Volume 2, Issue 4

Innovation Series Quarterly

https://journal.academicapress.org/aps/index.php/isq

Research Article

CargoWorks

Fauzan Aiman Azri[1], Mohd Azim Iman Azlan[2], Mohd Isham Abidin[3,*], Nabilah Syazana Mohd Shukri[4], Nur Adrena Khairina Khairulhizam[5], Nur Aiman Hakim Ruzarussham[6], Nur Batrisyia Nor Zaide[7], and Nur Syakirah Mohd Sobri[8]

1 Faculty of Business and Management, Universiti Teknologi MARA

2 Faculty of Business and Management, Universiti Teknologi MARA

3 Faculty of Business and Management, Universiti Teknologi MARA; ishamabidin@uitm.edu.my

4 Faculty of Business and Management, Universiti Teknologi MARA

5 Faculty of Business and Management, Universiti Teknologi MARA

6 Faculty of Business and Management, Universiti Teknologi MARA

7 Faculty of Business and Management, Universiti Teknologi MARA

8 Correspondence: ishamabidin@uitm.edu.my

Keywords:
CargoWorks
Digital logistics
B2B platform
Shipping quotation
SMEs

Abstract: *CargoWorks is an integrated B2B platform developed to simplify shipping and logistics management for businesses by providing shipping cost estimation, carrier tracking, global sourcing, HS commodity and container code searches, job opportunities and learning resources. The platform helps businesses to estimate their total shipping costs including transportation fees, customs duties, insurance and clearance charges. Through this B2B Marketplace, users can find suppliers, submit Requests for Quotations (RFQs) and compare shipping rates from different carriers. CargoWorks target SMEs, importers, exporters, logistics companies and job seekers which generate its revenue through subscriptions and paid advertisement.*

Copyright: © 2026 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (https://creativecommons.org/licenses/by/4.0/).

1. INTRODUCTION

International trade plays an important role in the global economy by connecting businesses and markets worldwide. According to the World Trade Organization (WTO,2025), global trade in goods and commercial services reached US$34.89 trillion in 2025. The World Bank (2023) also highlights the importance of digitalisation in improving logistics efficiency and reducing delays in supply chains. However, businesses may face challenges such as complicated shipping procedures, unclear costs, and difficulties comparing logistics services. Therefore, the team developed CargoWorks, an integrated B2B platform that simplifies shipping and logistics management by providing shipping quotations, shipment tracking, global sourcing, and other useful services in one convenient platform.

2. LITERATURE REVIEW

Digitalization plays an important role in improving logistics and supply chain management as it can support operational efficiency, transparency and improved logistics services (Cichosz et al., 2020). Digital transformation in logistics service providers and identified challenges such as complex logistics networks and limited resources (Cichosz et al., 2020). In addition, digital platforms are increasingly growing in B2B markets with technological, organizational and environmental (TOE framework) as the factors that influencing their adoption (Shree et al., 2021). These studies provide a basis for CargoWorks integration of logistics information and business service into one platform.

3. METHODOLOGY

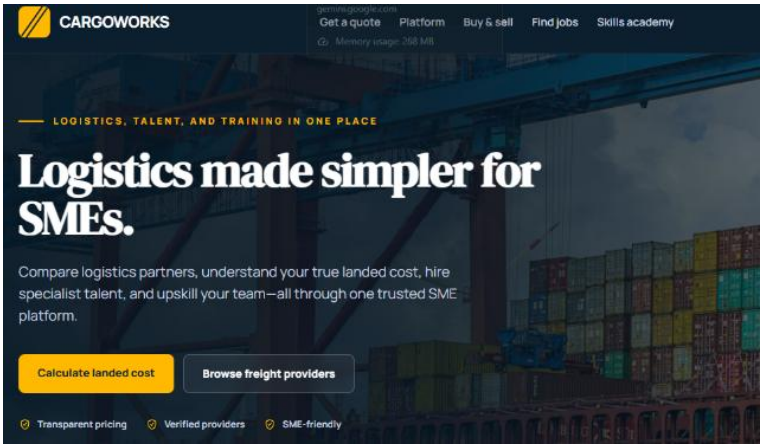


Figure 1. CargoWorks Interface 1

The concept of CargoWorks was inspired by a survey of SMEs regarding their common logistics problems, including shipping costs, sourcing from suppliers, and logistics service access. The team then went back and created a web interface using figma to combine these services into a single, user-friendly platform.

