

10. CONCLUSION

These guidelines contain arguments to demonstrate why the railway systems of the region should, if they have not already done so, adopt a systematic approach to the marketing of their services, and as well suggest methods and techniques which can be applied for this purpose.

Despite a popular misconception that the financial and other ills of railways can only be effectively cured by their transfer to the private sector, there are examples in the region of railway organizations which are beginning to thrive under public sector control and are doing so mainly because they have transformed themselves into customer oriented organizations and have been able to confront increasing competition successfully by ensuring that their services become and remain cost effective and suited to customer needs. The introduction of marketing systems will not of itself ensure that railways meet targets for improved revenue generation and financial performance, but if these systems are accompanied by the adoption of a marketing culture which is encouraged to permeate the entire organization it is likely that such goals will be achieved.

The railways of the region and their governments are showing increasing interest in adopting a marketing culture and system. For those which have already taken the initiative, rewards in the form of a steadily improving market share and profit performance are being revealed.