➢	Gunjan. (2018). Comparative Analysis Between Gender Equality And Gender Biased Laws In India.

➢	GV, D. (2022). False accusation and men- Pilloried innocence. Journal of legal studies and research.

➢	Harsh. (2024). Fake Allegations On Men: Impact, Outcomes And Causes. Legal service India E- Journal.

➢	Kaur, H. (2023). Men's Rights in India- Gender Biased Laws. International Journal of Science and Research (IJSR).

➢	Manish. (2024). Six Years of Harassment and a Broken System: The Tragic Death of a Man Seeking Justice. SPO India committed for better India.

➢	P.N., D. P. (2019). Legal reforms for ensuring gender equality: a conceptual analysis. JETIR.

➢	Pareek, V. D. (2022). Need of gender sensitization. TMV Knowledge resource centre digital repository.

➢	Saravanan, S. (2022). A critical analysis on domestic violence against men in india and the role of gender biased laws in it. IJLRA.

➢	Singh, D. A. (2024). Need for Gender Sensitization in the Era of Modernization. Journal of multidisciplinary subjects.

➢	Tanwar. (2024). Article. law of fisces of KR. Vivek tanwar advocate and associate.

➢	https://legalfactandbites.blogspot.com/2024/12/introduction-tragic-suicide-of-34-year.html

➢	https://www.lawyersclubindia.com/articles/the-subhash-atul-suicide-case-a-legal-and-social-analysis—17269.asp

➢	https://psyhccare.com/2024/12/21/the-silent-epidemic-of-male-domestic-abuse-challenging-gender-norms-in-crisis/

➢	https://www.legalserviceindia.com/legal/article-18764-fake-allegations-on-men-impact-outcomes-and-causes.html

➢	https://www.ijlra.com/paper-details.php?isuurl=-a-critical-analysis-on-domestic-violence-against-men-in-india-and-the-role-of-gender-biased-laws-in-it-by-sakthi-saravanan-n-

➢	https://meda.foundation/embracing-gender-roles-in-the-modern-world-a-controversial-necessity/

➢	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5093856

❑❑❑

03

"A study on Customer Acquisition Strategies and Value Chain Performance at RMG worldwide courier and Cargo"

Dr. Farheen Ahmad
Assistant Professor,
Rajeev Gandhi College of Management Studies, Ghansoli

Ms. Girija Mokar
Student,
Rajeev Gandhi College of Management Studies, Ghansoli

══════════════❋❋❋❋❋❋❋❋❋❋══════════════

ABSTRACT:

This study explores customer acquisition strategies and value chain performance within RMG Worldwide Courier and Cargo, a delivery service company. This approach provided insights into RMG's strategies for customer engagement and retention, which play a crucial role in their overall value chain. By examining RMG's processes, this paper aims to shed light on effective acquisition techniques and analyze how value chain optimization can enhance service delivery and customer satisfaction in the logistics sector. The logistics sector is a cornerstone of the global economy, responsible for the efficient movement of goods and services. This paper examines the evolution of logistics, beginning with the transformative impact of the Industrial Revolution in the late 18th and early 19th centuries. The introduction of mechanized production, steam engines, and expansive railroad networks significantly improved transportation efficiency, allowing

MAH MUL/03051/2012
ISSN: 2319 9318

Vidyawarta®
Peer-Reviewed International Journal

Jan. To March 2025
Special Issue

026

goods to reach markets at unprecedented speeds. In the modern era, technological advancements such as automation and Artificial Intelligence (AI) continue to shape logistics operations, especially in response to the rising demands of e-commerce. The study evaluates the current state of logistics, the value chain, and customer acquisition strategies while addressing sustainability challenges and the sector's adaptability during the COVID-19 pandemic. The findings present strategies for strengthening customer relationships and improving operational efficiency, crucial for maintaining competitiveness in a dynamic industry.

KEYWORDS: Customer Acquisition, Value Chain Performance, Logistics, e-commerce, automation, sustainability, supply chain management.

