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Appendices

Appendix 1

IATA

International Air Transport Association or IATA plays an important role in airfreight business. IATA was founded in April 1945. It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services - for the benefit of the world's consumers. The international scheduled air transport industry is now more than 100 times larger than it was in 1945. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA.

IATA had 57 Members from 31 nations at the beginning, mostly in Europe and North America. Today it has over 270 Members from more than 140 nations in every part of the world.

Nowadays the pioneering work is reflected in the currently applicable IATA Resolutions dealing with many subjects. Notable examples are:

1. The Multilateral Interline Traffic Agreements: These are the basis for the airlines' interline network. Closed to 300 airlines have signed them, accepting each other's tickets and air waybills - and thus their passenger and cargo traffic - on a reciprocal basis.
2. Passenger and Cargo Services Conference Resolutions: These prescribe a variety of standard formats and technical specifications for tickets and air waybills.
3. Passenger and Cargo Agency Agreements & Sales Agency Rules: These govern the relationships between IATA Member airlines and their accredited agents with regard to passenger and cargo.



Basically, IATA provides a necessary for airfreight transportation as you can find from IATA rule and IATA rate book. They are published three times a year to keep information updated. Services offer in airfreight can be identified as following

1. General Cargo (dead cargo except valuable and theft endanger cargo). Normally there is no special requirement except an oversize or heavy cargo. Example for this cargo are electronics goods, spare parts, garment
2. Special Commodities. We call special commodities because there's a special rate or calculated method varies for each type of cargo. Goods which is fell into this group are
 - (a.) Valuable Cargo^{*}
 - (b.) Live Animal
 - (c.) Perishable Cargo; vegetable, fruit and flower
 - (d.) Newspaper
 - (e.) Unaccompanied baggage
 - (f.) Human remains as ash and coffin
 - (g.) Dangerous goods

* A valuable cargo according to IATA means a consignment which contains one or more of the following articles:

- a. any article having a declared value of carriage of USD1,000.00 (or equivalent) or more, per gross kilogram; except in the United Kingdom GBP 450.00 or more per gross kilogram
- b. gold bullion (including refined and unrefined gold in ingot form), dore bullion, gold specie and gold in the form of grain, sheet, foil, powder, sponge, wire, rod, tube, circles, mouldings and castings, platinum, platinum metals (Palladium, iridium, ruthenium, osmium and rhodium) and platinum alloys in the form of grain, sponge, bar, ingot, sheet, rod, wire, gauze, tube and strip (but excluding those radioactive isotopes of the above metals and alloys which are subject to restricted articles labeling requirements)
- c. legal banknotes, traveller's cheques, securities, shares, share coupons and stamps (excluding mint stamps from United Kingdom) and ready for use bank cards and/or credit cards
- d. diamonds (including diamonds for industrial use), rubies, emeralds, sapphires, opals and real pearls (including cultured pearls)
- e. jewellery consisting of diamonds, emeralds, sapphires, opals and real pearls (included cultured pearls)
- f. jewellery and watches made of silver and/or gold and/or platinum
- g. articles made of gold and/or platinum, other than gold and/or platinum plated.

Transport fee, freight charge, will be calculated according to IATA Rate that is normally published in IATA rate book^{*}. Freight calculations are mainly divided into 2 categorizations, Special Commodity Rate (SCR) and General Commodity Rate (GCR). There are three types of GCR rate

1. Minimum (Min. charge) : Minimum rate is a minimum charge per air waybill when the N rate is lower than M rate.
2. Normal GCR (N rate) : Normal charge per kilo
3. Quantity GCR (Q rate) : Quantity rate for high volume shipment starts from Q45 until Q500 or Q100

Aside from above-mentioned freight charges, there are special freight calculations for example; U stands for a unit load device rate or S stands for surcharge e.g. VAL 200% from normal GCR. Shipper or his agent must apply this published rate on their air waybill by timing with chargeable weight^{**}.

There are some cargos require a special freight calculation and handling procedure. Exporter or his agent need to check in updated IATA Rules at anytime that there is a transport for following commodities (handling procedures will not mention in this study).

1. Live Animal^{***}

Freight charge for live animal is varies depends on animal classification and area between original destination and final destination for example 150% of normal GCR will be applied for all live animal between IATA areas 3.[†]

2. Valuable cargo

200% of normal GCR will be applied for all area except transportation between countries with ECAA.

3. Newspaper, magazines, periodicals, books, catalogues Braille type equipment and talking boos for the blind

^{*} It's one of TACT which is published by IATA 3 times a year, effective February 1, June 1 and October 1. TACT has been divided into three volume: TACT Rules, TACT Rates North America and TACT Rates Worldwide.

^{**} Chargeable weight will be any of which higher weight between actual gross weight and dimension weight [(length x width x height x total pieces) / 6000]

^{***} IATA Rule, 65th ed., Sector 3 Transportation charges, 2005.

[†] IATA areas have been divided into 3 areas. IATA area 3 comprises all of Asia and the adjacent islands, except a portion included in IATA Area 2, all of the East Indies, Australia, New Zealand and the adjacent islands, The islands of the Pacific Ocean, except what included in IATA Area 1. See Appendix 1

A consignment of above-mentioned articles of 5 kilos or more will be charged 67% of normal GCR within IATA Area 1, within Europe and between IATA Area 1 and 2. For all other areas will be charged at 50% of normal GCR.

4. Unaccompanied baggage

It shall consist of only personal wearing apparel and personal articles of a passenger including portable musical instruments, portable typewriters and portable sports equipment but excluding machinery, machine or spare parts, money, securities, jewelry, watches, plate and plated ware, furs, films, cameras, tickets, documents, liquors, perfumes and article of household furnishing, merchandise and sales man samples.

Cargo under this categorization will be carried only between the same points (airports only) of passenger's ticket and it has to be delivered not later than the date of the passenger's departure.

Normally GCR will be applied for from all IATA Areas. Anyhow there are exceptional countries published in IATA Rule and sender or his agent has to recheck before issuing an air waybill. For example from Malaysia will be charged at 50% of normal GCR.

5. Human remains

There are 2 kinds of human remains, ashes and coffin. The freight charge will be applied as following table.

Areas:	Ashes:	Coffin:
All IATA areas (except within Area 2)	GCR	Normal GCR
Within IATA Area 2	300% of Normal GCR	200% of Normal GCR

Table A : Freight charges for human remain

Freight charges will be collected as per chargeable weight. A chargeable weight is a higher weight, which is compared between actual gross weight and volume weight (volume in cm³ divided by 6000).

Like another modes of transportation, air transportation required a document as a contract to ship a shipment or goods as per shipper's needs. A document of air transportation is air waybill.

As mentioned earlier, due to a high competition in the business, airlines have created products to be more adequate to customer's need. Because Lufthansa Cargo AG (LCAG) will be a case study, so I would like to explain more in detail about services offer from LCAG and its competitors'.

6. Dangerous goods

There are nine different types of dangerous goods according to IATA regulation which are defined as those goods which meet the criteria of one or more of nine hazard classes. The nine hazard classes and their divisions are listed below. The order in which they are numbered is for convenience and does not imply a relative degree of danger.

6.1 Class 1 – Explosives : within this class, it divided into 6 division.

Division 1.1 – Articles and substances having a mass explosion hazard.

Division 1.2 – Articles and substances having a projection hazard but not a mass explosion hazard.

Division 1.3 – Articles and substances having a fire hazard, a minor blast hazard and/or a minor projection hazard but not a mass explosion hazard.

Division 1.4 – Articles and substances presenting no significant hazard.

Division 1.5 – Very insensitive substances having a mass explosion hazard.

Division 1.6 – Extremely insensitive articles which do not have a mass explosion hazard.

6.2 Class 2 – Gasses : this class can be divided into 6 divisions.

Division 2.1 – Flammable gas.

Division 2.2 – Non-flammable, non-toxic gas.

Division 2.3 – Toxic gas.

6.3 Class 3 – Flammable Liquids

6.4 Class 4 – Flammable Solids: Substances liable to spontaneous combustion; Substances which, in contact with water, emit flammable gasses, which can be divided into 3 divisions as following

Division 4.1 – Flammable solid

Division 4.2 – Substances liable to spontaneous combustion.

Division 4.3 – Substances which, in contact with water, emit flammable gasses.

6.5 Class 5 – Oxidizing Substances and Organic Peroxides. This class divides into 2 divisions.

Division 5.1 – Oxidizer.

Division 5.2 – Organic peroxides.

6.6 Class 6 – Toxic and Infectious Substances. This class divides into 2 divisions.

Division 6.1 – Toxic substances.

Division 6.2 – Infectious substances.

6.7 Class 7 – Radioactive Material

6.8 Class 8 – Corrosives

6.9 Class 9 – Miscellaneous Dangerous Goods

IATA Traffic Conference Areas

IATA Area 1 comprises all of the North and South American Continent and the adjacent islands, Greenland, Bermuda, the West Indies and the islands of the Caribbean Sea, the Hawaiian Islands (including Midway and Palmyra).

IATA Area 1 – Sub areas

Caribbean sub-area, that is:

- a. between USA (excluding Puerto Rico and the US Virgin Islands) and the Bahamas, Bermuda, the Caribbean Islands, Guyana, Suriname, French Guiana;
- b. between Canada/Mexico and the Bahamas, Bermuda, the Caribbean Islands (including Puerto Rico and the US Virgin Islands), Guyana, Suriname, French Guiana;
- c. i) within the area composed of the Bahamas, Bermuda, the Caribbean Islands (including Puerto Rico and the US Virgin Islands)
ii) between the area under c-i) above on the one hand and Guyana, Suriname and French Guiana on the other hand.

Mexico sub-area, that is: between Canada/USA (excluding Puerto Rico and the US Virgin Islands) and Mexico.

Long haul sub-area^{*}, that is:

- a. between Canada, Mexico, USA on the one hand and Central America and South America on the other;
- b. between the Bahamas, Bermuda, the Caribbean Islands, Guyana, Suriname and French Guiana on the one hand and Central-and South America on the other;
- c. between Central America and South America
- d. within Central America.

Within South America sub-area, that is within the area composed of: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, French Guiana, Guyana, Panama, Paraguay, Peru, Suriname, Uruguay, Venezuela.

IATA Area 2 comprises all of Europe (including the European part of Russia) and the adjacent islands, Iceland, the Azores, all Africa and the adjacent islands, Ascension Island, that part of Asia lying west of and including Iran (Islamic Rep. of)

IATA Area 2 – Sub areas

Within Europe sub-area, that is within the area composed of: Albania, Algeria, Andorra, Armenia, Austria, Azerbaijan, Azores, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Canary Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia (the former Yugoslav Rep. of), Madeira, Malta, Moldova, Monaco, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Russia (in Europe), San Marino, Serbia and Montenegro, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Tunisia, Turkey (in Europe and Asia), Ukraine, United Kingdom.

Within Middle East sub-area, that is within the area composed of: Bahrain, Egypt, Iran (Islamic Rep. of), Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory (Occupied), Qatar, Saudi Arabia, Sudan, Syria, United Arab Emirates (comprised of Abu Dhabi, Ajman, Dubai, Fujairah, Ras al Khaimah, Sharjah and Umm al Qaiwain), Yemen.

Within Africa sub-area, that is within the area composed of: Central Africa, Eastern Africa, Indian Ocean Islands, Libyan Arab Jamahiriya, Southern Africa and Western Africa.

^{*} For the purpose of definition of the "Caribbean" and Long haul" areas the following is defined:
 Caribbean Islands: Anguilla, Antigua and Barbuda, Aruba, Barbados, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe (including St. Barthelemy and northern St. martin), Haiti, Jamaica, Martinique, Montserrat, Netherlands Antilles, St. Kitts-Nevis, St. Lucia, St. Vincent and the Grenadines, Tobago and Trinidad, Turks and Caicos Islands.
 Central America: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua.
 South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Panama, Paraguay, Peru, Uruguay, Venezuela.

Central Africa comprises: Malawi, Zambia and Zimbabwe.

Eastern Africa comprises: Burundi, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, Tanzania and Uganda.

Indian Ocean Islands comprises: Comoros, Madagascar, Mauritius, Mayotte, Reunion Island and Seychelles Islands.

Southern Africa comprises: Botswana, Lesotho, Mozambique, South Africa, Namibia and Swaziland.

Western Africa comprises: Angola, Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo (Brazzaville), Congo (Kinshasa), Cote d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

IATA Area 3 comprises all of Asia and the adjacent islands, except that portion included in IATA Area 2, all of the East Indies, Australia, New Zealand and the adjacent islands, the islands of the Pacific Ocean, except those included in IATA Area 1.

IATA Area 3 – Sub Areas

South Asian Subcontinent sub-area, that is within the area composed of: Afghanistan, Bangladesh, Bhutan, India (including Andaman Islands), Maldives, Nepal, Pakistan, Sri Lanka.

South East Asia sub-area, that is within the area composed of Brunei Darussalam, Cambodia, China People's Republic of (excluding Hong Kong SAR, Macao SAR), Chinese Taipei, Guam, Hong Kong (SAR), Indonesia, Kazakhstan, Kyrgyzstan, Lao (People's Dem. Rep.), Macao (SAR), Malaysia, Marshall Islands, Micronesia, Myanmar, Northern Mariana Islands (includes Mariana Islands except Guam), Palau, Philippines, Russia (in Asia), Singapore, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam.

