



Bien Dong Shipping Company always realizes guideline “ Regarding market as the centre, directing toward customers- Customers are viewed as the key to make profit”. This point of view is similar to an affirmation” The key to reach the established goal is the determination of objective market’s needs and the guarantee of customer’s satisfaction with service quality and diferent effect in the market”.

- In order to implement above guideline, the Company always closely takes care of service quality to meet the customers’ requirements and needs in two ways:

- Building system of business production management from implementation stage to voucher completion stage with a view to minimize arising dificulties, simultaneously, not to directly affect customers’ benifits Setting up reasonable price policy to effectively assure business benefits of the Company and its customers.



With the rise of the Internet, the shipping industry is facing a significant challenge. The rise of e-commerce has led to a surge in demand for shipping services, but the industry is struggling to keep up with the demand. This is due to a number of factors, including the high cost of shipping, the slow speed of shipping, and the risk of damage to goods. As a result, many companies are turning to alternative shipping methods, such as air freight and express delivery services. This has led to a decline in the shipping industry's market share and a loss of revenue. The shipping industry is also facing a number of other challenges, including the impact of global trade tensions and the rise of protectionist policies. These challenges are likely to continue to impact the industry in the future.