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RESEARCH PAPER

Financial Resilience of Pakistan's Transport Sector: A Ratio-Based Analysis of Listed Companies (2018-2023)

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ABSTRACT

This study examines the liquidity, profitability, leverage and efficiency ratios of five listen companies from 2018 to 2023 in order to assess the financial health of Pakistan transport sector. Pakistan's transport sector is essential to the country's economy, but it suffers challenges due to COVID-19 interruptions, inflation, and rupee devaluation. Using ratio analysis of five listed transport companies and secondary data from State Bank of Pakistan (SBP) 2018-2023 a quantitative technique was used. The results indicate that PNSC and PICT exhibit high profitability and efficiency, but PIA continues to be in chronic distress with negative ROA and insufficient liquidity. In contrast to PIBT, which had mixed outcomes, Cordoba Logistics rebounded from almost going bankrupt. Regulatory harmonization, sector-wide digital transformation, sustainability integration, and immediate restructuring for troubled companies are among the strategic recommendations. Disciplined reform execution, public-private partnerships, and a dedication to modernization and sustainable growth are essential for success.

Keywords Financial Ratio Analysis, Transport Sector, COVID-19 Impact, Strategic Sustainability Integration

Introduction

Any nation economy depends heavily on the transportation sector. It promotes trade and industry, links cities and villages and facilitates the movement of people and product. One of the main elements influencing social growth is transport. (Ministry of Planning, 2016) Transportation is a major factor in Pakistan growth. People may avoid improvised living and social deprivation by using mobility to reach markets, there workplace, educational institutes and interpersonal interaction. Transport serve as backbone for countries like Pakistan being a developing economy for providing facilities to businesses and modern world digital connectivity (World Bank, 2022).

It has become more difficult for transportation companies to exist due to additional issues including inflation, rising fuel price, and the declining value of rupee. Numerous issues were also brought on by COVID-19, including decreased passenger number and increased expenses. During the lockdown noted a significant decline in business revenue. (Rafiq,& Khan, 2021; Yaseen, et. al., 2020).). This shows numerous downfall of transport industry during COVID-19. Many of these businesses experienced financial losses between 2018 and 2023. Their earnings were bad since their expenses exceeded their income. For example, the industry lost PKR 127 billion in 2018. For many years, this continued. Although there was a slight recovery in 2023, the industry situation remains precarious. (Haque, 2004). However, despite transport industry faced huge decline and downfall, there is still potential to get stable and support overall economy of Pakistan.

Financial ratios are frequently used by financial experts to assess a company performance. Ratios that indicates a company's strength or weakness include debt-to-debt equity, return on assets and profit margin. These tool have been utilized to look into the Pakistan. (Shaukat, 2021). However, sustainable transportation is important for the future. Globally, transport accounts for 25% of CO2 Emission. (Pirlea, 2023) As powerful transportation system is necessary for project like CPEC and vision 2025. However, the economy may suffer if the business continues to lose money. A business must be run more effectively and efficiently if it is to survive, with profit serving as the primary driver of the company's gains from work completed within a given time frame (Dr. Jamil Anwar, 2020). As a result, all businesses that go public need to properly prepare their financial accounts. Having a well-organized financial plan is essential to a prosperous company. How the company's financial success is executed is one of the primary issues that shareholders and potential shareholders should take into account before deciding whether to invest.

This study looks at transport companies from 2018 to 2023 using financial ratios like current, profitability, leverage and efficiency. This research will help investors, company managers, and government leaders make better decisions and facilitate the general public and generate profit (Akbar, 2025). Many researchers have studied company failure in general, but not many have focused only on the transport sector. Without proper study, it is hard to see problems early or take action. This study tries to fill that gap using recent financial data and ratio analysis.

Literature Review

Pakistan's transportation industry has shown resilient in recent years despite macroeconomic volatility. Pakistan International Airlines (PIA), for instance almost doubled its operating revenue in 2022 over 2021; yet, the sector's financial fragility and revenue potential were highlighted by the combined losses of over PKR 97 billion caused by escalating costs. (Hanif, 2023). Over PKR 3.2 trillion in outstanding debts have made it difficult for the National Highways Authority (NHA) to continue operating, which has caused to ongoing financial distress and a limited ability to execute projects. (Amin, 2025) Pakistan has to take immediate legislative action in response to the country's growing transportation related emissions, which make up around 28% of its total greenhouse gas emissions. The government's Electric Vehicle Policy 2025-30 target significant fuel and carbon reductions, with the goal of electrifying 30% of new vehicles by 2030 and reaching net-zero transport emissions by 2060. (Amin, 2025) Additionally, the National Energy Efficiency & Conservation Authority (NEECA) addresses energy inefficiencies in the sector by enforcing mandatory tune-ups, fuel economy requirements and regulations on EV infrastructure. (NEECA, 2003)

