

# Identifying and Prioritising Effective Factors on Amirabad Port Marketing Services using AHP Model

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Received Date: June 6, 2017

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Accepted Date: December 17, 2017

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## Abstract

The study paid to identify and prioritize effective factors on Amirabad Port marketing services. The goal was to suggest some solutions for improving the position and throughput of Amirabad port in the region and in the whole market. Ports always have a vital role in international transportation. As a matter of fact, an appropriate port schematization can have an important effect on better services to the port customers. Port schematization leads to attract more customers and causes developments in ports and regions. One of the main port schematization is port marketing. Since Amirabad Port is a third generation port in Iran, it is necessary to use marketing principles for its growth and development in marketing. Analysis of the data was carried out using AHP method and Expert choice 11 software. According to the results, prioritizing, attention to the improvement of services and facilities at port hinterland, establishment of a knowledge management system in the port, offering support and encouragement packages to the port customers, consideration of the port personnel job satisfaction, organization and participation in national and international marine exhibitions, and finally better introduction of port capabilities, are among the most important offered solutions.

Keywords: *Marketing, Marketing tools, Amirabad Port, AHP.*

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