

**Internship Report On
Research & Planning of M. I.
Cement Factory LTD (Crown
Cement)**

INTERNSHIP REPORT ON

**“Research & Planning of M. I.
Cement Factory LTD (Crown
Cement)”**

Prepared for:

Mr. Suntu Kumar Ghosh
Assistant Professor
BRAC BUSINESS SCHOOL

Prepared by:

S. M. Atiqur Rahman
ID NO: 10264023
PROGRAM: MBA

DATE OF SUBMISSION: 03.09.2015
SEMESTER: Fall'15



BRAC UNIVERSITY
66 MOHAKHALI, DHAKA-1212.

Letter of Transmittal

3 September, 2015

Suntu Kumar Ghosh
Assistant Professor
BRAC Business School
BRAC University,
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

It gives me enormous pleasure to submit the internship report on “Research & Planning of M. I. Cement Factory LTD (Crown Cement)”. I expect this report to be informative as well as comprehensive.

While conducting the report, I have gather lots of knowledge about backward and forward linkage and many unknown facts, problems and prospect of research and planning. I believed that the experience I acquired from the study will facilitate me a lot in my future career life.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I shall be pleased to answer any sort of query you may have regarding the report.

Sincerely Yours

S. M. Atiqur Rahman
ID: 10264023

Acknowledgement

At the beginning I am very much grateful to almighty Allah for giving me strength and opportunity and sound mind to complete the internship report. It is common practice to thank all those people who contributed to the task that one has to achieve I see no reason to change this custom.

Preparing the internship report on “Research & Planning of M. I. Cement Factory LTD (Crown Cement)” it is not an easiest assignment where the information should be analyzed properly and some data yet to be disclosed on the report. This descriptive paper is the outcome of my practical working experience in M. I. Cement Factory LTD (Crown Cement). For successful completion of this report, I have been fortunate to have the support, assistance and encouragement of a number of individuals. Many of them played a decisive role in helping me making this report, although I honestly accept full responsibility for all the errors and omission.

There are those people who have read, reviewed and provided moral support and encouragement. My special thanks go to **Md. Atwar Hossain**, Assistant Manager of Research and Planning department who always encourage who contributed in conducting my report, those who have provided information and those helped me through my report period with his valuable advice. He is very supportive in supervising my works and I am so much grateful to all the employees of M. I. Cement Factory LTD (Crown Cement) for their whole hearted cooperation.

Finally, I am very much thankful to my honorable faculty Mr. Suntu Kumar Ghosh, Assistant Professor, BRAC Business School, BRAC University, who always gave guide lines and suggestion during the period of completing my internship report.

Executive Summary

It's the job of the marketing research to produce insight into the customer's attitudes and buying behavior. Marketing insights provide diagnostic information about how and why we observe certain effect in the market place and what that means to marketers. We define marketing research as the systemic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the company. Most every organization will benefit from even the most elementary market research. If it does not provide new information, it will confirm what is known.

Market research is the process of gaining information about your market. Preferably, this is specific information about your target market and the key factors that influence their buying decisions. Use market research and marketing analysis to gain valuable insights about your customers, the market conditions and the competitive landscape. Use this knowledge to build a more effective marketing plan.

