



## Preface

The Research work presented herein has been attempted to derive conclusions out of the discussions, survey analysis and some of the portions of available database. The deliberations and the analytical aspects are presented in the form of submissions, while the position of Research work and derivation are presented in the form of simple narratives.

It has been the effort of the researcher to ensure that the Research work takes care of the aspects covered as updated. There are constant changes occurring in the areas covered and still it is the endeavour of the researcher to carryout the Research work, which keeps pace with the developments on various aspects he seeks to cover.

The Research work presented herein contains the researcher's personal views (except the cited quotation, survey response or published secondary data) and so are any errors with respect to the factual position or the rationale being followed. The research work is confined to the study on Marketing aspects relevant to Port based Infrastructure Projects handling liquid chemicals in India. The Port based Infrastructure Projects mean and include Ports and Port connected logistic Agencies in India.

The research work presented herein is divided in six Chapters:

**Chapter - I** contains the scope and objectives.

**Chapter - II** contains maritime scenario for ports and port based logistics in the context of the handling of liquid cargo. It covers understanding of the infrastructure logistics on port development, port privatization and global trends.

**Chapter - III** contains marketing concerns. The rationale for marketing of port and port services have been explained in relation to the business and economic dynamics of the ports and logistics services.

**Chapter - IV** contains and covers discussions on marketing practices and maximizing customer value in competitive environment emerging in the sector and with the contemporary perspective.

**Chapter - V** contains the research methodology, analysis and survey results

**Chapter - VI** synthesizes the research study with suggestions and conclusion.

The interpretations contained in the research work are the statements based on certain underlying assumptions those the researcher considered fair and reasonable based on primary and or secondary data available. Certain forward looking terminology has been used such as “may”, “believes”, “will”, “expects”, “anticipates”, “estimates”, “continue”, “plan”, “likely” or other similar words, which can differ due to variety of factors, when the situation/s is/are simulated

Since, the research work presents certain discussions, analysis and derivation of logical conclusions and the conclusive suggestions, it may facilitate the directions for further research pursuits.

Date 21/10/2004

  
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