

OBLIGATIONS / SCOPE OF THE MARKETING REPRESENTATIVE

1. The **Marketing Representative (MR)** shall
 - 1.1 Obtain orders for the Company i.e. **Goa Shipyard Ltd (GSL)** from the territory of operation.
 - 1.2 Arrange seminars, presentations, etc., to the buyers, whenever necessary, with the assistance of the Company, to develop market for the Company and attract new and capable buyers. The cost of such seminars, presentations etc., travel of the Company's representatives shall be borne by the Company.
 - 1.3 Obtain from the buyers necessary information/documents to enable the Company to make their offer for design, construction & supply of ships and other products & services.
 - 1.4 Introduce the Buyer and assess his sincerity towards the project and financial condition & credit worthiness; however the Company shall also verify the creditworthiness & the financial standing of the buyers introduced by the Marketing Representative.
 - 1.5 Inform the buyers of the various requirements to be completed in India for export of vessels. The Company shall clearly indicate to the MR, the requirements, sanctions, permissions, licenses to be obtained by the Buyer in this regard, for his necessary action.
 - 1.6 Recommend suitable price structure strategy, after making proper assessment of competitive prices & the Buyers requirements so as to achieve best terms & price for the Company.
 - 1.7 Offer assistance to the best of their ability to the Company and the Buyer in formulating the Agreement for design, construction & supply of vessel and/or other products & services so that Agreement terms and conditions do not violate the Laws of India and the Laws of the country of the Buyer.
 - 1.8 Assist the Company, during the construction period, in getting the stage payments released promptly from Buyer and provide any other assistance required for due performance of the Agreement.
 - 1.9 Arrange for payment of advance by the Buyers and other Authorities in the Territories in respect of Orders placed by them on the Company and also for opening of LC (Letters of Credit) in favour of the Company whenever so stipulated in the contracts.
 - 1.10 Take all necessary follow up actions to recover the monies due to the Company from the buyers in the Territory and to ensure that the dues are paid or remitted to the Company promptly in accordance with the conditions of sale.

- 1.11 Shall keep the Company informed of the performance of the ships and/or products sold by the Company to various Buyers as per the Buyers feedback so as to make suitable recommendations / modifications in the ships and/or products based upon the actual experience of the respective buyers.
- 1.12 Co-ordinate between the Buyer/ Company and foreign/indigenous equipment suppliers for expeditious repairs/maintenance of buyer's vessels. Expenses incurred for repairs of such vessels by equipment supplier/any other agency with concurrence of the Company shall be reimbursed at actuals.
- 1.13 Conduct market survey and determine the market potential for the Company's products.
- 1.14 Monitor various market trends prevailing in other countries and recommend suitable strategies to meet the market demands.
- 1.15 Advise the Company on the advertisement/publicity campaign to be carried out and its allied issues such as media selection, copy matter, design layouts, budgeting, etc., so as to build image of the Company as one that of reliability and quality oriented with regard to the Company's products.
- 1.16 Advise the Company with regard to all commercial aspects including the competitiveness of prices, acceptability of delivery schedules, packing requirements, procedures involved in submitting / negotiating tender formalities to be observed in dealing with the Govt. Authorities and other Procurement Agencies in respect of Products in the Territories.
- 1.17 Assist the Company's visiting delegations in regard to discussions and negotiations with the Authorities and for arranging presentations and demonstrations, if required and also provide the required facilities regarding Office accommodation, Telex, Fax/E-mail, etc. during their visit.
- 1.18 Not represent any other Firm/Company/Institute for the promotion and sale of goods similar to the Products, either directly or indirectly.
- 1.19 Carry out any other duty/ work in the field of marketing assigned by the Company from time to time on mutually agreed terms & conditions.