
	MARKETING PROCESS	P-CO-01
	PROCEDURE FOR MARKETING	Revision 04
		01/07/2020

PROCEDURE FOR MARKETING

	POSITION	DATE	SIGNATURE
PREPARED BY	QUALITY MANAGER		
REVIEWED BY	TECHNICAL MANAGER		
APPROVED BY	GENERAL MANAGER		

Prepared by Quality Manager	Reviewed by Technical Manager	Approved by General Manager
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1. TITLE

PROCEDURE FOR MARKETING

2. OBJECTIVE

Determine the needs, guidelines and measures of the customer in order to verify if NASHA is able to provide the services that will satisfy those needs.

3. SCOPE

This procedure provisions are applicable to all products and services offered by NASHA.


4. RESPONSIBILITY

- 4.1. The Technical Manager and Quality Manager are responsible for ensuring the effective execution of the requested services, to such extent that customer's needs are met.
- 4.2. It is responsibility of the Quality Manager and Technical department to support to execute of this procedure.
- 4.3. It is the surveyor's responsibility to ensure customer satisfaction information is provided.
- 4.4. It is the responsibility of the Finance Department to follow up on the corresponding charges.

5. DEFINITIONS

- 5.1. NASHA: National Shipping Adjusters, Inc., is a Maritime Recognized Organization to carry out survey and certification works to vessels registered by a Maritime Administration. In some cases it is identified as Recognized Organization (RO) or Recognized Security Officer.
- 5.2. NASHA (Head Office): place where is performed administrative or management work.
- 5.3. REQUEST FOR SURVEY: Document where determine the customer's needs (directly or through the Surveyor / agent / operator) to contract NASHA services.
- 5.4. SURVEYORS: Personnel performing the survey, verification, testing or calibration activity of one or more characteristics of the entity by comparing the results with the specific requirements for establishing conformity in each characteristic.

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5.5. CLIENT: person, company or organization that purchases or voluntarily purchases products or services that need or want, for another person or for a company or organization.

5.6. NEW VESSEL: those ships that are entering for first time under our OR / OPR.

5.7. RECOGNIZED ORGANIZATION THAT TRANSFERS: recognized organization wherefrom matters related to class will be transferred. In the case of vessels accepted by more than one recognized organization and which complies with class requirements by "recognized organization that transfers" are understood as all the recognized organization wherefrom matters related to class will be transferred.

5.8. AUTHORIZATION NUMBER: Work coding assigned by the main office.

5.9. PENDING: means that the proceedings have not been concluded yet.

5.10. OVERDUE: It means overdue on the date on which the recognized organization receives the request of the recognized organization that accepts the information with regards to the current status of a survey in connection to class matters.

5.11. CLASS CONDITIONS AND RECOGNITION: are requirements respecting the execution of measurements, repairs and specific surveys, etc., which shall be carried out within a specified period in order to maintain the same position in the field of class matters.


5.12. MATTERS RELATED TO CLASS: responsibilities associated with the verification of enforcement with aspects of design, construction and maintenance of the structural, mechanical and electrical requirements of a classification society recognized by the Administration, in accordance with the provisions of regulation SOLAS XI-1/1 or with applicable national standards of the Administration which provides an equivalent level of safety.

5.13. INTERNATIONAL REGULATIONS: requirements and standards contained in International Maritime Code and Conventions, whether ratified or accepted, by the Administration mainly by International Organisms like IMO (International Maritime Organization) and ILO (International Labour Convention).

5.13.1. IMO Regulations

- Resolution MSC.349 (92) Recognized Organization Code (RO Code), adopted on June 21st, 2013.
- MSC-MEPC.5/Circ.2 Issued related to surveys and certification.