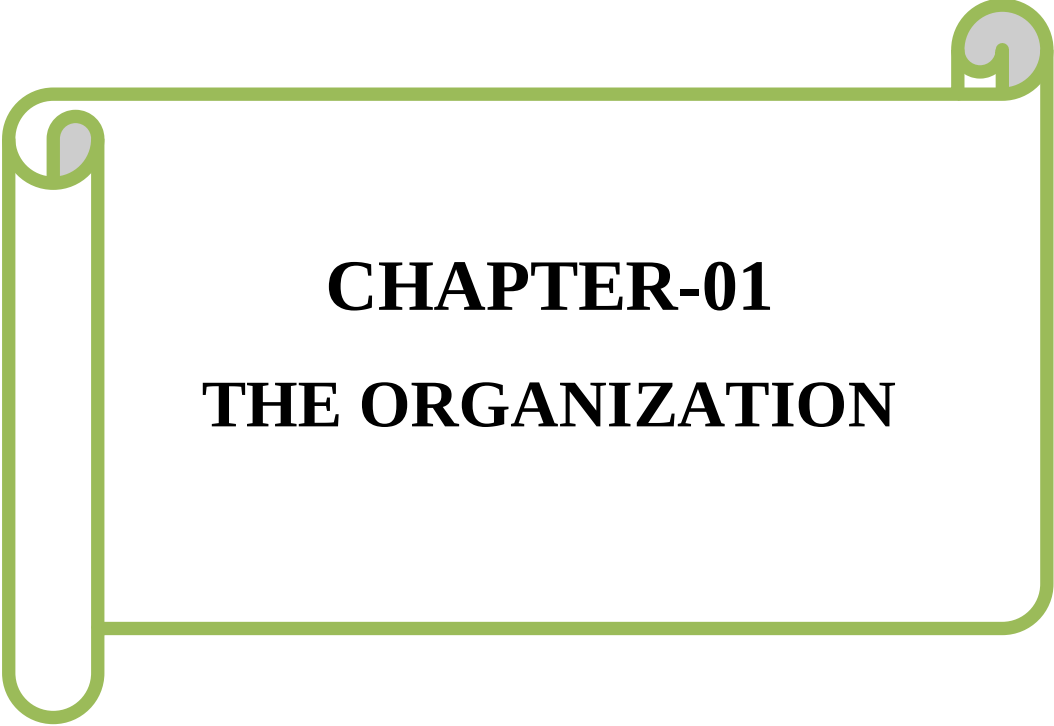
A sound market research provide information, options, assessment to serve the planning, decision-making and performance measurement needs of the company. It helps the company to take the right decision on time.

To survive competitively in the market any business whether is it production or service oriented should make their product and services more diversified. Responding to the market demand M. I. Cement Factory LTD (Crown Cement) complete array of commercial corporate and covering some segment of society. Now Cement manufacturing companies are emphasizing on market research due to maximize sales and reducing unexpected loss of market shares at different market areas. That is why I have decided to prepare my internship report on "Research & Planning of M. I. Cement Factory LTD (Crown Cement)". This report has been conducted to find out the possibility of establishing the position of Crown Cement in terms of market Research & Planning.

Though there is a tough competition in this sector, but to achieve a leading position Crown cement should consider more its market research & planning.

Table of Content

Chapter-01: The Organization	Page No.
1.1 Introduction.....	2
1.2 Historical Background	3
1.3 Operational Network Organ gram.....	4
1.4 Mission & Vision.....	5
1.5 Goal of the company.....	5
1.6 Organization Principles.....	6
1.7 Products and Services.....	6
Chapter-02: The Department	
2.1 Description of the department.....	8
2.2 Role Summary.....	8
Chapter-03: The Project	
3.1 Description of the project.....	10
3.1.1 Objective of the Report.....	10
3.1.2 Methodology of the study.....	11
3.2 Project Work.....	12
3.2.1 Data Collection Findings & Major Observation.....	12
Chapter-04: Learning	23
Chapter-05: Findings and Recommendation	25
Chapter-06: Conclusion	27
References	29



CHAPTER-01

THE ORGANIZATION

1.1 INTRODUCTION

Bangladesh cement industry is the 40th largest market in the world. Currently capacity of the industry is about 20 mn tonnes (MT). Top 13 players are alone controlling over 78% of the total industry capacity. However, the balance capacity still remains quite fragmented. Per capita consumption remains poor when compared with the world average; only 99 kg (FY 2011) while our neighbouring countries, India and Pakistan, have per capita consumption of 135 kg and 130 kg respectively. Many countries cannot produce enough cement to meet their internal demand, and they depend on imports. However, Bangladesh is self-sufficient in fulfilling local demand for cement. Even so, the installed production capacity is higher than local demand.

