



Training Course Information Form

Course Information

Course Name: Port Service Strategy

Institute/Centre: Port Training Institute **Course Code:** L16

Type: Program Course Workshop

Course Duration: 5 Days 3 Days 1 Days Other

Course Conducted: Local International **Indicate:** A.R.E

Course Venue: Anywhere

Course Language: English Arabic Both Other

Course Description

Course Outlines:

1. The concept of port service - strategy to develop the new service
2. Arrangements for effective administration - ideas creativity and description
3. Business analysis - set and change prices
4. Communication decisions - address the implementation - the communication model
5. Promotion model - measuring the efficiency of the advertisement

Course Objectives:

- Introducing the analysis of service strategic mix.
- Developing new services and methods of introducing them in the market and their integration within the service mix.
- Setting prices for services and its analysis.
- Analysis of the elements that control the success or failure of communications programs and promotion.

Course Includes: Theoretical Fire Training Module Laboratory
 Workshop Site Visit

Course Prerequisites: None

Who Should Attend: Employees implementing marketing and sales in the port

No. of Participants/Course: 5-10 10-15 15-20 Other

Qualifications of Participants:

- Average as a Minimum

No. of Lecturer: 1 2 5

No. of Assistance: 1 2 3

Course Facilities

- White Board V. Projector Data Show PC Manual
 Books Handouts Flip Charts S/W Other

Course Evaluation

- Written Examination Written Report(s) Oral Presentation Attendance
 Delegates Participation

Certificate Issue:

- Local Premises AASTMT International

Course Registration

- Admission and Registration

Department at the Port

Registration:

Training Institute

Online

Other

Beside gate No. 27 - Outside

Customs area, Alexandria Port

Documents Required:

Registration form

ID/Passport Copy

Photo