

BASE DIRECTIONS OF MARKETING ACTIVITY OF MARINE PORTS

After the essence marine port is a state transport enterprise, which intended for maintenance of ships, passengers and loads, on the territory and aquatorium taken port, and also transportation of loads and passengers on ships, which belong to port. In accordance with it marketing activity of marine port foresees two varieties: industrial, which is related to maintenance of ships and loads and consumer which is related to organization.

However, the basic function of marine ports of Ukraine was and remains loads from marine ships on other types of transport, on compositions and in reverse direction.

Coming from directions of activity of marine ports it is possible to form directions of marketing activity: logistic mutual relations are from providing of turnover of goods; chartered services; services of marine port are in maintenance of ships; services passengers (cruising services, services of yachting); of communication activity; introduction of innovations.

Will mark at once, that coming from distribution of these directions most ponderable and widespread are logistic mutual relations and of communication activity of marine ports. These kinds make basis of marketing activity of marine port, while other are additional, especially it touches services passengers – cruise services and services of yachting.

What the last in Ukraine are almost undeveloped at. The most widespread sphere of marketing in marine ports is a logistic constituent. Thus, the logistic, in relation to activity of marine port, is new industry of the computer-integrated marketing.

The logistic on the enterprises of marine transport has two directions: transport logistic and port (internal) logistic. Dispatch and agent companies which are computer-integrated in activity of port are engaged in transport logistic. In their function application of the logistic going enters near a management financial streams on a way to port, that determination of more effective way of delivery a commodity. Such factor as decline of prime price and simultaneously increase of reliability of supply undertakes to attention thus.

Which complements direction and assists development of logistic constituent of general marketing activity, there is creation of the system of communications. Therefore the special value in development of logistic processes acquires influence of informative factor.

On determination, the object of logistic management are financial and informative streams, and a marketing object in control system marine port are loads and information. Consequently marketing and logistic activity computer-integrated between itself.

Information directly influences on economic resources the value of which grows with every year. Informative copulas and co-operation between the subjects of market stipulate each other.

Information, in this case, becomes a commodity, and that is why it in a substantial measure determines actuality of both marketing and logistic, showing by itself the independent object of management and coming forward in quality the leading element of other object.

Information which passes through marketing's and logistic structures allows them to execute co-ordination of activity of other services and promote their efficiency on the basis of priorities of marketing and logistic.

One of principal reasons of decline of level of competitiveness of Ukrainian ports is them weak work at the market of informative services, that the insufficient use of marketing and logistic. Strictly speaking, most ports in general do not speak to marketing and logistic, and wherein such attempts are, they carry partial, unsystematic character, and accordingly, does not bring the desired result.

Yes, own sites have almost all marine ports, but for two-three years does not renew the sites, in that time when they have a ponderable of communication value, but a dynamic internet-resource comes forward in quality one of the cored elements of the informative marketing.

Taking into account traditions which was folded in internet, by an own site, namely him news block marine port:

- 1) informs about all considerable events enterprises, dynamics and structure of turnover of goods, and others like that;

- 2) operatively gives reliable and carefully selected information facilities of mass communication and business partners;

- 3) carries out to reverse connection with clients, including oversea, sends front-pagers;

4) will realize the system of pr-shares and publicity campaigns on an own site, through inform agency, TRK, printing editions and their internet versions;

5) orients the administrative structures of clients, transport departments in relation to own possibilities and suggestions at adjusting and support of business connections in regions (previous stage, during a contract, report about effectiveness of negotiations, inform-support of basic freight streams).