

Report on

Brand Establishment of Tiger Cement

By
Maisha Dider
16304071

An internship report submitted to the Bachelor of Business Administration in
partial fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____ **Maisha Dider** _____

Student Full Name

16304071

Supervisor's Full Name & Signature:

_____ **Rahma Akhter** _____

Supervisor Full Name

Lecturer, BBA

BRAC University





Letter of Transmittal

Rahma Akhter

Lecturer,

BBA

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Brand Establishment of Tiger Cement

Dear Madam,

This is my pleasure to display my entry level position provide details regarding ' Brand Establishment of Tiger Cement of Madina Group, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Maisha Dider

16304071

BRAC Business School

BRAC University

January 15, 2021





Non-Disclosure Agreement

With reference to my request letter dated 27 September 2020 Madina Group has organized an internship program for me. They took me as an intern for three (3) months which started on 1st October. The agreement between me, a student of BRAC University and Madina Group are given below:

1. I must abide by the rules, norms and policies of Madina Group.
2. After completion of my internship, I shall not have any legal rights and privilege to claim any employment in Madina Group.
3. I shall not have any right to divulge any information to any person's or institution or company etc. which may come to his knowledge pertaining to my assignment activities and attachment of works in my organization.
4. In the event of violation of any rules, norms and conduct, the management shall have the right to stop my internship with immediate effect.
5. I am advised to work very carefully maintaining all pre-caution; In case of any accident company will not be liable.
6. I shall have to report to Shadia Zaman- Executive (Sales Administration) during internship period.





Acknowledgement

Doing an internship in a corporate world like Madina Group has been a very good experience for me. Firstly, I would like to express my heartiest gratitude to the almighty Allah for making everything perfect and making me capable to prepare my report within the given time.

I also want to thank my honorable supervisor Rahma Akhter who guided me in every step and helped me by giving valuable solutions to solve any kind of problem I have faced during preparing my report. I am also grateful being a student of BRAC University. This institution has enlightened me by growing my confidence level, skills and knowledge.

Additionally, I would also like to thank my organizational supervisor Shadia Zaman and the executive Director MGN Siddiquey for supporting me every time throughout the journey and solving every problem I faced.





Executive Summary

This research summarizes the internship program experience at Madina Group- Cement Unit as a course of BBA program of BRAC University. This report describes all the learning, experience and outcomes of the internship program while working in Madina Group. I worked in the sales administration executive department and so I chose the topic “Brand Establishment of Tiger Cement”. There is an overview of Tiger cement brand and the activities of other departments. The main objective of the report is to give information about Tiger cement brand and its establishment.

In the first chapter, there is a description about my overall internship experience. In the second chapter there is a description of the day to day operations of different departments, their activities, how the organization is controlling and operating throughout the country and outside the country. There is also description about the work of Tiger cement both internally and externally.

In the finding and analysis part, there is analysis about Tiger cement brand through an online survey and related feedback with every situation. The whole report summarizes my three months internship experience and how Tiger cement brand is working to improve service and focusing on employee satisfaction and necessary recommendation.





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List of Acronyms

OM Operations Management

IS Information System



X



CHAPTER 1

OVERVIEW OF INTERNSHIP

1.1 Student Information

Name : Maisha Dider
ID : 16304071
Program and Major/Specialization: Marketing

1.2 Internship Information

1.2.1 Period: Three (3) Months, 1st October, 2020- 31 December, 2020

Company Name: Madina Group

Department/Division: Sales Administration

Address: Madina Square, 64/A, Shahid Buddhijibi Munir Chowdhury Sharak (Central Road), Dhaka- 1205

1.2.2 Internship Company Supervisor's Information-

Name: Shadia Zaman Orin

Position: Junior Executive- Sales Administration





1.2.3 Job Scope –

Job Description/Duties/Responsibilities:

- Checking Transport Allowance Bill and Delivery Order
- Preparing closing, target, halkhata gift etc. letter for Sales Executives
- Doing survey by talking to retailers (like call center)
- Putting numerous data on excel sheet
- Creating various report for the organization
- Forecasting everyday sales target
- Tracking the SIM number of sales executives

1.3 Internship Outcomes

1.3.1 Student's contribution to the company: Students contribute a lot to the company during an internship. Most of the internship offer unpaid to 8000 taka per month. The starting salary of an employee is 15000 to 25000 taka per month. So a company can get a full time employee by offering one third of the salary or for free. Besides, a company can also get the progressive works which should be done for the betterment of its own. For example, getting the survey or important reports done by the interns can benefit a lot to the company in any kind of analysis. However, the interns can decrease extreme work pressure of the employees of an organization.

1.3.2 Benefits to the student: Internship program can create opportunity for the students to get the real taste of job life. During an internship, a student can get knowledge about the workplace environment, learn to work hard and manage time while learning different works of the employees. As it is a three month session which





is a very good amount of time, it also helps create networking and mix with different people including many reputed people. Additionally, most of the organizations hire among the interns after the internship program. So it is a huge opportunity for the interns to get a job permanently right after graduating.

1.3.3 Problems/Difficulties (if any faced during the internship period): One problem I faced during the internship period is the supervisor was not cooperative enough and was not likely to teach any organizational work. Another problem I faced was 9 or more hours working period for 6 days a week.

1.3.4 Recommendations (for and suggestions to the company on future internships)-

Recommendations for the Company: I would not recommend Madina Group for internship because it offers unpaid internship and gets the work of a full time worker done.

Recommendations to the Company: The company should pay the interns and should not extend the regular working hour for the interns.





CHAPTER 2

ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT

2.1 Introduction-

a) Objective:

- ✓ Excellence of superior quality and efficient service
- ✓ Commitment towards the need of the customers
- ✓ Improve work process
- ✓ Securing the quality of the cement
- ✓ Maintain brand image and position of the company

b) Methodology:

The information I gathered about the organization by gathering both primary and secondary data.

