

# THE MARIPORT GROUP LTD.

## REPRESENTATIVE PROJECTS IN MARKET ANALYSIS

---

### **Draft Marketing Plan for Research Vessels Operated by Arctic and Antarctic Research Institute of U.S.S.R.**

On behalf of CMTG and INTAARI, developed a draft marketing plan for six high ice class research vessels. The plan included such elements as: relationships between sponsoring organizations, strategy, market, methods of payment, facilities and services, and special features.

### **Self-Unloader Market Analysis**

Evaluated the North European market for self-unloaders of Handy through Panamax sizes. The analysis included competition from other self-unloaders and market bulkers, and opportunities for new construction or conversion.

### **Market for 5000S Unloader**

On behalf of the manufacturers of a new mobile ship/barge unloader, undertook a preliminary analysis of the market for the unloader in North America and Europe. The study assessed the global market and identified key areas of opportunity.

### **Beauport Flats Development**

Undertook a comprehensive market analysis of trans-shipment opportunities at Beauport Flats to determine the traffic base. This analysis identified not just the companies, but the key executive in the company together with telephone, telefax and address. Competitive routing for all products was analyzed to determine the comparative costs and thus what the terminal could charge for transfer and storage.

### **St. Lucia Air Seaports Authority**

Reviewed market opportunities for the ports of Castries and Vieux Fort relative to the position of the island in the Caribbean, and trade routes. Identified several areas for further analysis that would provide benefits within the island and reduce distribution costs to the Windward group of islands.

### **YTD Vessel and Design Availability**

On behalf of principals interested in the acquisition and/or design of a specialized diving tender undertook, a very rapid review of the available market for vessels that met design parameters. Identified group of candidate vessels that generally met needs and recommended one design as a prime candidate.

### **Cruise Related Marketing**

- Working with regional sponsoring organizations, undertook preliminary market analysis relative to re-introducing overnight cruising to the Great Lakes. Promoted the concept at the Seatrade Cruise Exhibition and Conferences commencing in 1993 with a high quality guide and unique promotional items. Built traffic from two to seven ships, and passengers from under 500 to over 10,000.
- Designed shore excursions and a comprehensive tour package for a small port to promote the cruise industry. Provided them with a target list of cruise lines.
- Reviewed a port's existing cruise materials and suggested enhancements to the shore tour packages. Researched and wrote comprehensive material and identified target cruise lines.
- Provided a port authority with a detailed blueprint on how to increase the economic impact of an existing cruise terminal through effective promotion and marketing of facilities.

### **Southwestern Michigan Commission**

Prepared the St. Joseph River Action Plan which outlined market opportunities for the port and recommended how the port could expand its benefit to the region by active marketing of its potential as a distribution centre.

**Ferry Markets**

For a proposed fast passenger/vehicle ferry across Lake Ontario; a conventional ferry between Killarney and Wikwemikong in Georgian Bay; a fast passenger-only ferry between St. Joseph (MI) and Chicago (IL) - undertook detailed market assessments including intercept, telephone and web surveys to determine ridership and price points.

For a proposed commuter ferry in Halifax Harbour, advising the team on survey instruments, procedures and stakeholder questions.

**ATB Market Analysis**

For a company planning to build a new dual purpose ATB, analysed the Canadian clean product trades with a specific emphasis on cargo opportunities under 10,000 tonnes.

**Market Evaluation of Naval Architect and Marine Engineering Companies in North America**

Identified and reviewed nearly 80 companies using a combination of web, media and credit agency data. The analysis was complicated because there is no single data base or category that identifies such companies.

**Short Sea Shipping potential**

On behalf of a tug barge operator, reviewed cross border trade to identify opportunities for small parcel movements in Lakes trade.

# THE MARIPORT GROUP LTD.

## EXPERTISE IN MARKET ANALYSIS

---

For any project, whether it be marine or port oriented, a market analysis must be conducted and then a marketing plan developed. Only then can the product or service be effectively promoted to the key prospects.

Mariport brings a practical knowledge of the marine industry to such activities. Initial evaluations take into account the broad market for the product or the service, the competing products or services, and the way in which the subject of the analysis may be positioned to capture market share.

Having indicated the marketability of the project, Mariport then prepares a marketing plan that contains the following:

- The market analysis
- The Marketing objectives and their compatibility with corporate objectives
- The key prospects
- How the project will be sold
- Client resources to be committed and available
- Associated needs (partnerships, joint ventures, etc.)
- Time frame for the plan
- Cost of sales and service
- Expected revenues and associated benefits
- Contingency plans
- Performance assessment

Within the plan, one of the core components is the section on key prospects. Here, Mariport does not just identify broad industries or sectors, but actual companies together with contact persons. We will also have checked, prior to delivery of the market plan, that there is potential interest. Mariport collates information from initial contacts and the industry to identify specific cost and service factors that must be considered by the client. When Mariport prepares a market analysis or a marketing plan, we stand ready to assist the client to bring in the business.