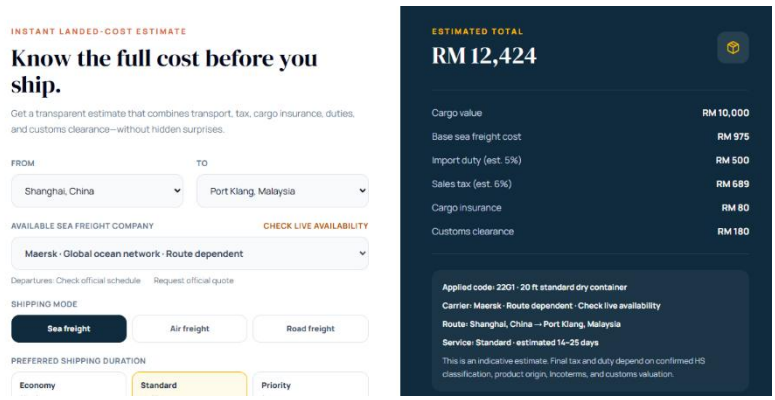


Figure 2. CargoWorks Interface 2

The team then broke CargoWorks up into its primary service areas: freight & landed cost, global b2b marketplace, jobs & hiring, skills academy, and cargo ai. The features were designed to

enable companies to calculate shipping costs, find suppliers, look into job opportunities, learn how to train, and find logistics related support, all in one place.

Once the site's layout and features were defined, the team presented the finished product for the figma prototype to demonstrate the needed business needs and how CargoWorks could meet these requirements. Its built-in design is designed to minimize the need to visit multiple platforms, make it more convenient, and facilitate smes to conduct more efficient logistics management.

4. FINDINGS

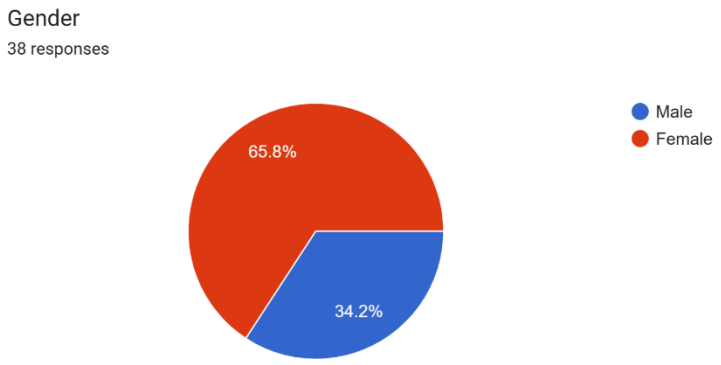


Figure 3. Feedback 1

The survey gathered 38 responses consisting of 65.8% female respondents and 34.2% male respondents. A five-point linear scale was used to assess the respondents' opinions on CargoWorks website and its proposed features. Overall, the results indicated a positive response towards the innovation. All four statements received an average score of 4.00 and above. This shows that most respondents agreed that CargoWorks has the potential to improve shipping and logistics activities by providing useful and convenient services.

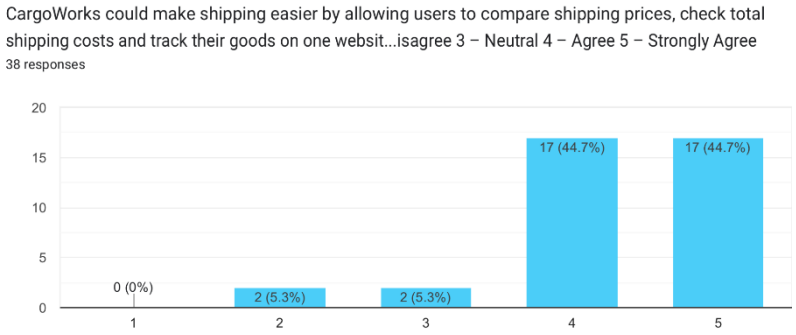


Figure 4. Feedback 2

The first statement, which is that CargoWorks could make shipping easier by allowing users to compare shipping prices, check total shipping costs and track their goods on one website, received an average rating of 4.29 out of 5.00. A total of 17 respondents agreed and another 17 respondents strongly agreed with this statement. Meanwhile, two respondents disagreed and another two remained neutrals. This statement received the highest agreement percentage among the four statements,

suggesting that respondents particularly valued the ability to compare shipping prices through one platform.

