



Port and Maritime Ideas

Ideas?

There are many ideas you might like to consider to improve your business. Here are a few to get you started.

- Review all your current expenditure and see if you can renegotiate contracts for cheaper prices. Are your contracts up for renewal? Can you negotiate for a cheaper price? Can you save thousands of dollars a year?
- When purchasing anything for your business can you save money by finding the same item for cheaper and in bulk?
- Have you reviewed your staffing to see if you have the right number of employees for what you need? Have you reviewed what each employee does and how you can help your employees with their careers while also benefiting your business? Are your employees in the correct role for their skills and your needs? Are your employees happy? If your employees are happy you will have higher productivity so make sure your employees get career growth and opportunities. Are your employees suffering fatigue? Are they working optimally for your business?
- Business setup and structure. Have you reviewed your business operating structure to make sure it is optimal? Can you operate with fewer general managers? Is your business top heavy or a flat structure? Does your business structure and leadership team need changing?
- Have you reviewed your business strategy? Is your strategic plan up to date and relevant?
- Your technology and digital footprint. Have you reviewed all your systems? Are all your software and systems needed? What do they do and how they help your business? Can you reduce the number of disparate systems your staff are required to use each day? Can you introduce new technology to improve your business efficiency? Can your customers reach you fully online via your website? How do you prefer to operate via traditional phone or via a web interface? Is your technology optimal for you, your employees and your customers? If you are going to procure new technology because it will help your business, are you supporting new and upcoming businesses? What about your EDI? Can all your stakeholders' access important information in real time via your current systems and networks? If you're a shipping firm, can you improve your technology onboard vessels? Have you reviewed all businesses that offer technology services that are relevant to your industry? Do you get the most out of your data? Are your networks secure? The key, if you are introducing solutions to benefit your business make sure you have technology / business fit. I.e. your technology is a fit for your business and you're not just buying it because someone recommended it. In other words, the technology is needed, its useful, its user friendly, it is compliant, and it is necessary. Don't waste money procuring unneeded technology. Can technology improve your environmental impact? Can it add value to a specific area of your business?
- Is your supply chain network optimal? If you are a trucking firm do you have full tracking? Are you selecting the best trade routes and are you using the correct road networks to reach your destination? What can you do as a company to improve that process and transportation route to benefit you and the trucker?
- Automation in shipping. Is your business fully automated? Can your business be fully automated? Do you see any downfalls if your business is fully automated? Have you upskilled

your staff so they can manage with the automation and operate your technology? Is your business prepared for technology changes? Are you investing in automation for your fleet, your technology, your onshore facilities? Is the cost worth the investment? If you are spending millions how are you recouping the cost? How are your customers and employees benefiting from automation?

- Trade ideas – what items do you currently trade if any? Can you look to trading new things that you have not considered before? Do your facilities have the capacity to cope with trading new goods? Can you change your trading networks and sea, road, rail routes to benefit your business? Can you collaborate and share networks to mutually benefit? What are other businesses doing to improve trade routes and ease network congestion i.e. are they building new bridges, tunnels, widening roads, opening of sea routes? How will those changes benefit you and your business?
- Small business changes. It guaranteed your employees are coming up with ideas each day. Ideas ranging from little changes to processes and modifying how they do things. Those changes are all improving your business. They are saving you money and time. Invest in the ideas of everyone, your outside contacts and inside contacts as they add value. Even ideas that might seem illogical – consider them.
- Price increases and increased profit margin. When was the last time you reviewed your prices and charges? Are you due for an increase? Do you charge per item? Do you charge a set fee for delivery? Do you charge a set fee for transportation? Do you charge a unit price, or do you quote different prices for different customers? Can you streamline your prices? Do your prices increase annually? Can you offer an introductory price to gain more clients? Think of the pay per view and subscription model. What pricing structure works best for your specific business? If you are investing in infrastructure, technology, staffing and everything else you need, then making sure you charge appropriately is necessary.
- Review of your assets and infrastructure. Have you reviewed all your infrastructure and audited what you need to purchase in the future? Can you sell any assets? Do you require new infrastructure i.e. a new ship, new onshore infrastructure (cranes, a new office etc.)?
- How can you improve your customer base? Have you spent money on marketing? Have you reviewed your current marketing plan? How much money are you willing to spend on marketing? Do you need a full-blown advertising campaign? Or can you just market through google adds or word of mouth? Have you called any potential clients and introduced yourself to them? Do you need a sales team? Are your sales team performing optimally? How can you inspire and / or train your sales team to gather more clients?
- Fleet Management ideas. How is your fleet faring? Do your ships need replacing? Do your ships need modifications or additions and repairs? How much are you willing to spend on repairs? Are you ready for the environmental changes re fuels? Is your fleet ready?
- Training of employees. Have you considered upskilling your employees? Do you offer inhouse training or hire consultants and trainers? Do you pay for your staff to complete a degree? Do you offer traineeships? What training setup works best for your business? Does your training strategy need modifying? Are the skills your employees are learning relevant to the 21st century shipping and port sector?
- Collaboration and networking. How can you improve your industry connections? Do you attend conferences and industry events? Can you attend any up coming events? Can you send your employees to such events? Are you a member of an industry body or society? Can you join one? Can your employees become members of an accredited association so they can network with others in their respective industries? Do you have any ideas you are willing to

