

PROACTIVE FREIGHT

INTERNATIONAL

(Passion - Commitment - Growth)



www.proactivefreight.com

Since 2017



COMPANY PROFILE (Our story)

More than 20+years of freight forwarding and logistics experience, which began its business /operation on 01.11.2017.

We start with a unique purpose in mind, our business strategy is to offer a unique proactiveness for each and every stage of our value chain processes and offer that peace of mind & value added customer care for our clients. Honestly our focus & strategic intention is to entrust a unique customer experience, focus, personalized attention, after sales services and finally manage your business until shipment reaches the ultimate destination as safety as possible and provides shipment tracking & transparency on real time basis. This is one of our unique competency and unique capability adding value to your growing business.

We offer end to end proactive solutions (09core + 10 value added) Peace of mind, convenient and facilitate with bundle of value added solutions to grow your customer's ultimate business. These areas of unique solutions Would further make it stylized with 60+ years of collective industry experience in order to further strengthen unique partnerships, knowledge base, competitive rates, resources, accountability and commitment. These would assist us to serve your growing needs confidently and finally facilitate proactive solutions to manage your value chain, ease off your pressure, and flawless expedition of freight + logistics processes from one place to other place.

Integrating, embracing the clients with unique solutions, enhance global foot prints, to manage end to end complex nature of logistics projects to any part of the world. 120 + countries & 427 offices around the globe enhance our global strategic position to serve client with passion and commitment To/from any part of the world. capability to seth is one of our dynamic rve our clients confidently for their diverse range of growing logistics needs.

Thus, as we speak we are now focusing on project cargo and in the process of developing and continue to be your innovative business partner / solution provider / advocate to your business. We are a powerful observer as our name implies and we would continue to search the emerging trends, opportunities and exploit the resources for futuristic needs of our clients and this is the level of strategic focus and corporate dialogue we are trying as one unique team as continue to innovative business partner/solutions provider.

Rather than offering just a generic rate /solution our focus is Much broader, widen, deep and strategic. At the first inception we are trying our best to understand your business with various measures, critically evaluate with our professional team, understand the dots and strategic gaps in customer's logistics behaviors. We would then bring in best expertise, critical knowledge, experience, skills in order to formulate right business strategy to facilitate 1-3 strategic business options enable customer to have multiple options to best manage his logistics needs.



(For a unique customer experience)

62+
Trusted Clients

120+
Countries

01 - 02
Strategic options

09+
Core solutions

10+
Value added solutions

Thus, managing business risks would be another areas of expertise and one of our dynamic capabilities. +80years of collective industry experience of professionally qualified team is important than in the past to manage issues / crisis and to manage worst scenarios and still add value to your business rather than drifting away from our accountability. Seeking best solution at the worst scenario and professionally manage such situations / opportunities would be our unique style and way into sustainable future.

We understand highest level of sustainability derive from highest level of retention, loyalty and sustainability which leads to highest level of customer retention and loyalty. Company has been able to maintain consistent level of stakeholder's growth and steady client growth over the years (2017-2020) on upward trends and this is simply show case of our commitment for corporate reputation and quality over quantity of business.

Business strengths, dynamic capabilities, unique partnerships, industry experience, unique skills, best professionals would be important dimensions of our business structure to offer most quality reputation to all our stakeholders and this is what we are all about. Continue to striving hard to offer and nurture unique solutions and positive customer experience what matters most over the line of profits at all times of our business model.

Our strap line is passion & commitment and growth of futuristic leaders. Our Unique culture , processes , procedures , systems and leadership support for creativity, innovation where ideas are screened and generate from highly empowered, well trained, industry experienced committed business partners to collectively offer best to all or stakeholders. One unique culture that foster highest level of creativity.

Company is managed by every one, one family, strong customer oriented culture, one unique / positive customer experience. This is the ultimate benchmark to review our own performances from customer point of view.

Key perform indicators , key account management , customer profiles , standard operating procedures , virtual business platform , remote working , internet of things to ensure we are highly on line to the level of customer expectation to ensure accessibility and availability in today's challenging , convoluted and dynamic external changes to mitigate strategic drift . Our bold strategic focus is to entrust critical business information to your own palm and right in front of your eyes so that any given moment your shipments could be viewed and tracked in real time basis and this is important to observe the shipment status / real time visibility and take prompt business decisions in today's busy contexts.