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5.13.2. IMO Codes and Conventions, in their abbreviations in English, that establish requirements and areas to be surveyed:

- SOLAS 74/78: The International Convention for the Safety of Life at Sea 1974, its Protocols of 1978, 1988 and its amendments.
- MARPOL 73/78: International Convention for the Prevention of Pollution from Ships 1973, its Protocols of 1978 and its amendments.
- ILL Convention: International Load Line Convention 1966, its Protocols of 1988 and its amendments.
- ITC-69: International Tonnage Convention, 1969.
- COLREG: International Regulations for preventing collision at sea, 1972 and its amendments.
- BCH Code: Code for the Construction and Equipment of Ships Carrying Dangerous Chemicals in Bulk.
- IBC Code: International Code for the Construction and Equipment of Ships Carrying Dangerous Chemicals in Bulk.
- IGC Code: International Code for the Construction and Equipment of Ships Carrying Liquefied Gases in Bulk.
- Gas Carrier Code: Code for the Construction and Equipment of Ships Carrying Liquefied Gases in Bulk.
- IMSBC Code: International Maritime Solid Bulk Cargo.
- ISM Code: International Management Code for the Safe Operation of Ships and for Pollution Prevention.
- LSA Code: International Life Saving Appliances Code.
- FSS Code: International Code for Fire Safety Systems.
- ISPS Code: International Ships and Port Facility Security Code.

5.13.3. ILO CONVENTIONS

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5.13.3.1. ILO Conventions that establishes the requirements and areas to be surveyed.


- Convention No. 68 in regards to food and catering service (Ship's Crew)
- Convention No. 92 in regards to Crew Accommodation
- Convention No.126 in regards to Crew Accommodation in Fishing Vessels
- Convention No. 32 in regards to the Protection of dockworkers against accidents.
- Convention No. 152 in regards to Safety and Health of dockworkers.
- Convention No. 133 in regards to Crew Accommodation (complementary provisions)

5.14. NATIONAL LEGISLATIONS: requirements and standards that the administration establishes in order to cover those aspects and areas not included in the International Maritime Conventions.

5.14.1. **Panama Maritime Authority (PMA) or Flag State**

- Resolution No. 106-138-DGMM dated September 10th, 2013 Rules and Regulations for vessels less than 500 gross tonnage, i.e., vessels not covered by SOLAS Convention.
- Decree Law No. 7 dated February 10th, 1998 whereby the Panama Maritime Authority is established and derogates the Consular and Vessel General Directorate (SECNAVES, currently SEGUMAR).
- Decree 18 dated May 30th, 1984, Rules for Security of Pleasure Yachts.
- Technical Letter SCVR 1/84 dated August 01st, 1984, standards for the interpretation and application of regulations for vessels with less than 500 gross tonnage.
- Resolution of the Board of Directors N° 11 dated July 26th, 2005, whereby regulates in one sole document the issuance of Survey Certificates for Crew Accommodation for Panamanian flagged vessel from 500 gross tonnage onward.
- Resolution No. 603-04-118-ALCN dated October 28th, 1988, Regulation for the Security if Fishing Vessels with more than 24 meters of length.

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- Resolution N° 106-12-DGMM dated February 17th, 2009, Regulation referring to the researches of official claims and maritime accidents that shall be carried out by the (DISAM) General Directorate of Marine Merchant.
 - Resolution N° 106-34-DGMM dated August 22nd, 2008, whereby the standards and guidelines from the Merchant Marine are adopted and implemented for the compliance of the International Conventions ratified by the Republic of Panama.
 - Law 2 dated January 17th, 1980, empowers the Consular and vessel Directorate General to issue Circular from the Merchant Marine with the same effect and application of the regulations.
 - Law 39 of 1976, Annual Safety Inspection.
 - Law N° 57 dated August 06th, 2008, General of Merchant Marine
 - Circular of Merchant Marine issued by the Technical Office of SEGUMAR.
- 5.15. CONTINUOUS IMPROVEMENT: Recurring activity to increase the capacity to meet the requirements.
- 5.16. SUGGESTION: Contribution of ideas, initiatives or any other comment related to our actions.
- 5.17. COMPLAINTS: Manifestation of dissatisfaction with any of our actions / services.

6. ACTIVITIES

6.1. DETERMINING AND REVIEW OF THE REQUIREMENTS RELATED WITH THE SERVICE:


Surveyor / Client

- 6.1.1. Prepares the request for survey in accordance to the requirements of the client and sends it to NASHA (Head Office).