In Bangladesh, there are around 55 cement manufacturing companies, most of which are in operations either on a large or small scale. A total of 34, including multinational cement manufacturers, are in commercial production.

The installed production capacity of the 34 cement factories is 1.85 crore tonnes a year, according to Bangladesh Cement Manufacturers Association (BCMA) data.

There are many cement Manufacturers in Bangladesh like Shah, Premier, Lafarge, Holcim, Scan. At present among other manufacturer Crown cement operating their operations effectively and efficiently and meeting customers' demands with a view to acceleration socio-economic development of the country. Crown cement is one of the growing cement brands in Bangladesh in terms of efficiency, capital adequacy, asset quality, product quality, market force, human resources, sound management and profitability having strong liquidity. Day by day new competitors appears with better ideas and products as well as services.

1.2 Historical Background of M. I. Cement Factory Limited (Crown Cement).

M. I. Cement Factory Ltd. is a public limited company and one of the leading manufacturers of cement in Bangladesh. On December 31, 1994 it started its journey with the commitment for providing high quality cement to the country. Its brand "Crown Cement" has own renowned both at home and abroad.

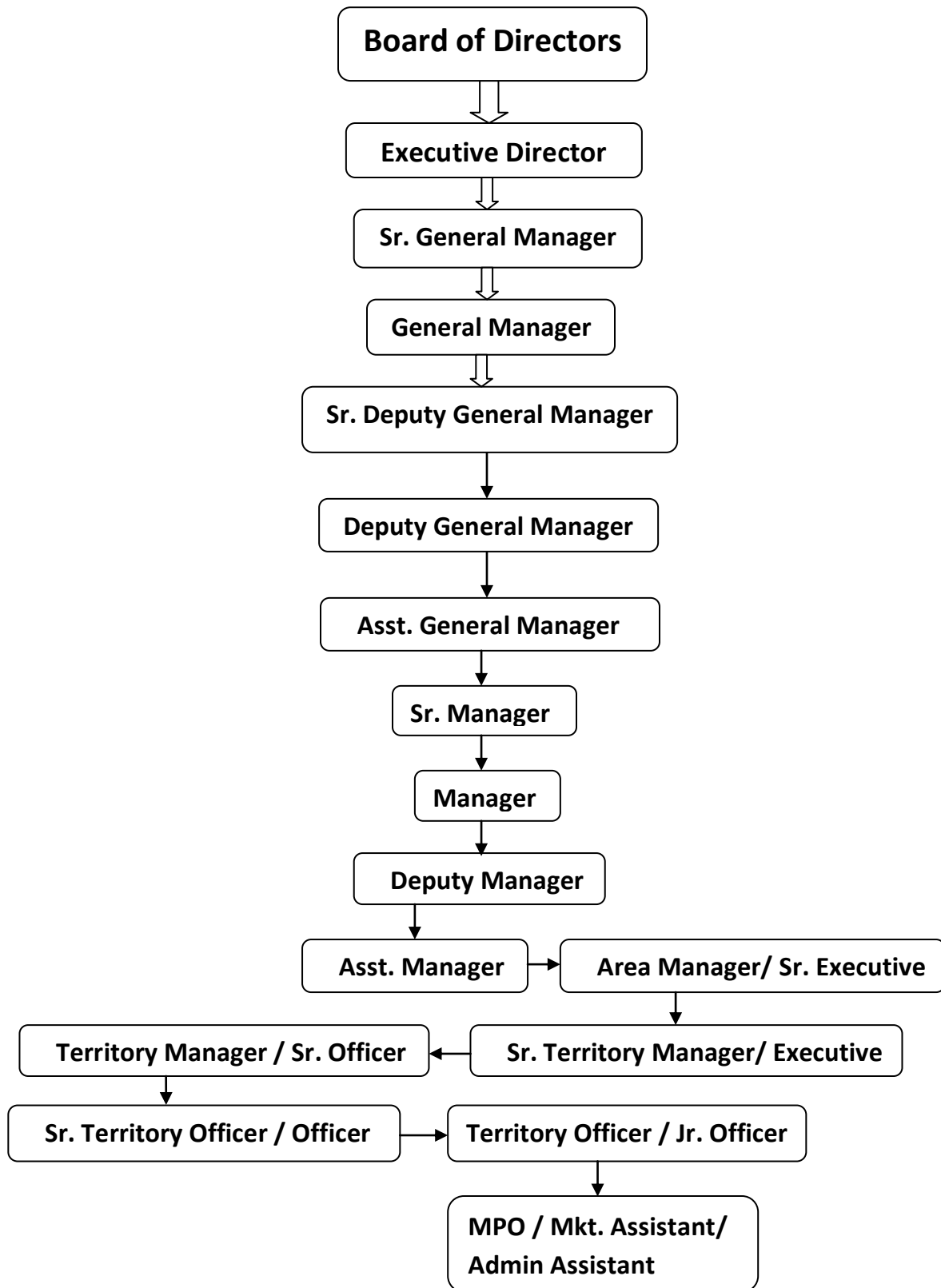
Initially the plant was installed with a capacity of producing 600tpd (ton per day) of Portland cement. With the passing of time the demand of Crown Cement increased day by day. Therefore the sponsors expanded the project thrice. By dint of quality Crown Cement soon gained acceptability both at home and abroad which raised the necessity for expanding the plant from initial 600tpd (ton per day), 800tpd 2nd unit in 2002, 1400tpd 3rd unit in 2006 and 3000tpd 4th unit in 2011 thereby raising the total production capacity to 5800tpd i.e. 1.740 million metric ton per annum.