- **Primary Data:** Primary data is gathered by interviewing, doing survey etc. I gathered data about the company by asking the manager about the detail of the company.
- **Secondary Data:** Secondary data is gathered by visiting website, articles, news etc. I gathered secondary data by searching these.

c) Scope:

I worked in Tiger Cement's Sales Administration department in my entire internship period. Basically I learned about brand operations from my supervisor. So this report concentrates on the branding activities of Tiger Cement.





d) Limitation:

While making this report, I faced some difficulties. These are given below:

- Problem in gathering information due to limited access on other departments
- Unable to get confidential data
- Limited access to other departments for getting information for my report topic
- Sometimes supervisor was unlikely to help in giving data
- Short time span

e) Significance:

The significance of doing internship in a corporate place like Madina Group is vast. I have learnt about the total cement industry of Bangladesh compared to Tiger cement. I have also learned professionalism by meeting corporate people and communicating with them. Moreover, I have learned and understood the works of my department (Sales Administration) efficiently which helped me gain more knowledge. The reasons that internship is so important are:

- i) **Networking:** An internship builds professional network. It provides a great environment to meet professionals in the career field I want to pursue. There is a 1 in 16 chance of securing a job by connecting with professional people.
- ii) **Gain Experience and increase marketability:** An internship gives experience in the career field I want to pursue. It prepares students what to expect in their field and increases confidence in their work.
- iii) **Professionalism:** Internships can increase the student's soft skills that are needed in the workplace. Also, it teaches professional behavior and makes them ready for any job.
- iv) **Helps to Build Resume:** Internship gives professional experience for entry level jobs by building the resume.
- v) **Figure out what I like and don't like:** Internship helps to figure out whether I like the job or not. Also, the sector of my interest.





2.2 Overview of the Company:

Madina Group of Industries is one of the leading private sector business conglomerate of Bangladesh. With a turnover of \$29.5 million it is currently operating in companies, 19 sister concerns with more than 4000 employees and 600 suppliers. The establishment of Madina Group happened in the year of 1978 in the name of Madina Trading Corporation. In 1982, it started importing quality cement from Indonesia, China, South Korea and other countries. It emerged as a private limited company in 1987. From the very inception, the company never looked back. It diversified its business following a successful operation over the last two decades which resulted in Madina Trading Corporation to take the shape of Madina Group.

The group has 42 years of national and global experience. It exports its products in India, Sri Lanka, Nepal, Bhutan etc. It imports from products in Japan, China, Indonesia, South Korea, Australia, USA, Middle East and other countries.

There are some concerns of the group. They are Madina Polymer Industries LTD, Madina Poly fiber LTD, Madina Developments Ltd, Madina Trading Corporation, Madina Cement Industries Ltd., Madina Cement Mills Ltd., Madina Maritime Ltd, Madina Fruits Ltd, Madina Heemagar Ltd, etc. Every year Fleet International handles more than 1 million tons of break bulk cargo at Chattagram outer anchorage from different mother vessels and VLCC (very large common carrier).

Madina Group has done 36 years of CSR activities including Health and Wellbeing, Financial Literacy, Gender Equality, Anti-discrimination and Support to distress. Moreover, it is looking forward to catering demands of its valued customers in a better way in the new millennium.

Madina Group's vast expansion is driven by a visionary person Mr. Haji Mohammad Salim. He is not only a far sighted entrepreneur but also known for his patriotism and contribution towards society. His honesty, philanthropy and dedication has lifted the group to the peak of success. Moreover, he has been the Member of Parliament for three times.





This is doubtlessly a significant example of passionate initiative and the best strategic management. However, it is proved that Madina Group is a private sector that has launched its wheel of economy by its passion for development.

