

# **MARKETING DEPARTMENT**

## **INTRODUCTION**

While the marketing functions of the Corporation were being attended to by the Contract Cell of Operations Department in 1999, a separate Marketing Department has been set up to provide more focus on the marketing functions keeping in view the Government policy to open the dredging market to International Dredging Companies. The basic objectives of Marketing Department is to focus more on the business opportunities available in domestic and international markets so as to ensure gainful deployment of dredgers and to expand its market base outside India so as to take a proper mix of the market. The main functions of the marketing are:

- to continuously work for optimizing the existing opportunities
- consolidate the existing market
- explore new market opportunities nationally and internationally
- identify the growth opportunities of the company in national and international markets
- advise and assist management in acquiring additional resources required to take the market demand and
- to assist the Corporation in diversifying the activities of the company so as to enhance business of the company in the near future.

At present Marketing Department is headed by Deputy General Manager and is assisted by Manager (Mktg) , and Asst. Manager (Mktg) to look after the marketing functions and to achieve the over all objectives of the company. The Marketing Department is also responsible for enhancing the corporate image of the company by continuous interaction with the clients, obtaining feed back from the clients and providing necessary inputs to the internal management for enhancing the image of the company. The Head of the Marketing Department is assisted by Asst. Manager (P R) in carrying out the corporate image building and public relations activity of the company. HR department is in the process of filling the vacant posts viz General Manager (Mktg) , Manager(PR) and Dy.Manager (Mktg).

## **Corporate Broucher**