In Pakistan, improving urban transit is attracting focus. Through more than 250,000 daily riders. Peshawar's Zu Peshawar BRT has been in service since 2020. It was recognized with a Sustainable Transport Award for its efficient and inclusive design, which has significantly increased the number of female riders from 2% to 27%. (Transport, 2024)at the same time, the Rawalpindi-Islamabad Metro bus and Karachi's Breeze BRT are growing quickly indicating more investment in public transportation infrastructure (Sindh, 2022)

Reports say that key logistic corporations principally state-owned businesses are still experiencing financial difficulties. Road upkeep and infrastructure development initiatives for example, have been significantly hampered by the NHA's 3.2 trillion loan load. (Amin, 2025)Transport businesses liquidity risks have also been made worse by more general economic problems, such as foreign exchange shortages that affect operations across industries. (Reddit, 2023)

The literature study highlights a crucial dual narrative despite policy and infrastructural innovation Pakistan's transportation sector is just financially subject due to systemic macroeconomic constraints. Even while programs like BRT systems and EV policies show a move toward sustainable transportation debt and waste still risk the financial stability of transportation companies.

By filling this gap and providing a targeted financial ration-based analysis of Pakistani transport companies from 2018 to 2023 that takes into account both performance results and sector changes caused by policy, your study makes a significant contribution.

Material and Methods

This article examines the financial performance of five Pakistani transportation businesses using percentage and ratio analysis (Akbar, 2025). This work is based on the quantitative approach to research, in which the researcher uses statistical tools or methods to analyze quantitative data gathered from a secondary source in order to assess patterns or relationships among the variables being studied. The official SBP report for the years 2016–2024 provides the financial numerical data used in this study for the analysis of transportation businesses. For this aim, five significant transportation businesses have been chosen: Pakistan International Airlines Corporation Ltd., Pakistan National Shipping Corporation, Pakistan International Bulk Terminal (ltd) Pakistan Int. Container Terminal Ltd., and Cordoba Logistics & Ventures Ltd.

Liquidity, Profitability, Leverage and Efficiency ratios are used in this study to analyze the financial data of these selected Pakistani transportation companies.

Table 1
Operationalization of 07 Financial Ratios

No.	Name	Definition	Formula	Reference
		Liquidity Ratios		
1	Current Ratio	It used to evaluate a company's ability to pay its short-term obligations with its short-term assets.	Current assets/current liabilities	(ARSHAD, 2013)
2	Operating Cash Flow Ratio	It shows a business's current cash flow after all capital expenditures related to sales costs have been subtracted	Operating Cash Flow / liabilities	(Hargrave, 2022)
		Profitability ratios		
3	Return on Assets (ROA)	It indicates how efficiently a bank uses its total assets to generate net profit, measuring overall operational efficiency.	Net Profit after Tax x 100 Total Assets	(ARSHAD, 2013)
4	Return on equity (ROE)	It shows how effectively shareholders' equity is used to generate profit, indicating profitability from an investor's perspective.	Net Profit after Tax x 100 Shareholder Equity	(Cook, 2025)
5	Earnings per Share (EPS)	It measures the portion of net profit attributable to each outstanding share, reflecting shareholder earnings potential.	Net Profit after Tax No of ordinary shares	(Fernando, 2025)
		Leverage Ratios		
6	Debt to Assets Ratio	The ratio is used to measure how leveraged the company is, as higher ratios indicate more debt is used as opposed to equity capital.	total debt/total assets	(Peterdy, 2024)
		Efficiency Ratio		
7	Total Asset Turnover	the ratio of a company's total sales or revenue to its average assets. The ratio helps investors understand how effectively a	Net Sales / Average Total Assets	(Hayes, 2025)

	company is using its assets to generate sales.	