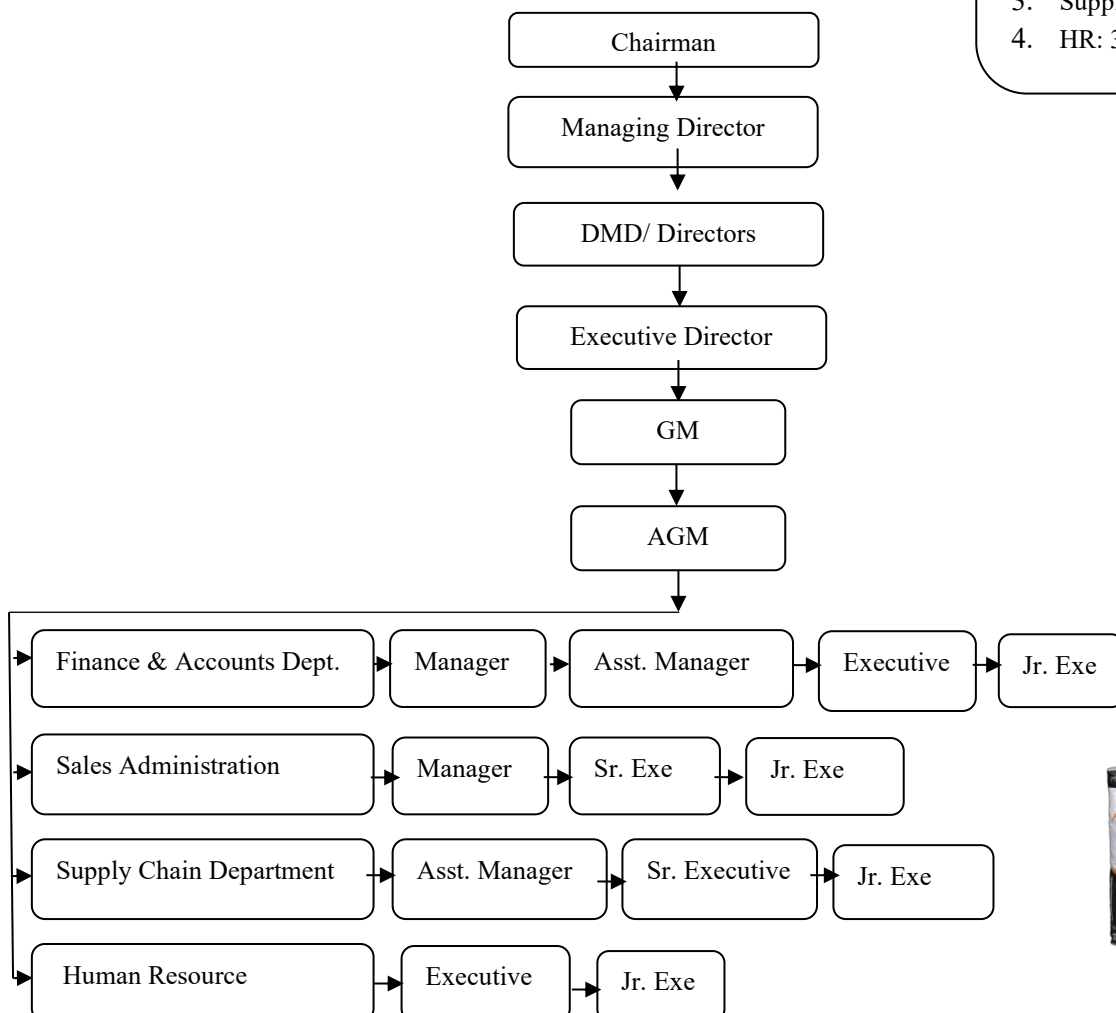
2.2.1 Mission & Vision-

Mission: We strive to produce products and services of the highest quality and the most competitive pricing, to ensure the utmost satisfaction of our customers and clients, while maintaining a rich working environment for our employees and committing to the betterment of our nation's social and cultural growth.

Vision: To build a proud legacy of business and services for our future generation.

2.2.3 Organogram:

MADINA CEMENT (ORGANOGRAM)



Manpower (HO):

1. Finance & Accounts: 13
2. Sales Administration: 2
3. Supply Chain: 9
4. HR: 3





2.3 Management Practices :

2.3.1 Empowering Staff:

Madina Group offers increment after 2 to 3 years to the employees as well as promoting the employees based on their dedication and progress of the company. It also encourages employees to work more sincerely and efficiently. It also gives vacation on govt. holidays. Moreover, it inspires to think creative. Finally, Madina Group inspires employees to grow their knowledge through working in a good environment.

2.3.2 Training Staff:

Madina Group trains the fresh employees to teach the work. In the Head office, often the seniors teach the duties and works of the employee gradually but the company creates a training session for the Sales Executives who work in the field. They have to learn many things to sell the product and also they have to send various documents to the head office like Transport Allowance Bills and letters.

2.3.3 Introducing new technology:

The workers of Madina Group get to use various kind of technologies including computers, mobile, internet, printer, scanner etc. Including these technologies this company uses a software named SAP which is rarely used in the organizations of Bangladesh. It is a very reliable and convenient way to keep and transfer data. SAP made the work 10 times easier.





2.3.4 Hold Meetings:

Every week there are meetings held in the conference room with different department's workers. The meeting is held mostly on Thursday. Most of the meetings are held with the MD, DMD and the directors.

2.4 Marketing Practices-

2.4.1 STP Analysis-

i) Segmentation-

Demographic Segmentation:

Income: 61,000-80,000, 81,000-1,00,000, 1,01,000-5,00,000 taka (per month)

Gender: Male, Female, Other

Age: 26- 35, 36-45, 46-55, 56-65 years

ii) Targeting-

By segmenting the customers of Tiger cement, the company targets the people aged from 56 to 65 years old. Also, Madina Group chooses the people who earn 1,01,000 to 5,00,000 taka per month and male customers from gender part.





iii) Positioning-

The main work that Madina cement did for positioning Tiger cement in the minds of the consumers is taking Mashrafe Mortaza (player of Bangladesh Cricket Team) as brand ambassador. By making advertisement by celebrity endorsement, Tiger Cement is positioned in the minds of the customers.

Besides, there are various sign boards, banners etc. especially beside the shops of the dealers and retailers.

2.4.2 Distribution of Consumer Goods-

Producer → Consumer

Producer → retailer → consumer

Producer → wholesaler → retailer → consumer

Producer → agent → retailer → consumer

2.4.3 Distribution of Business Goods-

Producer → user

Producer → industrial distributor → user

Producer → agent → user

Producer → agent → industrial distributor → user





2.4.4 Distribution of Service Goods-

Producer → consumer

Producer → agent → consumer

2.4.5 Advertising-

The Brand ambassador of Tiger Cement is Mashrafe Murtaza (Player of Bangladesh Cricket Team). The players of Bangladesh Cricket Team are called “Tigers”. The name of this brand is same. So Madina Cement created a connection between the “Tigers” and “Tiger Cement” by taking Mashrafe Murtaza in the advertisement (TVC) of Tiger brand. The tagline of Tiger Cement is “Go ahead, go strong”. Besides, they use the basic advertising methods like posters, banners, sign board, brochure etc.

2.4.6 Promotion-

There are some promotional activities done for Tiger cement. They are Halkhata program, retailer meet etc. Tiger cement also give Sauce pan, glass, calendar, festoon, bag, pen, paper weight etc. where is the logo of Tiger cement is printed on these items. Tiger cement does promotion in several methods. They are:

1. **Advertising:** The TVC of Tiger cement is very famous which is done by cricketer Mashrafe Murtaza. Besides, Tiger cement has signboards, billboards, brochures etc.
2. **Sales promotion:** Tiger cement sometimes make sales promotion by boosting the advertisements sometimes and creating contents by graphic designers.
3. **Personal Selling:** The retailers sell Tiger Cement by communicating with the customers and try to sell a good amount of cement.





