

Appendix-03 Work Sheets (xix to xxvii)

Questionnaire - Sample / Response Framework

	Ports & Terminals (Major, Minor, Intermediate)	Regulators	Importers/ Exporters/ Traders/ Users	Ports connected logistic Agencies	Total (All Categories)
	A	B	C	D	E
Population size	198	6	400-600*	600-800*	1204-1604*
Sample size	22	2	38	46	108
Responded	8	1	19	20	48
Not Responded	14	1	19	26	60
% Response to sample	36.36	50	50	43.48	44 44
% to population size	4.04	16.67	4.75-3.17	3.33-2.50	3.99-2.99

* There are no published data available to evidence the population size of these categories. Moreover, the Agencies under these categories are engaged in multiple areas and therefore there are chances of overlapping secondary records. In view of the same, the population size has been taken on fair basis as derived from the available database of associations publications.

Note .1 The Questionnaire survey and framework covers Entities to represent the Ports and Port Infrastructure entities connected with handling of POL and liquid chemicals at Indian Ports.

2 Regulators includes State Maritime Boards and Indian Port Authorities.

Summary of Group questions - response analysis

Group-01 (either Yes or No dimension – presence or absence of the relevant contexts and competition)

Q No → Category ↓	1		2		3		4		5		6		7A		7B		8		9	
	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	SD	DD
A	7	1	3	5	5	3	7	1	6	2	3	5	2	6	7	1	8	0	6	2
B	1	0	1	0	0	1	1	0	1	0	0	1	0	1	1	0	1	0	1	0
C	13	6	14	5	14	5	17	2	12	7	7	12	6	13	17	2	16	3	14	5
D	15	5	11	9	12	8	16	4	15	5	9	11	9	11	15	5	17	3	4	16
Overall	36	12	29	19	31	17	41	7	34	14	19	29	17	31	40	8	42	6	25	23

Y=Yes, N=No, SD=Supply Driven and DD=Demand Driven

Group-02 (priorities – quality and structural change, low price capabilities and service reliability – importance to a marketing practice)

Q No → Category ↓		1	2	3	4	5	6	7	8	9
A	1	29	13	1	12	30	3	15	36	18
	2	13	22	0	16	19	3	13	13	18
	3	15	16	3	35	13	2	23	14	32
	4	28	35	0	27	33	0	29	32	36
	5	35	34	4	38	41	0	0	43	16
	6	0	0	0	40	32	0	0	30	0
B	1	3	1	1	2	3	0	3	5	2
	2	4	3	0	1	1	1	4	1	3
	3	2	2	0	3	6	0	1	2	4
	4	1	4	0	4	5	0	2	4	1
	5	5	5	0	5	4	0	0	6	5
	6	0	0	0	6	2	0	0	3	0
C	1	63	46	3	36	67	9	37	84	39
	2	48	45	1	33	51	7	35	35	46
	3	27	39	5	68	43	3	56	42	78
	4	67	73	2	70	71	0	62	71	85
	5	80	82	8	97	87	0	0	89	37
	6	0	0	0	95	80	0	0	78	0
D	1	56	65	5	65	70	9	41	102	52
	2	39	43	1	45	43	7	38	60	37
	3	46	41	3	50	46	4	55	48	60
	4	75	70	2	75	71	0	66	76	75
	5	84	81	9	89	94	0	0	76	76
	6	0	0	0	96	96	0	0	58	0
Overall	1	151	125	10	115	170	21	96	227	111
	2	104	113	2	95	114	18	90	109	104
	3	90	98	11	156	108	9	135	106	174
	4	171	182	4	176	180	0	159	183	197
	5	204	202	21	229	226	0	0	214	134
	6	0	0	0	237	210	0	0	169	0

PV= Points Value
Figures in boxes represents PV

Group-03 (perceiving service concepts and managing innovation)

Q No Category ↓		I WV		II PV		III WV	
A	1	0		1	17	1	128
	2	12		2	24	2	189
	3	63		3	22	3	5
	4	160		4	32	4	0
	5	126		5	20	5	168
	6	0		6	28	6	4
	7	68		7	32	7	4
	8	0		8	25	8	30
	9	182		9	24	9	80
	10	5				10	0
	11	0				11	98
	12	18					
	13	5					
	14	0					
	15	0					
	16	0					
	17	5					
B	1	0		1	2	1	1
	2	0		2	2	2	0
	3	1		3	4	3	3
	4	2		4	4	4	0
	5	3		5	4	5	2
	6	0		6	4	6	4
	7	0		7	2	7	0
	8	0		8	1	8	0
	9	0		9	2	9	5
	10	4				10	0
	11	0				11	0
	12	0					
	13	5					
	14	0					
	15	0					
	16	0					
	17	0					
C	1	120		1	30	1	406
	2	28		2	53	2	688
	3	406		3	48	3	52
	4	190		4	66	4	0
	5	680		5	47	5	630
	6	16		6	72	6	468
	7	4		7	74	7	324
	8	0		8	56	8	36
	9	944		9	64	9	451
	10	0				10	0
	11	0				11	330
	12	203					
	13	264					
	14	0					
	15	72					
	16	105					
	17	0					