The company has been listed in Dhaka Stock Exchange and Chittagong Stock Exchange in 2011. Its high growth agenda have been highly appreciated by the shareholders, and have won investors trust. Its backward and forward integration endeavours have given new dimensions to its growth platform. With this end in view, the associate industrial units' viz., Crown Polymer Bagging Ltd., Crown Power Generation Ltd., Crown Mariners Ltd., Crown Transportation & Logistics Ltd., Crown Cement Concrete & Building Materials Ltd. have been set up and are already in operation. The company has also acquired a handy max size ocean going ship to facilitate transportation of raw materials from abroad. It is hopefully expected that these new growth platforms will facilitate creation of new dimensions and frontiers to the mother company M. I. Cement Factory Limited.

Crown Cement pioneered in export of cement in 2003 and paved the way for earning hard-earned foreign currency. Recently Crown Cement Achieved the National Export Trophy (Gold) twice for attaining the top most place among the cement exporters in Bangladesh.

The factory possesses well communications facility both through water and road. It is located as West Mukterpur, Munshiganj on the bank of the river Dhaleswari. It is connected by a metallic road (Dhaka-Munshiganj Highway) linked with the whole country.

1.3 Operational Network Organ gram



1.4 Mission & Vision of M. I. Cement Factory Limited (Crown Cement)

Mission:

As a modern cement company, we manufacture cement (Brand Name: Crown Cement) to meet the needs of clients through innovative products & services that create value for all our stakeholders.

Vision

Our vision is to make a contribution to the nation by creating opportunities in the arena of industrial growth and development of Bangladesh, and to provide a solid foundation for society's future.

1.5 Goal of the company

Our goals are to:

- Continually set the latest standards of modern technology in our industry to satisfy the needs of customers through innovative products and services.
- Contribute to the national economy and the infrastructure development of the country.
- Secure the strongest competitive position in our relevant market places through making quality product and operational excellence.
- Be partner with the best suppliers, delivering increased value for both the company and our customers.
- Be recognized as a respected & attractive company & an employer of first choice.
- Provide extensive career opportunities through competitive pay & benefits, training & development & a congenial working environment.
- Empower our employees at every level, and integrate them fully into our network.
- Continually demonstrate our commitment to sustainable environmental performance, and play a pro-active role in Corporate Social Responsibility (CSR) within our sphere of influence.
- Achieve long-term financial performance,
- Create secured investment opportunity within the country.
- Enhance versatility, & diversification through the penetration of new market segments.
- Improve administrative & organization structures to review all business lines regularly & develop the best practice in the industry.
- Earn foreign currency through export.