INTRODUCTION:

The logistics sector is foundational to global commerce, enabling the efficient flow of goods, services, and information across diverse markets. In this industry, customer acquisition and value chain performance are critical to achieving sustainable growth and maintaining competitive advantage. RMG Worldwide Courier and Cargo, a delivery service provider, operates within this dynamic landscape, balancing the demands of rapid service with the need for robust customer engagement strategies. This research focuses on the methods RMG Worldwide employs to attract and retain clients while maintaining efficient value chain operations, highlighting the impact of these practices on overall business performance.

Customer acquisition in logistics is uniquely complex, involving not only attracting new clients but also meeting high expectations for reliability and service quality. In an era of increasing customer demands, particularly in express delivery and logistics, the ability to foster strong client relationships is crucial. During an internship at RMG Worldwide, exposure to their customer acquisition processes—such as handling direct client inquiries through platforms like Justdial and proactive outreach to potential customers—provided a practical understanding of the company's approach to market engagement. These experiences illustrated the significance of immediate, personalized interactions in enhancing customer satisfaction and loyalty, vital factors in the competitive logistics sector.

In recent years, the logistics landscape has undergone significant transformation, driven by rapid technological advancements and changing consumer expectations. The rise of e-commerce has led to increased demand for faster, more reliable delivery services, compelling logistics companies to innovate continuously to meet these evolving needs. Technologies such as automation and Artificial Intelligence (AI) have become essential in modern logistics operations. Automated warehouses streamline order processing, while AI- driven analytics optimize supply chain management, forecast demand, and improve route planning. These advancements not only enhance operational efficiency but also provide customers with real-time tracking and visibility of their shipments.

Furthermore, value chain performance underpins the efficiency and reputation of logistics companies. RMG Worldwide's value chain includes a seamless flow from customer inquiry and order processing to final delivery, where each stage is optimized to meet customer needs efficiently and cost-effectively. Efficient value chain management not only supports customer acquisition by ensuring timely and reliable service but also strengthens the company's ability to handle high- volume demand, especially in time-sensitive sectors.

This study, therefore, examines the interplay between customer acquisition strategies and value chain performance at RMG Worldwide Courier and Cargo, offering insights

MAH MUL/03051/2012

ISSN: 2319 9318

Vidyawarta®

Peer-Reviewed International Journal

Jan. To March 2025
Special Issue

027

into how logistics companies can enhance customer engagement and operational efficiency. this research seeks to provide a framework for improving customer-centric operations in logistics, identifying areas where strategic adjustments can foster growth and resilience in an increasingly demanding market environment.

IMPORTANCE / OBJECTIVE OF STUDY:

1.	To evaluate the effectiveness of customer acquisition strategies used by RMG Worldwide Courier and Cargo in attracting and retaining clients.

2.	To analyze the performance of the value chain within RMG Worldwide, focusing on how it enhances operational efficiency and customer satisfaction.

3.	To identify potential areas for improvement in customer acquisition and value chain processes.

4.	The goal of this study is to enhance customer acquisition strategies and optimize value chain processes in the logistics sector to improve overall customer satisfaction.

CUSTOMER ACQUISITION STRATEGY:

A customer acquisition strategy encompasses the methods, processes, and activities a business employs to attract and secure new customers. In today's highly competitive marketplace, where consumers have a wide range of options, having an effective customer acquisition strategy is crucial for a company's growth and longevity. It involves more than just capturing attention; it focuses on converting prospects into loyal customers who connect with the brand's values and offerings. At its foundation, customer acquisition involves pinpointing and targeting potential customers, capturing their interest, and guiding them through the decision-making process until they choose to buy a product or service.

This approach requires a comprehensive understanding of the target audience, including their preferences, behaviors, and challenges. By addressing these elements, businesses can create personalized and compelling messages that resonate with potential customers.

In today's data-driven world, tracking and analyzing the effectiveness of customer acquisition efforts is vital. Businesses need to measure key performance indicators (KPIs) such as customer acquisition cost (CAC), conversion rates, and customer lifetime value (CLV) to evaluate the success of their strategies. This data provides critical insights that can be used to refine and enhance the approach, ensuring that resources are utilized effectively and that the strategies continue to align with evolving market dynamics.

