ratio is high; means the company keeps too much cash on hand. Last year's quick ratio 12.05:1 indicates the company has 12.05-dollar liquid assets to cover each 1dollar of its current liabilities.

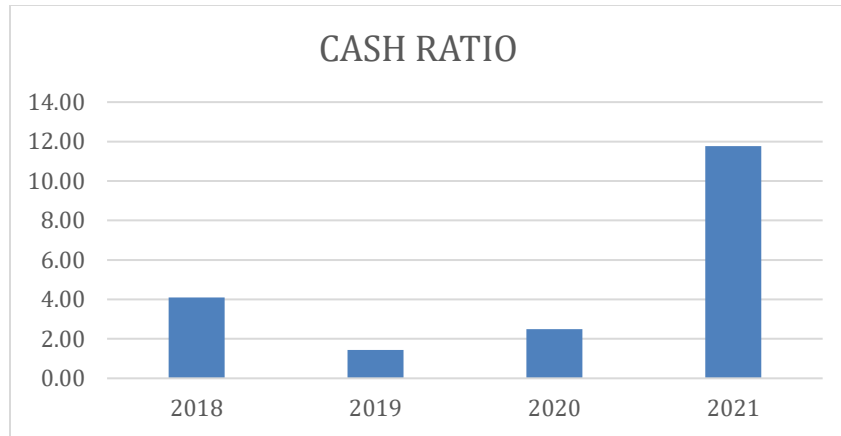
2.1.3 Cash Ratio

Cash ratio shows the clear sight of liquidity, like when a company vows its receipt and list, or analysts suspect the severity of liquidity and liquidity along with the receipt.

Formula:

Cash Ratio = Cash + Cash Equivalents / Current Liabilities

Cash Ratio				
Year	2018	2019	2020	2021
Cash & Cash Equivalents	1,584,465	3,455,570	3,072,795	7,197,101
Current Liabilities	386,805	2,405,612	1,235,713	611,376
Result	4.10:1	1.44:1	2.49:1	11.77:1



Interpretation

Cash ratio shows sheer results for years. During this four-year period, the ratio was between 1.44 and 11.77. In 2021, 11.77:1 was the excellent performance and in 2019, 1.44:1 was the worst performance. The main reason for the decline of this ratio is the shortage in liquidity.

2.2 Profitability Ratios

Profitability ratios evaluate a firm's overall efficiency and performance. A higher number is preferable to a lower one because it shows that the business is profitable.

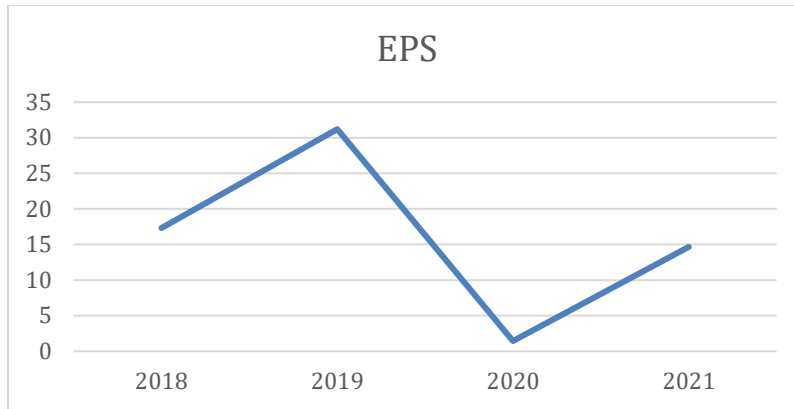
2.2.1 Earnings per Share (EPS)

Earnings per share (EPS) are calculated as a company's profit divided by the outstanding shares of its common stock. The resulting value is used to determine a company's profitability. It is usual for a company to report EPS that is adjusted for extraordinary items and potential share dilution. The higher a company's EPS, the more profitable it is considered.

Formula :

$$\text{EPS} = \frac{\text{Net Income} - \text{dividend on Preferred Stock}}{\text{Average Outstanding Share}}$$

EPS (US Cents)				
Year	2018	2019	2020	2021
EPS	17.3	31.2	1.44	14.64



Interpretation

Earnings per Share (EPS) are the same as the proportion of any profit or market potential. Higher earnings than shares are always better than lower proportion, because this means the company is more profitable and the company is more profitable to the shareholders. EPS shows reverse results for years. For these four years, the EPS of these years were from 1.44 to 31.2. In these four years, the year 2019 shows the best performance and the year 2020 shows the worst performance. In 2020, the main reason for this ratio is the reason for reducing total income.

