

RENOWNED SHIPPING COMPANY IN WORLD IS MAERSK: THE DANISH BUSINESS CONGLOMERATE

¹**Dr. Viral A. Prajapati**, ¹**Dev Soni** and ²**Dr. Dhrubo Jyoti Sen**

¹Shree Swaminarayan Sanskar Pharmacy College, Near Zundal Circle, S. P. Ring Road, Between Chandkheda-Adalaj, Zundal, Gandhinagar-382421, Gujarat, India.

²School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM: 4/1, Kolkata-700091, West Bengal, India.



***Corresponding Author: Dr. Viral A. Prajapati**

Shree Swaminarayan Sanskar Pharmacy College, Near Zundal Circle, S. P. Ring Road, Between Chandkheda-Adalaj, Zundal, Gandhinagar-382421, Gujarat, India.

Article Received on 21/05/2025

Article Revised on 11/06/2025

Article Accepted on 01/07/2025

ABSTRACT

Maersk Line is a Danish international container shipping company and the largest operating subsidiary of A.P. Moller–Maersk, a Danish business conglomerate. It's a major player in global container shipping, offering services to numerous ports worldwide. The CEO of Maersk Line is Vincent Clerc. Core Business: Maersk Line focuses on ocean transportation of goods in containers, moving millions of containers annually across the globe. Global Reach: They operate a vast network, serving 374 ports in 116 countries. Fleet and Capacity: Maersk Line boasts a substantial container fleet, with a significant share of the global TEU (twenty-foot equivalent unit) capacity. Parent Company: Maersk Line is part of the larger A.P. Moller–Maersk group, a conglomerate with diverse interests including energy, logistics, and retail. Subsidiaries: Maersk Line includes subsidiaries like Hamburg Süd and Safmarine, further expanding its reach and capabilities. Transportation Services: Besides ocean transport, Maersk Line offers inland transportation (truck, rail, barge), air freight, and less-than-container load (LCL) services. Other Services: Maersk also provides services like cargo insurance, value protection, and container protection to help manage logistics-related risks.

KEYPOINTS: shipment, cargo, shipping, global.

History: A.P. Møller – Mærsk A/S usually known simply as Maersk is a Danish shipping and logistics company founded in 1904 by **Arnold Peter Møller** and his father **Peter Mærsk Møller**. Maersk's business activities include port operation, supply chain management, warehousing and air freight. The company is based in Copenhagen, Denmark, with subsidiaries and offices across 130 countries and over 100,000 employees

worldwide in 2024. It is a publicly traded family business, as the company is controlled by the namesake Møller family through holding companies. The company's 2024 annual revenue was US\$55.5 billion. Maersk has faced several challenges, including the global economic downturn, a malware attack, and the Red Sea crisis.



Figure-1: Maersk owners with cargo.

The Maersk logo, featuring a white seven-pointed star, is a registered trademark. Trademark says the trademark,

owned by **A.P. Moller - Maersk A/S**, is designated as "MAERSK" and is filed under the category of Personal

& Legal & Social Services. The trademark was registered on July 18, 2023, with the serial number 79322842 and was first used commercially on July 5, 2025. The logo itself has a long history, dating back to 1886 when it was first used on a steamship. The Maersk Launcher was built in 2010. It is an Offshore Tug/Supply Ship, currently sailing under the flag of Denmark.

Logo: The Maersk logo features a white seven-pointed star on a pale blue background. The star's origin dates back to 1886 when it was used as an emblem on the funnel of Captain Peter Mærsk Møller's first steamship,

the s.s. LAURA. The design was later adopted for the Maersk Line and has remained a consistent part of the company's branding ever since.

Seven-pointed star: The star is a prominent feature of the Maersk logo and has been since its inception.

White colour: The star is always depicted in white against a light blue background.

Pale blue background: This colour is also a consistent element of the Maersk logo, providing a strong visual contrast to the white star.



Figure-2: Histogram of shipping company in world.

The biggest shipping company in the world is the Mediterranean Shipping Company (MSC). They are the world's largest container shipping company by fleet size and cargo capacity. Mediterranean Shipping Company (MSC) is currently the largest container shipping company in the world based on total container carrying capacity. It surpassed Maersk in 2021 and continues to hold the top spot. MSC operates a vast fleet of over 800 ships with a total TEU (Twenty-foot Equivalent Unit) capacity exceeding 5.6 million.



Figure-3: Maersk logo.