Unique speed and focus would enable us to take your business to next level of competencies required. proactive business measures , strategies , proactive stakeholders would assist us to manage your growing logistics needs with highly committed customer oriented business culture prevails with " proactive freight " and This is important to turn over your cargo for a company that has growing passion and commitment to grow your business together.



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Continue to upgrade our current systems, processes and continue to challenge the existing status quo is our style to make things better, achieve finest qualities and reach the level of innovation all our stakeholders expect adding value based solutions.

We are a company of social responsibility on our own way and we honestly want to create a proactive society and proactive Sri Lanka one day would be one of our missions in our business model and this is the journey we manage for the betterment of all our stakeholders. We manage this through people, profit and planet. Some of our profits would be dispersed back to earth in view of this corporate mission. Right people, empowerment, prompt decisions, futuristic leaders, fair profits and taking care of our own Society and environment would be broader, we carry out this in our own pace, passion and style which is unique to us.

Alliances and partnerships are important to further enhance and uplift corporate reputation, which enhance the strategic position of our brand identity and this is the ultimate destiny we want to achieve as one team and one family.

Finally, your decision to ship your cargo with Proactive freight is a wise decision. As you appreciate unique responses, highly time to market, competitive solutions, dynamic partnerships, unique resources, strategic options, end to end solutions under one roof, global footprints, committed value chain processes would be important to manage and grow your business in order to create the highest level of sustainability and corporate reputation at the end of the business context.

Continue our presentation...



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OUR FOCUS



Our focus is to obtain finest quality and highest level of standards at all levels in our value chain process.

We provide unique leadership to nurture & enhance unique customer experience.

Retention and sustainability would be key for our growth and we monitor these matrices to ensure we do not compromise our business values to maintain highest level through standards.

We prove them through mathematically driven numbers. Your decision to work with “**Proactive**” is the correct and wise decision to engage and associate with business partners who are passionate what they do and absolutely committed to bring in excellence thus making every endeavors to grow your business.

This is what we are all about. We continue to understand your business, create strategic options that mitigate business risks so that your business will have a flawless process and peace of mind at the end of the day.

We are professionals and your business is managed by a panel of qualified and experienced team.



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Vision

To become number one proactive freight forwarder by 2025 in Sri Lankan freight forwarding industry



Mission

1. Continue to search, screen & recruit best professionals around the globe, facilitating strategic opportunities to enhance innovation and creativity in order to manage and continue enhance customer experience and corporate reputation.

2. Continue to understand futuristic needs of our clients and enhance accessibility and availability to facilitate high level of pro-activeness and help the client in a positive attitude to grow client business.

3. Deploy profits in a socially responsible manner through people, profit and plant in order to nurture retention, sustainability in our logistic business.



Values

Passion | Commitment | Growth



DYNAMIC CAPABILITIES



Unique customer focus & after sales services

Strong KPI based customer care and after sales services for a proactive and positive customer experience



Real time shipment visibility (24 | 7 | 365)

unique focus, visibility, round the clock services accessibility and availability in order to get things done at your convenient



SMS shipments & tracking alerts to facilitate proactive shipment visibility in a professional manner



Ability to create unique team effort and commitment to manage your complex supply chain needs by providing personalize attention to facilitate focus, convenient and peace of mind



120+countries +427 offices, unique solutions (09core solutions, 10+value added solutions), multiple strategic options, managing business risk to grow your business



Unique strategic resources, relationships, partnerships, alliances, 80+ collective industry experience to provide unique customer experience



Well trained, customer friendly, professionally qualified, empowered, positive attitude staff at your convenient to understand your growing logistics needs



NEW ”

Related and unrelated diversification (Unique travels and dream drive on its way + many more unique concepts to follow on under one group)



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Our strengths



Industry experience
(To manage your business)



Passion & Commitment
(To manage your business)



Innovation & Creativity
(To manage your business)



Multiple solutions & Options
(To manage your business)



Focus & Quality
(To manage your business)



Performances & Rewards
(To manage your business)



Personalized services
(To manage your business)



Friendly, experienced, committed & qualified staff
(To manage your business)



Competitive rates
(To manage your business)



Offices
- Katunayake
- Biyagama
(To manage your business)