South West Pacific sub-area, that is within the area composed of American Samoa, Australia, Cook Islands, Fiji Islands, French Polynesia, Kiribati (includes Canton and Enderbury Islands), Nauru, New Caledonia (including Loyalty Islands), New Zealand, Niue, Papua New Guinea, Samoa (Independent State of), Solomon Islands, Tonga, Tuvalu, Vanuatu, Willis & Futuna islands.

Japan/Korea sub-area, that is within the area composed of: Japan and Korea (Dem. Rep. of), Korea (Rep. of).

B. Other definitions

Baltic states comprises Estonia, Latvia and Lithuania.

Caricom Countries comprises Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Surinames, Trinidad & Tabago.

Commonwealth of Independent States comprises Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.

Continental U.S.A. means the 48 contiguous federated States and the Federal District of Columbia of the United States of America. This does not include the States of Alaska and Hawaii.

EFTA (European Free Trade Association) countries: Iceland, Norway, Switzerland.

ECAA (European Common Aviation Area and related States/ Territories):

Members are: Andorra, Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Faeroe Islands, Finland (including the Aland Islands), France, French Guiana, Germany, Greece, Greenland, Guadeloupe, Hungary, Iceland, Ireland (Rep.), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Martinique, Monaco, Netherlands, Norway, Poland, Portugal (including Azores, Madeira), Reunion, Slovenia, Slovak Republic, Spain (including the Canary Islands), Sweden, Switzerland and United Kingdom (including Isle of Man, Channel Islands).

EU (European Union) countries:

Members are: Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland (Rep.), Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovenia, Slovak Republic, Spain, Sweden and the united Kingdom.

French Monetary Area comprises Benin, Burkina Faso, Cameroon, Central African Republic, Chad, Comores Rep., Congo (Brazzaville), Cote D' Ivoire, France Metropolitan, French West Indies, French Austral & Antarctic Territories, French Guiana, French Polynesia, Gabon, Mali, Mayotte, Monaco, New Caledonia (incl. Futuna and Wallis), Niger, Reunion, Senegal, St. Pierre and Miquelon and Togo.

French Overseas Departments comprises French Guiana, Guadeloupe, Martinique, Reunion.

French Overseas Territories comprises French Polynesia, New Caledonia, Futuna and Wallis.

French Polynesia comprises Gambier Archipelago, Marquesas Islands, Society Islands, Tahiti, Tubuai Islands and Touamotu Archipelago.

French West Indies comprises Guadeloupe, St. Barthelemy, North St. Martin and Martinique.

Leeward Islands comprises Anguilla, Antigua, Dominica, Montserrat, Nevis and St. Kitts.

Mid Atlantic Area (definition in connection with transportation between IATA Areas 1 and 2) comprises Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, British Virgin Islands, Cayman Islands, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, French Guiana, Grenada, Guadeloupe (includes St. Barthelemy and Northern St. Martin), Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Peru, St. Kitts-Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Tobago, Trinidad, Turks and Caicos Islands, Venezuela.

Netherlands Antilles comprises Bonaire, Curacao and St. Martin.

North Atlantic Area comprises Canada, the U.S.A., St. Pierre and Miquelon.

North Atlantic Area comprises Canada, the U.S.A., St. Pierre and Miquelon.

North/Central Pacific Sub-area (definition in connection with transportation between IATA Areas 1 and 3) comprises IATA Area 3, except South West Pacific.

Scandinavia comprises Denmark, Norway and Sweden, but excludes Greenland.

South Atlantic Area (definition in connection with transportation between IATA Areas 1 and 2) comprises Argentina, Brazil, Chile, Paraguay and Uruguay.

South Pacific (definition in connection with transportation between IATA Areas 1 and 3) comprises the South West Pacific sub-area.

Territories community of French Republic comprises St. Pierre et Miquelon and Mayotte (Dzaoudzi).

United Arab Emirates comprises Abu Dhabi, Ajman, Dubai, Fujairah, Ras-al-Khaimah, Sharjah and Umm al Qaiwain.

United Kingdom comprises England, Wales, Scotland, Isle of Man, Northern Ireland and the Channel Islands.

United States of America means, unless otherwise specified, the area comprising the 50 States, District of Columbia, Puerto Rico and the US Virgin Islands.

U.S. territories means the overseas territories of the USA and comprises, American Samoa, Baker Island, Guam, Howland Island, Jarvis Island, Johnston Atoll, Kingman Reef, Midway Island, Northern Mariana Islands, Saipan, Swains Island, Palmyra Island, Wake Island.

West Coast gateways: Los Angeles, CA; Portland, OR^{*}; San Francisco, CA; Seattle, WA and Vancouver, BC.

Windward Islands comprises Grenada, St. Lucia and St. Vincent.

* For transportation to/from the South West Pacific Area and to/from IATA Area 1, Portland, OR may not be considered as a West Coast gateway.

Appendix 2

Service offers from others carriers in Bangkok

1. Air France (AF), KLM cargo and Korean Air Cargo (KE)

Due to a merging between AF and KLM in 2005, service both of them offer is the same. However, a marketing and sales policy is independent. KE offers same service offers under an alliance of Sky Team Cargo extensive.

At the moment AF offer daily passenger flight ex BKK to Paris (CDG) and 4 freighters per week with approximately at 166 tons per week.

KLM cargo offers KLM offer daily passenger airfreight service ex BKK at an approximately capacity at 59 tons per week. On top of passenger flight, a freighter service by co-operate with AF is offer according to AF schedule, so totally KLM can carry cargo out of BKK 99 tons per week.

Three of them confirm a customer flight numbers for each reservation. For example, if customer would like to ship cargo from Bangkok to Paris on Monday 15 February, then a confirmation to customer will be AF7655/15Feb. The cut off time for good delivery to airline will be very flexible up till last minute before departure time. Somehow, in case of customer would like to speed up the transportation, they also offer an express service so called "Equation"

Equation

It is the express service offer for general dead freight from airport to airport and airport to door ex Bangkok. Less than 300 kg. shipment will always be on the next available flight out. It offers for shipment up to 300 kg. per air waybill with a maximum of 70 kg. per piece. (For shipment above 70 kg. per piece or over 300 kg. per master air waybill, Equation heavy is an option) A special treatment for Equation is no advance reservation required, 90 minutes is the latest for customer for a request for Equation. And after a flight arrival time 90 minutes will be the promised time that shipment will be ready for picking up.

Under Equation solution, money back guarantee based on weight charge is covered in case of a service failure for picking up at destination later than 2 hours after arrival time for Equation and 3 hours for Equation Heavy. The refund is limited to a maximum at USD5,000.00 or the equivalent in local currency with following exceptions

- Refunds will not valid if the failure is the result of Force majeure, but not limited to, meteorological conditions, acts of God, strikes, riots, civil commotion, embargoes, wars, hostilities, delay due to Air Traffic Control
- Acts, requirements or omissions of customs or other government officials
- Actions, defaults or omissions of the shipper/consignee or their agents

- Any other reason that is beyond the control of carriers or its agents

A request for refunds must be made by fax, letter or e-mail within 21 days from the date of receipt of the goods.

A money back guarantee does not apply in case of loss/damage claims nor in case of consequential loss resulting from delays, loss or damage. Following commodities will not be accepted under Equation

1. Valuable cargo
2. Live animal
3. Obnoxious cargo
4. Human remains in coffins
5. Weapons and munitions of war
6. Hatching eggs
7. Dangerous goods class 1-9 (others stations are limited only Explosive [class 1], Radioactive material [class 7] and Corrosive [class 8])
8. Perishable cargo

For above-mentioned freight will be served by Variation solutions. Details of Variation are described as following.

Variation

Variation product range delivers the appropriate response to the transportation of atypical shipments or high value-added products. A range of eight products specially meets the needs of each type of goods.

1. Variation LIVE

It has been designed for the transport of live animals in optimum conditions of safety, comfort and hygiene that meet IATA standards.

2. Variation FRESH

Under Variation FRESH roof, there are two types for more specific requirements of transportation for perishable cargo.

2.1 Variation FRESH 1

It is a designed for pharmaceuticals, food processing and electronics industries which a temperature control container will keep products at constant temperature between -20°C and +20°C.

2.2 Variation FRESH 3

With Variation FRESH 3, products with short life spans benefit from priority loading and are properly packed and stored, traveling in ventilated, cooled holds.

3. Variation ART

Variation ART is a specialized logistics to transport artworks in optimum conservation security conditions and complete transparency.

4. Variation SAFE

There are two categories offer under Variation SAFE service.

4.1 Variation SAFE 1

It is a closely work with special security companies to guarantee safe loading, surveillance and unloading of the goods until final delivery to the customer at destination.

4.2 Variation SAFE 2

It comes to carrying high-tech equipment or goods with substantial strategic or economic value, anonymity and protected storage are essential components of high security levels.

5. Variation FASHION

It offers a system for transportation of garments on hangers specially designed to meet the needs or haute culture and ready to wear fashion manufactures.

6. Variation DGR

It has been specially designed for the carriage of dangerous goods in a compliance with IATA Dangerous Goods Regulations.

7. Variation WHEEL

It is a transportation solution for all vehicles by air.

8. Variation BIG

It is a special solution to handle and transport over size goods.

9. Variation PHARMA

It is dedicated to the transport of medicals and pharmaceuticals. There are four ranges offer under Variation PHARMA.

9.1 Variation PHARMA 1

A special container to maintain a temperature for a transportation within the range of -20°C to $+20^{\circ}\text{C}$ will be obtain to client.

9.2 Variation PHARMA 2

It is a transport for pharmaceuticals required temperature between 2-8 degrees Celsius.

9.3 Variation PHARMA 3

A protection from an extreme temperature will be added.

9.4 Variation PHARMA 4

It is a transportation designed for shipments packed with dry-iced.

2. Singapore Airlines Cargo (SIA cargo)

Singapore Airlines has been in the cargo business for more than 50 years. In 1992, a fully-fledged cargo division was formed to put more attention to the cargo business. Later on in 2001, a cargo division has been independent separated from Singapore Airlines as a subsidiary. SIA cargo grows rapidly and offers various services to customer. A continued award SIA cargo has been voted can prove their endeavor. For example The Best Air Cargo Carrier in Asia in the Asian Freight and Supply Chain Awards in 1994, the best Global Air Cargo Carrier 9 times since 1994 and The World's Most respected Transport Company from Financial Times in 2000 survey.

On one hand, SIA cargo is a cargo partner of LCAG in WOW alliance, anyhow, refers to their growth made SIA cargo being one of main competitors. SIA cargo offer also a wide range airfreight service that you can find detail as following, but one thing that you will recognize is it's not as complicated as LCAG have. SIA cargo offers their service on passenger daily flight and has planned to expand their freighter fleet in the following to serve customer need. There are wide range of services provides by SIA, but there is no special name for cargo that need a special handling procedure unlike AF, KLM or LCAG.

However, as per a requirement of recent customer, express service is introduced under a name "Swiftrider"

Swiftrider

Swiftrider is an express service offer only for airport-to-airport service with a freight back guarantee (in full amount) in case of shipment is not available for pick up at the destination earliest at 3 hours after and arrival schedule. Somehow, some exceptions must be considered.

1. The delayed is a result of offloading, delays of misconnection arising from late incoming aircraft, mechanical or technical faults.
2. The delayed is a result of factors beyond SIA cargo's control: acts of God, riots, strikes, war, local disputes, payload restrictions, weather conditions, third party disruptions and defaults or omissions made by the forwarder, consignee or agents.
3. This guarantee does not apply to a missing, lost, or damaged cargo. For this such kind of claim will be subjected to the Warsaw Convention and/or SIA and SIA cargo's general conditions of carriage for cargo.

3. Cathay Pacific (CX)

Wide ranges of services according to IATA have been offered by CX, neither no special name for a transport solutions for cargo which need a special handling procedure. Even CX keen on a different routing, but according to their excellent performance in this business and ranked in the top five of air carriers in international schedule air transport by IATA. Their product offer and performance can not eliminate.

CX also offers Airport-to-Airport Express (AAX) which is an express delivery without restricted shipment size (up to 210 cm), and quick customs clearance. Under AAX service, shipment below 100 kg can deliver to airport of origin without booking and 100% of money back guarantee is offered if it is not flown as booked.

4. Martin Air (MP)

MP was established in 1958 by Martin Schoeder. At that time it was called Martin's air Charter with one aircraft and a workforce of five. MP operated roundtrip flights above Amsterdam and ad-hoc passenger and cargo flights. MP cargo generates more than half of Martinair's revenues. Most of MP's fleet uses a convertible aircrafts with four difference types of aircraft, B747s, B767s, MD11s and A320s, flying passengers by day and cargo by nights. This mean they can be utilized both cargo and passenger operations depending on aircraft configuration. MP's philosophy over 40 years is employed the most dedicated professionals, provide personalized and efficient service anytime-anywhere.

MP's strategy is to create economic value. Their target customer is forwarders. Their aim is positioning them among the world's top 20. MP's cargo fleet of choice consists of Boeing 747s and MD-11s.

Martin Air offer services ranges as per IATA except valuable cargo and no offer in express service sectors. Besides a schedule service, MP also offers a charter service beyond their regular scheduled service routes.