Tiger cement lacks in promotional activities. At present they are not doing enough promotional works.

2.5 Financial Performance & Accounting Practices-

2.5.1 Budget Analysis-

The finance and accounts department analyze the budget by examining and explaining the components of budget expenditure and revenue. The use of budget ratios can assist to improve understanding issues like the level of implementation of expenditure and revenue or structure budget.

2.5.2 Bank Reconciliation-

It is balancing between the debit and credit side. It is done to ascertain the differences between the two and to record the changes of the accounting report. It helps to match the balance in an entity's accounting records for a cash account to the corresponding information on a bank statement.

2.5.3 Journal Posting-

By posting journals, the events of a business is written down and transferred into ledger.

2.5.4 Voucher Preparing-

A voucher consists of serial no, type, date, debit column, credit column, amount of figures (in number and word), total column and particulars. Each and every part is filled up while preparing a voucher. It is a detailed record of every transaction.





2.5.5 VAT & Tax Practices-

The accounts and finance department also has to keep the accounts of VAT and Tax. This helps to make a clear record of each and every transaction.

2.5.6 Customer Transaction-

Customer transaction is the transaction where the cardholder participates in the transaction at the moment of authorization. A client started exchange is taken after consequent exchanges started by the dealer, the customer gives the vendor direct endorsement.

2.5.7 Preparing Report-

After each and every work is done, the finance and accounts department prepare report of the transactions. The reports are submitted to the assistant manager for evaluation.

2.6 Operations Management and Information System Practices-

2.6.1 Operations Management:

OM or Operations Management is the administration of business practices to create the highest level of efficiency in an organization. It helps to convert materials and labor into goods and services. It mainly involves:

- **Planning:** Planning is choosing a location for the business and scheduling production. The location of the business tells how successful the business will be. The supply of raw materials, labor and transportation depends on the planning process. The factory of Tiger cement is located at Sonargaon. It is beside the Meghna river. So the transport is less costly and so the raw materials can be collected in a cost effective way. They can also get cheap labor.





- **Scheduling:** Scheduling ensures the time whether the work will be finished on time or not. It includes planning and checking the use of labor, machinery and materials so that the production moves smoothly. Madina Group schedules their production by scheduling everyday so that they can produce the perfect amount of Tiger cement.

- **Organizing:** It determines the activities required to achieve the goals and assign authority to carry them out. It mainly establishes the structure of tasks and authority.

- **Purchasing:** An organization needs to purchase raw materials, machineries etc. to produce goods. While purchasing, a business has to decide what to buy, from whom and at what place to buy.

- **Controlling:** It includes the assurance of the actual performance in accordance with the planned performance. It is measuring actual outputs and comparing them with the planned operations management. Cost control, quality and schedules are the important functions here.

- **Quality Control:** It is checking and recording the quality of the finished goods. It is as simple as testing each product after fully finished. By this, the goods are evaluated perfectly.

- **Inventory Control:** The more inventories a business has, the less profit it makes. Inventories have to be maintained and kept in a secured place. So it is costly. So the amount of inventories should be controlled.





2.6.2 Information System: IS or Information system is an academic study of systems with a special reference to knowledge and complementary hardware and software networks used by individuals and organizations to collect, filter, process, create and distribute data.

- **Hardware:** Hardware is any kind of physical device. Madina Group provides computer, laptop and SIM card for the employees to work.

- **Software:** Software is a collection of codes into a computer's hard drive. Madina Group uses SAP, any desk etc. software for the employees.

- **Data:** Data means information collected for analysis. Different kind of data is used for the overall work to be done.

- **People:** People are human resource by whom each and every work is done to produce, communicate and operate.

- **Process:** Process is the system by which one can achieve a particular end.

All of these functions help to collect, filter, process, create and distribute data.





2.7 Industry and Competitive Analysis:

2.7.1 Cement Industry Analysis:

Cement industry of Bangladesh is playing a very important role in the infrastructure development of Bangladesh. It is also helping to develop the economy of Bangladesh by importing and exporting cement to various countries. The growth of cement industry started about a decade ago. Developing cement industry is an indicator of the improvement of construction sector. In Bangladesh, the cement industry is increasing drastically for the last 6/7 years. In 2010, local entrepreneurs started setting up factories and around 100 factories had been incorporated as cement manufacturers.

At present, only 45 factories are in operation. A day's total turnover is 3.2% in Dhaka Stock Exchange (DSE). The listed cement companies witnessed mixed trend in profits in the first half of 2015, compared to the same period last year as business faced disruption due to political turmoil in the first quarter.

Tiger cement is one of the leading cement brands of Bangladesh. It is incorporated in 2001. A total number of 300 staff members work for MCIL. The company at present, operates with an annual production capacity of 9 lac tons/ month.

The company manufactures three types of cement which are the Portland Composite Cement and the Portland Cement and Ordinary Portland Cement which is made solely for exporting. Tiger cement's current production capacity is 1,200,000 tons.

MCIL has its own mother vessels, trucks and vans that deliver their products to their customers. They also export their products to India and Japan every year. Recently, the company has acquired a factory of a cement company in Chittagong. It will enable them to expand and increase their production in the near future.





2.7.2

SWOT Analysis



STRENGTHS:

Strengths are positive internal segments. Strength is an ability that can be used efficiently to achieve an organization's goals. Madina Group's strengths are:

Recruitment: Their choice strategy is exceptionally solid. Madina Group enlisted people skilled applicants from the market through appropriate testing-composed and meet. The composed part contains surveys that are of BBA/ MBA standard which is a prestigious training organization of our nation.

Workplace: I found this workplace extremely friendly during my stay. Everyone is nice, polite, compassionate and supportive. There is less tension within which is important to manage a beneficial workplace.