PV= Points Value
WV=Weighted Value
Figures in boxes represents PV/WV

D	1	44	1	33	1	612
	2	70	2	53	2	308
	3	551	3	60	3	0
	4	50	4	57	4	0
	5	646	5	56	5	147
	6	70	6	72	6	960
	7	90	7	76	7	105
	8	0	8	56	8	770
	9	370	9	66	9	598
	10	33			10	0
	11	4			11	560
	12	39				
	13	296				
	14	0				
	15	12				
	16	68				
	17	369				
Overall						
	1	164	1	82	1	1147
	2	110	2	132	2	1185
	3	1021	3	134	3	60
	4	402	4	159	4	0
	5	1455	5	127	5	947
	6	86	6	176	6	1436
	7	162	7	184	7	433
	8	0	8	138	8	836
	9	1496	9	156	9	1134
	10	42			10	0
	11	4			11	988
	12	260				
	13	570				
	14	0				
	15	84				
	16	173				
	17	374				

PV= Points Value
WV=Weighted Value
Figures in boxes represents PV/WV

Questionnaire Survey Response Analysis

Nos. of response received : 48

Summary of All Respondents Categories (ABCD)

Group	Question / View / Opinion requested	A			B			C			D			Total (ABCD)		
		Yes	No	Total	Yes	No	Total	Yes	No	Total	Yes	No	Total	Yes	No	Total
01	I	7	1	8	1	0	1	13	6	19	15	5	20	36	12	48
	II	3	5	8	1	0	1	14	5	19	11	9	20	29	19	48
	III	5	3	8	0	1	1	14	5	19	12	8	20	31	17	48
	IV.	7	1	8	1	0	1	17	2	19	16	4	20	41	7	48
	V	6	2	8	1	0	1	12	7	19	15	5	20	34	14	48
	VI	3	5	8	0	1	1	7	12	19	9	11	20	19	29	48
	VII															
	01 Attractive M&A	2	6	8	0	1	1	6	13	19	9	11	20	17	31	48
	02 Synergism benefiting port developers & users	7	1	8	1	0	1	17	2	19	15	5	20	40	8	48
VIII	Do you consider that special economic zone for import / export of liquid cargo will help the industries and the port based infrastructure project ?	8	0	8	1	0	1	16	3	19	17	3	20	42	6	48
	IX															
	Indicate present market for port and port infrastructure services whether it is supply driven or demand driven ? 1 indicates supply driven and 2 indicates demand driven	SD 6	DD 2	8	SD1	0	1	SD 14	DD 5	19	SD 4	DD 16	20	SD 25	DD 23	48

Questionnaire Survey Response Analysis

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Summary of All Respondents Categories (ABCD)