Based on all records and services offer in airfreight business as mentioned above, LCAG has been ranked as one of the top airfreight providers and also one of the leaders' air carriers in the market, but LCAG objective is to be number one in airfreight. While business keeps changing, LCAG has to do something that LCAG would like to develop to maintain their position in air freight business. One of their objectives is to reduce a complexity in their service offer.

5. Cargolux (CV)

Nowadays CV offer 4 freighters per week at approximately capacity 120 tons/week. CV doesn't have much space for free sales nor service level, everything is based on IATA rule as mentioned in an earlier chapter. CV emphasizes on flight utilization and all year round revenue contribution. Therefore, some alliance agents who make a consolidation will have a whole year contract at a charge at minimum pivot weight per position. This means, for those agents who sign contract has to pay a minimum charge even if there is no cargo on board. Somehow, there are good points of this strategy.

1. low administration cost
2. less affect from seasonal demand

However, there are some kinds of cargo that are not accepted for a transportation by CV as following list

1. Arms and ammunitions, any kind, to/from the UAE, Lebanon, Syria, Turkey, Pakistan, Kuwait, Iran and Azerbaijan
2. Ivory of any kind, raw or worked, any kind, including personal objects and Souvenirs
3. Wild Captured Exotic Birds
4. Live Animals and Plants, any type, from Luxembourg to Taiwan
5. Frogs & Toads, any type, and legs thereof, for consumption purposes
6. Tortoises and Turtles, any type, and products thereof
7. Animals, any type, for laboratory research
8. Eels
9. Fissile radioactive material
10. Waste dangerous goods

A Service comparison table

To make it easier to compare and show a variety of product offers from air carrier in airfreight, a summarize table is presented as following

	IATA published	Lufthansa Cargo AG	Singapore Airline Cargo	AirFrance/ KLM / KoreanAir	Cathay Pacific	Cargolux	Martin Air
StandardFreight	Y	td.Pro	Y	Y	Y	Y	Y
ExpressService	Y	td.X/td.Flash	Swiftrider	Equation	AAE	N/A	N/A
LiveAnimal	Y	Live/td.	Y	Variation LIVE	Y	Y	Y
ValuableCargo	Y	Safe/td.1	Y	Variation Safe 1	Y	Y	Y
VulnerableCargo	Y	Safe/td.2	Y	Variation Safe 2	Y	Y	Y
Human Remain	Y	Safe/td.1	Y	Y	Y	Y	Y
Dangerous goods	Y	Care/td.	Y	Variation DGR	Y	Y	Y
Perishable Cargo	Y	Fresh/td.	Y	Variation FRESH	Y	Y	Y
Frozen Food	Y	Fresh/td. or Cool/td.	Y	Variation FRESH	Y	Y	Y
Hanging Garment	Y	td.Pro/td.X or td.Flash	Y	Variation FASHION	Y	Y	Y
Art pieces	Y	Safe/td.2	Y	Variation ART	Y	Y	Y
Vehicle	Y	Care/td.	Y	Variation WHEEL	Y	Y	Y
Pharmaceutical	Y	Cool/td.	Y	Variation PHARMA	Y	Y	Y
Oversize Cargo	Y	td.Pro/td.X or td.Flash	Y*	Variation BIG	Y*	Y*	Y*

Table A : Service offer from carriers' summary

Note : N/A Not applicable
Y* depends on operating aircraft

Appendix 3

Services offer from LCAG

Lufthansa Cargo AG (LCAG)

Lufthansa firstly found in 1926 as Deutsche Luft Hansa Aktiengesellschaft which was a result of market realignment. A lot of things happened before a big change in 1995, the restructuring of Lufthansa Cargo AG became legally separate and independently operating company. LCAG position itself as the world's number one logistic company and also be a leader in air transportation. Refer to an annual report of the year 2004, LCAG carries freight and mail 1.75 million tons. Even it's not end of year 2005, but a result till end of November shows a positive trend. Besides of an operation of 19 MD-11F (and other freighters on charter), LCAG also utilize the belly capacities of all passenger aircrafts.

There are 5 freighters service offer to Frankfurt (FRA), and 2 daily passenger flights also to FRA and MUC in total 6 freighters and 14 passenger flights weekly.*

In the past, flight number was provided to customer as other carriers. However, a revolution of production sector, LCAG initiated an idea to offer A "Time Definite Service" in 1998. Simply idea behind Time Definite Service is a customer's convenience because customer will get information of goods availability at destinations. So, the more effective production planning is possible. More information of Time Definite will be explained in the service elements in the following paragraph.

Basically, there are 3 basic services levels under this scheme

- | | |
|-------------|---|
| 1. td.Pro | An economic and fit with all kinds of shipments |
| 2. td.X | A high speed for heavy weight freight |
| 3. td.Flash | The fastest express service to worldwide destinations |

Service Elements

These three basic services contain different service elements. Please find details of service elements and the coverage for each of them as following explanations

1. Time Definite

It is a well known among LCAG customer in a name of "Time Frame". It is a clearly define time frames which will support customer's accurate planning. Time frame will be given in all service level either td. Pro, td. X or td. Flash. The more priority service, the shorter Time Frame customer will get. Time Frame will be given to each booking. For example, there is a request to transport cargo from Moscow to New York. After made a booking the time frame for this transportation will be calculated by system automatically. In this case LAT is at 18.10/Monday and TOA is at 08.00/Tuesday. This means shipper

* Based on LCAG winter schedule 2005.

or agent at origin destination has to deliver a booked shipment in “ready for carriage” condition (goods delivered along with all required transportation document) by 18.10 on Monday and this shipment will be ready for consignee or his agent collection soonest on the next day (Tuesday) at 08.00.

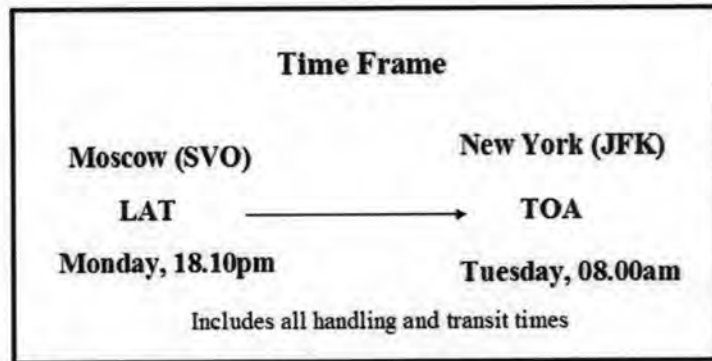


Chart A : Example of Time Frame *

LAT comes from Latest Acceptance Time at the point of origin
TOA comes from Time of Availability at the point of destination

Time Frame will generate and calculate automatically under following factors.

1. Handling ground time required at origin, transit and handling ground time at final destinations. This factor will be different from station to station and service level. At Frankfurt, LCAG required a minimum 12 hours for td.Pro, but only 3.5 hours for td.Flash service.
2. Flying hours of all transport sectors.
3. Special procedures required during transit station such as document check or random check by custom authorities.

2. Capacity Guarantee

Customer get use to call this element as a space guarantee. This element will offer only in premium services, td.X and td.Flash. Once shipment receives a space confirmation on which flight, it will be transported according to that booking.

3. Performance Guarantee(PG)**

It is easier for customer to call it as a money back guarantee. It is a special offered only for td.Flash transportation to show LCAG utmost to provide the most satisfied air transport service to customer. PG will be applied in case of that transported cargo has a

* Lufthansa Cargo AG. October 2004.

** This service element is not existed due to it has been removed from td.X from 1st March 2005 onward and completely omitted from td.Flash from 1st April 2006 onward.

delayed more than 3 hours after a promised time of availability (TOA). LCAG will reimburse up to 100% of a freight charges up to a maximum of USD5,000.00. Requested for refunds must be made by written to LCAG within 14 days after confirmed TOA or after the scheduled time of arrival of the corresponding confirmed flights including weekends and holidays. Anyhow, there are exceptions as following

1. PG does not applied in case of liability claim ^{*},
2. It is delayed by a reason that are beyond the control of LCAG or it's agents for example force majeure, war, strikes, riots, civil, public authorities acting with actual or apparent authority actions,
3. That delayed cause by defaults or omissions of the shipper/consignee or their agent, and
4. That transportation is covered by a contract that excludes the Performance Guarantee.

4. Tracking

LCAG allowed customer to track their shipment with up to date status information on each shipment via internet, Traxon, WAP and some countries with automated speech processor.

5. Quality Assurance / Proactive Communication

A development of Business Excellence model especially for unexpected incident and a delay occur. Customer will immediately notified and advise about corrective measures.

From above-mentioned explanations, it can be concluded as the following table.

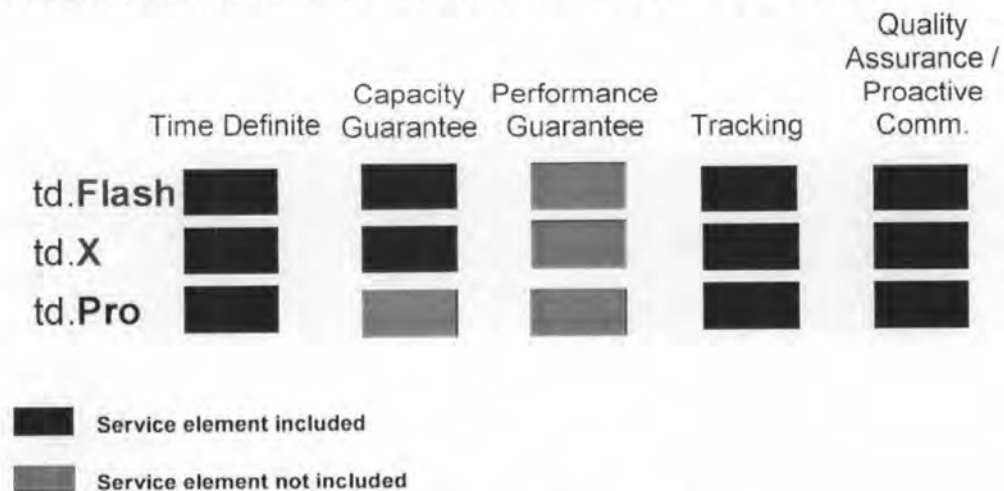


Chart B : Service Elements ^{**}

^{*} There are 2 types of claim, Performance Guarantee and Liability claim. Somehow, PG has been totally removed from service element 1st April 2006 onward.

Goods which is accepted to be transported under these basic service level is general cargo. For example; garment, electronics goods, computer parts and so on which no special handling required. From basic service levels, td.Pro, td.X and td.Flash, LCAG offers a “Valued added services” for commodities require special handling and procedure. There are seven solutions offered for customer choices ex BKK.

1. Safe/td.1

It is a service for a highly valuable cargo^{*}, shipment insured with EUR5,000.00 per kilo or more, valued pharmaceuticals, semiconductor product, human remains as ashes, human remains in coffin, live human organs and life and death shipment^{**}. A special security concept^{***} will be provided for this transportation category. Safe/td.1 is combined only with td.Flash service. In some destinations, a security per shipment will be collected. A recent issued, TACT edition 65th, October 2005 those destinations are

Brussels	EUR45.00
Johannesburg	EUR80.00
Spain	EUR101.88

In case of LCAG handle shipment on behalf of other carriers or transfer to/from other carriers EUR90.00 will be collected.

2. Safe/td.2

This value added service is fit for theft endangered goods or so called vulnerable cargo[†]. LCAG offers at 2 service levels; td.Pro and td.Flash (service elements of td.Pro and td.Flash was mentioned in earlier paragraphs). Example goods for safe/td.2 are electronic devices, mobile phones, computers, microchips, high-valued textiles, luxury consumer goods, works of art and exhibits, documents, passports, prototypes, watches, semi-precious stones or semi-precious metals, optical equipment and high quality pharmaceuticals. The special handling procedures for safe/td.2 also included

^{**} Modified from presentation of LCAG October 2004, Lufthansa Cargo AG.

^{*} Appendix 1

^{**} Life and death (LHO) is applicable to live human organs time critical for transplants, life saving human blood, life saving medicines.

^{***} Special unit load device so called AVA LD3, storage in a high-security area, two screened employees will accompany with shipment while on ground and closed supervised by 2 employees during loading and unloading.

[†] Refer to TACT Rule, Vulnerable cargo means goods from which no value is declared, but which obviously require security handling; or shipments which are particularly vulnerable to theft or pilferage, 65th ed., p56, IATA, 2005.

1. a constant safety precautions during storage and transport
2. security trained personnel
3. separating storage and handling area from other freights

Beyond a maximum liability, a special coverage up to EUR250 per kilo will be applied for this transport solution.

3. Care/td.

Dangerous goods according to the IATA dangerous goods regulations will be transported under this value added service. It is a conjunction with td.Pro service. A high responsibility to people and environment is an utmost concerned for this transportation. Ensuring that the transport of this kind of cargo will be smooth, Care/td. provides the following special handling procedures.

1. Thru the whole transport process is under and supervision of qualified and certified staff,
2. To comply with the legal requirements, there're measurements to ensure that during the shipment is no damage and subject to continuous control while it's on ground, and
3. All of them will storage in special areas especially radioactive materials, non compatible materials are kept in a safe distance from one to another.