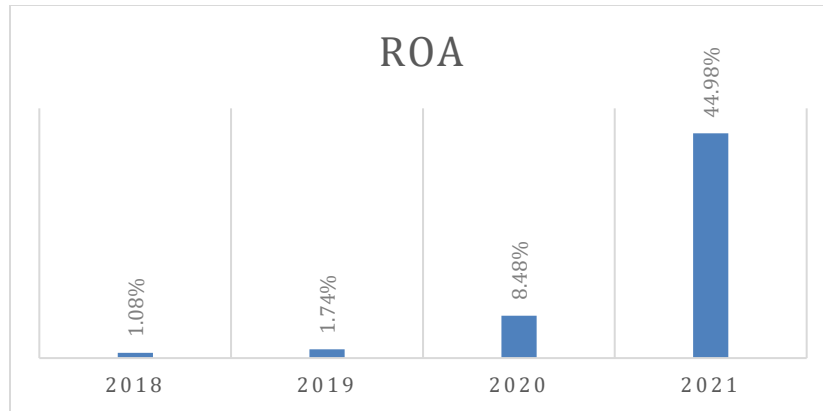
2.2.2 Return on Asset (ROA)

The return on assets ratio measures the net income produced by total assets during a period. In other words, ROA measures how efficiently a company can manage their assets to generate incomes during a period.

Formula:

$$\text{Return on Asset (ROA)} = (\text{Net income} / \text{Total Assets}) \times 100$$

ROA			
Year	Net Income	Total Assets	Result (%)
2018	108,166	10,053,860	1.08%
2019	195,159	11,201,865	1.74%
2020	903,018	10,644,553	8.48%
2021	7,128,409	15,846,977	44.98%



Interpretation

From 2018 to 2021 OOCL's ROA percentages were 1.08%, 1.74%, 8.48% and 44.98%. OOCL is an asset-insensitive company and needs expensive plants and equipment to generate revenues. Thus, the high return on assets in 2021 suggests OOCL was wiser to invest in assets and use their assets efficiently. In 2018 they fell back on assets. It doesn't automatically prove that they were not better company at that time. In 2018, the main reason for this ratio is the reason for reducing total income. On the contrary they raised their ROA next year. OOCL's asset management must be improved to utilize the assets properly.

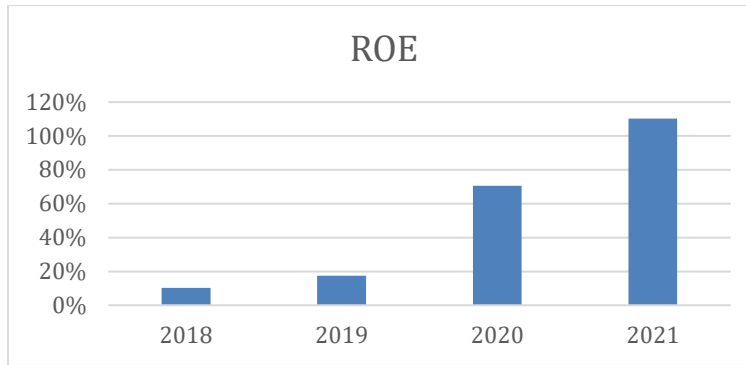
2.2.3 Return on Equity (ROE)

The ROE ratio suggests how profitable a company is in comparison to the net income with the shareholders' equity. In other words, ROE measures the ability of a firm to generate profits from the shareholder's investments in the company. The higher the ratio is, the more efficient the company is in utilizing the equity and the better return they can provide to the investors.

Formula:

Return on Equity (ROE) = (Net Income / Equity) X 100

ROE			
Year	Net Income	Total Equity	Result (%)
2018	108,166	1,059,209	10%
2019	195,159	1,123,085	17%
2020	903,018	1,278,302	71%
2021	7,128,409	6,470,035	110%



Interpretation

OOCL's ROE indicates that from 2018 to 2021 the ratios were 10%, 17%, 71% and 110% respectively. The ROE ratios show an increasing trend which may be satisfactory for the investors to invest in OOCL since they want high return.