Straight forwardness: The HR have an administration book which provide for each representative for direct communications to the employees. This is very beneficial for both the staff and the corporation as it reduces the odds of distortion, tendency etc.

Leave Policy: Madina Group provides a leave balance of 44 days. It also provides paid maternity leave for 3 months. So the employees have no stress with regard to have leave.

WEAKNESSES:

Weaknesses are negative internal segments. In spite of the fact that Madina Group is an organization that has numerous qualities yet it additionally has some shortcomings. The followings are few of the most widely recognized shortcomings that Madina Group has right now:

Deficient HR: The HR managers don't adequately evaluate while recruiting employees. They have also lackings in time management.

Employee Turnover: There is so much employee turnover at Madina Group. The turnover starts from the employees to the senior level employees. The reasons are extreme work pressure, low salary, internal clash, no yearly increment etc. Madina Group offers 15,000 taka per month for starting salary of the employees whereas other local companies offer 25,000 taka per month for starting salary. So employees are unhappy working there 6 days a week and they switch to other company after working for less than 1 year.

Less Promotional Activities: At present Madina Group is not doing any promotional works of Tiger cement like before. It is lessening the sale and demand of customers.





OPPORTUNITIES:

Opportunity is a positive external factor which helps to provide information which will help for planning. Coming up next are accessible chances to Madina Group with the end goal for it to end up increasingly forceful:

Recruitment: Here, it happens inward enrollment. They can spread the pool of passage level workers through grounds enlistment.

Export: Tiger cement is exported to various countries like India, Japan etc. By exporting more, this industry can get potential for growth and profitability.

THREATS:

Threats are negative and external segments. These are the things that cause damage to an organization. Another company can also cause threat. The threats of Madina Group are given below:

The Lack of Motivation of Employees: Here and there the absence of inspiration in workers can make a risk to the association. Workers might be overburdened with assignments that are not their center skills. Therefore, the quality and exactness of expectations obligations may fall. Worker turnover may negatively affect the general execution of association.

Huge competitors: There is a large number of competitors in the cement industry of Bangladesh. Around 62 cement brands are existing in our country. So surviving in the cement industry is being so tough for Tiger cement.





2.7.3 Competitive Analysis of Tiger Cement

Statistical Analysis and Graphical presentation of findings:

1. Types of Cement (OPC/PCC)

Table-1 Trend of different types of cement produced in Bangladesh.

Sl. No	Company Name	Types	
		OPC	PCC
1.	Tiger Cement	OPC	PCC
2.	Shah Cement	Special	Popular
3.	Lafarge Cement		PCC
4.	King brand Cement		PCC
5.	Fresh Cement		PCC
6.	Holcim Cement	OPC	PCC
7.	Seven Ring Cement		PCC
8.	Premier Cement		PCC
9.	Scan Cement		PCC
10	Elephant Cement		PCC
11.	Anwar Cement		PCC
12.	Confidence Cement		PCC
13.	Emirates Cement		PCC





14.	Cemex Cement	OPC	PCC
15.	Seven Horse Cement		PCC
16.	Mir Cement		PCC
17.	Anchor Cement		PCC
18.	Modern Cement		PCC
19.	Akij Cement	OPC	PCC
20	Five rings Cement		PCC

In overall basis, the companies are mainly produce two types of cement for our local market. The types are Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC).

2. Production & Consumption

Table-2. Trend of Installation capacity and Actual consumption in Bangladesh

Sl. No	Company Name	Production(MT)	Consumption (MT)
1.	Tiger Cement	4000	2250
2.	Shah Cement	6000	4250
3.	King brand Cement	5000	2975
4.	Fresh Cement	4000	3400
5.	Holcim Cement	3600	1700





6.	Seven Ring Cement	3000	2550
7.	Crown Cement	2900	2465
8.	Premier Cement	2000	1700
9.	Scan Cement	2000	1700
10.	Elephant Cement	2000	1275
11.	Anwar Cement	1750	1275
12.	Confidence Cement	1600	1020
13.	Emirates Cement	1600	850
14.	Cemex Cement	1500	1020
15.	Seven Horse Cement	900	765
16.	Mir Cement	800	510
17.	Anchor Cement	800	595
18.	Modern Cement	700	425
19.	Akij Cement	600	510
20.	Five rings Cement	160	63
		Total: 45910	





3. Advertisement

Table-3 Advertisement rating

Sl. No.	Scale	Number	Percentage
1.	Worst	1	05%
2.	Bad	2	10%
3.	Average	7	35%
4.	Good	4	20%
5.	Very good	4	20%
6.	Excellent	2	10%

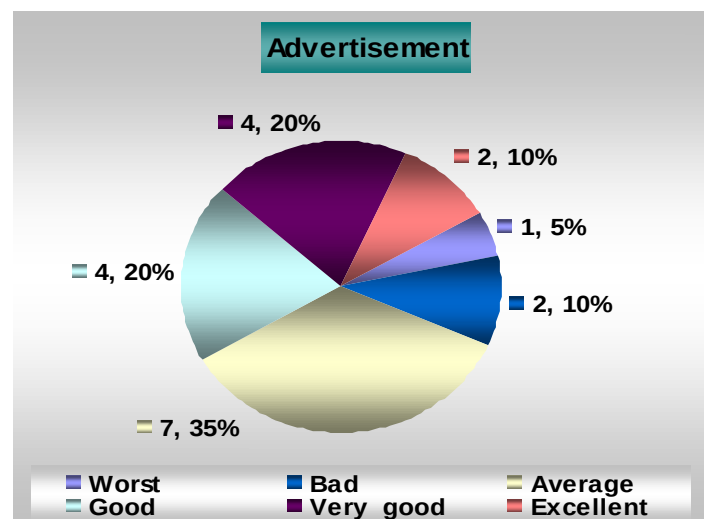


Fig: Advertisement

This study has revealed that of the total respondents 10% have perceived advertising to local market as excellent, 20% very good, 20% good, 35% average, 10% bad and 5% worst.