4. Cool/td.

It is a mandatory for all shipments requiring constant temperature control in a cool container. Cool/td. is in a combination with td.Pro and td.Flash. A procedure of handling is different according to the different temperature requirements of the shipment; deep frozen, do-not-re-ice and re-icing at import. For each transportation of Cool/td. requires a separated unit load device (ULD), then a rental fee for those usage ULD will be charged. There are 3 types of ULD provided under this service at the moment.

- | | |
|------------|--------------------------|
| 1. LD3 | rental fee at EUR585/ULD |
| 2. LD9 | rental fee at EUR900/ULD |
| 3. MYX box | rental fee at EUR200/ULD |

In case of a request to transportation is less than 4 days, an extra charge will be added up on top of normal rental fee ^{*}.

5. Fresh/td.

Fresh/td. is a value added service for perishable cargo requiring temperature handling. This service is suitable for a wide range of fresh goods; fruit, vegetables, flowers, plants,

* IATA rule, section 8.3 Information by Carrier.

fish, seafood, meat, dairy products and pharmaceutical products. Fresh/td. is in a conjunction with td.Pro and td.Flash. A protection for damage caused by the effect of weather will be provided for an entire the transportation. All shipment will be stored under a state of the art technology for perishable storage while transit in a transit hub such as Frandfurt or Miami.

6. Live/td.

Live/td. is a mandatory value added service for live animal and hatching eggs with LCAG except for animals which a intended for human consumption for example lobster. It's a connection with td.Flash only. Asides from freight charge, there are some charges to be considered.

1. Veterinary charges
2. Shelter charges
3. Special charges

7. CD.Solution

cd.Solutions comply two modes of transportation to deliver a shipment to customer's import facility or bonded warehouse. All cd.Solutions can be combined with td.Pro, td.Flash and Safe/td.2. It is a tailor made for each customer and destination. For this option of transportation, sales person will discuss for further information to make an arrangement to a to door delivery.

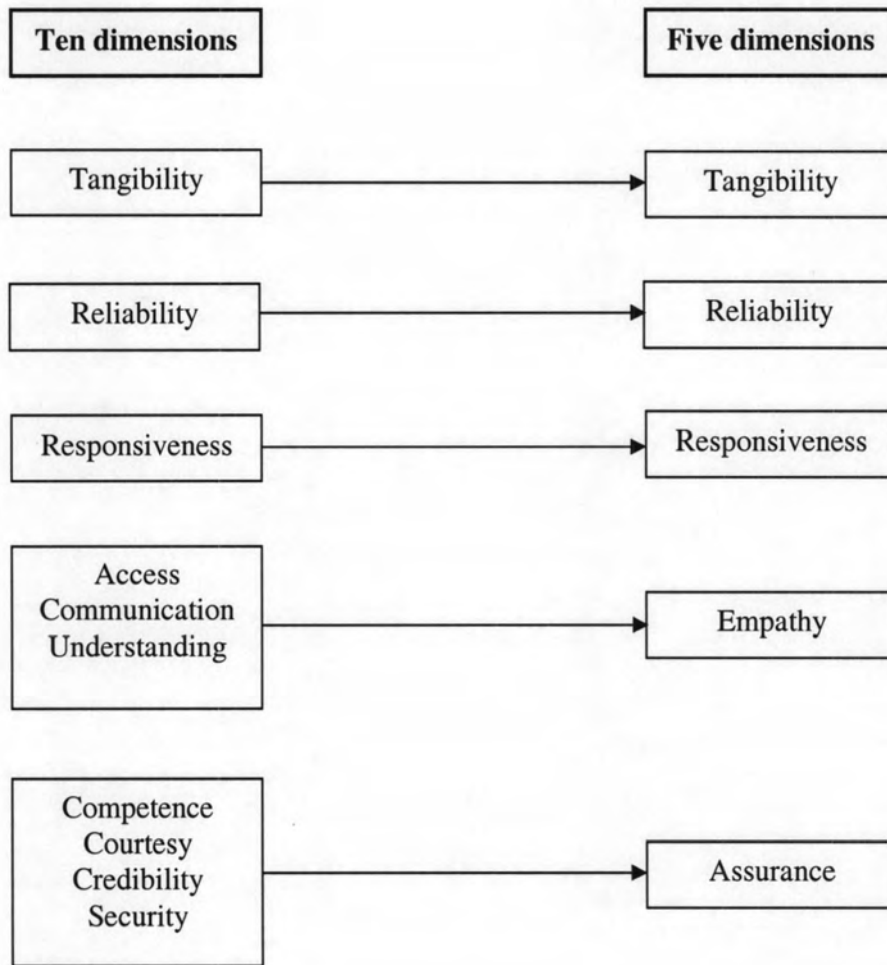
Appendix 4

Differences between goods and services*

Goods	Services	Resulting implications
Tangible	Intangible	Services cannot be inventoried Services cannot be patented Services cannot be readily displayed or communicated Pricing is difficult
Production Separate from consumption	Simultaneous production and consumption	Customers participate in and affect the transaction Customers affect each other Decentralization may be essential Mass production is difficult
Non perishable demand	Perishable	Services cannot be returned or resold Services cannot be stored Difficult to synchronize supply and of services
Standardization satisfactions affect	Heterogeneous (Variability)	Services are high variability Service deliver and customer depend on employee actions There are many uncontrollable factors to service quality

* Parasuraman, et al., 1994.

Appendix 5

Relationship between ten and five dimensions of service quality*

* Parasuraman, et al., 1994.

Appendix 6

Questionnaire finding Satisfaction

Explanation ;

This questionnaire is partial fulfillment of the requirement for the Degree of Master of Scienc, Logistics Management, Chulalongkorn University. The questionnaire is designed to study the airfreight service of LCAG in Thailand. The result of this study will be interpreted to guide the information about suitable services for airfreight provider to better serve their agent/freight forwarder. It will be developed to better serve you. Please take a few moments to complete this questionnaire. Your participation is very much appreciated.

The questionnaire is composed of many form of questions, Please mark \surd on (multiple questions applicable) and into some table, fulfill the answer into the leave space as or _____.

Participants' information will be kept as a confidential data. If you have any questions regarding to questionnaires, please do not hesitate to contact Ms. Supatra Emaruji at 01 617 441

Name.....Position.....
 Company.....
 Contact Telephone Number/Email.....

Part I. General Information

1. What are your firm's major trade lanes ?

(please choose one and indicate percent of all revenue)

- | | | |
|-------------------------------|-------|---|
| a. Europe | _____ | % |
| b. Asia | _____ | % |
| c. South Africa | _____ | % |
| d. The USA | _____ | % |
| f. Other(Please Specify)_____ | _____ | % |

2. Please indicate the products and services you have provided to the market at the moment ?

- | | |
|---|--|
| <input type="checkbox"/> Air Shipping Services | <input type="checkbox"/> Inland Transport services |
| <input type="checkbox"/> Custom formalities | <input type="checkbox"/> Packing |
| <input type="checkbox"/> Supply Chain Management | <input type="checkbox"/> Other documentation service |
| <input type="checkbox"/> Logistics Solutions | <input type="checkbox"/> Warehousing |
| <input type="checkbox"/> Inventory Management | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Other (Please Specify) _____ | |

3. Who are your targeted customer segmentations or your expertise in export area?
(Please identify and ranking)

- a. Preserved Food Industry
- b. Fresh fruit and vegetable
- c. Pharmaceuticals
- d. Wood Product and Furniture Industry
- e. Gems & Jewelry Industry
- f. Dangerous goods
- g. Live animal for example live tropical fish, pet
- h. General dead freight for example electronics goods, auto parts, textile or garment industry

4. What is your companies' service strategy? (Select only one choice)

- a. Variety of services
- b. Specialty focus
- c. Other.....

5. Please rank your top five air carriers that you often use to transport your shipment and to which continent ?

- | | | | |
|----------|-------|---|-------|
| 1. _____ | _____ | % | _____ |
| 2. _____ | _____ | % | _____ |
| 3. _____ | _____ | % | _____ |
| 4. _____ | _____ | % | _____ |
| 5. _____ | _____ | % | _____ |

6. Could you please advise the reasons for using above-mentioned airlines?

1. _____ (reason for using 1st airline in question no. 5)
2. _____ (reason for using 2nd airline in question no. 5)
3. _____ (reason for using 3rd airline in question no. 5)
4. _____ (reason for using 4th airline in question no. 5)
5. _____ (reason for using 5th airline in question no. 5)

7. Please prioritize by scoring to the following areas what's the most important to you to the least important factor concerned (total score of this question is 100)

- | | |
|--------------------------|-----------------------------|
| ___ Customer Service | ___ Pricing Performance |
| ___ Product Portfolio | ___ Complaint Management |
| ___ Transport Management | ___ Proactive Communication |

Part II. Main Questions

1. Customer Service

1.1 Please prioritize by scoring the following elements what is the most important to the least important to you regarding to service provided from airlines. (total score of this question is 100)

- ___ Effective transportation solutions/alternations offer to customer
- ___ Aptitude / friendliness of staff (overall)
- ___ Reliability of information and service contribute to customer
- ___ Quick and effective decision making in critical incident within a sphere of their responsibility

1.2 How often do you contact LCAG office?

- Once a while
- Once a month
- Once a week
- Few times a week
- Everyday

1.3 What is the top 3 reasons when contact LCAG office? (Please prioritize from 1 to 3)

- ___ Irregularities
- ___ Reservations issue
- ___ Accounting matters
- ___ Information request
- ___ Claim and complaint
- ___ Transportation solutions questions
- ___ Others (please specify) _____

1.4 What your expect from sales visit ?

- relationship
- business development opportunities
- rate offer
- updated information
- problem solving
- market situation discussion
- others _____

1.5 What do you get from our sales visit? And your commences are very welcome

1.6 Could you please specify your satisfaction to LCAG in following criteria?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not applicable</i>
1.6.1 Sufficient advisory from back office (solutions offer in case of regulation)-1.1						
1.6.2 Effective transportation solutions offer-1.1						
1.6.3 Friendliness of staff-1.2						
1.6.4 Appropriate manner from service providers -1.2						
1.6.5 Quick response whenever getting request from customer-1.2						
1.6.6 Quality of advisory-1.3						
1.6.7 Quality of information you get from staff-1.3						
1.6.8 Accuracy of booking-1.3						
1.6.9 Reliability of information-1.3						
1.6.10 Quick and effective decision making in critical issue/incident within their responsibility-1.4						

1.7 From your experienced, do you satisfied with LCAG's staffs when you contact them?

1.8 What action will be your preference to experience when any mishap occur? Does LCAG fulfill this requirement?

2. Product Portfolio

2.1 Please prioritize by scoring the following elements what will be the most importance to you for service getting from air carrier. (total score of this question is 100)

- _____ Wide range of service variety
- _____ Reliability of service and quality assurance
- _____ Value added services for example Performance Guarantee and insurance coverage
- _____ Tracking system (Trustworthy and convenience of accessibility)

2.2 Could you please advice a percentage you transport your general cargo under following service level?

General cargo – td.Pro	_____%
General cargo – td.X	_____%
General cargo – td. Flash	_____%

2.3 what is your most prefer and not prefer in service features of each service level?
Td.Pro

Td.X

Td.Flash

2.4 Have you ever use LCAG value-added service? _____ if yes, please specify which of following choices.

- care/td - td.Pro
- Safe/td.1 - td.Flash
- Safe/td.2 - td.Flash
- Safe/td.2 - td.Pro
- Live/td. - td.Flash
- Fresh/td. – td.Flash
- Fresh/td. – td.Pro
- Cool/td. – td.Flash
- Cool/td. – td.Pro
- cd.Solution – td.Flash
- cd.Solution – td.Pro

2.5 if you have an important shipment next time, which carrier will be your first choice and why? (in case you choose LCAG, may you advise which service will you consider?)

2.6 Could you please advise your satisfaction to Produce portfolio from LCAG?

Evaluation Areas	Degree of effect					
	Very satisfied (5)	Satisfied (4)	So-so (3)	A little unsatisfied (2)	unsatisfied (1)	Not applicable
2.6.1 a variety of services-2.1						
2.6.2 Td.Pro for general cargo-2.1						
2.6.3 Td.X for general cargo-2.1						
2.6.4 Td.Flash for general cargo-2.1						
2.6.5 Care/td. – td.Pro-2.1						
2.6.6 Fresh/td. – td.Pro-2.1						
2.6.7 Fresh/td. – td.Flash-2.1						
2.6.8 Safe/td.1 – td.Flash-2.1						
2.6.9 Safe/td.2 – td.Pro-2.1						
2.6.10 Safe/td.2 – td.Flash-2.1						
2.6.11 Live/td. – td.Flash-2.1						
2.6.12 Cool/td. – td.Pro-2.1						
2.6.13 Cool/td. – td.Flash-2.1						
2.6.14 Cd.Solution – td.Pro-2.1						
2.6.15 Cd.Solution – td.Flash-2.1						
2.6.16 A professional of staff-2.2						
2.6.17 Time definite service-2.2						
2.6.18 Frequency of flight and capacity availability-2.2						
2.6.19 Performance Guarantee coverage for premium service-2.3						
2.6.20 Insurance coverage offer-2.3						
2.6.21 Convenient access to tracking system-2.4						
2.6.22 Quality/reliability of information provided in tracking system-2.4						

2.7 Do you have any obstacles when using LCAG's service ? Could you give your commences for improvements ?

2.8 What are your opinion if you can buy insurance coverage from air carrier?

2.9 Do you know if LCAG offers insurance coverage ? ____

2.10 Have you ever used LCAG's insurance service ? ____ and are your opinion about it ? If no, could you give us the reason why?