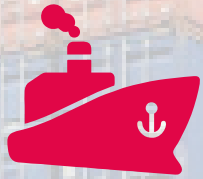


Global coverage
(To manage your business)



Positive attitudes & Team work
(To manage your business)

Core solutions



Ocean
freight



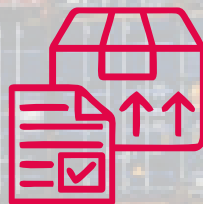
Air
freight



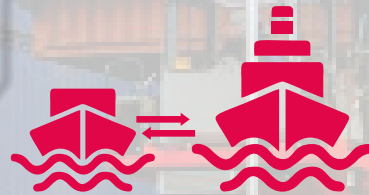
Sea-Air



Air-Sea



Customs
brokerage



Trans-
shipments

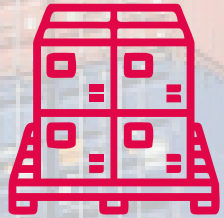


Cross trade



Entreport

Value added solutions



Packing & palletizing



Fumigation & phytosanitary approvals



Transport services



Warehousing



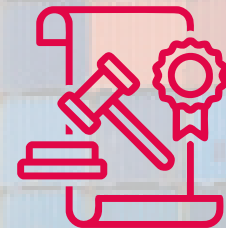
Container conversion & rigging



Insurance

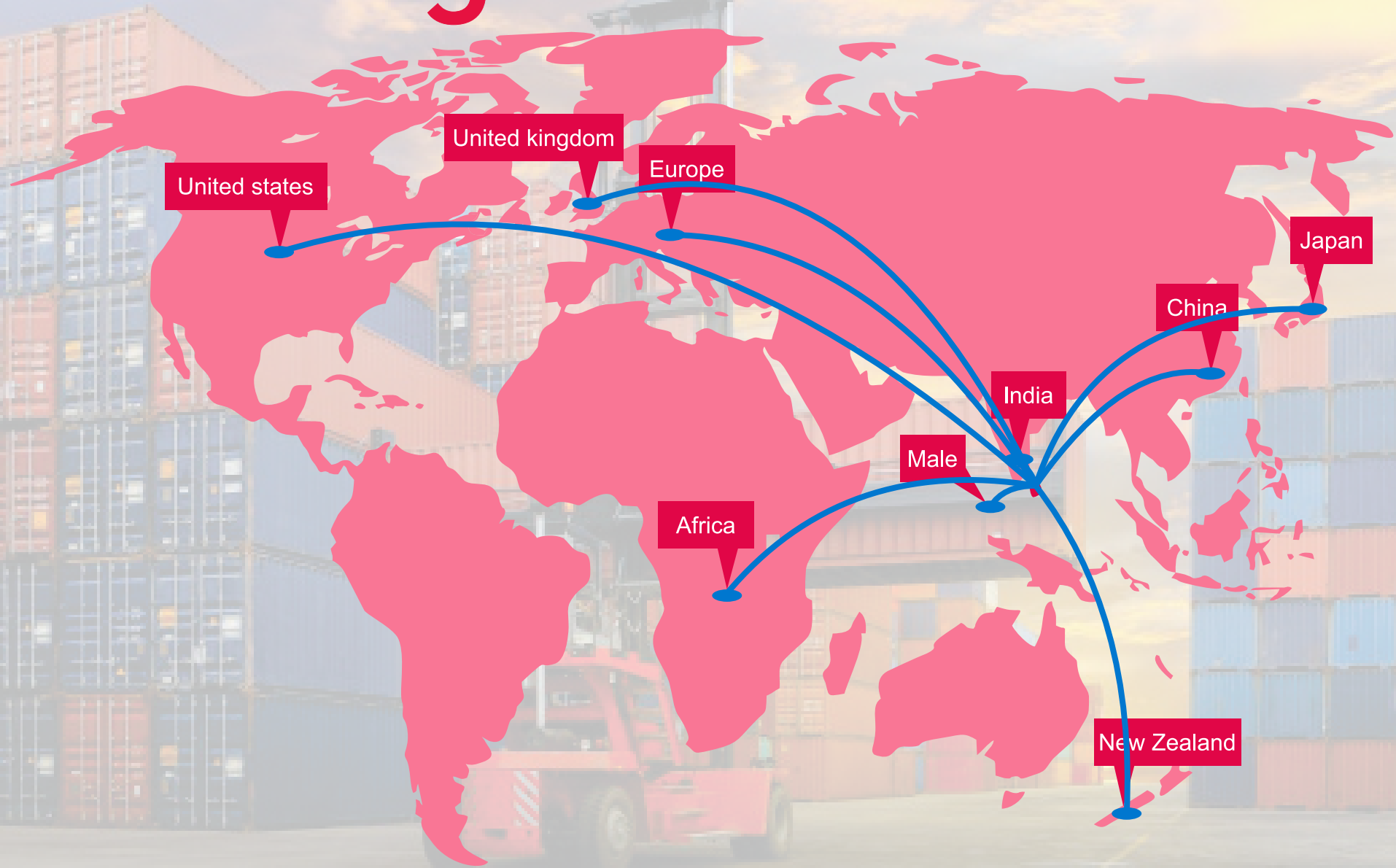


Container rent-out



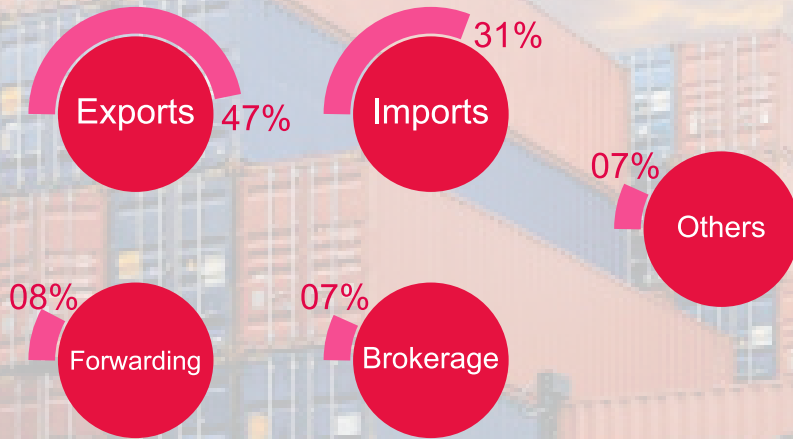
All statutory approvals

Strategic trade lanes

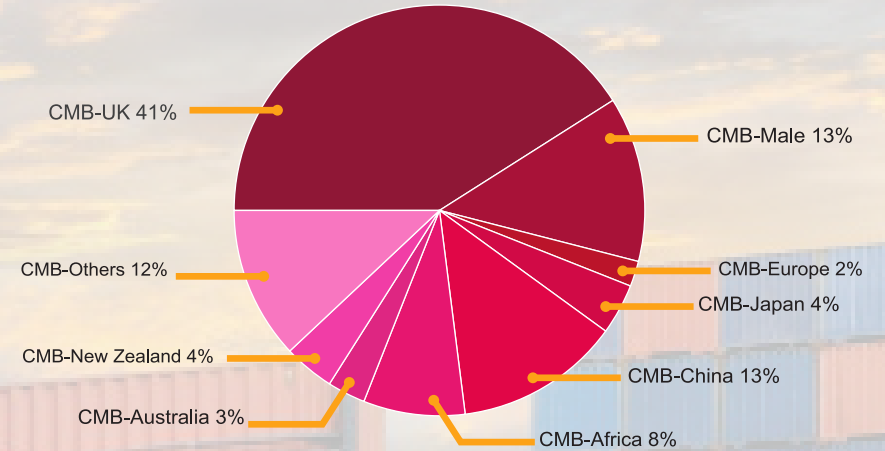


Strategic performance

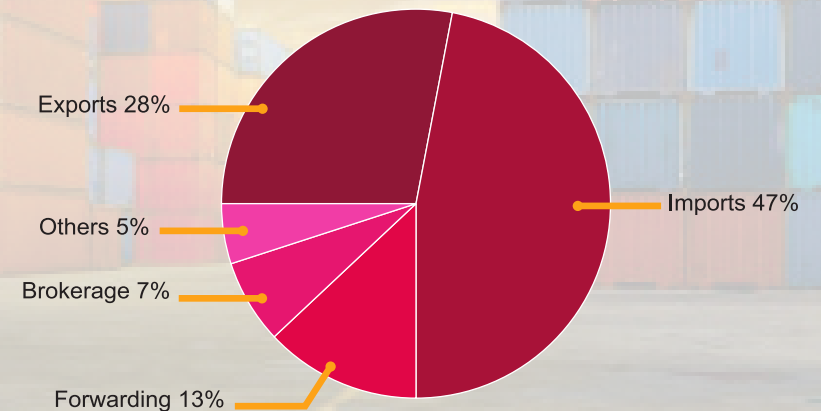
Revenue



Sales

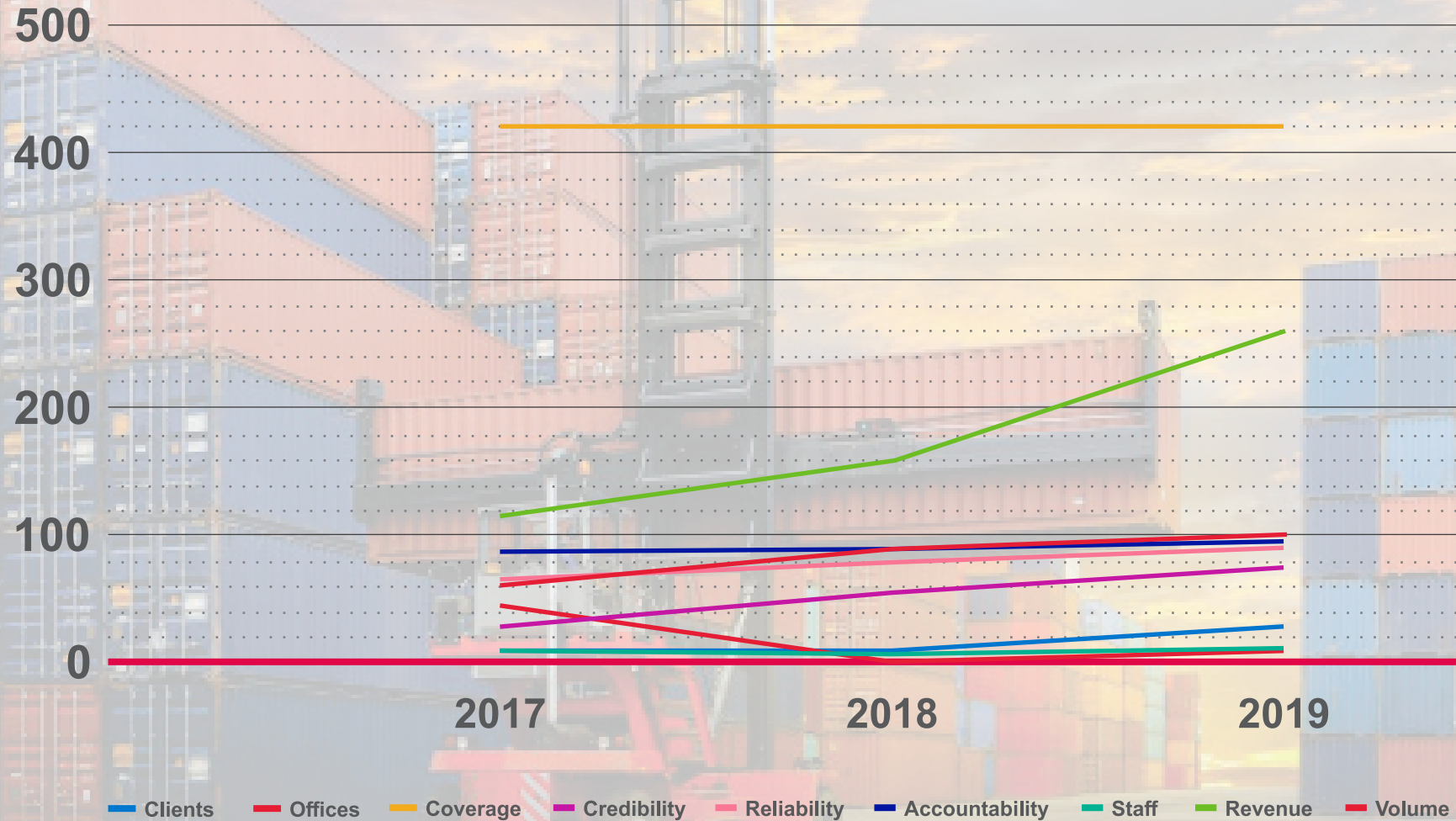


volume

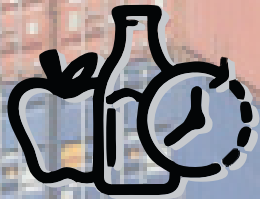


Category	Volume (Monthly)
Air freight – Imports	3570.00 Kgs approximate
Air freights – Exports	2910.00 Kgs approximate
Ocean freight Imports	10-12Teus approximate
Ocean freight – Exports	12Teus
Forwarding	45jobs
Brokerage	72-75Jobs

Strategic growth



Commodities we handle



Perishables



DG Cargo



Machinery items



Silica quartz



Wooden toys



Ink and related items