4. Competing brand in Bangladesh.

Table-4: The Brands those are competing very prospectively in the local market.

Sl. No.	Company Name	Average Satisfaction Scale
1.	Tiger Cement	8.0
2.	Holcim Cement	7.2
3.	Shah Cement	7.2
4.	Cemex Cement	6.9
5.	King brand Cement	6.7

4. Current market price of different brand of cement (per bag only).

Table-5: Different Company's price and percentage of dealer and corporate customer.

Sl. No	Company Name	Dealer price (Ex. Factory)	Perc entage (%) of Dealer	Corporate price (Ex. Factory)	Perc entage (%) of Corporate
1.	Tiger Cement	320-330	65	330	10
2.	Shah Cement	342-330	80	342-330	20





3.	King brand Cement	330	70	330	30
4.	Fresh Cement	320	75	325	25
5.	Holcim Cement	365	60	350	40
6.	Seven Ring Cement	335	80	335	20
7.	Crown Cement	346	80	340	20
8.	Premier Cement	333	90	330	10
9.	Scan Cement	355	70	350	30
10.	Elephant Cement	335	75	335	25
11.	Anwar Cement	333	75	335	25
12.	Confidence Cement	345	75	346	25
13.	Emirates Cement	339	70	340	20
14.	Cemex Cement	345	80	350	20
15.	Seven Horse Cement	324-325	100	N/A	00
16.	Mir Cement	330	60	335	40
17.	Anchor Cement	325	100	N / A	00
18.	Modern Cement	330	70	335	30
19.	Akij Cement	355	70	353	30
20.	Five rings Cement	320	100	N/A	00

In this study I have found about different brand and their price offer to our local market and percentage of their dealer and corporate client. The price range for dealers is 320 to 330 taka and corporate 330 taka. The average percentage of dealer is 65% and corporate client 10%.





2.8 Summary and Conclusions-

Madina Group, a well known and leading private sector business empire, has been effectively and continuously changing the status quo of the business industry in Bangladesh. With innovation, research and development at its forefront, the Group takes pride as a dominant and ever-evolving force in various business sectors for the past 4 decades. With a diverse array of business sectors under their wings, Madina Group is considered as a titan of business industry. The Group is engrossed in their dedication for quality production, consumer satisfaction, modernization of production facilities and competitive pricing.

2.9 Recommendations-

Madina Group should work for building a relationship of honesty, integrity and trust with their customers and employees alike. The Group should also invest in humanitarian organizations to help develop the social and cultural development of Bangladesh. Finally, it should do more CSR activities and come with more advertisements and promotional activities.





CHAPTER 3

PROJECT PART: BRAND ESTABLISHMENT OF TIGER CEMENT

3.1 Introduction-

Background: This report is a partial requirement of BRAC University's BBA program. The objective of the internship is to introduce students to the real world of work. The key challenge is to convert theoretical data to real life as a student.

The internship report has the following purposes:

- To learn about cement industry of Bangladesh
- To compare real scenario with the lessons learnt in the university life
- To get organization knowledge in details
- To fulfill requirement of BBA program

For the completion of undergraduate program, it was required to finish the internship program as a course containing 4 credits according to the university policy. For the purpose of internship report, the research is done based on individual analysis and finding out the gaps while working in the organization. This report is incorporated with the theoretical knowledge with real life work experience based on the topic analyzing the brand establishment of Tiger cement.





Objectives: For me, this report may be a scope from which I can connect my hypothetical data to my common sense. When I worked on “Madina Group” for these three months, during a real trade area I had the opportunity to find out and the people I gathered are shared during this study on the side of hypothetical collaboration. The report is focused on the Brand Establishment of Tiger Cement. So the objectives are listed below:

- ✓ Got the opportunity to connect practical data to theoretical data
- ✓ Had the real taste of corporate life
- ✓ Gained In-depth understanding about the functions of the company
- ✓ Learned to solve problems and manage time
- ✓ Learned professionalism

Significance: This report is an overview of what I learned and experienced during my internship period. As I had to collect primary data, I had a vast knowledge about the cement industry and the branding of Tiger cement.

The result of this report is mostly based on the online survey that has been conducted among the people aged from 20 to 25 years. In this survey, there is no disclosure of any sensitive or confidential information about the company. Online survey method is followed as it is less time consuming and convenient. The questionnaire set contains multiple choice, Likert scale, yes/no type questions to find out the answers from the respondents.

3.2 Methodology:

For making this report I had to gather a lot of data of the cement industry of Bangladesh as well as Tiger Cement. I had to get information about the branding activities of Tiger Cement. I gathered primary data as the research methodology.

Primary Data: Primary data is collected during working in Madina Group by practical experience through interview, survey and experiments. So I established a survey.





3.3 Findings and Analysis-

Analysis and Interpretation of Data

For this report, the survey has conducted to find out the influence of advertising for selling Tiger cement. This survey is done by the respondent group aged from 20 to 25 years. There was a set of questionnaires where the respondents were asked to give answers based on the options.

Hypothesis-

Alternative Hypothesis (H1): Maximizing advertisement and promotion creates more brand awareness for Tiger cement.

Null Hypothesis (H0): Maximizing advertisement and promotion doesn't affect the brand awareness of Tiger cement.

- **Independent Variable:** Maximizing advertisement and promotion.
- **Dependent Variable:** Brand awareness.

Questionnaires:

- (1) How often do you notice what ad is playing on the TV/ online pages/apps?
- (2) Do you buy expensive products for your house after watching ads of promotions from TV?
- (3) What type of advertising or promotion grab your attention more?
- (4) If the ad consists of celebrities or influencers, do you tend to trust that the product is going to be good quality?
- (5) Do you know about Tiger cement from Madina Cement Industry?
- (6) If yes, from where did you hear or know about this cement?