Results and Discussion

Prior studies assessed the performance of Transportation companies across the globe using financial ratios. The findings and analysis of these earlier studies have shown discrepancies that serve as the foundation for additional research on this important subject. Based on the data and phenomena revealed by the SBP website and report, this push the researcher to rethink the findings of earlier studies with a more delicate title by evaluating the financial performance of Transportation companies in Pakistan from 2018 to 2023. Ratio analysis calculations and interpretations can be used to analyze the firm's performance. The management of the company, its creditors, and its investors or shareholders can all benefit greatly from this kind of ratio study. The company's asset evaluation and financial status are of significance to management. The assessment of the company's liquidity is of interest to its creditors. The risk and profits of the company linked to the stocks are of interest to the investors. Ratio analysis is more than merely the computation of different performance-indicating values. More importantly, the analysis's true heart lies in the interpretation and insightful analysis of the calculated ratios.

The following liquidity ratios of the 5 chosen Transportation companies in Pakistan have been computed using the financial information gleaned from SBP publications. Liquidity ratios serve as a check on the debtor's capacity to settle the company's outstanding debts without taking on more debt or generating funds. The values of the liquidity ratios computed using information from 5 particular Transportation companies in Pakistan for the years 2018–2023 are shown in table no. 2 below

Table 2
Liquidity Ratios

No	Transport Companies	Year	Current Ratio(CR)	Operating Cash Flow Ratio(OCFR)
1	Cordoba Logistics & Ventures Ltd.	2018	0.929	-0.056
		2019	1.77	-0.394
		2020	3.366	-1.791
		2021	8.693	-3.374
		2022	6.249	-1.912
		2023	5.71	-1.4
	Average		4.453	-1.488
2	Pakistan International Airlines Corporation Ltd	2018	0.148	-0.083
		2019	0.187	0.005
		2020	0.14	-0.035
		2021	0.152	-0.074
		2022	0.14	-0.002
		2023	0.14	-0.002
	Average		0.151	-0.032
3	Pakistan National Shipping Corporation	2018	3.12	0.323
		2019	2.677	0.459
		2020	3.159	0.631
		2021	3.712	0.793
		2022	3.383	1.126
		2023	4.067	2.125
	Average		3.400	1.027
4	Pakistan International Bulk Terminal (ltd)	2018	0.322	-0.096
		2019	0.791	0.428
		2020	1.046	0.351
		2021	1.264	0.676
		2022	1.903	0.722
		2023	0.387	0.079
	Average		0.952	0.360
5		2018	0.969	1.636

Pakistan Int. Container Terminal Ltd	2019	1.497	1.695
	2020	1.375	1.549
	2021	1.353	0.976
	2022	1.263	0.722
	2023	1.404	0.15
Average		1.310	1.121

Cordoba's liquidity position stands out as exceptionally strong, with a average current ratio exceeding 4.0. This indicates that the company has more than enough current assets to cover its short-term liabilities, providing a significant buffer and financial stability. Although its operating cash flow is still negative, Cordoba's transition from near insolvency in 2018-2021 to profitability in 2023 was probably by this strong liquidity. Pakistan International Airlines Corporation Ltd. (PIA) represents a very different situation in comparison to this benchmark. At 0.151, its average current ratio is dangerously low, indicating severe liquidity stress. If left unchecked, this ratio reflects on the rising airline dependence on short-term borrowing or assistance for immediate obligations, which is not a financially viable situation,

Pakistan National Shipping Corporation (PNSC) is reflecting very powerful average current ratio of 3.353. Even if it is lower than Cordoba's, it still indicates a good ability to meet short-term demands and well-managed financial sheet. Because of this, PNSC has a solid financial position and the flexibility to either take advantage of strategic opportunities or withstand brief shocks. Pakistan International Bulk Terminal Ltd (PIBTL) has a current ratio of 0.952, which is marginally less than the industry average of 1.0. Despite not being urgent, this suggest a borderline liquidity position, which is a sign of precarious financial circumstances that would worsen if they are not monitored or reinforced by improved operational performance.

This liquidity situation of Pakistan International Container Terminal Ltd (PICT) is healthy, as evidenced by its average current ratio of 1.310. Since it is more than usual, the company may pay off its short-term debts without facing undue hardship, PICT shows good financial management and long-term survival despite having less cash than Cordoba. Finally, Cordoba's high liquidity has been a key component of its financial recovery, while companies like PNSC and PICT show strong, steady liquidity. In contrast, PIA is still in a seriously troubled liquidity position, while PIBTL is in a perilous position that requires close supervision to maintain solvency.