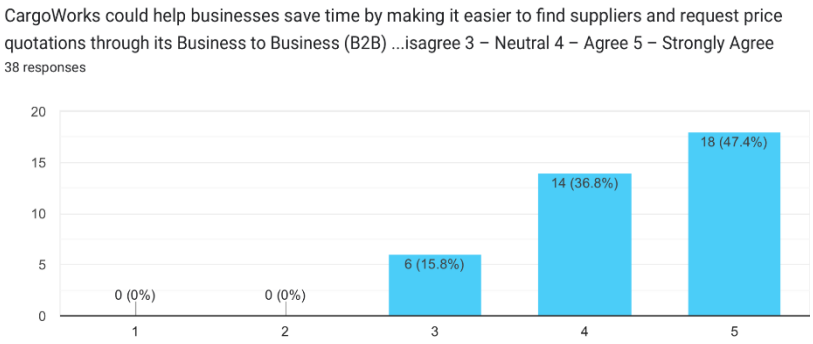


Figure 5. Feedback 3

The second statement, which is that CargoWorks could help businesses save time by making it easier to find suppliers and request price quotation through its business to business (B2B) marketplace, received an average of 4.32 out of 5.00. The results showed that 32 out of 38 respondents agreed or strongly agreed with this statement. The remaining six respondents selected neutral. The findings suggest that the respondents generally recognised the convenience of having different logistics services integrated into one platform.

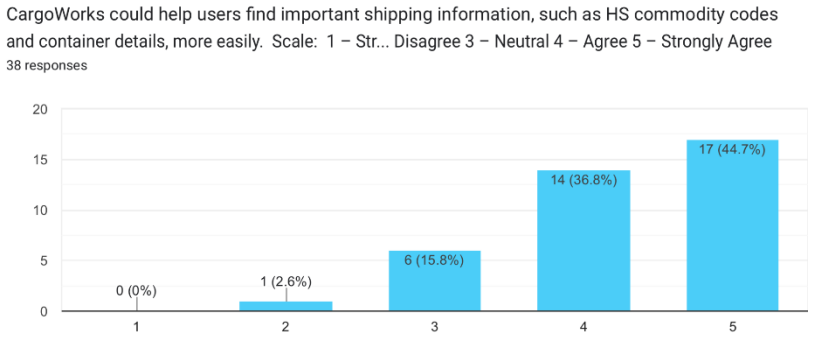


Figure 6. Feedback 4

The third statement assessed whether CargoWorks could help users find important shipping information, such as hs commodity codes and container details, more easily. A total of 31 out of 38 respondents agreed or strongly agreed with this statement. Meanwhile, six respondents remained neutral and another one respondent disagreed. This statement received an average rating of 4.24 out of 5.00, suggesting that respondents generally considered this feature useful. However, the neutral and negative responses indicated that the accessibility of shipping information may require further attention during the development of CargoWorks.

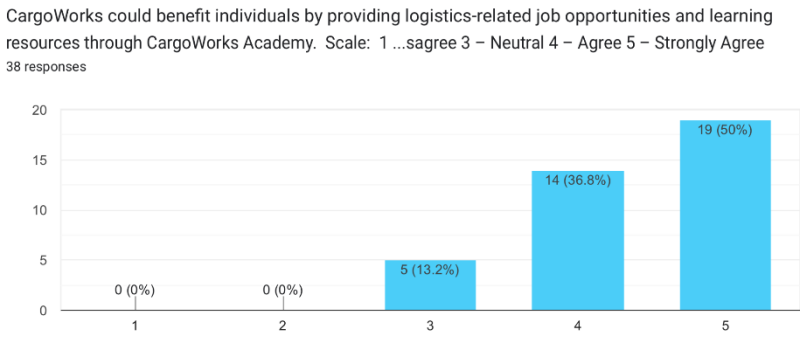


Figure 7. Feedback 5

The fourth statement evaluated whether CargoWorks could benefit individuals by providing logistics-related job opportunities and learning resources through CargoWorks academy, receiving an average of 4.37 out of 5.00. Based on the survey, we can analyse that 33 out of 38 respondents agreed or strongly agreed with this statement. The remaining five respondents selected neutrals. This indicates that respondents viewed the employment feature in the CargoWorks as a valuable part of the platform.