Technical Department

- 6.1.2. Receives the Request for Survey (F-CO-01-01) or in certain cases it might be received by fax, e-mail or telephonically, and furthermore with this info it will be filled out.
- 6.1.3. Review the Request for Survey (F-CO-01-01), must be adequately filled out and legible as well as designating the client's requirements. If necessary, ask

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the Technical Manager or the General Manager for advice with regards to the specific technical aspects of the requested survey.

In case of a verbal request, it is to be ensured that all the requirements of the Request for Survey (F-CO-01-01) have been fulfilled before being accepted.

Note: Before the quote, will proceed with the initial verification of the data obtained and, in turn, evaluate the performance of the last three (3) years in MOUs, flag, web, OFAC; in order to proceed with the analysis and determine if said ship will continue, it will be accepted or rejected. Said investigation will be kept attached to the job application, with the proposal to acquire ships that comply with national laws and international regulations.

6.1.3.1. Cooperation between Recognized Organizations

6.1.3.1.1. Obligations and notifications of Head Office whereby accepts a request

Technical Department/ Surveyor

6.1.3.1.1.1. Proceeds according to the guidelines set out in MSC-MEPC.5 / Circ.2 / RO Code / MMC 307 / MMC 309 to request authorization from the owner to contact the recognized organization that transfers in cases when is about a new vessel under our RO.

Technical Department


6.1.3.1.1.2. Notifies the RO that transfers the boat, authorization from the owner to directly transfer the documents necessary to proceed with the issuance of interim or provisional certificates.

6.1.3.1.1.3. Check that has all the information requested from the Class that transfers and proceeds with the harmonization of the aforesaid, shall complete format F-CO-01-04.

6.1.3.1.1.4. In case it has an overdue / class retirement, it shall be completed by the head office by means of form F-CO-01-02, based on the MSC-MEPC.5 / Circ.2.

6.1.3.1.1.5. Send to the Administration the format F-CO-01-02, with the propose that will be evaluated and accepted, to continue with the process acceptance of our RO.

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NOTE: The R.O. will not issue statutory certificates to a vessel, irrespective of its flag, which has been declassified or is changing class for safety reasons, before giving the opportunity to the Administration of the flag state to give its opinion within a 24 hours' maximum. Shall be contacted the surveyor/ client and notified the required requirements.

6.1.3.1.1.6. After been accepted, it will be communicated to the inspector indicating him that information or outstanding details to be taken into account in the requested survey (initial, annual, periodical, intermediate, renewal or additional), based on the guidelines of MSC-MEPC.5 / Circ.2.

Note: in case that not been accepted, the process will be cancelled immediately and it will be informed to the interested parties.

6.1.4. Quotes based on the Request for Survey (F-CO-01-01) sent by the Surveyor or the client and update the quotation / authorization system.

6.1.5. Clarifies any difference that may arise between the Request for Survey (F-CO-01-01) and the quotation, all depending on the requested survey and the applicability of the aforesaid to the same vessel type or current situation.

Note: All the quotes without approval after a period of (3) three months will be cancel immediately and update the quotation / authorization system.

6.2. ACCEPTANCE OF SERVICE:

Client/Surveyor


6.2.1. Accepts the terms contracted by fax, e-mail or phone to NASHA. If the service is rejected, the process of revision and quotation is stopped. Evidence of the annulled quotations shall be filed.

Technical Department

6.2.2. Receives the information pertaining to the acceptance of the quotation and proceeds in the following way:

6.2.2.1. Authorizes and codifies the authorization of the survey for the technical and/or class certificates, it is registered giving traceability in the quotation / authorization system in accordance to the following:

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Authorization No. : 0 0 1

Position	Meaning
001	Consecutive number

Note: in the survey authorization must leave evidence of the inspector carrying out the work and the approximate date of the same.

6.2.3. It will follow up the approved quotes; in case of not receiving the documents, in the period established in the Procedure For Survey And Interim Certification (P-RS-01) taking into account the reported date, an evaluation will be carried out and will determine if the approved quote should be canceled and notified to the Maritime Administration.