Key elements of a customer acquisition strategy

1.	**Target Audience Identification**: The first step in any customer acquisition strategy is identifying and understanding the target audience. This involves analyzing demographic, psychographic, and behavioral data to create detailed customer profiles.

2.	**Marketing Channels and Tactics**: Once the target audience is identified, businesses must choose the most effective marketing channels to reach them. This could include digital marketing channels like social media, search engine optimization (SEO), content marketing, email campaigns, and pay-per-click (PPC) advertising.

3.	**Customer Retention and Referrals**: A successful customer acquisition strategy doesn't end with the first sale. Retaining customers and encouraging them to refer others can significantly reduce acquisition costs and increase the customer lifetime value.

4.	**Sales and Conversion**: The sales process plays a pivotal role in customer acquisition. Sales teams must be equipped with the right tools and strategies to convert leads into customers.

5.	**Value Proposition and Messaging**: A compelling value proposition is essential to

MAH MUL/03051/2012
ISSN: 2319 9318

Vidyawarta®
Peer-Reviewed International Journal

Jan. To March 2025
Special Issue

028

attract and engage potential customers. This involves clearly communicating the benefits and unique selling points of the product or service. The messaging should address the customer's pain points and demonstrate how the offering solves their problems or improves their situation.

VALUE CHAIN ANALYSIS

The value chain is divided into primary and support activities. Primary activities include inbound logistics, operations, outbound logistics, marketing and sales, and service, all of which directly contribute to the creation and distribution of products or services. Support activities, such as firm infrastructure, human resource management, technology development, and procurement, assist and optimize the primary activities, boosting their efficiency and effectiveness. Evaluating value chain performance involves scrutinizing the effectiveness of each activity and how well they work together to add value to the final product.

This analysis helps identify opportunities for improvement, such as cutting down on waste, increasing operational efficiencies, or enhancing product quality. Efficient management of the value chain can lead to better cost control, higher productivity, and a stronger competitive edge. Value chain performance is dynamic, requiring ongoing monitoring and adjustments in response to market shifts, technological innovations, and changing consumers.

Key Elements of Value Chain Performance

1. Operational Efficiency: Enhancing value chain performance involves boosting operational efficiency by streamlining processes and cutting unnecessary costs. This requires optimizing each stage of the value chain to reduce waste and improve productivity.

2. Quality Assurance: Ensuring high-quality standards throughout the value chain is essential for customer satisfaction and loyalty. This entails implementing strict quality control measures at every phase of production and delivery.

3. Cost Control: Managing costs effectively across the value chain is crucial. This includes negotiating favorable terms with suppliers, optimizing resource use, and minimizing operational expenses.

4. Customer Value Enhancement: The primary aim of value chain performance is to increase the value provided to customers. This involves ensuring that products and services meet or exceed customer expectations, which contributes to higher satisfaction and a competitive edge.

5. Ongoing Improvement: Regularly evaluating and improving the value chain is vital for sustaining performance. This includes reviewing processes, integrating feedback, and adopting new technologies or methods to maintain competitiveness.

RESEARCH METHODOLOGY

Sampling Method

Stratified Random Sampling was applied, targeting employees directly involved in value chain activities within the logistics sector.

Sample Population and Size

The sample population includes employees from RMG Worldwide Courier and Cargo, with a total of 30 respondents participating in the survey.

Data Collection Tool

A Google Form questionnaire was utilized to collect both primary and secondary data for this study.

Primary Data

Primary data was gathered firsthand through structured surveys distributed to selected employees, focusing on customer acquisition strategies and value chain performance.
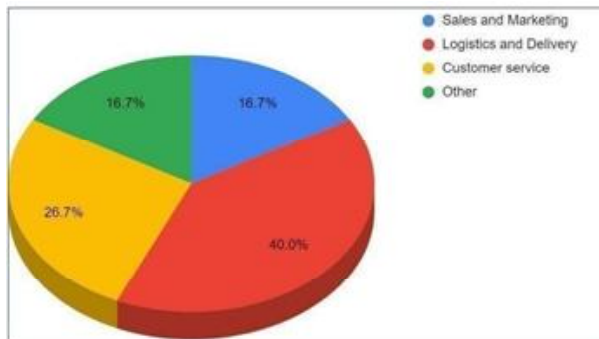
Secondary Data

Secondary data was obtained from existing literature, research papers, journals, websites, and articles, offering additional insights into industry practices.

