

# Hong kong air cargo terminal limited

[Environment](#), [Air](#)



The service industry is all about ensuring maximum customer satisfaction. Logistics of Cargo handling is no exception to this rule.

Advanced facilities along with prompt customer handling and communication processes are the vital ingredients in the success of air cargo industry and over last few decade this it has emerged as one of the most sophisticated business logistic process. The inputs from Ms Lilian Chan have been used to arrive at the following points regarding Air Cargo industry. The findings are summarized as follows:

Critical problems/challenges : The air cargo industry is identified as time critical industry with

several factors affecting its day to day operations like weather , flight delays . These variables have the potential to halt the entire operations , disrupting services and creating multifarious problems.

Therefore all the staff members must be equipped with relevant techniques and innovative methods to handle challenges arriving from time to time. In addition to this another problem lies in handling customers of varied nationalities and speaking different languages. Therefore, staff must be adequately trained to speak and understand different languages.

Future of the Organization: According to Ms Chan, the growth of Air Cargo industry has by far exceeded the expectations and is growing at steady rate. It is expected to grow at the rate of seven percent globally. In order to handle increased demand due to expansion, the company has invested in acquiring new business facilities and training programs for staff and other participants.

Suggestions/ Comments : The staff engaged in Air Cargo business operations must be provided adequate exposure to handle the unexpected business exigencies . They should be trained to handle the challenges and employ innovative methods to help customers. The documentation process must be streamlined so that record keeping is easy and convenient. Also a sound business continuity plan must be employed , to ensure 24 x7 business operations.

Reference:

Leung, S. (n. d.). Moving forward - Career Times, a Leading Jobs Provider in Hong Kong. Retrieved July 31, 2009, from [http://www.careertimes.com.hk/english/article/show\\_article.asp?filename=CLGXX\\_2706200803](http://www.careertimes.com.hk/english/article/show_article.asp?filename=CLGXX_2706200803)