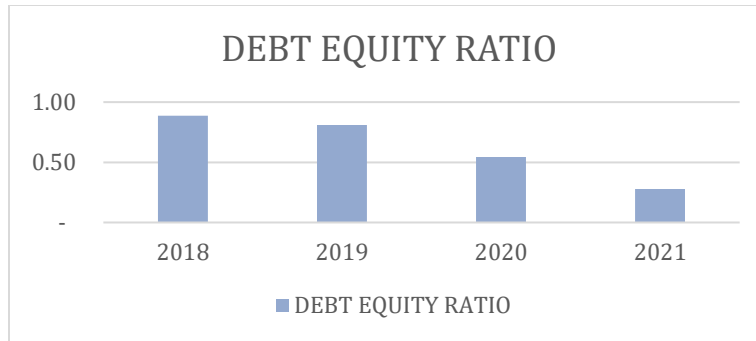
2.3 Capital structure assessment

2.3.1 Debt Equity Ratio:

Debt-to-equity (D/E) ratio is used to evaluate a company's financial leverage and is calculated by dividing a company's total liabilities by its shareholder equity. D/E ratio is an important metric in corporate finance.

Formula: Total debt / Shareholder's Equity

DEBT EQUITY RATIO			
Year	Total debt	Shareholders' Equity	Result
2018	4,197,756	4,735,130	0.89
2019	3,991,089	4,927,407	0.81
2020	3,069,843	5,642,114	0.54
2021	2,690,640	9,669,657	0.28



Interpretation

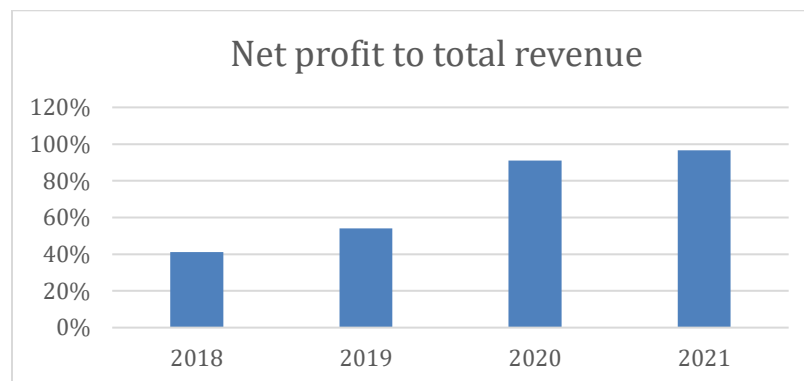
In 2021, 0.28 was the lower value. It is favorable indicating less risk in 2021. In 2018, 0.89 is unfavorable because it means that the business relies more on external lenders. It is a high risk, especially at a higher interest rate.

2.3.2 Net profit to total revenue:

Formula:

Net profit to total revenue = Net profit after tax / Total operating income

Net profit to total revenue				
Particulars	2018	2019	2020	2021
Net profit after TAX	108,166	195,159	903,018	7,128,409
Total operating income	262,935	361,281	992,187	7,380,271
result	41%	54%	91%	97%



Interpretation

Net profit is part of profitable analysis of total profits. And net profits for the 2018, 2019, 2020 and 2021 are 41%, 54%, 91% and 97%. From the graph we can see that income is increasing.

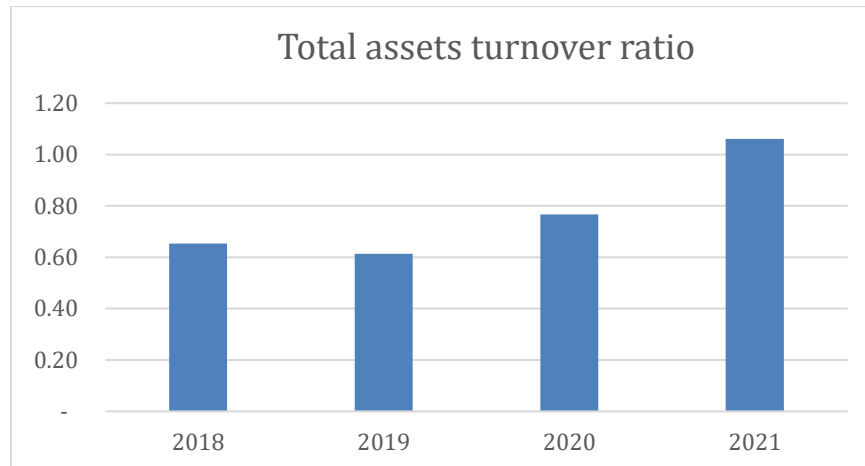
2.4 Activity Ratios

2.4.1 Total assets turnover ratio:

Formula:

Total assets turnover ratio = Net sales/ Average total assets

Total assets turnover ratio				
Particulars	2018	2019	2020	2021
Net Sales	6,572,655	6,878,740	8,164,201	16,807,325
Average total Asset	10,053,860	11,201,865	10,644,553	15,846,977
Asset turnover ratio	0.65	0.61	0.77	1.06



Interpretation

Company efficiently uses its assets to generate sales in 2021. In 2021, 1.06 is the higher ratio, which is favorable for the company.

Chapter- 03

Internship Job Responsibility

3.1 Work Related Activities

3.1.1 Checking Bill of Lading (BL)

A bill of lading may be a document issued by a carrier to acknowledge receipt of cargo for shipment. During my internship I had to check different months BL. Basically I had to test if all the required information was there or not. I had to check in BL that payment mode is collected or prepaid. IF the payment mode is prepaid then they have to submit an encashment certificate, the certificate was given or not it had to test this.

3.1.2 Prepare Statement of Account (SOA)

There are different types of bills like loading bill, discharge bill, vendor bill, staffing bill, refer bill etc. Combining those bills, I had to prepare an excel sheet where I had to input the vessel name. In every vessel name there is a voyage number, arrival date and selling date. I had to prepare all of this and prepare the statement of account for every vessel.

3.1.3 Prepare the Import Manifest

Before the arrival of cargo at the destination port, the carrier must submit the small print of cargo arriving to the port of the importing country with the Customs. The filing of such details of cargo is termed the Import General Manifest. I had to arrange an import manifest in excel sheet where I had to input the vessel name, for every vessel how many goods were imported I had to input that item. How much freight was collected in Bangladesh I had to calculate this, then convert it to the exchange rate. In the import manifest I had to calculate the 2% commission on freight and 8% source tax as it is mandated by the National Board of Revenue (NBR). OOCL complies with the statutory guideline.

3.1.4 Prepare the Freight Tax Statement

I had to prepare a freight tax statement. For every shipment company has collected some freight amount. After collecting this amount, the company needs to give some freight tax against this amount. I had to calculate the 8% freight tax for this amount and input this in the excel sheet.

3.2 Organization Wide

3.2.1 Liner Service

OOCL offers customers comprehensive coverage of east-west trade corridors, providing customer centric solutions and one of the best quality services in the industry. Regular services connect Asia, North America, Europe, the Mediterranean, Indian subcontinent and Middle East. OOCL is a member of the Grand Alliance and G6 Alliance. With approximately 240 vessels providing operational efficiency and competitive service networks, the G6 Alliance offers comprehensive coverage in the Asia/Europe, Asia/Mediterranean, Asia/North America and Europe/North America trades. OOCL's extensive coverage of Asian ports is unmatched, and they are renowned for being a leading container transport and logistics service provider for China.

3.2.2 Terminal Information

A terminal is an area of the harbor where a ship docks and from which its cargo is unloaded. It also may include a container yard and bonded warehouses. Terminals may be state or privately owned and operated and may be located in- or outside of the Free Trade Zone of a harbor (if available). The commissions in charge of the terminal draws up the applicable load/unloading storage, and other applicable fees it charges the carriers. OOCL also owns and operates port terminals in Asia and North America. These include:

- ❖ Los Angeles: Long Beach Container Terminal
- ❖ Taiwan: Kaohsiung Terminal
- ❖ New Jersey: Global Terminal
- ❖ New York: Howland Hook
- ❖ Vancouver: Deltaport and Vantern

As one of the original container facilities in the Kaohsiung Harbor, the Kaohsiung Container Terminal has deep water berths of 14.5 meters and the entire facility has been modernized since 2002 and upgraded in 2012 with the ability to handle two 8,800-TEU vessels at the same time.

Status of Terminal

A 90.8-acre, three berth container facility operated under a long-term preferential use agreement from the Port of Long Beach.

Equipment / Facilities

Three container-vessel berths; seven post-Panamax quayside container gantry cranes; five side picks; 12 rubber-tired gantry cranes; 75-yard tractors; 11 top handlers; 12 utility forklifts; 56-yard chassis; various pick-up trucks and other vehicles and handling equipment.