MAH MUL/03051/2012

ISSN: 2319 9318

Vidyawarta®

Peer-Reviewed International Journal

Jan. To March 2025
Special Issue

029

DATA ANALYSIS & INTERPRETATION

Collected data was analyzed and presented using statistical tools, including percentages and visual charts, to interpret the findings effectively.
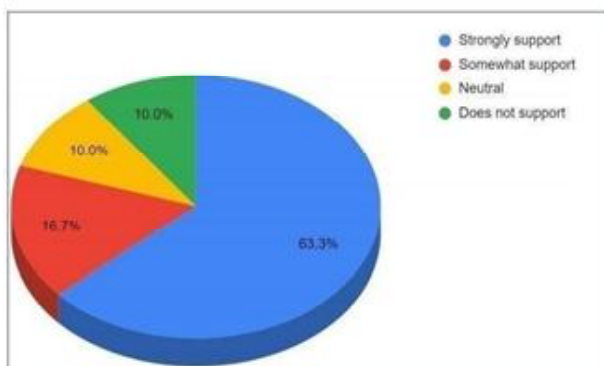
Overall Analysis of Customer Acquisition Strategies and Value Chain Performance in the Logistics Industry based on Survey Data.

1.   Which department do you work in?

In conclusion the survey data highlights the distribution of employees across various departments, with 40% working in Logistics and Delivery, underscoring the company's commitment to efficient service. Additionally, 26.7% of employees in Customer Service indicate a focus on maintaining strong customer relationships, while 6.7% in Sales and Marketing emphasize the importance of customer acquisition strategies. The presence of 16.7% in other departments reflects a diverse operational structure.
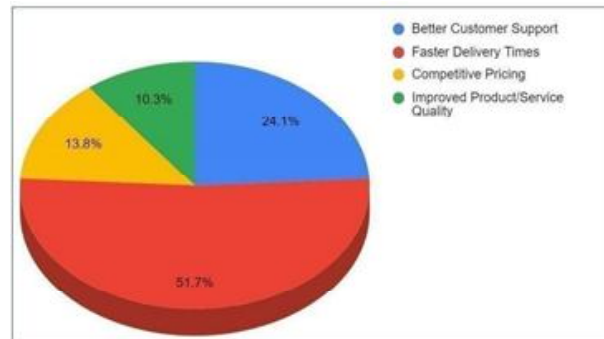
2.   How well do you think the company's value chain supports its customer acquisition strategies?

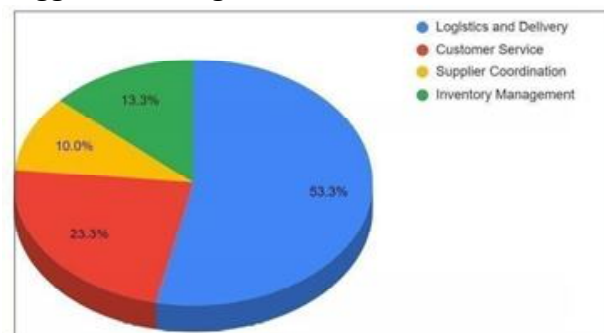In conclusion The survey findings reveal a strong alignment between the company's value chain and its customer acquisition strategies, with 63.3% of respondents affirming that the value chain effectively supports these strategies. While 16.7% feel it somewhat supports them, only 10% remain neutral and another 10% believe it does not support customer acquisition efforts.

3.   What is the most critical factor for improving customer satisfaction through the value chain?

In conclusion the survey results highlight that 51.7% of respondents identify faster delivery times as the most critical factor for enhancing customer satisfaction through the value chain. In contrast, 24.1% emphasize the importance of better customer support, while 13.8% cite competitive pricing as a key factor. Only 10.3% believe that improving product or service quality is essential.

Which of the following do you consider the biggest challenge in the value chain?