Heritage: The star's history is tied to the early days of the Møller family's shipping business and the s.s. LAURA, making it a symbol of their maritime heritage.

The company takes its brand protection seriously, stating that the MAERSK name and star logo are vital parts of their brand and are recognized worldwide. They have a

policy in place that restricts the use of their trademarks, including the logo, to Maersk and its affiliates only. This policy is in place to prevent the dilution of the brand's image and to maintain the goodwill associated with it. Maersk emphasizes that the logo is a short and powerful way to represent the company and its values. The Maersk logo, a white seven-pointed star on a blue background, has evolved over time, but its origins trace back to 1886 when Peter Mærsk Møller used it as an emblem for his steamship's funnel. While the specific design has been refined, notably in the 1970s with the help of Danish designer Acton Bjørn, the core star emblem remains a powerful symbol of the company. The logo is a registered trademark, protected by Maersk's branding policy, and is not freely available for use by third parties.

Early Usage: The star emblem first appeared on the funnel of Peter Mærsk Møller's steamship "Laura" in 1886.

Formal Introduction: The first official logo for Maersk's liner shipping services was introduced in 1928 for marketing between the US and Asia.

Modernization: The logo as we know it today, with its modern design and use on Maersk Air Boeing airplanes, dates back to the early 1970s.

Trademark Protection: The "MAERSK" name and star logo are trademarked by A.P. Møller - Maersk A/S, and their branding policy strictly prohibits unauthorized use.

Patent Activity: Maersk is actively involved in patenting innovations related to shipping and logistics, including container technology and ship design.

Arnold Peter Møller (2 October 1876 – 12 June 1965), better known as A. P. Møller, was a Danish shipping magnate, businessman who was the founder of the A.P. Moller-Maersk Group in 1904. **Arnold Mærsk Mc-**

Kinney Møller; 13 July 1913 – 16 April 2012) was a Danish shipping magnate. He was a long-time figure at A.P. Moller-Maersk Group, which was founded by his father.

Office: India Office: 4th Floor, Jasmine Towers, 401-A/B 402 A/B, 31, Shakespeare Sarani, Kolkata, West Bengal 700017.



Figure-4: Shipping in Maersk.

Maersk has numerous offices and subsidiaries around the globe, including locations in the United Kingdom, Qatar, Denmark, Germany, the United States, and China. For example, they have an office in the UK (Maersk Co Ltd), one in Qatar (Maersk Oil Qatar AS), and another in the US (Maersk Inc). Maersk also has a significant presence in India, with Maersk India Private Limited and Maersk

Global Service Centre India Private Limited. Maersk has appointed Christopher Cook as its new Managing Director for India, Bangladesh and Sri Lanka. The new appointment will be effective from 1 October 2024. Cook has held several key leadership roles at Maersk, the most recent being his current role as the Managing Director of UAE, Oman and Qatar.

Specific Maersk Offices Abroad

United Kingdom: Maersk Co Ltd.



Figure-5: Shipment of Maersk.

Qatar: Maersk Oil Qatar AS.

United States: Maersk Inc.

China: Maersk (China) Shipping Co., Ltd.

Denmark: Maersk Tankers AS and Svitser AS (also have offices in other locations).

Germany: KSG Kraftwerks-Simulator-Gesellschaft mbH.

India: Maersk India Private Limited and Maersk Global Service Centre India Private Limited.

Netherlands: APM Terminals.

Saudi Arabia: Maersk Saudi Arabia.

Singapore: Maersk has offices in Singapore as well, including Maersk Management Consulting (MMC).

Middle East: Maersk also has offices in Aqaba, Haifa, Bahrain, Salalah, Port Said, and Jebel Ali.

Asia: Maersk has numerous offices in Asia, including Cai Mep, Colombo, Dalian, Guangzhou, Kobe, Laem Chabang, Karachi, Pipavav, Qingdao, Tanjung Pelepas, Tianjin, Shanghai, Xiamen, and Yokohama.

Perks: Maersk's global presence extends to various other locations and subsidiaries, including those involved in container manufacturing, inland services, and contract logistics. The average MAERSK salary ranges from approximately ₹ 2,00,000 per year for Systems Administrator to ₹ 23,63,387 per year for Data Scientist. The average MAERSK monthly salary ranges from approximately ₹ 31,574 per month for Customer Service Representative to ₹ 39,484 per month for Intern. Maersk salaries for positions abroad vary widely based on role, experience, and location. For example, a Senior Analyst in Singapore might earn around \$8,000 per month, while a Warehouse Associate in Canada might earn \$19.78 per hour. Salaries can range from a few thousand dollars per month for entry-level positions to over \$10,000 for managerial or specialized roles.