3. Transport Management

3.1 Please evaluate following item which will be your top five of your expectation with air transport service. (total score of this question is 100)

- ____ Minimum lead time/transit time
- ____ Punctuality / Reliability of flight schedule
- ____ Least paper work
- ____ Quality of manpower (to avoid irregularities)
- ____ Global standard
- ____ Global network
- ____ Least damage rate from transportation

3.2 What do you think of following items in transport management you received from LCAG?

<u>Evaluate factors</u>	Degree of effect					
	<i>Very Satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>Unsatisfied</i> (1)	<i>Not applicable</i>
3.2.1 Speed of shipment delivery-3.1						
3.2.2 Short transit time-3.1						
3.2.3 Flown as booked-3.2						
3.2.4 On-time delivery-3.2						
3.2.5 Unnecessary document elimination-3.3						
3.2.6 Accuracy of documentation-3.3						
3.2.7 Professionalism of staff-3.4						
3.2.8 Quality of shipment data show in system-3.4						
3.2.9 Less irregularities-3.4						
3.2.10 One standard applied worldwide-3.5						
3.2.11 Reliability of transportation-3.5						
3.2.12 Aircraft type-3.6						
3.2.13 Networking-3.6						
3.2.14 Time and space availability-3.6						
3.2.15 Flight frequency-3.6						
3.2.16 Damage rate to shipment-3.7						

4. Claim and complaint management

4.1 What do you want to be treated from air carrier in an area of complaint and claim management? Please prioritize (total score of this question is 100)

- _____ Quick response time after received claim/complaint from clients
 _____ Clear contact address and person for claim and complaint issues
 _____ Professional of claim handling staff
 _____ Commitment and engagement of staff

4.2 Have you experience with claim or complaint issues with LCAG? _____ If you ever dealt with, what are your opinions about claim and complaint management at LCAG?

4.3 Could you please advise your satisfaction to Claim and Complaint management area by LCAG?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not applicable</i>
4.3.1 Response time since cases delivered-4.1						
4.3.2 Clear contact address and person for claim/complaint issue-4.2						
4.3.3 Manner from staff with good willed-4.3						
4.3.4 Bureaucratic aptitude-4.3						
4.3.5 Expert talk and professional reply-4.4						
4.3.6 A reliability of information-4.4						
4.3.7 Clear correspondence-4.4						
4.3.8 Commitment of Staff-4.5						

5. Proactive Information

5.1 Please prioritize what will be the most importance to you for service getting from air carrier from following items (total score of this question is 100)

___ Timeliness of Proactive information

___ Quality of Proactive information

5.2 Could you please advise your satisfaction with Proactive information you received from LCAG?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not Applicable</i>
5.2.1 Responsive time -5.1						
5.2.2 Accuracy of information-5.2						
5.2.3 Sufficient information-5.2						
5.2.4 Contingency plan to solve problem-5.2						
5.2.5 Appropriate manner of staff while transferring proactive information to clients-5.3						
5.2.6 Commitment of staff until problem solved-5.3						

6. Price Performance

6.1 Compared following area you get from LCAG with price? How much is your satisfaction degree?

<u>Evaluated criteria</u>	Degree of effect					
	<i>Very satisfied (5)</i>	<i>Satisfied (4)</i>	<i>So-so (3)</i>	<i>A little unsatisfied (2)</i>	<i>Unsatisfied (1)</i>	<i>Not Applicable</i>
6.2.1 Transport alternations/solutions offer-1.1						
6.2.2 Manner of service provider -1.2						
6.2.3 Reliability of information conveyed to you and reliability of service-1.3						
6.2.4 Quick and effective decision making in critical incident (under their responsibility)-1.4						
6.2.5 A variety of service-2.1						
6.2.6 Reliability and quality assurance-2.2						
6.2.7 Value added services-2.3						
6.2.8 Accessibility and quality of tracking system-2.4						
6.2.9 Minimum lead time/transit time-3.1						
6.2.10 Punctuality/reliability of flight performance-3.2						
6.2.11 Least paper work-3.3						
6.2.12 Quality manpower to avoid irregularities-3.4						
6.2.13 One standard applied worldwide-3.5						
6.2.14 Global network-3.6						
6.2.15 Less damage rate-3.7						
6.2.16 Response time after receiving cases from claim and complaint department-4.1						
6.2.17 Clear contact address and person who handle claim and complaint issue-4.2						
6.2.18 Manner of claim handling staff-4.3						
6.2.19 Professional of claim handling agent-4.4						
6.2.20 Commitment of response staff to your claim case-4.5						
6.2.21 Responsive time of proactive information-5.1						
6.2.22 Quality of proactive information-5.2						
6.2.23 Aptitude of staff while convey proactive information to you-5.3						

Part III Conclusion

1. Could you please advise how satisfied with following areas of LCAG ?

<u>Evaluated criteria</u>	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>Unsatisfied</i> (1)	<i>Not Applicable</i>
1.1 Effective transportation solution offer-1.1						
1.2 Attitude / friendliness of staff-1.2						
1.3 A reliability of information-1.3						
1.4 Decision making-1.4						
1.5 Variety of service offer-2.1						
1.6 Reliable and quality assurance-2.2						
1.7 Value added services (PG, insurance)-2.3						
1.8 Accessibility and quality of tracking system-2.4						
1.9 Minimum lead-time/ transit time-3.1						
1.10 Punctuality / Reliability of flight performance-3.2						
1.11 Least paper work-3.3						
1.12 Quality of manpower to avoid irregularities-3.4						
1.13 Global standard-3.5						
1.14 Global network-3.6						
1.15 Damage rate from transportation-3.7						
1.16 Claim and complaint response time-4.1						
1.17 Clear contact address and person for claim and complaint issues-4.2						
1.18 Manner of claim handling staff-4.3						
1.19 Expertise talk and professional reply from claim handling agent-4.4						
1.20 commitment of claim handling staff-4.5						
1.21 Timeliness of proactive information-5.1						
1.22 Quality of proactive information-5.2						
1.23 Aptitude of staff while convey proactive information to clients-5.3						
1.24 Price of LCAG in your perception compare to service you get-6.1-6.3						

2. Could you please advise if you see any room for improvement at LCAG?

Questionnaire to find Customer's Expectation

Explanation :

This questionnaire is partial fulfillment of the requirement for the Degree of Master of Science, Logistics Management, Chulalongkorn University. The questionnaire is designed to study the airfreight service of LCAG in Thailand. The result of this study will be interpreted to guide the information about suitable services for airfreight provider to better serve their agent/freight forwarder. It will be developed to better serve you. Please take a few moments to complete this questionnaire. Your participation is very much appreciated.

The questionnaire is composed of many form of questions, Please mark \sqrt on (multiple questions applicable) and into some table, fulfill the answer into the leave space as or _____.

Participants' information will be kept as a confidential data. If you have any questions regarding to questionnaires, please do not hesitate to contact Ms. Supatra Emaruji at 01 617 441

Name.....Position.....
 Company.....
 Contact Telephone Number/Email.....

Main Questions

1. Customer Service

Could you please advise your expectation in Customer Service from LCAG ?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not applicable</i>
1.6.1 Sufficient advisory from back office (solutions offer in case of regulation)-1.1						
1.6.2 Effective transportation solutions offer-1.1						
1.6.3 Friendliness of staff-1.2						
1.6.4 Appropriate manner from service providers -1.2						
1.6.5 Quick response whenever getting request from customer-1.2						
1.6.6 Quality of advisory-1.3						
1.6.7 Quality of information you get from staff-1.3						
1.6.8 Accuracy of booking-1.3						
1.6.9 Reliability of information-1.3						
1.6.10 Quick and effective decision making in critical issue/incident within their responsibility-1.4						

2. Product Portfolio

Could you please advise your expectation in an aspect of Product Portfolio from LCAG ?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not applicable</i>
2.6.1 a variety of services-2.1						
2.6.2 Td.Pro for general cargo-2.1						
2.6.3 Td.X for general cargo-2.1						
2.6.4 Td.Flash for general cargo-2.1						
2.6.5 Care/td. – td.Pro-2.1						
2.6.6 Fresh/td. – td.Pro-2.1						
2.6.7 Fresh/td. – td.Flash-2.1						
2.6.8 Safe/td.1 – td.Flash-2.1						
2.6.9 Safe/td.2 – td.Pro-2.1						
2.6.10 Safe/td.2 – td.Flash-2.1						
2.6.11 Live/td. – td.Flash-2.1						
2.6.12 Cool/td. – td.Pro-2.1						
2.6.13 Cool/td. – td.Flash-2.1						
2.6.14 Cd.Solution – td.Pro-2.1						
2.6.15 Cd.Solution – td.Flash-2.1						
2.6.16 A professional of staff-2.2						
2.6.17 Time definite service-2.2						
2.6.18 Frequency of flight and capacity availability-2.2						
2.6.19 Performance Guarantee coverage for premium service-2.3						
2.6.20 Insurance coverage offer-2.3						
2.6.21 Convenient access to tracking system-2.4						
2.6.22 Quality/reliability of information provided in tracking system-2.4						

3. Transport Management

Could you please advise your expectation in Transport Management from LCAG ?

<u>Evaluate factors</u>	Degree of effect					
	<i>Very Satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>Unsatisfied</i> (1)	<i>Not applicable</i>
3.2.1 Speed of shipment delivery-3.1						
3.2.2 Short transit time-3.1						
3.2.3 Flown as booked-3.2						
3.2.4 On-time delivery-3.2						
3.2.5 Unnecessary document elimination-3.3						
3.2.6 Accuracy of documentation-3.3						
3.2.7 Professionalism of staff-3.4						
3.2.8 Quality of shipment data show in system-3.4						
3.2.9 Less irregularities-3.4						
3.2.10 One standard applied worldwide-3.5						
3.2.11 Reliability of transportation-3.5						
3.2.12 Aircraft type-3.6						
3.2.13 Networking-3.6						
3.2.14 Time and space availability-3.6						
3.2.15 Flight frequency-3.6						
3.2.16 Damage rate to shipment-3.7						

4. Claim and complaint management

Could you please advise your expectation in Claim and complaint management from LCAG ?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not applicable</i>
4.3.1 Response time since cases delivered-4.1						
4.3.2 Clear contact address and person for claim/complaint issue-4.2						
4.3.3 Manner from staff with good willed-4.3						
4.3.4 Bureaucratic aptitude-4.3						
4.3.5 Expert talk and professional reply-4.4						
4.3.6 A reliability of information-4.4						
4.3.7 Clear correspondence-4.4						
4.3.8 Commitment of Staff-4.5						

5. Proactive Information

Could you please advise your expectation in Claim and complaint management from LCAG ?

Evaluation Areas	Degree of effect					
	<i>Very satisfied</i> (5)	<i>satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>unsatisfied</i> (1)	<i>Not Applicable</i>
5.2.1 Responsive time -5.1						
5.2.2 Accuracy of information-5.2						
5.2.3 Sufficient information-5.2						
5.2.4 Contingency plan to solve problem-5.2						
5.2.5 Appropriate manner of staff while transferring proactive information to clients-5.3						
5.2.6 Commitment of staff until problem solved-5.3						

6. Price Performance

6.1 What is a price policy that you expect from LCAG?

Price	Services (Please \surd only 1 choice)		
	High	Medium	Low
High			
Medium			
Low			

6.2 Could you please advise your expectation in Price Performance from LCAG ?

<u>Evaluated criteria</u>	Degree of effect					
	<i>Very satisfied</i> (5)	<i>Satisfied</i> (4)	<i>So-so</i> (3)	<i>A little unsatisfied</i> (2)	<i>Unsatisfied</i> (1)	<i>Not Applicable</i>
6.2.1 Transport alternations/solutions offer-1.1						
6.2.2 Manner of service provider -1.2						
6.2.3 Reliability of information conveyed to you and reliability of service-1.3						
6.2.4 Quick and effective decision making in critical incident (under their responsibility)-1.4						
6.2.5 A variety of service-2.1						
6.2.6 Reliability and quality assurance-2.2						
6.2.7 Value added services-2.3						
6.2.8 Accessibility and quality of tracking system-2.4						
6.2.9 Minimum lead time/transit time-3.1						
6.2.10 Punctuality/reliability of flight performance-3.2						
6.2.11 Least paper work-3.3						
6.2.12 Quality manpower to avoid irregularities-3.4						
6.2.13 One standard applied worldwide-3.5						
6.2.14 Global network-3.6						
6.2.15 Less damage rate-3.7						
6.2.16 Response time after receiving cases from claim and complaint department-4.1						
6.2.17 Clear contact address and person who handle claim and complaint issue-4.2						
6.2.18 Manner of claim handling staff-4.3						
6.2.19 Professional of claim handling agent-4.4						
6.2.20 Commitment of response staff to your claim case-4.5						
6.2.21 Responsive time of proactive information-5.1						
6.2.22 Quality of proactive information-5.2						
6.2.23 Aptitude of staff while convey proactive information to you-5.3						

Part II Conclusion

Could you please advise expectation overall that you expect from LCAG ?

