

Surviving the Competitive Marine Terminal Industry – Economics of Marine Terminal Operations

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Mission

- Profit
- Job Creation
- Public Benefit
- Political



Business Model

- Port Operated
- License/Landlord
- Private
- Other



Customers

- Terminal Operator
- Transportation Provider
- Shipper
- Warehouseman
- Others? Don't be distracted!



Customer Needs

- Infrastructure
- Facilities
- Services

Customer Drivers

Facility

- Location
- Size
- Condition
- Amenities
- Term
- Cost

Service

- Accessibility
- Capability
- Reliability
- Security
- Transit Time
- Cost



Competition

- Similar Mission?
- Similar Business Model?
- Similar Funding?
- Similar/Same Customers?



Needs (not wants)

- Money
- Support
- Authority
- Supporting Infrastructure

Accomplishing the Mission

- Make good long range decisions – have a plan
- Meet/Exceed Customer Expectations
- Maintain Financial Viability



A Successful Port

- Fulfills its mission
- Is financially sustainable