Here's a more detailed look at salary ranges for some Maersk positions in different locations.



Figure-6: Maersk containers.



Figure-7: Container sizes.

Capacity: Maersk Line is a Danish international container shipping company and the largest operating subsidiary of Maersk, a Danish business conglomerate. Founded in 1928, it is the world's second largest container shipping company by both fleet size and cargo capacity, offering regular services to 374 ports in 116 countries. As of 2024, it employed over 100,000 people. Maersk Line operates over 700 vessels and has a total

Singapore

Associate Consultant: Approximately \$2,500 per month

Product Area Lead: Around \$16,649 per month

Senior Analyst: Could be around \$8,000 per month

Various other roles: Salaries range from \$2,959 to \$18,626 per month, according to Indeed.com

Canada

Warehouse Associate: Around \$19.78 per hour

Operations Associate: Approximately \$41,976 per year

Senior Partner: Around \$73,314 per year

Truck Driver: Around \$28.40 per hour

General Factors Affecting Salary:

Experience: More experience generally leads to higher pay.

Role: Managerial and specialized roles typically offer higher salaries.

Location: Salaries can vary significantly between countries and even within regions.

Additional Benefits: Bonuses, stock options, and other benefits can also impact total compensation.

How to Find More Specific Information:

Online Salary Resources:

Websites like Ambition Box, Glass door, and indeed provide salary data for various Maersk positions.

Maersk Career Pages:

Check the career pages of Maersk's global websites for specific job openings and salary information.

Networking:

Connecting with current or former Maersk employees can provide insights into salary ranges for specific roles.

The estimated total pay range for a Captain at MAERSK is ₹52.4L–₹56.3L per year, which includes base salary and additional pay.

(6.058 m) long and eight feet (2.44 m) wide. The height of such containers is most commonly 8 feet 6 inches (2.59 m) but ranges from 4 feet 3 inches (1.30 m) to 9 feet 6 inches (2.90 m).

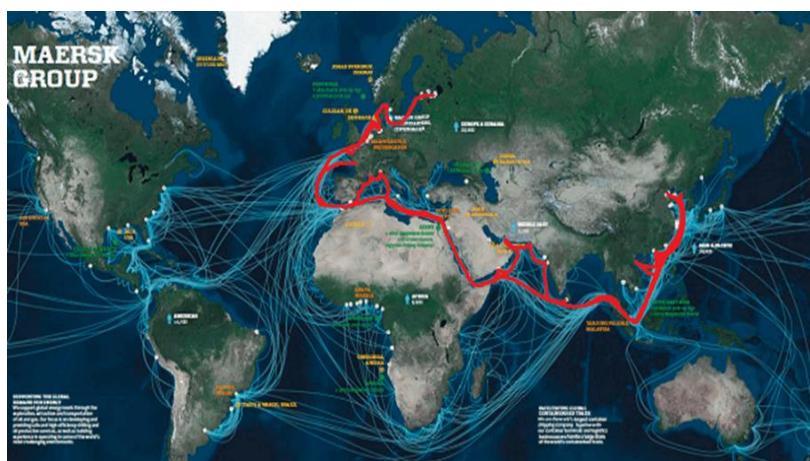
Another standard container is slightly more than twice as long: 40-foot (12.19 m), dubbed a forty-foot equivalent unit (often FEU or feu). The reason the smaller container is 1.5 inches (3.8 cm) short of 20 feet is to allow it to be stacked efficiently with 40-foot containers. The twist locks on a ship are set so that two standard 20-foot containers have a gap of 3 inches (7.6 cm), allowing a single 40-foot container to fit precisely on top. The 40-foot containers have found wider acceptance, as they can be pulled by semi-trailer trucks. The length of such a combination is within the limits of national road regulations in many countries, requiring no special permission. As some road regulations allow longer trucks, there are also variations of the standard 40-foot container; in Europe and most other places a container of 45 feet (13.72 m) may be pulled as a trailer. Containers

with a length of 48 feet (14.63 m) or 53 feet (16.15 m) are restricted to road and rail transport in North America. Although longer than 40 feet, these variants are put in the same class of forty-foot equivalent units.

Maersk offers a variety of container sizes, including standard 20-foot and 40-foot containers, as well as high cube and specialized options like open-top and refrigerated containers.