<u>Evaluated criteria</u>	Degree of effect					
	<i>Very satisfied (5)</i>	<i>Satisfied (4)</i>	<i>So-so (3)</i>	<i>A little unsatisfied (2)</i>	<i>Unsatisfied (1)</i>	<i>Not Applicable</i>
1.1 Effective transportation solution offer-1.1						
1.2 Attitude / friendliness of staff-1.2						
1.3 A reliability of information-1.3						
1.4 Decision making-1.4						
1.5 Variety of service offer-2.1						
1.6 Reliable and quality assurance-2.2						
1.7 Value added services (PG, insurance)-2.3						
1.8 Accessibility and quality of tracking system-2.4						
1.9 Minimum lead-time/ transit time-3.1						
1.10 Punctuality / Reliability of flight performance-3.2						
1.11 Least paper work-3.3						
1.12 Quality of manpower to avoid irregularities-3.4						
1.13 Global standard-3.5						
1.14 Global network-3.6						
1.15 Damage rate from transportation-3.7						
1.16 Claim and complaint response time-4.1						
1.17 Clear contact address and person for claim and complaint issues-4.2						
1.18 Manner of claim handling staff-4.3						
1.19 Expertise talk and professional reply from claim handling agent-4.4						
1.20 commitment of claim handling staff-4.5						
1.21 Timeliness of proactive information-5.1						
1.22 Quality of proactive information-5.2						
1.23 Aptitude of staff while convey proactive information to clients-5.3						
1.24 Price of LCAG in your perception compare to service you get-6.1-6.3						

Appendix 7

Questionnaire Result

General InformationMajor Trade LanesSmall Size Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std.Deviation
Europe	12	5	60	37.66	17.12
Asia	12	0	90	29.27	24.39
Africa	12	0	20	4.28	6.19
USA	12	0	50	25.89	19.57
Other	12	0	15	2.68	4.96
Valid N (listwise)	12				

Medium Size Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std.Deviation
Europe	18	0	92	43.78	24.76
Asia	18	0	90	25.89	24.63
Africa	18	0	10	2.67	3.74
USA	18	0	65	24.97	18.49
Other	18	0	10	2.68	2.85
Valid N (listwise)	18				

Large Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std.Deviation
Europe	18	0	80	38.49	20.56
Asia	18	0	67	29.87	19.15
Africa	18	0	10	2.89	3.47
USA	18	0	70	27.67	18.16
Other	18	0	5	.98	1.91
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Minimum	Maximum	Mean
Europe	48	5	92	39.98
Asia	48	0	90	28.34
Africa	48	0	10	3.28
USA	48	0	70	26.18
Other	48	0	10	2.11
Valid N (listwise)	48			

Service offer by agency

Overall

	Frequency	Percentage
AirShippingService	47	97.9
CustomFormalities	44	91.7
SupplyChainManagement	18	37.5
LogisticSolutions	27	56.3
InventoryManagement	14	29.2
InlandTransport	36	75.0
Packing	33	68.8
OtherDocumentationService	31	64.6
Warehousing	20	41.7
Insurance	9	18.8
Others	2	2.1

Agents's target groups

Overall

	Frequency	Percentage
Preserved Food	20	41.7
Fresh Fruit and Vegetable	20	41.7
Pharmaceuticals	13	27.1
Wooden Product and Furniture Industry	18	37.5
Gems and Jewelry Industry	16	33.3
Dangerous Goods	16	33.3
Lived Animal	16	33.3
Other General Dead Freight	43	89.6

Small Agent

	Frequency	Percentage
Preserved Food	4	33.3
Fresh Fruit and Vegetable	4	33.3
Pharmaceuticals	3	25.0
Wooden Product and Furniture Industry	3	25.0
Gems and Jewelry Industry	5	41.7
Dangerous Goods	9	75.0
Lived Animal	3	25.0
Other General Dead Freight	10	83.3

Medium Agent

	Frequency	Percentage
Preserved Food	8	44.4
Fresh Fruit and Vegetable	10	55.6
Pharmaceuticals	6	33.3
Wooden Product and Furniture Industry	8	44.4
Gems and Jewelry Industry	7	38.9
Dangerous Goods	6	33.3
Lived Animal	9	50.0
Other General Dead Freight	16	88.9

Large Agent

	Frequency	Percentage
Preserved Food	8	44.4
Fresh Fruit and Vegetable	6	33.3
Pharmaceuticals	4	22.2
Wooden Product and Furniture Industry	7	38.9
Gems and Jewelry Industry	4	22.2
Dangerous Goods	7	38.9
Lived Animal	4	22.2
Other General Dead Freight	17	94.4

Carrier of ChoiceSmall Size Agent**1st carrier of choice**

	Frequency	Percentage	Valid Percent	Cumulative Percent
EK	1	8.3	8.3	8.3
KE	3	25.0	25.0	33.3
KL	2	16.6	16.6	49.9
TG	5	41.7	41.7	91.6
UA	1	8.3	8.3	100.0
Total	12	100.0	100.0	

2nd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CI	3	25	25	25
JL	2	16.7	16.7	41.7
KE	1	8.3	8.3	50
NH	1	8.3	8.3	58.3
NW	1	8.3	8.3	66.7
SA	1	8.3	8.3	75
LX	2	16.7	16.7	91.7
TG	1	8.3	8.3	100.0
Total	12	100.0	100.0	

3rd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
KE	1	8.3	8.3	8.3
JL	2	16.7	16.7	25
LCAG	3	25	25	50
LX	1	8.3	8.3	58.3
OZ	1	8.3	8.3	66.7
QF	1	8.3	8.3	75
SQ	1	8.3	8.3	83.3
TG	1	8.3	8.3	91.7
TK	1	8.3	8.3	100.0
Total	12	100.0	100.0	

4th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CI	1	8.3	8.3	8.3
KE	1	8.3	8.3	16.7
LCAG	4	33.3	33.3	50
LY	1	8.3	8.3	58.3
MP	1	8.3	8.3	66.7
SA	1	8.3	8.3	75
SQ	1	8.3	8.3	83.3
TG	2	16.7	16.7	100.0
Total	12	100.0	100.0	

5th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CI	3	25	25	25
CX	1	8.3	8.3	33.3
FedEx	1	8.3	8.3	41.7
JL	1	8.3	8.3	50.0
KL	1	8.3	8.3	58.3
LH	3	25	25	83.3
Malaysia	1	8.3	8.3	91.7
TG	1	8.3	8.3	100.0
Total	12	100.0	100.0	

Medium Size Agent**1st carrier of choice**

	Frequency	Percentage	Valid Percent	Cumulative Percent
CI	1	5.6	5.6	5.6
AF	4	22.2	22.2	27.8
BA	1	5.6	5.6	33.3
CV	1	5.6	5.6	38.9
JL	2	11.1	11.1	50
KE	1	5.6	5.6	55.6
NW	2	11.1	11.1	66.7
SA	1	5.6	5.6	72.2
SQ	2	11.1	11.1	83.3
TG	3	16.7	16.7	100.0
Total	18	100.0	100.0	

2nd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
MP	1	5.6	5.6	5.6
AF	1	5.6	5.6	11.1
CV	2	11.1	11.1	22.2
CX	1	5.6	5.6	27.8
BR	1	5.6	5.6	33.3
KL	3	16.7	16.7	50.0
KE	1	5.6	5.6	55.6
LCAG	3	16.7	16.7	72.2
NH	1	5.6	5.6	77.8
NW	1	5.6	5.6	83.3
QR	1	5.6	5.6	88.9
TG	2	11.1	11.1	100.0
Total	18	100.0	100.0	

3rd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
MP	1	5.6	5.6	5.6
BA/QF	1	5.6	5.6	11.1
CV	4	22.3	22.3	33.4
CI	1	5.6	5.6	39.0
JL	1	5.6	5.6	44.4
KE	4	22.3	22.3	66.7
KL	1	5.6	5.6	72.2
LCAG	2	11.1	11.1	83.3
LTU	1	5.6	5.6	88.9
NW	1	5.6	5.6	88.9
SQ	1	5.6	5.6	100.0
Total	18	100.0	100.0	

4th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CV	2	11.1	11.1	11.1
CI	1	5.6	5.6	16.7
EU	1	5.6	5.6	22.2
JL	1	5.6	5.6	27.8
KL	1	5.6	5.6	33.3
LCAG	4	22.3	22.3	55.6
MA	1	5.6	5.6	61.1
MP	2	11.1	11.1	72.2
QR	1	5.6	5.6	77.8
SA	1	5.6	5.6	8.0
TG	3	16.7	16.7	100.0
Total	18	100.0	100.0	

5th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
SQ	4	22.2	22.2	22.2
AY	1	5.6	5.6	27.8
BA/QF	2	11.1	11.1	38.9
JL	1	5.6	5.6	44.4
KE	1	5.6	5.6	50.0
KLM	1	5.6	5.6	55.6
LCAG	2	11.1	11.1	66.7
MP	1	5.6	5.6	72.2
TG	4	22.2	22.2	94.4
TU	1	5.6	5.6	100.0
Total	18	100.0	100.0	

Large Agent**1st carrier of choice**

	Frequency	Percentage	Valid Percent	Cumulative Percent
OZ	1	5.6	5.6	5.6
BR	1	5.6	5.6	11.1
EY	1	5.6	5.6	16.7
JL	2	11.1	11.1	27.8
KE	2	11.1	11.1	38.9
LCAG	2	11.1	11.1	50.0
NW	2	11.1	11.1	61.1
TG	7	38.9	38.9	100.0
Total	18	100.0	100.0	

2nd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
AF	2	11.1	11.1	11.1
BR	1	5.6	5.6	16.7
CI	1	5.6	5.6	22.2
CV	3	16.7	16.7	38.9
GR	1	5.6	5.6	44.4
KE	2	11.1	11.1	55.6
LCAG	3	16.7	16.7	72.2
MP	1	5.6	5.6	77.8
NW	1	5.6	5.6	83.3
OX	1	5.6	5.6	88.9
TG	2	11.1	11.1	100.0
Total	18	100.0	100.0	

3rd carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
AF	1	5.6	5.6	5.6
CI	1	5.6	5.6	11.1
CV	3	16.7	16.7	27.8
CX	1	5.6	5.6	33.3
EY	1	5.6	5.6	38.9
KE	1	5.6	5.6	44.4
LCAG	3	16.7	16.7	61.1
MP	3	16.7	16.7	77.8
KZ	1	5.6	5.6	83.3
NW	1	5.6	5.6	88.9
SA	1	5.6	5.6	94.4
TG	1	5.6	5.6	100.0
Total	18	100.0	100.0	

4th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CV	1	5.6	5.6	5.6
AF	1	5.6	5.6	11.1
BA	1	5.6	5.6	16.7
BR	1	5.6	5.6	22.2
CI	1	5.6	5.6	27.8
EK	2	11.1	11.1	38.9
ER	1	5.6	5.6	44.4
JL	2	11.1	11.1	55.6
KL	1	5.6	5.6	61.1
LCAG	2	11.1	11.1	72.2
MH	1	5.6	5.6	77.8
MP	1	5.6	5.6	83.3
SL	1	5.6	5.6	88.9
SQ	1	5.6	5.6	94.4
TG	1	5.6	5.6	100.0
Total	18	100.0	100.0	

5th carrier of choice

	Frequency	Percentage	Valid Percent	Cumulative Percent
CI	4	22.2	22.2	22.2
AY	1	5.6	5.6	27.8
JL	1	5.6	5.6	33.3
LCAG	4	22.2	22.2	61.1
MP	1	5.6	5.6	66.7
SA	2	11.1	11.1	77.8
SQ	1	5.6	5.6	83.3
TG	2	11.1	11.1	94.4
UA	1	5.6	5.6	100.0
Total	12	100.0	100.0	

Factors' Weighting

Small Size Agent

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Service	12	10	30	23.75	7.11
Product Portfolio	12	5	30	9.58	7.22
Transport Management	12	5	40	27.50	10.34
Pricing Performance	12	10	70	28.33	14.97
Complaint Management	12	0	15	4.17	4.69
Proactive Communication	12	0	15	6.67	5.77
Valid N (listwise)	12				

Medium Size Agent

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Service	17	6	40	22.71	8.91
Product Portfolio	17	0	30	10.29	6.24
Transport Management	17	10	60	24.41	13.91
Pricing Performance	17	5	40	26.47	9.31
Complaint Management	17	0	10	5.24	3.31
Proactive Communication	17	0	30	10.88	8.34
Valid N (listwise)	17				

Large Agent

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Service	18	5	50	26.11	15.10
Product Portfolio	18	0	20	9.72	5.55
Transport Management	18	0	50	22.50	14.88
Pricing Performance	18	10	60	29.72	12.66
Complaint Management	18	0	20	6.00	5.35
Proactive Communication	18	0	15	5.94	4.81
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Service	47	5	50	24.28	11.24
Product Portfolio	47	0	30	9.89	6.12
Transport Management	47	0	60	24.47	13.36
Pricing Performance	47	5	70	28.19	12.04
Complaint Management	47	0	20	5.26	4.49
Proactive Communication	47	0	30	7.91	6.77
Valid N (listwise)	47				

