The Effect of Marketing in national Shipping Corporation and Recommendation for better Marketing Policies (A Case Study of Pakistan National Shipping Corporation)

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Abstract

The main aims of this research are to provide more empirical evidences for theory of marketing policies and to test these theories in a new environment i.e. shipping sector of Pakistan. This research compares performance of shipping companies in Pakistan on the basis of four performance measures, profitability, liquidity, solvency and efficiency. It also studies the effect of politics on public shipping sectors.

Mainly quantitative approach is utilized in this thesis to compare performance of marketing policies in Pakistan in terms of profitability, liquidity, solvency and efficiency. Ratio analysis is used for this purpose. SWOT, BCG.CPM analysis help for the decision making process. And also measure the performance of the organization and marketing effect on the shipping industry.

The theory of marketing literature support decision making for superior performance as compared to public ownership. From empirical findings, very weak support is found for both theories.

As shipping sector in Pakistan is nationalized due to introduction of national reforms in Pakistan, it can be concluded that theory Marketing do not work well in competitive markets especially in Pakistan. It can also be concluded from empirical findings that privatization is not the only solution to poor performance of public ownership. The introduction of competition can substantially improve performance of public ownership

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Table of Contents

Chapter 1. Background of the subject iv

1.1. Introduction 1

1.1.1. Introduction of the Topic 1

1.2. Evolution 2

1.3. Present Status 3

1.4. Statement of Problem 4

1.5. Problem Areas & Challenges 5

1.6. Significance of Study 5

1.7. Scope 6

1.8. Delimitation 6

Chapter 2. Research Method & Procedure 7

2.1. Overview of Shipping Industry in Pakistan 7

2.2. Introduction: 7

2.3. 2.3 The Shipping Industry: 7

2.4. Industry Outlook 8

2.5. PNSC Performance 8

2.6. Fleet Modernization 9

2.7. Credit Rating 10

2.8. Commercial Operations 10

Chapter 3. Literature Review 11

3.1. Ownership: 11

3.2. Performance: 11
3.2.1. Past Periods: 12
3.2.2. Similar Businesses: 12
3.2.3. Planned Performance: 12
3.3. Marketing policies: 13
3.4. Factors Responsible for Differential Performance: 13
3.5. The Effect of Incentives: 13
3.6. The Effects of Job Characteristics and Organizational Climate: 14
3.7. The Effect of Competition and Regulation: 17
3.8. Marketing Preferences for Public and Private Ownership: 20
Chapter 4. Presentation Analysis: 23
4.1. Research Philosophy: 23
4.2. Research Strategy: 23
4.3. Data Collection: 23
4.4. Sample Selection: 24
4.5. Quantitative Analysis: 24
4.6. Mission Statement PNSC / SCI / IRISL 25
4.6.1. Mission Statement (PNSC) 25
4.6.2. Mission Statement (SCI) 25
4.6.3. Mission Statement (IRISL) 25
4.7. SOWT ANALYSIS 26
4.8. Competitive Profile Matrix: 29
4.9. Critical Success Factors: 29
4.9.1. Critical 29
4.9.2. Rating: 29

4.9.3. Weight 30
4.9.4. Weighted Score 30
4.9.5. Total Weighted Score 30
4.10. Space Matrix Analysis: 32
External 32
Internal 32
4.11. Assessing the SPACE Analysis Scores 32
4.12. BCG Matrix Analysis: 36
4.12.1. Dogs: 36
4.12.2. Cash Cows: 36
4.12.3. Stars: 36
4.12.4. Question Marks (Problem Child): 36
4.13. Market Outlook 37
4.13.1. PNSC MARKET SHARE 37
Chapter 5. Conclusions and Recommendations: 39
5.1. Conclusions: 39
5.2. Main Commodities Transported 39
5.3. Recommendations: 41
References: 43