

A/ ASSIGNMENT RECAP

Students in a group are asked to write a 3300 word report on a port of their choice. In the middle of the process, you are asked to deliver a 15-18 minute presentation that summarizes the content of your report to receive feedback from the class.

Structure

Executive Summary

- Location
- Historical data
- Competitive advantage
- Comparative advantage
- Challenges
- Recommendation

Introduction

- Introduction to Port
- Aim
- Topics covered.

Body

- Overview
- Historical evolution
- Operational Function
- Competitive advantage
- Comparative advantage
- Challenges and recommendation

Conclusion

B/ KEYWORD EXPLANATIONS

1. **Hinterland** - The inland area connected to a particular port, often serving as the port's primary catchment area for imports and exports.
2. **Intermodal Capabilities** - The ability of a port to seamlessly transfer goods between different modes of transportation (e.g., ships, trains, trucks) for efficient logistics.
3. **Competitive Advantage** - A unique set of attributes or strategies that allows a business or, in this context, a port, to outperform its competitors.
4. **Comparative Advantage** - The ability of a country, or in this case, a port, to produce a particular good or service more efficiently than another, leading to a lower opportunity cost.

5. **Operational Challenges** - Issues or difficulties faced by a port in its day-to-day functioning, such as logistical problems, infrastructure limitations, or regulatory hurdles.
6. **Comparative Advantage Analysis** - Evaluating which country or port has a more efficient and cost-effective production capability for a specific product compared to another.

C/ FOOD FOR HUNGRY THOUGHTS

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