1.6 Organization Principles of M. I. Cement Factory Limited (Crown Cement)

- Integrity in all their dealings
- Excellence in everything they do
- Total commitment to customer satisfaction
- Thinking ahead and taking new initiatives

1.7 Products and Services of M. I. Cement Factory Limited (Crown Cement)

Product Overview

We manufacture the following types of cement:

ORDINARY PORTLAND CEMENT (OPC)

BDS EN 197-1:2003; CEM-1, 52.5 N

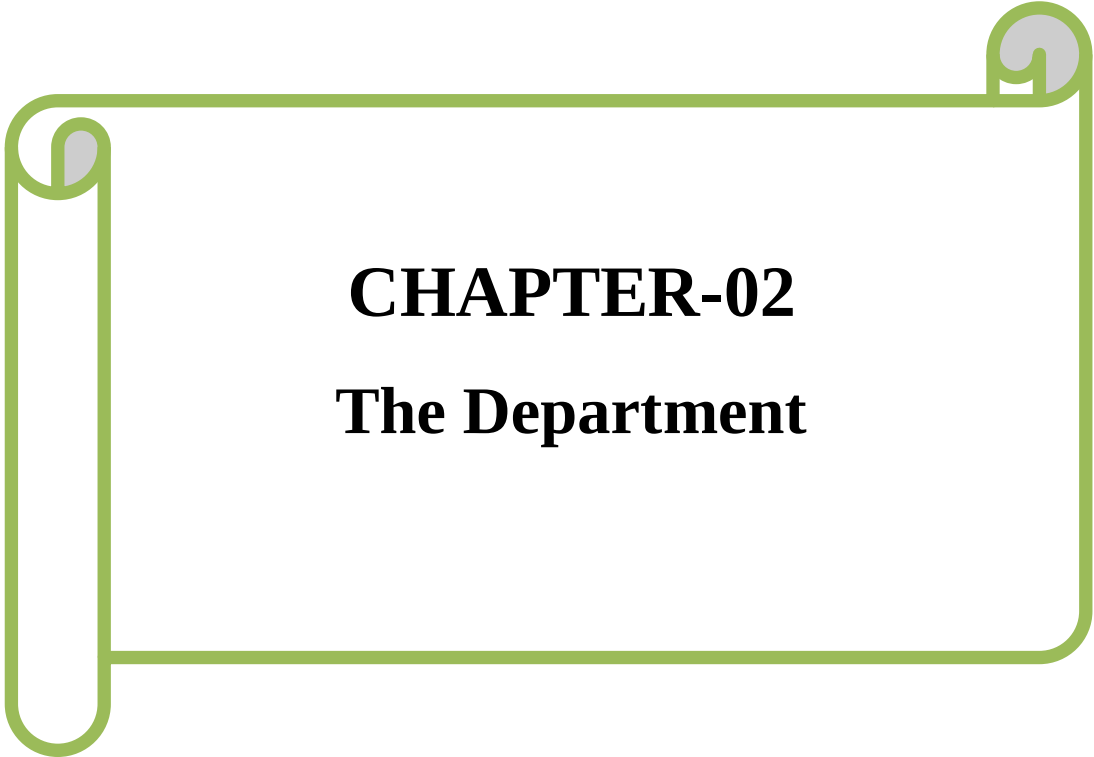
BDS EN 197-1:2003; CEM-1, 42.5 N

PORTLAND COMPOSITE CEMENT (PCC)