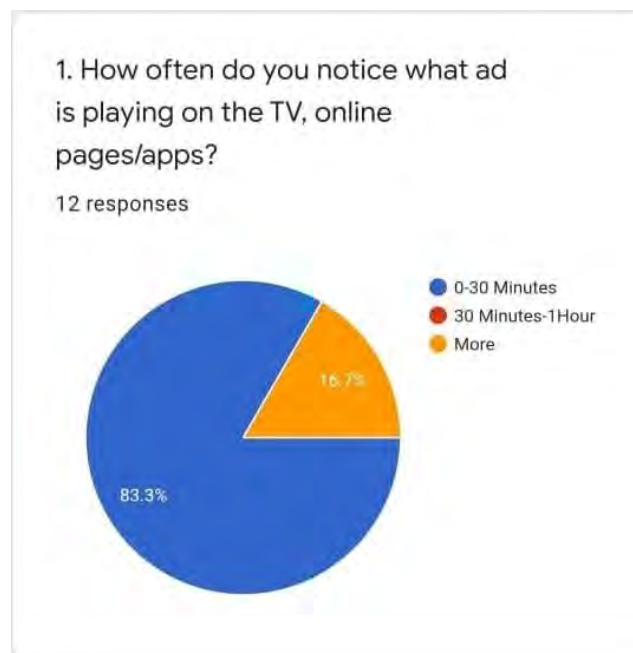




Data Collection Process:

All these data are collected by secondary data collection process. These are collected from an online survey. The graphical figures are given below:

Result of Question 1:



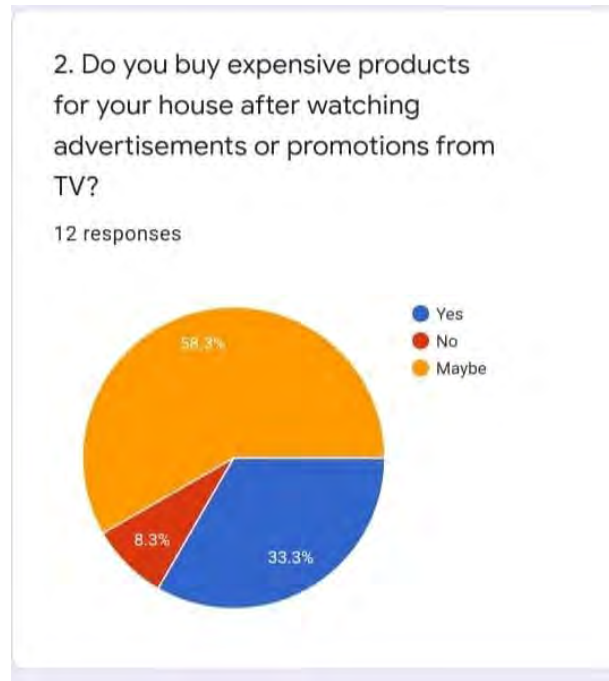
0-30 minutes	83.3%
30 minutes- 1 hour	16.7 %

Analysis: The result shows that most of the people notice for 0 to 30 minutes that what ad is playing on the TV, online page or apps. The people do not like to see ads for a long time. I think that the people do not like to see much advertisement during watching or hearing something. They focus on the thing that they are watching or hearing.





Result of Question 2:



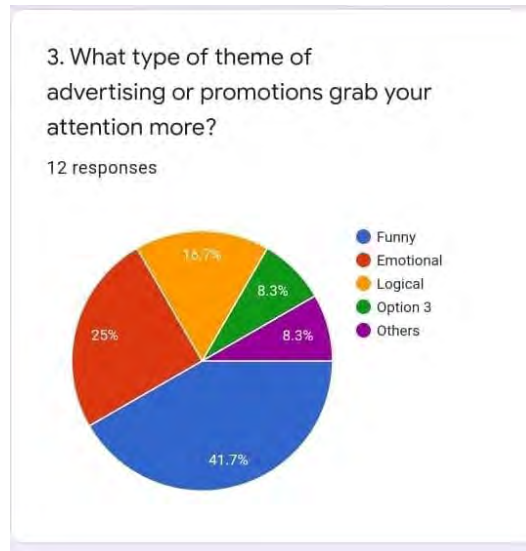
Yes	33.3%
No	8.3%
Maybe	58.3%

Analysis: Most of the people are not sure whether they buy expensive products for their house after watching an advertisement or not. 33.3% people answered yes in this question. So it seems that moderate amount of people are likely to buy expensive household products by seeing an ad. I think that people are conscious about review of the product. Advertisement is not enough for ensuring the quality of a product.





Result of Question 3:



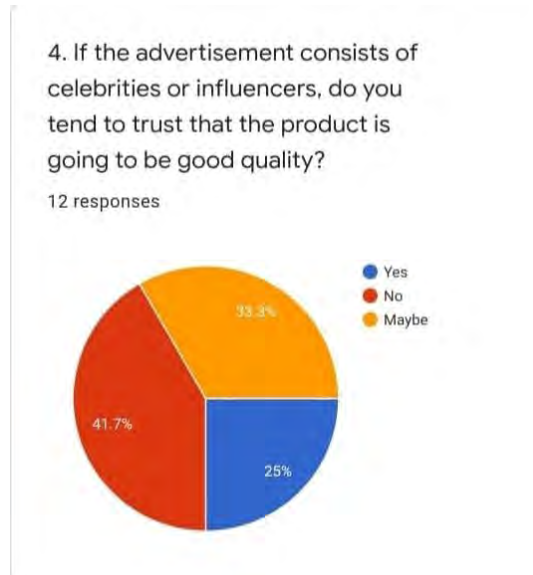
Funny	41.7%
Emotional	25%
Logical	16.7%

Analysis: The result shows that most of the people are attracted to funny advertisements. 25% people like emotional ads and the lowest percentage of people like to see logical advertisements. This survey is done by respondents aged from 20 to 25 years. So people of this age are likely to have entertainment. Thus most of the people answered funny here.