Weighting in each factor**Factor 1 Customer Service**Small Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of effective transportation	12	10	40	24.17	8.75
percent of aptitude	12	10	35	21.67	8.07
percent of reliability of information	12	20	50	34.17	10.19
percent of quick and effective decision making	12	10	30	20.00	5.64
Valid N (listwise)	12				

Medium Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of effective transportation	18	10	50	23.89	9.63
percent of aptitude	18	0	40	22.22	10.74
percent of reliability of information	18	0	60	31.11	12.31
percent of quick and effective decision making	18	5	50	22.78	11.27
Valid N (listwise)	18				

Large Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of effective transportation	18	10	40	28.06	9.87
percent of aptitude	18	10	40	21.67	10.85
percent of reliability of information	18	15	50	28.61	8.54
percent of quick and effective decision making	18	10	40	21.67	9.24
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of effective transportation	48	10	50	25.52	9.52
percent of aptitude	48	0	40	21.87	9.98
percent of reliability of information	48	0	60	30.94	10.50
percent of quick and effective decision making	48	5	50	21.67	9.24
Valid N (listwise)	48				

Factor 2 Product PortfolioSmall Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of wide range of service variety	12	5	50	25.83	12.94
percent of reliability of service and quality	12	20	70	38.33	13.37
percent of value added services for example	12	0	60	14.58	14.99
percent of tracking system	12	10	30	21.25	8.01
Valid N (listwise)	12				

Medium Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of wide range of service variety	18	5	50	24.44	11.49
percent of reliability of service and quality	18	20	50	37.78	8.78
percent of value added services for example	18	0	35	13.89	8.32
percent of tracking system	18	5	40	23.89	9.32
Valid N (listwise)	18				

Large Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of wide range of service variety	18	0	50	23.61	13.81
percent of reliability of service and quality	18	20	100	40.83	17.68
percent of value added services for example	18	0	50	17.22	12.03
percent of tracking system	18	0	30	18.33	9.07
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of wide range of service variety	48	0	50	24.48	12.52
percent of reliability of service and quality	48	20	100	39.06	13.59
percent of value added services for example	48	0	60	15.31	11.50
percent of tracking system	48	0	40	21.15	9.06
Valid N (listwise)	48				

Factor 3 Transportation ManagementSmall Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Minimum lead time/Transit time	12	10	30	21.67	8.35
percent of Punctuality/Reliability of flight Schedule	12	15	40	28.75	7.42
percent of Least paper work	12	0	40	8.50	12.38
percent of Quality of Manpower-to avoid irregularities	12	0	20	7.50	6.05
percent of Global Standard	12	0	20	4.33	6.87
percent of Global Network	12	0	20	11.83	6.35
percent of Least damage rate from transportation	12	4	30	17.42	7.98
Valid N (listwise)	12				

Medium Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Minimum lead time/Transit time	18	0	40	23.06	9.57
percent of Punctuality/Reliability of flight Schedule	18	10	80	30.56	15.80
percent of Least paper work	18	0	10	5.00	4.85
percent of Quality of Manpower-to avoid irregularities	18	0	20	10.00	6.86
percent of Global Standard	18	0	20	4.72	6.29
percent of Global Network	18	0	20	13.06	5.46
percent of Least damage rate from transportation	18	0	30	13.61	8.71
Valid N (listwise)	18				

Large Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Minimum lead time/Transit time	18	0	40	19.72	10.36
percent of Punctuality/Reliability of flight Schedule	18	0	40	30.00	11.76
percent of Least paper work	18	0	10	3.06	4.25
percent of Quality of Manpower-to avoid irregularities	18	0	20	8.89	6.76
percent of Global Standard	18	0	15	3.06	4.89
percent of Global Network	18	5	50	20.56	10.13
percent of Least damage rate from transportation	18	5	30	14.72	6.52
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Minimum lead time/Transit time	48	0	40	21.46	9.51
percent of Punctuality/Reliability of flight Schedule	48	0	80	29.90	12.40
percent of Least paper work	48	0	40	5.15	7.45
percent of Quality of Manpower-to avoid irregularities	48	0	20	8.96	6.57
percent of Global Standard	48	0	20	4.00	5.88
percent of Global Network	48	0	50	15.56	8.54
percent of Least damage rate from transportation	48	0	30	14.98	7.75
Valid N (listwise)	48				

Factor 4 Claim and complaint ManagementSmall Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Quick response time after received claim/ complaint from clients	10	25	50	37.50	8.58
percent of Clear contact address and person for claim and complaint issues	10	10	25	14.00	5.16
percent of Professional of claim handling staff	10	10	40	24.00	9.37
percent of Commitment and engagement of staff	10	15	30	24.50	4.97
Valid N (listwise)	10				

Medium Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Quick response time after received claim/ complaint from clients	17	10	70	37.18	14.09
percent of Clear contact address and person for claim and complaint issues	17	5	30	17.35	9.37
percent of Professional of claim handling staff	17	0	40	22.94	11.33
percent of Commitment and engagement of staff	17	10	50	22.53	9.94
Valid N (listwise)	17				

Large Agent**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Quick response time after received claim/ complaint from clients	18	15	100	38.06	18.32
percent of Clear contact address and person for claim and complaint issues	18	0	30	15.83	7.72
percent of Professional of claim handling staff	18	0	40	23.89	10.37
percent of Commitment and engagement of staff	18	0	50	22.78	11.79
Valid N (listwise)	18				

Overall**Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
percent of Quick response time after received claim/ complaint from clients	45	10	100	37.60	14.74
percent of Clear contact address and person for claim and complaint issues	45	0	30	16.00	7.88
percent of Professional of claim handling staff	45	0	40	23.56	10.31
percent of Commitment and engagement of staff	45	0	50	23.07	9.76
Valid N (listwise)	45				

Factor 5 Proactive Management
Small Agent

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
percent of Timeliness of proactive information	11	40	60	50.00	6.32
percent of Quality of proactive information	11	40	60	50.00	6.32
Valid N (listwise)	11				

Medium Agent

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
percent of Timeliness of proactive information	18	30	70	51.39	10.54
percent of Quality of proactive information	18	30	70	48.61	10.54
Valid N (listwise)	18				

Large Agent

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
percent of Timeliness of proactive information	18	20	100	50.56	16.62
percent of Quality of proactive information	18	0	80	49.44	16.62
Valid N (listwise)	18				

Overall

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
percent of Timeliness of proactive information	47	20	100	50.74	12.33
percent of Quality of proactive information	47	0	80	49.26	12.33
Valid N (listwise)	47				

Factor 6 Price Performance
Small Agent

Descriptive Statistics

	Frequency	Percentage	Valid Percent	Cumulative Percent
Price High/Service High	3	25	25	5.6
Price Medium/Service Medium	8	66.7	66.7	91.7
Price Medium/Service High	1	8.3	8.3	100.0
Total	12	100.0	100.0	

Medium Agent

Descriptive Statistics

	Frequency	Percentage	Valid Percent	Cumulative Percent
Price High/Service High	5	27.8	27.8	27.8
Price Medium/Service Medium	3	16.6	16.6	44.5
Price Medium/Service High	8	44.4	44.4	88.9
Price Low/Service Medium	1	5.6	5.6	94.5
Price Low/Service High	1	5.6	5.6	100.0
Total	18	100.0	100.0	

Large Agent

Descriptive Statistics

	Frequency	Percentage	Valid Percent	Cumulative Percent
Price High/Service High	2	11.1	11.1	11.1
Price Medium/Service Medium	8	44.4	44.4	55.5
Price Medium/Service High	7	38.9	38.9	94.4
Price Low/Service Medium	1	5.6	5.6	100.0
Total	18	100.0	100.0	

Overall

Descriptive Statistics

	Frequency	Percentage	Valid Percent	Cumulative Percent
Price High/Service High	10	20.8	20.8	20.8
Price Medium/Service Medium	19	39.6	39.6	60.4
Price Medium/Service High	16	33.3	33.3	93.7
Price Low/Service Medium	2	4.2	4.2	97.9
Price Low/Service High	1	2.1	2.1	100.0
Total	48	100.0	100.0	

Customer Satisfaction in each factor (rating)Overall**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CUST.SER	44	2.92	4.84	3.6634	.5671
PRO.PORT	42	.90	4.33	2.3898	1.0224
TRAN.MAN	44	2.67	4.42	3.4925	.4333
AV.CLAIM	32	3.00	4.43	3.5778	.4252
PRO.INS	47	2.86	4.35	3.4698	.4553
PRI.PER	38	2.39	4.15	3.2724	.5073
CONCLU	39	2.40	4.19	3.2756	.5306
Valid N (listwise)	23				

Small Size Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CUST.SER	12	2.92	4.49	3.3533	.5450
PRO.PORT	11	1.29	3.60	1.8082	.7933
TRAN.MAN	12	3.00	4.10	3.3508	.3907
AV.CLAIM	5	3.00	3.25	3.1460	.1335
PRO.INS	11	3.00	4.00	3.2409	.4019
PRI.PER	11	2.63	3.72	3.0855	.2650
CONCLU	11	2.47	4.17	3.1209	.4760
Valid N (listwise)	5				

Medium Size Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CUST.SER	16	3.00	4.67	3.7263	.5260
PRO.PORT	15	.90	4.03	2.3040	1.0278
TRAN.MAN	15	2.67	4.09	3.4333	.4518
AV.CLAIM	12	3.00	4.43	3.6458	.4793
PRO.INS	18	2.86	4.32	3.5289	.4540
PRI.PER	14	2.39	4.09	3.2571	.6173
CONCLU	14	2.40	4.06	3.2171	.5907
Valid N (listwise)	8				

Large Agent**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CUST.SER	16	3.14	4.84	3.8331	.5617
PRO.PORT	16	1.09	4.33	2.8700	.9750
TRAN.MAN	17	2.98	4.42	3.6447	.4220
AV.CLAIM	15	3.10	4.17	3.6673	.3684
PRO.INS	18	3.00	4.35	3.5506	.4640
PRI.PER	13	2.60	4.15	3.4469	.5068
CONCLU	14	2.58	4.19	3.4557	.4907
Valid N (listwise)	10				

Note : CUS.SER = Satisfaction in Customer Service with weighting score
 PRO.PORT = Satisfaction in Product Portfolio with weighting score
 TRAN.MAN = Satisfaction in Transport Management with weighting score
 AV.CLAIM = Satisfaction in Claim and complaint Management with weighting score
 PRO.INS = Satisfaction in Proactive Information with weighting score
 PRI.PER = Satisfaction in Price Performance with weighting score
 CONCLU = Average score of all factors

Client Commences

<i>Frequency</i>	<i>Commences to questions</i>
	<i>Question 1.5; What do you get from our sales visit? And suggestion for sales visit plan</i>
19	No commence
13	Advance update information
9	Attractive or more competitive rate offer
2	Listens to any raised problem with service failure of LCAG.
3	I want them to update, co-op with agent in case there's a new potential business.
5	I want them to discuss more about a development of airfreight to make higher standard in the industry.
2	In most case, they just get information from customer, but no feedback or development. I would like to see more to hear about business development discussion.
1	I want them to visit less frequency
2	I want to see new development of service options/offers
1	Sales should be the first contact point when troubles occur and suggestion in case of air carrier need anything. Learning more scope of business and able to give commences based on fact.
7	I would like to see more relationship building
1	It should be an exchange of useful information within the industry for example development, technology or market forecasting.
1	Once we get the trouble of LH service and customer need to have any instruction about LCAG's providing. The comment which we need it, LH must learn about scope of business or facts only.
3	Sales rarely visit, they should increase frequency.
1	We would like them to be more accessible and involved when there's a problem with space reservation.,
1	I want them to response my request quicker, nowadays I have to wait so long and I have to call them to follow up that issues.
1	Sales person should have more co-op to cope mishap situation
	<i>Question 1.8; What's action will be your preference to experience when mishap occurs while it's under air carrier custody? Does LCAG fulfill this expectation?</i>
4	- in case of any unpleasant arise, we would like LCAG keep us inform immediately then we can convey this info to consignee at destination due to

	100% of our shipment is live animal - Please give us a more specific reason and straight not too vague. Please give us some options and expected results which will help us for the most effective decision making.
11	no commence
6	immediately forward cargo to the next flight and then keep agents inform to make a new pick up time at destination
2	an honesty commitment from air carrier when damage arise
20	Immediately solve problem in case of there's only option and inform to agent or spontaneous convey agent options to decide what they would like to do with it and at the same time they can proactive to customer
2	More cooperative between department to cope a situation ie. once booking made wrongly and AWB delivered in the night, handling should help to rebook it
5	Follow up till problem solved and keep agent inform
1	In some cases, we need in detail in dept of those irregularity, so carrier should provide sufficient information to meet our requirement
	Question 2.3; What is your most prefer and not prefer in service feature of each service level?
	<i>Td. Pro : Pro</i>
29	The most reasonable price and accepted by customer
16	No commence
6	transit time in some routes are acceptable
1	Flight frequency
	<i>Td.Pro : Con</i>
24	Less accessible to space comparing to other airlines who offer the same price level.
14	No commence
24	Low priority, off load many times especially during peak season
4	Longer transit time (compare to other airlines in some destinations)
2	too early required time for goods clearance
	<i>Td.X : Pro</i>
11	To have a condition of capacity guarantee
25	No commence
21	Normally shipment booked under this service is flown as booked (has more priority)
	<i>Td.X : Con</i>
13	More expensive than other airlines, and doesn't see much different from td.Pro
29	No commence
2	Even it's priority service, but it's rejected in peak season
3	Long transit time even pay more
3	PG should still be valid
	<i>Td.Flash : Pro</i>
23	conditions offer is good such as cut of time, transit time, capacity guarantee and accessibility to space
16	No commence
5	The most reliable service
2	Quick response for booking request
1	Less irregularities and normally arrive at destination within promised time frame. (Approximate 90%)
	<i>Td.Flash : Con</i>
25	Very expensive comparing to other airlines in the same service level
18	No commence
11	Money back guarantee should be applied to show a commitment from carrier
1	Even pay an expensive rate, but not getting a satisfied connecting flight