Standard Container Sizes

20-foot: A common size for shipping general cargo. Internal dimensions are roughly 5.89m × 2.35m × 2.36m (length × width × height) and a cubic capacity of 33 CBM. A standard 20-foot container has the following dimensions: The external dimensions are: 20' long × 8' wide × 8.6' high (6.06m long × 2.44m wide × 2.59m high). The internal dimensions are: 19' 4" long × 7' 9" wide × 7' 10" high (5.90m long × 2.35m wide × 2.39m high).



Europe – Asia Route Through the Suez Canal

Figure-8: Maersk global shipment.

40-foot: A larger container, also used for general cargo. Internal dimensions are approximately 12.05m × 2.35m × 2.36m and a cubic capacity of 66 CBM. A standard 40ft shipping container has a length of 40ft (12.2 meters), a width of 8ft (2.44 meters), and a height of 8.5ft (2.59 meters). The interior dimensions of a 40ft container are slightly smaller, with a length of 39.5ft (12.03 meters), a width of 7.7ft (2.35 meters), and a height of 7.9ft (2.39 meters).

40-foot High Cube: Similar to the 40-foot but taller, offering more volume. Internal dimensions are approximately 12.05m × 2.35m × 2.69m and a cubic capacity of 76 CBM.

Specialized Container Types

High Cube: Available in both 40-foot and 45-foot lengths, offering extra height for voluminous cargo.

Open Top: Designed for over-height cargo, with removable roof bows and tarpaulin covers.

Refrigerated (Reefer): Temperature-controlled containers for perishable goods, available in various sizes like 20-foot, 40-foot, and 40-foot High Cube.

Flat Rack: Open-sided containers with collapsible ends, suitable for oversized and heavy cargo.

Tank Containers: Shipper-owned containers for liquids and gases, available in 20-foot and 40-foot sizes.

Dimensions and Weight

20-foot standard: External dimensions are approximately 20' × 8' × 8'6" (6.06m × 2.44m × 2.59m).

40-foot standard: External dimensions are approximately 40' × 8' × 8'6" (12.19m × 2.44m × 2.59m).

Tare weight (empty container): 20-foot containers weigh around 2,280 kg (5,060 lb) and 40-foot containers weigh around 3,700 kg (8,157 lb).

Maersk ships a wide variety of substances, including dry cargo, refrigerated cargo, special cargo, and dangerous goods. They handle everything from electronics and

automotive parts to perishable goods like fruits and vegetables, as well as specialized items requiring temperature control or specific handling.



Figure-9: Maersk shipment delivery.

Dry Cargo: This includes a broad range of goods like auto parts, electronics, paper, and general merchandise.

Refrigerated Cargo: Maersk handles perishable goods that require temperature control, such as fruits, vegetables, seafood, and pharmaceuticals.

Special Cargo: This category encompasses oversized or out-of-gauge cargo, requiring specialized handling and equipment.

Dangerous Goods: Maersk also ships hazardous materials, following strict regulations and safety protocols.

Other Services: They also offer used container sales and support intermodal transport, which involves using multiple modes of transportation for a single shipment.

In addition to these, Maersk focuses on providing tailored logistics solutions to optimize supply chains for various industries. 53 feet (16.15 m), 48 feet (14.63 m), 45 feet (13.72 m), 40 feet (12.19 m), and two end-to-end, 20 feet (6.10 m) containers.



Figure-10: Maersk head office [Denmark & Kolkata].

The company is based in Copenhagen, Denmark, with subsidiaries and offices across 130 countries and over 100,000 employees worldwide in 2024.

CONCLUSION

Maersk's annual turnover for 2024 was \$55.5 billion USD, according to Wikipedia. In 2023, their turnover was €46.19 billion (approximately \$50.8 billion USD). The company's financial performance is heavily influenced by global trade and economic conditions.

2024: \$55.5 billion USD.

2023: €46.19 billion, which converts to approximately \$50.8 billion USD, a decrease of 39.22% compared to 2022.

2022: €76.00 billion (approximately \$83.6 billion USD), an increase of 39.31% from 2021.

Maersk's revenue is affected by various factors, including.

Global Economy: Economic growth and trade volumes significantly impact demand for shipping and logistics services.

Container Shipping Rates: Fluctuations in freight rates influence revenue.

Acquisitions and Investments: The company's strategic acquisitions, like LF Logistics, affect revenue.

Operational Efficiency: Improvements in operational efficiency can boost revenue and profitability

REFERENCES

<https://en.wikipedia.org/wiki/Maersk>