Result of Question 4:



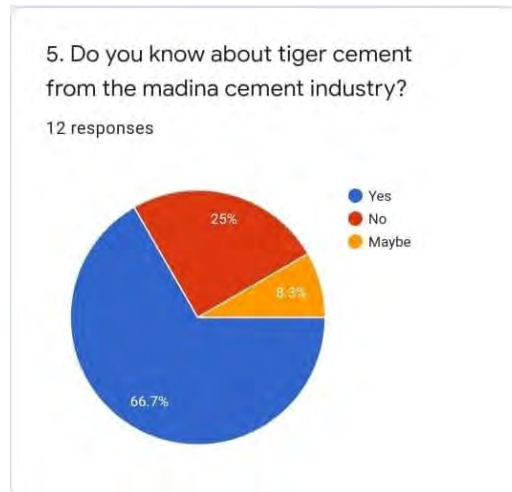
Yes	25%
No	41.7%
Maybe	33.3%

Analysis: The result shows that most of the people do not trust that the product is going to be good quality if the advertisement is done by celebrity endorsers. 25% people trust and 33.3% people are confused. I think that people think, the celebrities do advertisements only for money. So, they don't care about the quality of the product. Thus, people don't trust ads done by celebrities.





Result of Question 5:



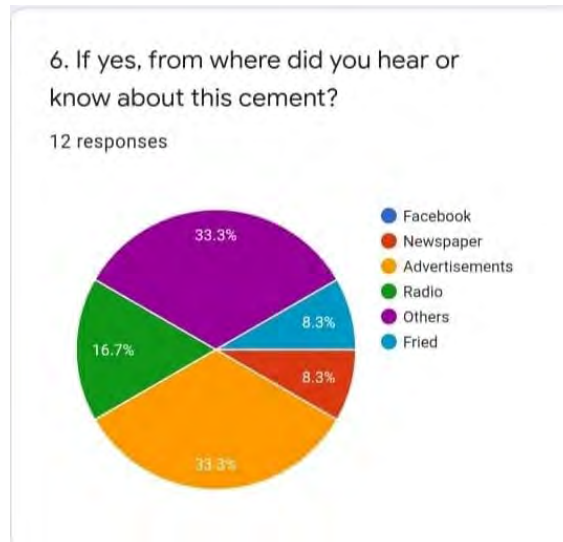
Yes	66%
No	25%
Maybe	8.3%

Analysis: The result shows that most of the people know about Tiger Cement which is of Madina Cement Industry. 25% people answered no and 8.3% people answered maybe. The reason is Tiger cement advertisement is done by cricketer Mashrafe Murtaza and so most of the people know about this brand.





Result of Question 6:



Facebook	0%
Newspaper	8.3%
Advertisement	33.3%
Radio	16.7%
Friend	8.3%
Others	33.3%

Analysis: The result shows that the same amount of people heard about Tiger Cement from advertisement and other source and 0% people heard about it from Facebook. The other people heard about Tiger cement from other sources like Newspaper, Radio and friends. Tiger cement only published one ad which is done by Mashrafe Murtaza. So, most of the people know about this brand by watching the ad acted by him.





3.4 Summary and Conclusions-

I have done an Evaluative research to find the result of the hypothesis. The result of the research supports Alternate Hypothesis. The data collection may not be efficiently and effectively done because the research has to be done in a short time. Research on a topic of this magnitude requires much more time to properly emphasize both data collection and analysis. Besides, many survey answers may not be accurate due to the reluctance of the participants.

So, the limitations are:

- This study faced constraints concerning time availability, which restricted me from the in-depth study of the topic.
- Limited access to the primary data as I could not take interviews of the people concerned with this sector because of work pressure.
- In this time of global crisis, I was unable to take face-to-face interviews, for that reason I had to rely on an online-based survey.
- The sample size I took was too small for this study.
- I have used the convenience sampling technique for the collection of data which might not signify the total population.

3.5 Recommendations-

Advertisement is very important thing which should be done with creativity and precisely because most of the people prefer concise advertisement. Also, from the study, I understood that celebrity endorsers cannot ensure the quality of the expensive products. So Tiger cement should be qualitiful as well as taking proper celebrity in the advertisement. Additionally, whether most of the people like funny and emotional ads, the ads should keep connection with the product. Finally, advertisements should also be published by proper segmentation and by this it should be published on different source. Thus, the ad will reach most number of people.





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- Vazsonyi, N., 2010. Richard Wagner: Self-promotion and the Making of a Brand. Cambridge University Press.
- Kirmani, Z.H., The Impact of Culture Based Advertiment For Brand Positioning: To Study Walls Badami.
- <http://madina.co/about-us>





Appendix A.

Survey form Link- <https://forms.gle/rv5P7HN64djND25s8>

Survey Questions:

- How often do you notice what ad is playing on the TV/ online pages/apps?
 - 0-30 Minutes
 - 30 Minutes-1Hour
 - More
 - Other
- Do you buy expensive products for your house after watching ads of promotions from TV?
 - Yes
 - No
 - Maybe
- What type of advertising or promotion grab your attention more?
 - Funny
 - Emotional
 - Logical
 - Other
- If the ad consists of celebrities or influencers, do you tend to trust that the product is going to be good quality?
 - Yes
 - No
 - Maybe
- Do you know about Tiger cement from Madina Cement Industry?
 - Yes
 - No
 - Maybe





- If yes, from where did you hear or know about this cement?
- Facebook
 - Newspaper
 - Advertisements
 - Radio
 - Other