In conclusion The survey results indicate that 53.3% of respondents perceive logistics and delivery as the most significant challenge in the value chain. In comparison, 23.3% of employees

MAH MUL/03051/2012
ISSN: 2319 9318

Vidyawarta®
Peer-Reviewed International Journal

Jan. To March 2025
Special Issue

030

believe customer service is the greatest hurdle, while 13.3% identify inventory management as a primary challenge. Only 10% view supplier coordination as the biggest issue.

CONCLUSION In conclusion, this research provides a thorough evaluation of RMG Worldwide Courier and Cargo, highlighting both its strengths and areas for improvement. The company's efforts to expand its services and improve operational processes are commendable, but it must also address the challenges posed by market competition and technological change. By leveraging its strengths and making strategic improvements, RMG Worldwide can not only maintain its industry position but also set the stage for sustainable long-term growth. This study offers a foundation for future strategic planning and decision-making, equipping RMG Worldwide with the insights needed to navigate the complexities of the logistics landscape effectively.

This comprehensive analysis of RMG Worldwide Courier and Cargo has provided valuable insights into the company's operations, strategies, and potential growth within the logistics industry. As a significant player in the market, RMG Worldwide has built a strong presence through its extensive range of domestic and international services, including door-to-door deliveries, specialized shipments, and student courier solutions.

REFERENCE
➢ Abualsauod, E. H. (2025). Quality improvement in retail-distribution of Saudi thobe using six-sigma. International Journal of Retail & Distribution Management, 53(4), 1-20.

➢ Awais, M. (2024). Customer Acquisition Strategies for Tech Start-ups: Analyzing the Effectiveness of Different Customer Acquisition Channels Using Advanced Analytics. Qlantic Journal of Social Sciences and Humanities, 5(3), 112-123.

➢ Carr, C., & Ramezani, C. A. (2025). The Impact of Capacity Investment at Major West Coast Ports and Terminals that Connect to the Movement of Containerized Agricultural Exports-Focusing on the Ports of Los Angeles, Long Beach, Oakland, & Seattle-Tacoma (Northwest Seaport Alliance). Long Beach, Oakland, and Seattle-Tacoma (Northwest Seaport Alliance)(January 16, 2025)

➢ Colombage, A., & Sedera, D. (2025). The Fallacies in Chain-of-Custody in Sustainable Supply Chain Management: A Case Study from the Apparel Manufacturing Industry. Sustainability, 17(5), 2065.

➢ Czinkota, M. R., Kotabe, M., Vrontis, D., Shams, S. R., Czinkota, M. R., Kotabe, M., ... & Shams, S. R. (2021). Distribution and supply chain management. Marketing management: Past, present and future, 499-552.

➢ Dunzer, S., Zilker, S., Weinzierl, S., Tang, W., Dieckmann, F., Stenglein, S., ... & Matzner, M. (2025). A technology-specific process mining maturity grid for manufacturing and logistics. International Journal of Production Research, 1-27.

➢ Manik, T. A., Sarkar, M. S. F., Shams, T., Basit, A., Ruma, N. J., & Al Adriar, A. (2024). The Significance of Supply Chain Management in Achieving Efficiency in Apparel Manufacturing. SCIREA Journal of Textile Science and Technology, 2(1), 1-17.

➢ Rahman, M. A. (2023). What Makes Bangladeshi RMG Suppliers Resilient in Global Apparel Supply Chain Management?. Journal of Economics, Management and Trade, 29(8), 153-176.

➢ Saleheen, F., & Habib, M. M. (2022). Global supply chain disruption management post Covid 19. American journal of industrial and business management, 12(3), 376-389.

➢ Sultana, O. (2025). Smart Bangladesh: Bridging Technology and Economy for a Bright Future. Indiana Journal of Economics and Business Management, 5(2), 12-25.

➢ Unni Krishnan, G. (2024). Engineering Premium Customer Acquisition: A Technical Framework for Value-Based Bidding Implementation. International Journal For Multidisciplinary Research.6(6), 1-10.

➢ https://www.ijhssi.org

➢ https://en.wikipedia.org/wiki/Logistics

➢ https://www.analyticsvidhya.com/blog/2023/05/customer-acquisition-strategies-for-logistics

❑❑❑