BDS EN 197-1:2003; CEM-II /A-M (V-S-L),
42.5 N

BDS EN 197-1:2003; CEM-II /B-M (V-S-L),
42.5 N





CHAPTER-02

The Department

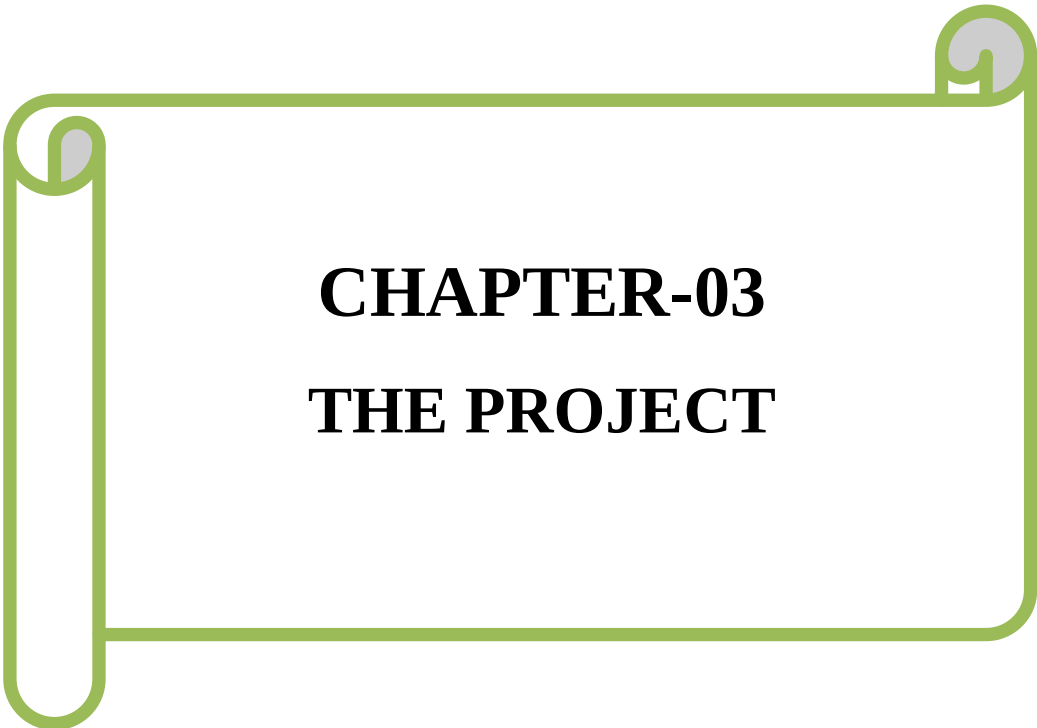
2.1 Description of the Department

Research & Planning is an important department of M. I. Cement Factory Limited (Crown Cement). It started its journey at 1 January, 2013. The department has seven employees. Mr. **Md. Atwar Hossain**, Assistant Manager, is the departmental in charge who reports directly to the Additional Managing Director of M. I. Cement Factory Limited (Crown Cement). Research & Planning department has some responsibilities, like:

- Collect data regarding specific market, retail outlets, market share of major players etc.
- Continuously monitor and provide reports on competitor activities, changes in market dynamics, influencers' role & customer trends.
- Provide reports regarding effectiveness of in house market development initiatives, different marketing campaigns, trade promotions and events.
- Provide reports regarding channel partners' brand loyalty, pushing efforts and market development initiatives.
- Responsible for the marketing of company products and services to the right market
- Demonstrate technical marketing skills and company product knowledge.
- Any other task(s) as and when required by the managements.

2.2 Role Summary:

- To be responsible for developing and maintaining marketing strategies to meet agreed company objectives.
- To evaluate customer research, market conditions, and competitor data and implement marketing plan alterations as needed.
- To oversees all marketing, advertising and promotional staff and activities.



CHAPTER-03

THE PROJECT

3.1 Description of the Project

The report has been prepared as a mandatory requirement of the Master's of the Business Administration (MBA) program under Department of BRAC Business School, BRAC University, Bangladesh. This report entitled "Research & Planning of M. I. Cement Factory LTD (Crown Cement)". My institutional supervisor Mr. Suntu Kumar Ghosh assigned me the topic of the report. The primary goal of the project papers is to provide on the job coverage to the student and an opportunity for translation of theoretical conceptions in real life situation.