Building Facilities

13,000 sq. ft. main office building; 3,200 sq. ft. marine operations building; 9,600 sq. ft. repair shop.

3.2.3 Container Services

The Group owned, purchased on finance lease terms or leased under operating lease agreements 522,567 units (840,752 TEU) as of 31st December 2013. Approximately 73.80% of the container fleet in TEU capacity was owned or purchased under finance leases with the remainder leased under operating lease agreements. In addition, at 31st December 2013 the Group owned or leased under operating lease terms 3,031 trailer chassis.

OOCL takes the transportation of customer's cargo personally and they offer customers a vast and modern fleet of containers. From straightforward dry boxes to garmentainers to state-of-the-art controlled atmosphere reefers, OOCL has the size and type of box to suit customers' needs. Local offices are happy to advise a customer on which is the best container for your cargo. Different types of containers are available for shipment.

- **General Purpose:** OOCL offers 20 ft. and 40 ft. general-purpose containers. Manufactured from steel, they are suitable for most types of cargo.
- **High Cube:** They offer customers high cube containers, with high cube containers gaining an extra foot in height compared with general-purpose containers. Ideal for light, voluminous cargo or bulky cargo. These extra volume containers come in 40 ft. and 45 ft. sizes in steel.
- **Refrigerated Container:** Reefer, the generic name for a temperature-controlled container, is an insulated container which allows circulation of temperature-controlled air within it.

OOCL has a fleet of over 25,000 reefers, including 20 feet standard and 40 feet high cube reefers. Each reefer has undergone stringent testing and meets the following standards.

- **Stainless Steel Design:** Stainless steel external panels and stainless steel internal corrugated side linings for better air circulation and larger payload.
- **Bottom-Air Delivery:** Cool air circulation to absorb heat given off by commodities.
- **Generator Set (Genset):** Genset can provide electrical power supply to the reefer to maintain set temperature. Both chassis-mounted gensets and clip-on type gensets (i.e., mounted onto the reefers) are available.
- **Open Top:** Allowing cargo to be loaded from the top, open top containers are particularly suitable for bulky cargo such as machinery. They are fitted with a PVC tarpaulin cover and attachable bows with cable sealing devices. The container doors can be removed to make the stuffing of cargo more convenient. Manufactured from steel, open top containers come in 20 ft. and 40 ft. sizes. OOCL Bangladesh offers this type of container to the customer.
- **Flat Racks:** Flat racks are especially suited to heavy loads or cargo that needs loading from the top or sides, such as pipes and machinery. OOCL offers collapsible and non-collapsible containers with or without walls. Manufactured from steel, flat rack containers come in 20 ft. and 40 ft. sizes.
- **Garmentainers:** Garments on hanger (GOH) shipments are specially created for OOCL. Their specially designed garmentainers give customers the option of using a string or bar system or a combination of both. The containers allow increased flexibility, greater load Internal Capacity and savings on transportation and handling cost. Garmentainers are available in 20 ft. and 40 ft. sizes.

3.2.4 Refer Services

OOCL's dedicated reefer specialists, along with an intensive and young fleet of technologically advanced reefer containers, will make sure that customer's cargo is shipped under the foremost precise temperature control from origin to destination. Their unique technologies like Advanced Fresh Air Management Plus (AFAM+) system and ultra-cool Magnum reefer containers preserve even the foremost delicate cargo within the perfect condition.

Perishable: Transporting Perishable Commodities

Exact temperature, humidity, atmosphere, stowing and compatible commodity mix are crucial to preserve the standard of your perishables during transit. Absolute freshness is enhanced by controlling these factors.

Expertise: Dedicated Reefer Specialists

OOCL's dedicated reefer team, Central Reefer Unit, offers one-stop customer service from booking enquiry to technical support. Our highly trained technicians on board vessels and at terminals ensure your cargo is under close supervision and maximum security around the clock.

OOCL's Reefer Equipment: Designed for the Best

Each reefer at OOCL is manufactured to the most effective quality. To confirm our reefers can function perfectly even in extreme conditions, we attempt to undergo stringent testing and extensive research on each reefer.

OOCL's Unique Reefer Service: Customized Reefer Solution

Advanced Fresh Air Management Plus (AFAM+) and ultra-cool Magnum are just some samples of OOCL's advanced reefer services. Unique services like Cold Treatment and Cold Chain Logistics can benefit your business through cost efficiency.