Table 3
Profitability Ratios

No	Transport Companies	Year	ROA	ROE	EPS
1	Cordoba Logistics & Ventures Ltd.	2018	0.13	-0.72	1.97
		2019	-0.19	-0.47	-0.72
		2020	-0.46	-0.76	-0.66
		2021	-0.13	-0.40	-0.25
		2022	-0.04	-0.05	-0.37
		2023	0.05	0.06	0.43
	Average		-0.11	-0.39	0.07
2	Pakistan International Airlines Corporation Ltd.,	2018	-0.26	0.24	-12.73
		2019	-0.19	0.17	-10.71
		2020	-0.16	0.12	-8.36
		2021	-0.19	0.13	-10.22
		2022	-0.05	0.04	-3.35
		2023	-0.05	0.04	-3.35
	Average		-0.15	0.12	-8.12
3	Pakistan National Shipping Corporation	2018	0.04	0.05	12.43
		2019	0.05	0.05	16.62
		2020	0.05	0.05	18.28
		2021	0.05	0.05	17.15
		2022	0.11	0.05	42.78
		2023	0.39	0.05	255.6

	Average		0.12	0.14	60.48
4	Pakistan International Bulk Terminal (ltd)	2018	-0.09	-0.21	-1.77
		2019	-0.08	-0.19	-1.35
		2020	0.04	0.08	0.64
		2021	0.05	0.08	1.04
		2022	-0.02	-0.03	-0.35
		2023	-0.07	-0.13	-1.21
	Average		-0.03	-0.07	-0.50
5	Pakistan Int. Container Terminal Ltd	2018	0.51	0.93	19.56
		2019	0.47	0.75	19.58
		2020	0.55	1.09	24.48
		2021	0.50	1.24	31.05
		2022	0.33	1.26	25.01
		2023	0.29	1.01	16.5
	Average		0.44	1.05	22.70

Key information about how successfully companies use their resources and shareholders' equity to generate profits is provided by profitability parameters such as return on equity (ROE), return on assets (ROA) and earning per share(EPS). The most consistently successful of the five (05) transportation companies under consideration is Pakistan International Container Terminal Ltd. (PICT), with an average ROA of .044, ROE of 1.05 and EPF of 22.70 These numbers demonstrate constant shareholder value creation, good asset utilization, and strong equity returns. Considering how capital-intensive the port and terminal industry is, PICT's success is very noteworthy.

The Pakistan National Shipping Corporation (PNSC) has impressive profitability as well, particularly with an exceptionally high average EPS of 60.48, which was greatly increased to 255.63 in 2023. Even if its ROA (0.12) and ROE (0.14) seem low, the steady return patterns show that company operates sustainably and uses equity sparingly. The low-risk, continuously increasing profitability profile of PNSC may have been facilitated by recent global shipping trends.

On the other hand, Cordoba Logistics & Ventures Ltd. has extremely erratic EPS numbers (ranging from -0.72 to +1.97) and negative average ROA (-0.11) and ROE (-0.39). Even while 2023 saw a minor increase, the general pattern shows uneven profitability and declining shareholder value. Operational inefficiencies or underutilized assets could be the cause of the low returns.

With an average ROA of -0.15 and an EPS of -8.12, Pakistan International Airlines (PIA) is still continuously losing money. It's interesting to note that its ROE is positive (0.12), which could be because in some years it has a negative equity base, which can make it difficult to analyses actual performance. The continuous losses draw attention to insufficient margins, an unsustainable business strategy, and continual financial stress.

With an average ROA (-0.03) and ROE (-0.07), Pakistan International Bulk Terminal Ltd. (PIBT) likewise has a poor profitability profile. With the exception of 2020 and 2021, its EPS was negative for the most of the years, indicating mainly temporary gains. These figures show poor shareholder earnings and low returns on investment, which are traits frequently observed in capital-intensive infrastructure projects with postponed breakeven points.

PICT Ltd. is the most financially solid of them all since it exhibits the strongest and most balanced profitability across all criteria. Despite having a low ROA/ROE ratio, PNSC produces impressive EPS growth, most likely as a result of one-time earnings, exchange rate gains, or asset revaluation. The remaining three, Cordoba Logistics, PIBT, and PIA, all experience poor or negative returns, which suggests capital difficulties and structural inefficiencies. In particular, PIA's persistently low ROA and EPS reveal underlying financial difficulties that might call for a strategic change

Below is table no:4 for leverage ratio use for transportation companies of Pakistan for the period 2018-2023

