

**Majors: Supply Chain Management
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**Analyzing Key Supply Chain Challenges and Proposing
Strategies for Enhancing Operational Efficiency at TruckItIn**



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Topic of Project: Analyzing Key Supply Chain Challenges and Proposing Strategies for Enhancing Operational Efficiency at TruckItIn

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Abstract

This research project focuses on analysing and providing solutions to logistics digitization problems that Truck It In, a company dedicated to revolutionising the old and inefficient freight system with a digital, hassle free and efficient one. However, the company faces challenges when it comes to documentation, detention costs, Security and getting traditional brokers and truckers to adopt digital tools.

This causes bottlenecks in cash flow, profit leaks, high insurance premiums and slow adoption of their platform. To diagnose and provide solutions to these problems we relied on company data, established academic literature and examples from successful logistics practices from around the world and through those we suggested dedicated line of credit clients coordinator, in-app photo feature for documents, pooled insurance and dedicated standard operating procedures, detention charges alerts in app and auto booking for empty containers, incentive plans for brokers resisting digital tools.

We also provided a phased action plan that can work alongside current operations with minimal costs and a quick payback period, along with the Key Performance Indexes to monitor and risks to be aware of and how to deal with them should they arise. With this framework along with their current growth trajectory Truck It in can scale up their operations even faster and accelerate the gradual process of digitizing the freight industry.

The results show the four problems are not unique to Truck It In but well documented supply chain issues, meaning each already has a proven fix used by platforms like Maersk, Uber Freight, Lalamove, Project44 and BlackBuck. So the study recommends a phased rollout starting with documentation for the quickest payback, then container returns, then cargo security, and lastly broker modernization, which together are projected to recover a large share of the PKR 50 crore lost every year to documentation errors, cut detention incidence below 22 percent, and convert 20 to 30 percent of the top brokers to digital tools within twelve months.

Keywords: Truck It In, freight digitization, documentation management, line of credit, empty container return, detention costs, cargo tracking, broker adoption, supply chain efficiency, Pakistan logistics.

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