Service Network: Extensive Route Coverage

As well as direct services spanning all major ports in Asia, North America and Europe, the company's total intermodal services comprising feeder, rail, trucking, depot and warehouse operations allow transportation to the corners of the world.

Oversized Cargo:

OOCL's dedicated project cargo team offers expertise in handling and stowage of their customer's oversized cargo. They know that this type of unique cargo requires extra special care and handling and the company aims to transport special equipment in the safest way possible. OOCL "take it personally" to deliver special cargo to its destination in pristine condition. They offer a one-stop reliable service which includes:

- Dedicated expertise and personal care

- Fast response time to customer's enquiry
- An extensive network and frequent sailing schedules
- Coordination with in-house logistics provider OOCL Logistics to provide door-to-door delivery

3.2.5 Customer Service Guide

OOCL is one of the world's largest integrated international container transportation, logistics and terminal companies. As one of Hong Kong's most recognized global brands, OOCL provides customers with fully integrated logistics and containerized transportation services, with a network that encompasses Asia, Europe, North America, Australasia. The below export, import and payment guides provide all the necessary background information, helping you to manage your shipments with OOCL in the shortest time possible.

3.3 Other Relevant Activities

3.3.1 Logistics Services

Orient Logistics (BD) Pvt. Ltd. has represented the agency of OOCL Logistics in Bangladesh since 2002 and is a leading supply chain service provider in Bangladesh. It is the exclusive agent of OOCL Logistics in Bangladesh. There are two offices located in Chittagong and Dhaka with the head office in Chittagong. Basic services they provide include:

- SCM & NON-SCM Cargo Operation for Both FCL & LCL Shipments.
- Consolidation Service for Flat Pack Cargo
- Vendor Management • Barcode Operation
- GOH Cargo Stuffing Supervision
- Warehouse Service
- Re-Labeling
- Container Fumigation
- Shrink Wrapping
- Customs Broker

Chapter- 04

Constraints and Challenges

4.1. Identified Problems in the Organization

I have found some problems according to my perspective. They are given below:

1. Time Limitations

It is one of the main constraints that affects covering all aspects of the study. The employees of "OOCL" remain so preoccupied with their own work that it is difficult to find time to explain the notion in a specific region. So many of the aspects could not be discussed in this report. I couldn't collect the information properly and to acquire practical knowledge.

2. Privacy

Every institution has its own secrets that are kept from the public. So, it was not possible for me to know much information as an intern there for the sake of the confidentiality of the organization. For their privacy, I could not include so many important things in my report and it was very tough for me to know about some more information. Some employees are very reserved in disclosing information.

3. Long Hour Office

"OOCL" has a very long working hour. Every employee must work around 8.00 hours a day. The office hours start at 9 am and it ends at 5 pm. Sometimes, in cases of huge pressure I even must work for more than eight hours. So, it becomes difficult in order to maintain work life balance.

4. Limited Way of Understanding the Business Terms Properly

Since "OOCL" is a shipping-based company, there are many different terms and items to understand. There are several terms in the shipping business, like POD, POL, BL, invoice etc. different kinds of bills like discharging bill, loading bill, Refer bill, etc. and many items like cargo, container etc. There is a limited time and limited way to understand this business properly.

5. To Understand Organizational Culture

Organization culture and my university culture are totally different. So, at the beginning, it was a challenge for me to understand and to adapt with the culture of this office.

6. Tough to Gain Information about the Financial Sector

Every organization runs their financial activities in a secure way. Every day they had done so many work activities with their local and personal clients. So, it was very difficult for

me to gain access in their financial sector. They do not give me any opportunity to work in their financial sector. So, I do not know how they made their daily transactions.

4.2 Academic Preparation

This internship period is very important for any student. It gives me an opportunity to learn practical knowledge about service activities of an organization. It also gives me some valuable learning. In my BBA program, I have got knowledge about service activities and financial activities as my major is Finance. In the internship period, I could work on many important parts of the organization, and I can work in an organizational environment with so many people. Whatever I have done, I tried to match with academic knowledge, and I tried to find the use of those terms which I have learned in the university. In this internship period, I also learned about professional conditions. I also learned about professional behavior, how they behave with their staff. How they maintain the procedure. And sometimes, I also noticed how they communicate with their new staff. So, I can say that the internship period gives me a lot of chances to learn about the organization system and the behavior and attitude of the staff. I think this will help me a lot in my future professional life.

