

# **MARKETING DEPARTMENT INTRODUCTION**

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 to have a proper mix of the market. The main functions of the marketing department are:

- To continuously work for optimizing the existing opportunities
- To consolidate the existing market
- To explore new market opportunities nationally and internationally
- To identify the growth opportunities of the company in national and international markets
- To 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.
- To maintain the Department confidential data viz. Cost Estimate, Reviewing of market trends in case of losing the contract, etc.

Marketing Department is headed by General Manager (PE) and is assisted by Officers & Staffs of the department, to look after the marketing functions and to achieve the overall 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 feedback from the clients and providing necessary inputs to the internal management for enhancing the image of the company.

**[Corporate Brochure](#)**