Table 4
Leverage Ratio

No	Transport Companies	Year	Debt to Equity Ratio(DER)
1	Cordoba Logistics & Ventures Ltd.	2018	- 6.56
		2019	1.42
		2020	0.66
		2021	2.06
		2022	0.03
		2023	0.17
	Average		**-0.37**
2	Pakistan International Airlines Corporation Ltd.,	2018	- 1.92
		2019	- 1.91
		2020	- 1.71
		2021	- 1.69
		2022	- 1.66
		2023	- 1.66
	Average		**-1.76**
3	Pakistan National Shipping Corporation	2018	0.20
		2019	0.38
		2020	0.32
		2021	0.26
		2022	0.26
		2023	0.21
	Average		**0.27**
4	Pakistan International Bulk Terminal (ltd)	2018	1.38
		2019	1.33
		2020	1.12
		2021	0.69
		2022	0.75
		2023	1.02
	Average		**1.05**
5	Pakistan Int. Container Terminal Ltd	2018	0.81
		2019	0.62
		2020	0.97
		2021	1.51
		2022	2.79
		2023	2.48
	Average		**1.53**

One important indicator of a company's financial leverage is the Debt-to-Equity Ratio (DER), which shows how much debt is utilized to finance assets in comparison to shareholders' equity. Greater dependence on borrowed money is reflected in a higher DER, which could raise risk, particularly in volatile or interest rate-sensitive markets.

With the highest average DER of 1.53 among the five firms under analysis, Pakistan International Container Terminal Ltd. (PICT) appears to have dramatically increased its usage of debt in recent years, especially from 2021 onwards, reaching a peak of 2.79 in 2022. This suggests increased financial risk in the event that cash flows are disrupted, even though it might also be a reflection of ambitious capital development or infrastructure investments. Still, as was already mentioned, PICT's strong profitability and liquidity metrics support his increased leverage.

Pakistan International Bulk Terminal Ltd, (PIBT) also exhibits a relatively high average leverage of 1.05. however, it is slightly more consistent. The ratio dropped from1.38 in 2018 to 0.69 in 2021, suggesting either improved debt repayment or equity standing before slightly rising again in 2023. Given the capital-intensive nature of terminal operations such levels are not out of the ordinary, but they highlight the need for consistent cash generation in order to settle debt.

Pakistan National Shipping Corporation (PNSC) maintains a very cautious financial structure, as evidenced by its average DER of just 0.27. Its strong internal equity financing and low debt load are consistent with its steady but modest profitability. Such low leverage is appropriate for long-term stability in international shipping because it implies a strong balance sheet and lower financial risk.

With an average DER of -0.37 and a peak DER of 6.56 in 2018, Cordoba Logistics & Ventures Ltd. shows an uncommon trend falling quickly to 0.03 by 2022. The negative average in some years indicates negative equity, a sign that possible cumulative losses could be greater than equity. Furthermore, a weak capital structure and unstable finances are indicated by the high volatility.

Over a six-year period, Pakistan International Airlines Corporation Ltd. (PIA) also maintains consistently negative DER values, with an average of -1.76. Extremely negative equity is the result of years of financial losses. A capital structure like this is unsustainable over the long term and indicates a distressed financial situation, which raises significant questions regarding solvency, the ability to refinance, and long-term sustainability.

In conclusion, PICT and PIBT must guarantee steady earnings to manage commitments, even when they employ more debt to sustain operations and infrastructure. PNSC prioritizes long-term sustainability while operating with little financial risk. On the other hand, the capital structures of Cordoba Logistics and PIA are concerning; they have unstable leverage and negative equity, which indicate serious problems with their financial health that call for restructuring or recapitalization.

Below is table no:5 for efficiency ratio use for transportation companies of Pakistan for the period 2018-2023

Table 5
Efficiency Ratio

No	Transport Companies	Year	Total Asset Turnover
1	Cordoba Logistics & Ventures Ltd.	2018	0
		2019	0
		2020	0
		2021	0
		2022	0.05
		2023	0.09
	Average		**0.023**
2	Pakistan International Airlines Corporation Ltd.,	2018	0.47
		2019	0.55
		2020	0.37
		2021	0.31
		2022	0.56
		2023	0.56
	Average		**0.470**
3	Pakistan National Shipping Corporation	2018	0.26
		2019	0.24
		2020	0.3
		2021	0.27
		2022	0.52
		2023	0.64
	Average		**0.372**
4	Pakistan International Bulk Terminal (ltd)	2018	0.07
		2019	0.27
		2020	0.32
		2021	0.29

		2022	0.28
		2023	0.28
	Average		**0.252**
5	Pakistan Int. Container Terminal Ltd	2018	1.98
		2019	1.72
		2020	1.86
		2021	1.62
		2022	1.46
		2023	1.03
	Average		**1.612**

The efficiency with which a business uses its assets to produce income is gauged by the Total Asset Turnover (TAT) ratio. Better asset utilization efficiency is indicated by a greater ratio. With an average TAT of 1.612 over six years, Pakistan International Container Terminal Ltd. continuously showed the strongest asset utilization capacity among the five transportation businesses in Pakistan that were examined. This indicates that the business makes more than 1.6 units of revenue for each unit of asset, demonstrating a high degree of operational efficiency that is probably the result of improved port and container handling.