4.2.1. Mismatch between Assigned Task and Academic Preparation

I would like to discuss about mismatch between assigned tasks of the “OOCL” with my major course of Finance below:

- **Lack of Knowledge about B/L**

After doing this internship I have got a lot of information about B/L. But this information is not available in our book or in any course. So, this activity should be included in our course outline. We do not have any idea about different types of terms like, Invoice etc.

- **Lack of Knowledge about Preparing of Import and Export Manifest**

In our offered course, we do not have any information about the procedure of preparing the Export and Import manifest. This information was acquired by me after completing the internship program. This procedure is not available in our course outline.

4.2.2 Relevant of the Academic Preparation

I would like to discuss about matching between assigned tasks of the “OOCL” with my major course of Finance below:

- **Accounting**

After learning this course, I have learnt how to prepare Statement of account. This course helps me to calculate different tax rates and helps to reduce source tax for the company benefit.

- **Business Communication**

From the business communication course, I have learnt how to write a CV which has helped me for my internship report. Moreover, this course has taught me to improve my communication skills.

- **Computer & Business Application**

In this course I have learnt an introductory part of Microsoft Excel. It helped me a lot especially in case of data entry and for further calculations

4.3 Findings from the Analysis

The findings are from the study of financial performance analysis of OOCL are follows:

- The OOCL Liquidity ratio is good. The current ratio here is 11.29:1 which means company keeps much more liquidity than necessary and all liquidity ratio is reduced in 2019 and 2020. Therefore, it should be better than OOCL before meeting standards.
- The current ratio was highest in the 2021, 11.21:1.
- In 2021 was 11.77:1. Out of these four years; year 2021 shows the best performance and 2019 shows the worst performance.
- There is a growing trend of OOCL's profitability ratio. And it's pretty good. But OOCL decrease their profits in 2018 and they overcome it in 2021.
- In 2018 OOCL show 17.3 (US Cents) which was gradually increasing but in 2020 OOCL show the EPS 1.44 and in 2021 it became 14.64. But highest was in 2019 31.2.
- In 2018 ROA is 1.08% which was the lowest. And highest was in 2021 44.98%.
- In 2018 ROE was 10% which was higher than previous years. But in 2021 company's ROE was highest 110%.

- Capital structure assessment of OOCL is good and nowadays it is an increasing trend.
- OOCL gave more emphasizes on equity capital than debt in as it is in downward trends.
- Net profit to total revenue is increasing year after year.
- Total Asset Turnover ratio of OOCL's is good. It is in upwards motion.

Other Findings

- The terminal size of OOCL is not large, so it cannot berth more than three vessels at a time.
- Only 73.80% of containers are owned by OOCL among the total containers they used. It means they need to pay for the rest of them, which increases the cost.
- OOCL logistics is not strong enough that is why they are not able to give uninterrupted service to the customer.
- Total number of TEUs used by OOCL is not enough to make a good business.

Chapter- 05

Recommendation & Conclusion

5.1 Recommendations and Implementation Plan:

As an internee of Orient Overseas Container Line, I have some recommendations which are:

- To run their business naturally, the OOCL has a huge idle current asset company should utilize their current assets.
- Orient Overseas Container Line should take necessary steps to increase their Net Income.
- OOCL had good liquidity ratios. So, the company should carry on their increasing trend.
- The Activity Ratios of OOCL are not good. OOCL should take care of their activity. OOCL should decrease long term liability.

However, financial ratio analysis always doesn't give the right indication about the company's performance. So, one stakeholder cannot always predict or make a comment about future performance of the corporation from these ratios, the standard of products, services and skill of the management team can change the success story of a corporation. Therefore, financial ratios don't indicate the important face of management quality of the corporation.

5.2 Conclusion

OOCL is one amongst the world's largest integrated international container transportation, logistics and terminal companies established by C. Y. Tung in 1947. United of Hong Kong's most recognized global brands, OOCL provides customers with fully integrated logistics and containerized transportation services, with a network that encompasses Asia, Europe, North America and Australasia.

Today OOCL is well respected within the industry with a reputation for providing customer-focused solutions, a quality-through-excellence approach and continual innovation. OOCL is one of many leading international carriers serving China, providing a full range of logistics and transportation services throughout the country. it's also an industry leader within the use of knowledge technology and e-commerce to manage the whole cargo process.

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