Coir fibre



Paper



Roofing products

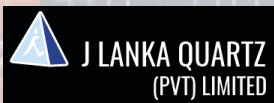


Door locks

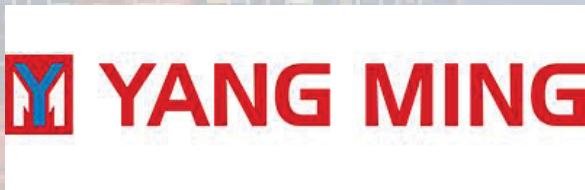
Strategic clients

Export clients

Import clients



Alliances & Partnerships



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How we operate



Managing Director



Operations



Customer service



Sales



Finance



HRM



Inbound



Outbound



Local



Global

Our team

(For a unique customer experience)

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Beyond logistics



People

This is the unique resource in our organization and we create highest level of participation, rewards to manage your business and create futuristic leaders/partners for us

Profit

Focusing on economic profits would be paramount important to all stakeholders and we manage this through quality , innovation and creativity to maintain and nurture retention and sustainability of our business

Planet

Taking care of our society is to simply showcase a unique social responsible brand and this is one of our mission



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Unique customer experience



Passion



Commitment



Growth



Focus



Real time tracking



Visibility



- Systems
- Processes



Standards & Quality



- Consistency
- Persistence



Innovation & Creativity



After sales



Retention