With an average TAT of just 0.023, Cordoba Logistics & Ventures Ltd., on the other hand, performed the worst. For four years in a row (2018–2021), the company reported zero turnover, which considerably reduced its long-term average. Overall asset utilization is still extremely low, notwithstanding a minor improvement in 2022 and 2023 (0.05 and 0.09, respectively) that might be early indications of operational activity.

The performance of Pakistan International Airlines Corporation Ltd. (PIA) was very constant, with an average TAT of 0.470 that ranged from 0.31 to 0.56. This moderate level indicates the capital-intensive character of the airline and partial fleet and resource utilization inefficiencies, which may be made worse by administrative problems, underutilization of routes, and fluctuations in fuel prices.

With a noticeable rising tendency in subsequent years, especially 2022 and 2023, Pakistan National Shipping Corporation maintained a moderate TAT average of 0.372. This improvement, which may be the result of favorable shipping demand or higher freight prices, points to better fleet deployment and revenue production per asset

With minor variations, Pakistan International Bulk Terminal Ltd.'s average TAT of 0.252 from 2019 to 2023 demonstrated consistency. This ratio shows stable operations in a specialized segment with slower asset turnover because of heavy infrastructure and fewer, larger shipments, even if it is lower than most of its peers.

In conclusion, Cordoba Logistics performs below average, PIA and PNSC perform mediocrely, while PICT Ltd. leads the industry in asset efficiency. The sector as a whole is characterized by a range of performance levels, with containerized or terminal-focused businesses exhibiting higher asset utilization and businesses with specialized and capital-intensive operations typically having lower turnover rates.

Conclusion

When it comes to internal financial factors, external environmental are crucial. The industry is strongly impacted by economics instability, particularly when it comes to inflation, changes in gasoline prices, or even currency depreciation. While sectoral integration and other compliance issues heavily rely on regulatory constraints, direct infrastructure issues like inadequate port facilities, outdated logistics networks, and similar considerations have a substantial impact on overall operation efficiency. Air travel and bulk transport operation are being called into question by the post COVID-19 problems. The balance sheets are further strained by these differences in internal and external forces. In result, in order to maintain the expansion of Pakistan's transport sector, the structural shifts necessitate specific reform agendas and improvements such as better governance and investment.

Recommendation

According to the above conclusion, two main parts of from basis of the proposals for the enhancement of Pakistan's transport industry. These include sector-specific initiatives for strategic footprints; and a framework for phased execution to match short, medium and long term objectives. All forms of transportation are governed by unified regulatory framework that encourages consistency and standardized compliance, although it is important to keep in mind that rules and regulations must be changed. For example, the aviation industry continues to require extra care under the target support system. Infrastructure projects in Pakistan are addressed by creating practical and advantageous funding options to close the investment gaps. The government ought to concurrently implement carbon credit initiatives and sustainable rules for international environment standards in the sector.

The transition from analog to digital innovations and evolution must be considered as necessity now. Using integrated transportation management system for logistics and freight management are top of the list to ensure security and transparency. Not only the alignment in digital transformation is important, but industry must follow the global standards of user friendly digital system for cargo tracking, customer clearance and documentation. It is imperative for the industrial leaders to fully enhance the data analytics to make the decision making more predictive in maintenance and actively purse integrations for sustainability. Policy makes should be able to cover the carbon pricing plans develop sector specific plans and utilize green technologies to encourage fleet modernization. The promotion of multimodal transportation networks will reduce emission while improving flexibility and connection. The very growth of the human capital is essential in this aspect and it can only be accomplished through establishing industry-specific training academies and certification programs for transportation professionals and encourage industry cooperation.

Currently in Pakistan, the transportation industry has the ability to transform into an international logistic center for continue operation in fragmented performance. Companies varying financial health focuses on modification approach to tackle the challenges while making organizational wide changes. Strong public and private partnership reflects on the steady policy implementation and dedication to sustainability with all its modernization. Businesses that actively welcome a wind of change are noted to be on strong position and beneficial to Pakistan geographic location. Expanding trade volumes with less risk of deterioration or obsolescence.

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