Group	Question / View / Opinion requested	A				B				C				D				Total (ABCD)	
		Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank
I	Essentials of good marketing services in order of priority (1 to 5), wherein 1 indicates highest priority and 5 indicates lowest priority																		
	01 Quality of deliverable services	29	4	3	3	63	3	56	3	151	3								
	02 Timely service	13	1	4	4	48	2	39	1	104	2								
	03 Price	15	2	2	2	27	1	46	2	90	1								
	04 Flexibility	28	3	1	1	67	4	75	4	171	4								
II.	05 Service customization / dimension	35	5	5	5	80	5	84	5	204	5								
	What contributes always to customer satisfaction in order of priority (1 to 5), wherein 1 indicates highest strength and 5 indicates the lowest strength ?																		
	01 Low Price	13	1	1	1	46	3	65	3	125	3								
	02 Performance Quality	22	3	3	3	45	2	43	2	113	2								
	03 On time service	16	2	2	2	39	1	41	1	98	1								
III	04 Service reliability	35	5	4	4	73	4	70	4	182	4								
	05 Continued services	34	4	5	5	82	5	81	5	202	5								
	What is present business environment in Indian operating Ports & Terminals ?																		
	01 Monopolistic	1		1	#	3		5		10	#3								
	02 Perfect competition					1		1		2	#5								
IV	03 Imperfect competition	3				5		3		11	#2								
	04 Fierce competition					2		2		4	#4								
	05 Users' sovereign	4	#			8	#	9	#	21	#1								
	In the opinion of the respondent which are the best marketing practices to keep the customers of Ports & Terminals satisfied in all respects ?																		
	01 Customer concern the highest priority	12	1	2	2	36	2	65	3	115	2								
V	02 Quality service dimension	16	2	1	1	33	1	45	1	95	1								
	03 Matching with competition health check	35	4	3	3	68	3	50	2	156	3								
	04 Low price capabilities	27	3	4	4	70	4	75	4	176	4								
	05 Flexibility	38	5	5	5	97	6	89	5	229	5								
	06 Continued services	40	6	6	6	95	5	96	6	237	6								
	Respondent's opinion Which sound information makes the marketing decisions sound ? (in order of priority 1 to 6, wherein 1 indicates most sound and 6 indicates lowest one)																		
	01 Marketing Philosophy	30	3	3	3	67	3	70	3	170	3								
	02 User/Customer expectations	19	2	1	1	51	2	43	1	114	2								
	03 Competitors' strength & weaknesses	13	1	6	6	43	1	46	2	108	1								
	04 Opportunities	33	5	5	5	71	4	71	4	180	4								
	05 Threats	41	6	4	4	87	6	94	5	226	6								
	06 Market Risks	32	4	2	2	80	5	96	6	210	5								

Group	Question / View / Opinion requested	A		B		C		D		Total (ABCD)	
		Points	Rank	Points	Rank	Points	Rank	Points	Rank	Points	Rank
VI	What is your opinion on marketing alliance on pool basis ?										
	01 Very good	3	1			9	1	9	1	21	1
	02 Advisable	3	1	1	1	7	2	7	2	18	2
	03 Not preferable	2	2			3	3	4	3	9	3
VII	In your opinion what can better demonstrate commitment to customer ? (to rank in order of 1, 2, 3 & 4 to indicate highest, considerable, moderate and poor strengths respectively)										
	01 Meeting User needs	15	2	3	3	37	2	41	2	96	2
	02 Adhering to Quality & Service Policy	13	1	4	4	35	1	38	1	90	1
	03 Meeting good Business Practices	23	3	1	1	56	3	55	3	135	3
VIII	04 Meeting all perspectives	29	4	2	2	62	4	66	4	159	4
	Rank in order of preference 1 to 6 out of following customer driven E-commerce applications & services, which you prefer in Port based infrastructure services.										
	01 Which is digitised	36	5	5	5	84	5	102	5	227	6
	02 Enable to enhance the way to do business	13	1	1	1	35	1	60	3	109	2
IX	03 Adaptability	14	2	2	3	42	2	48	1	106	1
	04 To facilitate bringing together information	32	4	4	4	71	3	76	4	183	4
	05 Sparring innovation	43	6	6	5	89	6	76	4	214	5
	06 Supporting collaboration across enterprises and its supply / value chain	30	3	3	2	78	4	58	2	169	3
	Rank in order of priority 1 to 5 following drivers for growth of marketing port services										
	Rank 1 indicates highest perceived strength and Rank 5 indicates the lowest perceived strength										
	01 Awareness of the concept of competitive import / export facilities	18	2	2	2	39	2	52	2	111	2
	02 Growth in consumer base	18	2	3	3	46	3	37	1	104	1
	03 Availability of facilities	32	3	4	4	78	4	60	3	174	4
	04 Global Trade practices	36	4	1	1	85	5	75	4	197	5
	05 Threat of substitution	16	1	5	5	37	1	76	5	134	3

Questionnaire Survey Response Analysis

Nos. of response received : 48

Summary of All Respondents Categories (ABCD)

