

## *Executive Summary*

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Premier Cement Mills Ltd is one of the leading cement companies of the country. The company was started off by top ranking businessmen who had long years of experience in the cement business. Premier Cement Mills Ltd was incorporated on 14<sup>th</sup> October 2001 and it started its production on 12<sup>th</sup> March 2004 commercially. The company is well known for producing quality cement at a low price. The head office and the commercial building of Premier Cement Mills Ltd is located in TK Bhaban, Karwan Bazar, Dhaka. The other office of PMCL is located in Chittagong. The team consists of three leading groups of Bangladesh which are T.K Group of Industries, Seacom Group and Jahangir & Others. The Board of Directors of the company consists of members from each of the above three groups. A total number of 450 employees work in PMCL. Currently, the company runs with an annual production capacity of 9 Lacs tons (per Month 75,000 tons). The company manufactures two types of cement which are the Portland Composite Cement and the Portland Pozzolana Cement which is made solely for exporting. The present production capacity of the ongoing project of the year 2010 of Premier Cement Mills Ltd is 1,200,000.00 tons. The company uses the European Standard Method (ESTM) to manufacture their products. They are also one of the few companies in Bangladesh who use European machineries and technologies to produce their products. Premier Cement Mills Ltd has its own mother vessels, lorries, trucks and vans through which they deliver their products to their customers. They also export their products to India and Srilanka every year. The company has recently acquired a factory of a cement company in Chittagong which will help them to expand and increase their production in the near future.

The report consists of a job part where I have tried to explain about the practical experiences that I got during my internship. The company had given me the opportunity of working in all the departments of their corporate office which were the Information Technology Department, Finance and Administration Department, Human Resource Department, Operations & Maintenance Department, Quality Assurance Development Department, Logistics and Distributions Department and the Marketing and Sales

Department. . I had worked with each of these departments to learn about their jobs closely and to get an idea of how the company works overall. Some of the specific works and job responsibilities that I was assigned to were tasks like preparing and managing the Order Processing System (OPS) , analyzing sales figures, contributing in the decision making and the planning of activities taken to increase sales, involving with the setting of the HR department, assisting in managing time schedules, recording and tracking the sales call from the distribution channel, preparing documentation for exports, assisting in making policies for the health/medical benefits for factory workers, creating Product Invoice , interacting with customers in Customer Service Department, participating in the re-launching of the Cash ++ Offer 12 & the Eid2Eid Offer, reporting on price analysis and price fixation, working with the CSR marketing team and doing a comparative analysis of the websites of the competitors of PMC. While doing these jobs, I came across some areas where I have tried to find out some scope of improvement and thus gave some recommendations accordingly.

In the project part of the report, I have tried to give a complete picture of the cement industry of Bangladesh. For a background, the history of the cement industry has been included. I have also focused on the various stages of the cement industry in our country hi-lighting on some of the important years and situations that took place. The ranking of the top ten cement companies have also been given which is followed by a thorough analysis of the cement industry in terms of different important time frames. The position of the cement industry and Premier Cement Mills Ltd have been explained by adapting the concept of the product life cycle. Premier Cement Mills Ltd has different competitors in the market who produce similar products with similar pricing for the market of Bangladesh. A competitor's analysis and the various activities of Premier Cement Mills Ltd has been discussed side by side with that of the other cement companies in the industry. Premier Cement Mills Ltd is a company who are striving hard to improve their position in the market and go for further growth and expansion. To achieve this goal, the company has developed some new exciting plans which they will implement in the near future. To analyze the state of Premier Cement Mills Ltd, the internal strengths and weaknesses along with the external threats and opportunities have also been included in

the report. The company is a part of the industry and thus it very important for Premier Cement Mills Ltd to understand the situations, problems and the trends prevailing in the industry. By observing all this, I have come up with some recommendations which I have included in this report. I have ended this report with a conclusion.