1	Space inaccessible during peak season
1	Risk of lost sales due to difficult to offer an attractive price to customer.
2	Not flown as book
	Question 2.5; If you have shipment to transport next time, which air carrier of your choice and why? If you choose LCAG, which service you'll consider?
1	NH due to reasonable price, time table reliability, services from staffs, booking request and very effective when any problem occur to shipment
13	TG due to <ul style="list-style-type: none"> - many direct flight to pick - acceptable rate
1	KL & SX due to reasonable price
8	No commence
1	EK due to main trade lanes are fit with EK's offer destination and reasonable price
1	KLM due to special rate offer
9	LCAG due to <ul style="list-style-type: none"> - space open - variety of destination - flight frequency
2	LCAG due to contract agreement
4	CV reasonable price comparing to service and relationship
1	NW due to fit trade lanes are fit with NW's offer destinations
2	AF due to relationship, space availability and price
2	JL due to routing order and then Qatar due to rate issue.
2	AF due to an contract agreement
3	SQ due to direct flights offer and price is more attractive
1	EVA due to 100% transit time guarantee
1	EY due to attractive price with acceptable service
1	KE due to destination fit with our trade lanes
	Question 2.7; Do you have any obstacles with service offer from LCAG? And what do you want it to be corrected?
1	<ul style="list-style-type: none"> - even booking in td.Flash, but sometime facing a space limitation problem and make us lost business opportunities - even td.Flash service which is the fastest service, but normally LCAG need at least 4hours to transit. It should be shorter comparing to what we paid. - Sometimes, our shipment was partial and that's cause problem especially to consignee at destination for example custom procedure, extra cost (OT, transportation) and risk to a quality of shipment.
28	No commence
4	less co-operation and help on td.Pro basis
2	slow response in peak season
1	<ul style="list-style-type: none"> - Sometimes customer would like to change service while it's already left BKK, but LCAG couldn't support in this aspect. - Unattractive rate offer and less flexibility
3	Too much information and difficult in some cases especially for undereducated customer. Not everyone will understand messages that LCAG want to communicate and could be wrongly interpreted in customer's mind.
4	<ul style="list-style-type: none"> - Limitation in space for td.Pro - Reliability in space for td.Pro
1	<ul style="list-style-type: none"> - a difficulty to access into LCAG booking web page - very early acceptance time
2	- Space to USA is very limited due to there're normally passenger aircrafts to that destinations and our shipment often offloaded from those flights.
1	Too specific and not flexible
	Question 2.8; What is your opinion if you can buy insurance coverage from air carrier?
1	More convenient especially to some specific commodities such as live tropical fish

	which an interested of using this service is higher, but price should be reasonable.
29	Good and convenience in case of customer request, but not necessary
12	No commence
2	It's unnecessary due to we have our own insurance services to offer to our customer
3	not necessary due to normally customer have private contractwith insurance company
2	It's a good option, but should be simple, competitive price and worldwide coverage.
	Question 2.10; Have you ever used that insurance service? If yes, what do you think about it? If no, could you give us the reason why?
1	No, due to no offer for live animal and normally we use td.Flash which money back guarantee and maximum liability is mostly covered
7	No, due to nature of cargo is not required
13	No, without any commence
3	Yes, due to convenience just to insert in an insure amount in AWB and we can even calculate a premium by ourselves as it's published in IATA rule.
10	No, due to normally customer buy themselves an insurance policy from insurance company
12	No, due to it's more expensive than buying from insurance company.
1	No, due to we have an insurance subsidiary company
1	Yes, as in case of there's any damage or any irregularities, it's easier to for claim procedure
	Question 4.2; have you experience with claim or complaint issues with LCAG? What do you think of an overall of claim and complaint management at LCAG?
1	Yes, in case of PG claim both process and payment is pretty fast, but for liability takes much longer time. I would like to have a specific response then I don't have to keep calling her. One suggestion would be a consideration to a compensation, it must be sincerely, careful and look at fact side
21	Never experienced, no commence
5	quick response, but compensation is a little bit longer
1	quick response, but should be more flexible
4	quick response
10	Yes, it's quick response and reliable
1	Yes, easy and understandable process especially PG case
1	No direct experienced, just follow up. Speed is fine.
4	yes, she's always follow up, explain and keep us update
1	quick response, but complicated process and too much document required
1	Yes, overall is all right, but lower speed and more complicated in case of liability claims
	Question 2 in conclusion; Could you please advise if you see any room for improvement at LCAG?
1	Transit time should be shorter, LCAG should consider to a process of pre document to speed up a transit process due to at the moment they need at least 4 hours even for express service while other airlines require less.
16	No commence
11	Rate should be more attractive
1	should offer special rate contract in case of regular traffic
1	Should be more flexibility
1	More co-op between station should be considered to reduce irregularities and more flexibility
1	reduce a complication of documentation
2	Increasing network
1	They should set a time limitation for handling department for calling customer in the night time. We are interrupted by handling staffs after midnight and request us to fix something which is sometimes not possible to. They should be able to decide to do an appropriate action and if it's really a reason they can decide to hold a shipment

	and deliver that trouble to morning shift staffs to follow up.
1	Marketing promotion should be always conducted to the market
3	More attractive rate, or increase an effectiveness of service
1	handing staff should take more responsibility, maybe management should set up timeline to contact any person once get the problem in the nighttime because we found that they interrupt us in sleep time 2.00-4.00 am. Which we can not continue to sleep so they can decide to hold shipment or whatever reasonable doing without call us after midnight.
1	I need sincere and fair deal when making contract
2	Should be more flexible
4	td.Pro should be more reliable.
1	Management & Sales should be more accessible.
2	good plan during peak season to provide enough space in the market
2	Faster a process of booking confirmation to agent
1	booking procedure should be easier in every service offers
1	Service should be more reliable and shorter transit
1	More sales visit and accessibility
1	More pro-active in small detail which might lead to a big consequential effect ie. When shipment was offloaded already for 3 times at origin by a reason that some detail on required document is missing.
1	Information which will be relayed to customer should be clear at once
1	Increase number of telephone accessibility

Appendix 8

An abbreviation for airline*

Abbreviation	Full name
AC	Air Canada
AF	Air France
AI	Air India
AZ	Alitalia
AY	Finnair
BA	British Airways/Qantas
BG	Biman Banglades Airlines
BI	Royal Brunei Airlines
BR	EVA Airways
BY	Britannia Airways
B7	Uni Airways Corporation
CA	Air China
CI	China Airlines
CX	Cathay Pacific Airways
CV	Cargolux Airlines Int'l S.A.
CZ	China Southern Airlines
D3	Das Air Daallo Airlines
EK	Emirates
ET	Ethiopian Airlines SC.
EY	Etihad Airways
FD	Air Asia
FM	Shanghai Airlines
FX	Federal Express
GA	Garuda Indonesia
GF	Gulf Air
HY	Uzbekistan Airways
IC	Indian Airlines
IY	Yemenia Yemen Airways
I6	Sky Eyes Airlines
JL	Japan Airlines
JM	Air Jamaica
KA	Dragonair
KB	Royal Bhutan Airlines
KE	Korean Air
KL	KLM Royal Dutch Airlines
KQ	Kenya Airways
KU	Kuwait Airways
KZ	Nippon Cargo Airlines

* Five Kings Media & Advertising Co., Ltd. Air-Sea Guide, 2006.

Abbreviation	Full name
LCAG	Lufthansa Cargo AG
LT	LTU International Airways
LX	Swiss International Airlines
LY	El Al Israel Airlines
MA	Malev Hungarian Airlines
MD	Air Madagascar
MF	Xiamen Airlines
MH	Malaysia Airlines
MI	Silk Air
MP	Martinair Holland N.V.
MS	Egyptair
MU	China Eastern Airlines
NH	All Nippon Airways
NW	Northwest Airlines
NX	Air Macau
NZ	Air New Zealand
OS	Austrian Airlines
OX	Orient Thai Airlines
OZ	Asiana Airlines
PK	Pakistan Int'l Airlines
PR	Philippine Airlines
QF	Qantas Airways
QR	Qatar Airways
QV	Lao Aviation
RA	Royal Nepal Airlines
RJ	Royal Jordanian Airlines
SA	South African Airways
SK	Scandinavian Airlines
SQ	Singapore Airlines
SU	Aeroflot Russian Airlines
SV	Saudi Arabian Airlines
S7	Siberia Airlines
TG	Thai Airways International
TH	Transmile Air
TK	Turkish Airlines
TO	President Airlines
TR	Tiger Airways
T5	Turkministan Airlines
UA	United Airlines
UL	Sri Lankan Airlines
UN	Transaero Airlines
U4	PMT Air

Abbreviation**Full name**

VN	Vietnam Airlines
VV	Aerosvit Ukrainian Airlines
W5	Mahan Air
3K	Jetstar Asia
8M	Myanmar Airways
9I	Thai Sky Airlines
9Q	P.B. Air

Appendix 9



A

Agent

A person or organization authorized to act for or on behalf of another person or organization.

Air Waybill (AWB)

Means the document made out by or on behalf of the shipper which evidences the contract between the shipper and carrier(s) for carriage of goods over routes of the carrier(S)

C

Cargo

(Also know as Goods), this means anything carried or to be carried in an aircraft except

- a. mail or other property carried under the terms of an international postal convention
- b. baggage carried under a passenger ticket and baggage check. Unaccompanied baggage moving under and AWB is cargo.

Cargo Aircraft

Any aircraft, other than a passenger aircraft, which is carrying goods or property.

Carriage

(Also known as Transportation), this means the carriage of cargo by air, whether gratuitously or for reward.

Carriage, International

(Except for the purpose of the Warsaw Convention). Carriage in which, according to the contract of carriage, the place of departure and any place of landing are situated in more than one State. As used in this definition in term "STATE" includes all territory subject to the sovereignty, suzerainty, mandate, authority, or trusteeship thereof.

Carrier

Includes the air carrier issuing the AWB and all other air carriers that carry or undertake to carry the cargo under the AWB or to perform any other services related to such air carriage.

Class Rate

A rate applicable to a specifically designated class of goods.

Consignee

The person whose name appears on the AWB as the party to whom the goods are to be delivered by the carrier.

D**Dangerous Goods**

Dangerous goods are articles or substances which are capable of posing a risk to health, safety, property or the environment and which are shown in the list of IATA Dangerous Goods Regulations or which are classified according to IATA Dangerous Goods Regulations.

G**General cargo**

Any consignment other than a consignment containing valuable cargo as defined herein and charged for transportation at general cargo rates.

General Cargo Rate (GCR)

The rate for the carriage of cargo other than a class rate or specific commodity rate, also known as "General Commodity Rate" (GCR).

H**House Air Waybill (HAWB)**

Means the document which covers each individual shipment of a consolidation. It is issued by the consolidator and contains instructions to the the break bulk agent.

I**IATA Cargo Agent**

An agent approved by IATA and registered in the IATA Cargo Agency List. This enables the agent, upon authorization of the IATA carrier, to receive shipments, execute air waybills and collect charges.

M**Master Air Waybill**

Means an Air Waybill covering a consolidated consignment, showing the consolidator as shipper.

Minimum Charge

The minimum amount which applies for the transportation of the consignment.

N**Normal General Cargo Rate**

Means the 1 kg. general cargo rate. For most countries, the Normal General Cargo rate is applicable to consignments of less than 45kts. For some countries, however, the normal general cargo rate will apply to consignments of up to 100 kg.

P**Perishable cargo**

Goods which will deteriorate over a given period of time or if exposed to adverse temperature, humidity or other environmental conditions.

R**Rate**

The amount charged by the carriers for the carriage of a unit of goods.

Reservations

Means that Carrier will accept requests from shippers for requested space prior to the scheduled departure of the flight on which such space is requested. Confirmation of the reservation by carrier shall apply only to the shipper's description of the commodities to be shipped and to the weight or volume of the shipment. Carrier will advise the shipper the time and the date the shipment will be acceptable at its cargo receiving terminal.

S**Shipper**

Equivalent to the term "consignor", means the person whose name appears on the AWB as the party contracting with the carrier(s) for carriage of goods.

Specific Commodity Rate (SCR)

A rate applicable to carriage of specifically designated commodities.

V**Vulnerable cargo**

Goods for which no value is declared, but which obviously require security handling or shipments which are particularly vulnerable to theft or pilferage.

Researcher Biography



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