Loyalty



Sustainability



Team work

Our strategic journey

High Quality



Dynamic customer focus

WHY PROACTIVE FREIGHT INTERNATIONAL ?

(Passion - Commitment - Growth)



Credibility

- A-Grade freight forwarder / SLAFFA member, Hold all liability premium insurance coverage
- IATA & FIATA registered air lines & shipping lines with 25years long standing business relationships
- 98% stakeholder retention, Highly reputed global networks
- Separated risk managing office in India



Reliability

- High level of responsiveness/ Accessibility is to ensure pro-activeness at level of our business
- Professionally qualified , well trained and motivated staff
- Strategic options and diversity, Dynamic after sales services and focus to provide unique experience
- Globalization, Strategic leadership to improve customer experience
- Systems, process & policies and focusing continue to improve customer experience
- CSR driven company, Sustainable business partnerships



Accountability

Training, To undertake challenging jobs

- Focusing on building long term leaders who act with accountability

KPI, Performances & Rewards

- This is to continue to review existing standards & performances to make sure to maintain persistency and consistency in our business

Empower and reward, Enhance speed and focus

- Focusing on quick decisions and highly motivated internal culture

Conclusion

Our focus is strategic and long term. Through our sales and marketing strategies we would want to communicate our message of who we are, solutions made available, why it is special to our clients, strategic options made available, our structured approach and accountability towards your valuable shipments.

Through innovation & creativity , we would want to add value base benefits , highest level of retention, loyalty and sustainability which would want to achieve word of mouth recommendation which is utmost important in today's business focusing on unique performances.

You would be respected with attention, unique team work, highest level of shipment visibility, accountability & finally reaching your business at destination safely to your buyer's hand successfully as anticipated with highest level of proactive strategies | KPI measures we have implemented.

We are focusing on accountability and strategic level of focus and attention from pick up your cargo at origin and delivery of same to your buyer's hand at destination in utmost professional manner and this is our unique style of commitment your business.

We thank you for your time shared with us and we would want this content to prove in practically in each and every stage of our value chain processes.



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