Group	Question / View / Opinion requested	A				B				C				D				Total (ABCD)				
		NR	PV	WV	R	NR	PV	WV	R	NR	PV	WV	R	NR	PV	WV	R	WV	OV	R		
I.	What are the factors determining the need for good marketing practice for customer satisfaction ?	01	No demurrage	0	0	0		0	0	0	0	6	20	120	0	4	11	44		164	2	56
		02	No hidden charges	2	6	12		0	0	0	0	4	7	28	0	5	14	70		110	1	72
		03	Quality service	7	9	63	5	1	1	1	1	14	29	406	3	19	29	551	2	1021	15	95
		04	Presence of competition	8	20	160	2	1	2	2	2	10	19	190		5	10	50		402	6	28
		05	Cost consciousness	7	18	126	3	1	3	3	3	17	40	680	2	17	38	646	1	1455	22	72
		06	Minimum product losses	0	0	0		0	0	0	0	2	8	16	0	5	14	70		86	1	34
		07	Adequate standards of safety & hazards control	4	17	68	4	0	0	0	0	2	2	4	0	5	18	90		162	2	53
		08	Statute compliance	0	0	0		0	0	0	0	0	0	0	0	0	0	0		0	0	00
		09	Uninterrupted service	7	26	182	1	0	0	0	0	16	59	944	1	10	37	370	3	1496	23	36
		10	Volume of business	1	5	5		1	4	4	4	0	0	0	0	3	11	33		42	0	66
		11	Period of service	0	0	0		0	0	0	0	0	0	0	0	1	4	4		4	0	06
		12	Global industry practice	2	9	18		0	0	0	0	7	29	203	5	3	13	39		260	4	06
		13	Maritime synergies	1	5	5		1	5	5	5	8	33	264	4	8	37	296	5	570	8	90
		14	Penalties / compensation practice	0	0	0		0	0	0	0	0	0	0	0	0	0	0		0	0	00
		15	Performance incentives	0	0	0		0	0	0	0	4	18	72	0	2	6	12		84	1	31
		16	Business prudence	0	0	0		0	0	0	0	5	21	105	0	4	17	68		173	2	70
		17	Back-up Infrastructural facilities	1	5	5		0	0	0	0	0	0	0	0	9	41	369	4	374	5	84

NR=No. of Response received , PV=Points Value, WV=Weighted Value, R=Rank and OV=Overall Rank Value.

Group	Question / View / Opinion requested	A				B				C				D				Total (ABCD)				
		NR	PV	WV	R	NR	PV	WV	R	NR	PV	WV	R	NR	PV	WV	R	PV	R			
																		Total (ABCD)				
II	What is your weightage of following factors for an ideal port services company ? (in order of 100%, 50% and 25% wherein 100% (4) is highest, 50% (2) is moderate and 25% (1) the lowest weightage).	01	0	17	0	7	0	2	0	2	0	30	0	9	0	33	0	8	82	9		
		02	0	24	0	4	0	2	0	2	0	53	0	6	0	53	0	7	132	7		
		03	0	22	0	5	0	4	0	1	0	48	0	7	0	60	0	4	134	6		
		04	0	32	0	1	0	4	0	1	0	66	0	3	0	57	0	5	159	3		
		05	0	20	0	6	0	4	0	1	0	47	0	8	0	56	0	6	127	8		
		06	0	28	0	2	0	4	0	1	0	72	0	2	0	72	0	2	176	2		
		07	0	32	0	1	0	2	0	2	0	74	0	1	0	76	0	1	184	1		
		08	0	25	0	3	0	1	0	3	0	56	0	5	0	56	0	6	138	5		
		09																				
			0	24	0	4	0	2	0	2	0	64	0	4	0	66	0	3	156	4		
			Healthy Marketing Strengths & Practices																			
III	Rank following advertising medium as the excellent in order of priority of 1 to 5 for marketing of port based services Rank 1 indicates highest excellence and 5 lowest excellence																					
		01	8	16	128	3	1	1	1	1	1	14	29	406	5	18	34	612	3	1147	14 05	3
		02	7	27	189	1	0					16	43	688	1	11	28	308	5	1185	14 51	2
		03		1	5	5		1	3	3	3	4	13	52		0	0	0		60	0.73	
		04		0	0	0		0				0	0	0		0	0	0		0	0	
		05		7	24	168	2	1	2	2	2	14	45	630	2	7	21	147		947	11 6	
		06		1	4	4		1	4	4	4	13	36	468	3	16	60	960	1	1436	17 59	1
		07		1	4	4		0				9	36	324		5	21	105		433	5 30	
		08		3	10	30		0				3	12	36		14	55	770	2	836	10 24	
		09		5	16	80	5	1	5	5	5	11	41	451	4	13	46	598	4	1134	13 89	4
		10		0	0	0		0				0	0	0		0	0	0		0	0	
11		7	14	98	4	0				11	30	330		16	35	560	5	988	12 10	5		

NR=No. of Response received , PV=Points Value, WV=Weighted Value, R=Rank and OV=Overall Rank Value.