5. DISCUSSION

The results showed that the respondents had a positive attitude about CargoWorks as a potential platform for shipping and logistics operations. The mean scores of all four features were higher than 4.00, indicating that respondents were aware of the great value to be achieved by combining various logistics services in a single digital platform. It aligns with studies that emphasize the potential of digital platforms in improving supply chain information sharing, transparency, and coordination (Khan et al., 2023; Winter, Dopler, Müller, and Zeisler, 2023).

The highest mean score was for CargoWorks academy and employment opportunities (4.37). This implies that there was a value placed upon the provision of career and learning resources as well as logistics services. This finding does not necessarily correspond to actual employment results but could be used as an easy tool for users to explore the field of logistics and gain relevant knowledge.

The B2B marketplace got a mean rating of 4.32. This positive response indicates that there were opportunities identified to use a digital platform to find suppliers and request quotations. In previous studies, it has been observed that B2B digital platforms can assist businesses to create partner networks and help source activities, such as SMEs (Marzi, Marrucci, Vianelli, and Ciappei, 2023). It is therefore possible that CargoWorks may assist SMEs to gain access to supplier information and to initiate business connections, but those could require evaluation.

The quote score was mean with 4.29. This can lead to a better understanding of shipping costs, comparisons, and tracking, which can assist businesses in planning logistics costs and making better decisions. This is applicable to Malaysian SMEs because logistics costing is one challenge in the management of logistics (Chua et al., 2025). The HS commodity code and container information was given a mean score of 4.24. This was the lowest of the four scores but positive, indicating that respondents were aware of the benefit of increased ease of shipping information. Information on the supply chain, which is digitised and delivered in time, can help to increase transparency and efficient logistics processes (World Bank, 2023).

The results indicate that the need for logistics-related services can be met by digitalization and service integration, with the potential of the CargoWorks. But the survey was based on a figma prototype and not its actual performance. It is necessary to further develop and test it to assess its usability, accuracy, reliability and impact on actual business operations.

6. CONCLUSION

In conclusion, CargoWorks aims to simplify shipping and logistics management by providing an integrated platform for businesses, suppliers, and logistics providers. With its convenient features, the platform can improve cost transparency, save time, and support more efficient international trade while generating revenue through subscriptions and advertisements.

References

Chua, M. Y., Lee, K. L., Md Haron, N. R. H., & Gusman, N. (2025). Optimising logistics costing in Malaysian small and medium enterprises: A case study of garment manufacturer. *International Journal of Industrial Management,* 19(1), 22–28. https://doi.org/10.15282/ijim.19.1.2025.12091

Cichosz, M., Wallenburg, C. M., & Knemeyer, A. M. (2020). Digital transformation at logistics service providers: Barriers, success factors and leading practices. *The International Journal of Logistics Management, 31*(2), 209-238. https://doi.org/10.1108/IJLM-08-2019-0229

Khan, M., Alshahrani, A. N., & Jacquemod, J. (2023). Digital platforms and supply chain traceability for robust information and effective inventory management: The mediating role of transparency. *Logistics*, 7(2), Article 25. https://doi.org/10.3390/logistics7020025

Marzi, G., Marrucci, A., Vianelli, D., and Ciappei, C. (2023). B2B digital platform adoption by SMEs and large firms: Pathways and pitfalls. *Industrial Marketing Management.* https://doi.org/10.1016/j.indmarman.2023.08.002

Shree, D., Singh, R. K., Paul, J., Hao, A., & Xu, S. (2021). Digital platforms for business-to-business markets: A systematic review and future research agenda. *Journal of Business Research, 137*, 354-365. https://www.sciencedirect.com/science/article/abs/pii/S0148296321005932?via%3Dihub

Winter, M., Dopler, S., Müller, J. M., and Zeisler, A. (2023). Information sharing and multi-tier supply chain management of SMEs in the context of Industry 4.0. (2023). *Procedia Computer Science*, 217, 1378–1385. https://doi.org/10.1016/j.procs.2022.12.336

World Bank. (2023). C*onnecting to compete 2023: Trade logistics in an uncertain global economy—The Logistics Performance Index and its indicators*. Retrieved from: https://lpi.worldbank.org/