

Problem Statement Template for Demand Drivers / Consumers (Electronic Bill of Lading)

Items	Details
Name of Company	Frigo Food Logistics Ltd (A full subsidiary of Yang Kee Logistics Pte Ltd)
Cargo / Shipping Segment	<ul style="list-style-type: none"> • Freight forwarder and logistics provider • Frigo Food Logistics specialises in end-to-end international logistics services for the food and beverages industry
Problem Statement / Pain points	<ul style="list-style-type: none"> • 2 to 30 BLs (House Bill of Ladings) issued per month • Handle across 5 to10 shippers at any one time • Currently using Cargowise System for freight platform • Mainly serving the Oceania to Singapore geographical route (vice versa) • Due to the nature of the perishable products that we handle for our clients, there is a lot of follow up with the shipper and carrier for documents to be processed.
Solution required	<ul style="list-style-type: none"> • On the BL side of things as a freight forwarder, we usually work with carriers to surrender B/L. One aspect the carrier that can integrate with our freight platform is the Notice of Arrival and Payment since everyone is digital. • We spend quite an amount of time monitoring and following up with different carriers. Finally waiting for the container to be released to us. Given the occasional inconsistency of the vessel berthing, it is critical for us to monitor this closely. • Also, we are keen to understand more about the supply chain financing where I believe our clients might be keen to tap on it.
Support required	<ul style="list-style-type: none"> • Share problem statement / pain points with solution providers to understand suite of solutions available • Onboard suitable customers or suppliers • Onboard suitable financiers
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