6.3. INVOICING

Finance Assistant

- 6.3.1. After receives the notification from Technical Manager Invoice the quote, update Account Statement.
- 6.3.2. On a monthly basis, a copy of the Statement is sent to the client or surveyor for the collection of outstanding survey payments. The statements are sent as many times as necessary until its full payment, which can be done by fax, e-mail or when a package of certificate is couriered.
- 6.3.3. Seals the invoice that has been paid and carries out all the pertaining procedures with the Finance Department.
- 6.3.4. Notifies the Technical Manager of the paid invoice.

Technical Department


- 6.3.5. Updates the quotation / authorization system.

6.4. MODIFICATIONS:

Technical Department / Finance Department

- 6.4.1. Renegotiates issues with clients/surveyors such as the deadlines, characteristics of the certificate, costs of the certificates, etc. These cases can be handled by phone or by any other mean, in the case that the original terms are not

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fulfilled. Any change that is generated from the renegotiation shall be registered by modifying the existing quotation and communicating such to the Client/surveyor.

- 6.4.2. Communicates to the Finance Department about the changes agreed, if the quotation has been approved and invoiced, this shall be done by means of providing a copy of the modified quotation stating the changes that were done. Must obtain an acknowledge receipt signed.

6.5. DOCUMENTED INFORMATION RELATED TO THE SERVICE REQUEST

Technical Department

- 6.5.1. Updates the record of active vessels (vessels system).
- 6.5.2. Keeps the follow documented information that are generated of the revision of service at in the vessel's file.
- Quotation
 - Request for Survey (F-CO-01-01)
 - Authorization No.
 - Research (if applicable)
 - Follow up of the new application (F-CO-01-02) (if applicable)

6.6. CUSTOMER SATISFACTION


The customer satisfaction will be measurable through the use of surveys, complaints / suggestions emails and formalities stopped / standby by the client.

Technical Department / Quality Manager

- 6.6.1. On annually basis send the form (F-CO-01-03) to clients / inspectors to measure customer satisfaction.
- 6.6.2. It compiles emails and suggestions generated during the year.
- 6.6.3. The Technical department notifies the formalities stopped / standby.
- 6.6.4. Receive the Form (F-CO-01-03) by the client / inspector regarding the opinion of the service provided.

Note: in case of receiving a complaint, proceed to investigate and analyze what has been received, in order to determine the reason, the cause, the action to be taken

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and the measures to avoid recurrence; if the case merits it will be taken as a corrective action (F-GC-02-01).

- 6.6.5. Receives from the Technical Department deficient evaluations or comments from the client, the formalities by which the service was provided or the documents / certificates were issued, in order to find the deviations of the case and write it down in the form received.

6.7. ACTIONS TO TAKE

Quality Manager

- 6.7.1. Annually analyzes the evaluations receive.
- 6.7.2. Prepare a report with the data provided by the clients / surveyor including the evaluation and comments recorded in the form for that purpose.
- 6.7.3. Communicates to the users of the Quality System the results obtained, which are detailed in the management review report for their data analysis and continuous improvement.
- 6.7.4. Verify the results and if necessary proceed with the corrective actions established by the Procedure for taking corrective actions (P-GC-02) and in turn reassess the associated risks according to the Procedure for Risk Management and management opportunities (P-GC-05).

7. RELATED DOCUMENTS


- 7.1. Request for Survey F-CO-01-01
- 7.2. Follow up of the new application F-CO-01-02
- 7.3. Customer satisfaction form F-CO-01-03
- 7.4. Request for transfer of class/certificate to losing recognized organization F-CO-01-04
- 7.5. Procedure for taking corrective actions (P-GC-02)
- 7.6. Procedure for Risk Management and management opportunities (P-GC-05)
- 7.7. Quotation / authorization system
- 7.8. Vessel System

8. REFERENCE

Quality Manual MAN-01

9. RECORD OF CHANGES

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Revision	Date	Summary of the change from the previous revision
01	30/08/2018	Was updated the name of the form F-CO-01-04.
02	01/02/2020	Section 6.2.3, the term to receive the approved quotation documents is increased.
03	20/03/2020	Point 6.1.3, note updated.
04	01/07/2020	In Point 6.2.2.1 updated the note; Point 6.2.3, establishes the period and parameters to be followed in case of not receiving documentation of approved quotes.

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