

Identifying the Factors of Iranian Failing in Attracting Shipping Companies Towards Ship Supplying Services

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Received Date: January 07, 2012

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Accepted Date: December 31, 2012

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Abstract

Nowadays, ship supplying is one of the most important activities in maritime transportation. These kinds of port services not only led to promotion of port economic performance but also created the port attractiveness to retain their existing customers and attract new customers and influenced port competitiveness. The purpose of this study is to identify the factors which led to the failing of Iranian port in attracting shipping companies for the supplying services. To achieve this purpose, researchers have tried to find the factors affecting the choice and selection of suppliers by shipping companies. A survey was conducted among Iranian ocean-going shipping companies in the southern ports. Data were collected via questionnaires using five point likert scales technique. 37 port factors were selected from the previous researches and field interviews which were categorized into two groups. Descriptive and exploratory statistical analyses have been utilized. The findings revealed that quality level of supplying company's services and customs processes play the most important role in the failure of Iranian ports to attract ships for supplying services. In this regard, Iranian port authorities have to consider this mater in their decision making processes and strategy settings.

Keywords: *Ship chandlers, Port selection, Port customers, Ship provision.*