3.1.1 Objective of the Report

The core objective of this study is to analyze research & planning of M. I. Cement Factory LTD (Crown Cement) & other competitors in Bangladesh and draw a comparison between these manufacturers to identify the position in the cement industry. The objectives of the report are as follows:

Broad Objective:

- ❖ To partial fulfilment of my MBA degree.
- ❖ To match my academic knowledge with the real corporate business set up.
- ❖ To enlarge my experience from a real corporate exposure.
- ❖ To enhance my adaptive quality with the real life situation.

Specific Objective:

- ❖ To know organizational profile of M. I. Cement Factory LTD (Crown Cement).
- ❖ To evaluate the factors affecting research & planning of M. I. Cement Factory LTD (Crown Cement).
- ❖ To identify areas where this brand is performing well in terms of affecting research & planning.
- ❖ To emphasize areas where improvement is possible.
- ❖ Comparative analysis to identify its position.

3.1.2 Methodology of the study

Data Collection:

Both the primary as well as the secondary form of information was used to prepare the report.

The details of these sources are highlighted below:

(a)Primary Source

I have collected primary information by interviewing my colleagues, employees, managers, general manager, managing director, other competitors' employees, raw material suppliers and observing various organizational procedures, structures. Primary data were mostly derived from the discussion with the employees of the organization and competitors.

(b)Secondary Source

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

Internal Sources

- ❖ Annual Report – 2013- 2014
- ❖ Business Instruction Manual
- ❖ Market research method
- ❖ Sales policy
- ❖ External Sources
- ❖ Different books and periodicals related to the Cement sector
- ❖ Website Information

3.2 Project Work

During my internship period, I have done many works. I have visited two districts; Gazipur and Shariatpur. During visiting time, I have collected thana wise retail market information through the questionnaire form. I have to input lot of information at the questionnaire form like thana name, Market Point name, Retail name, Proprietor/ Manager name and number, Regular Selling Cement Brand name, Sales Quantity, Cost Price, Selling Price, Regular Commission, Dealer Information, Branding information, Effective promotional activities, Brand wise dealer credit information, Problem on selling Crown, Customer complains, Comments/Suggestions for Crown. After collecting and input the data, I have prepared various general and observational reports. From that report we can easily understand the district market size, thana wise market situation or market point wise position of Crown and other competitors.

3.2.1 Data Collection Findings & Major Observation

Findings from Gazipur market

Observation and Recommendation

Now-a-days, building design/plan approvals are stopped by Gazipur City Corporation. However, RAJUK approvals for building design are not so easy. That's why building construction are not as rapid as City Corporation area. Whereas cement consumption is not swift as compared to country growth, also for political issues there are not so much project / construction site. The contractor of Dhaka-Mymensingh Highway Project deals with most of the Brick Fields to delivery their Brick at that project, that's why general consumer is not getting Brick as their demand. But in this regard, most of the brand tries to increase their market share by implementing new promotional offer, credit facilities, and huge branding activities etc. Shah and 7-Ring is on head on competition for leadership at Gazipur.

Gazipur Sadar

- Crown's dealer is less interested in retails located at highway in Gazipur Sadar. In this area most retailers comment is alike: Seven Rings and Shah Cement employees come almost every day whereas Crown's employees are seen not frequently. Most of the retailers at Chowrasta-BARI Gate and near others market complain about Gazipur Builders for underrating to the retailers and also retailer site.
- Marketing employees of Crown are not so much smart for marketing as compared to other competitor brands commented most of the dealer at Gazipur Chowrasta. They are not frequently visit at site as so not take initiative to increase retailer sales capacity most of the dealer added.
- Huge communication gap at Hydorabad, Harbaid and Pubail area, most of the retailer's sells 7-Rings at that area due to mini delivery system and some of case they sell Shah.
- At Gazipur sadar retailers are now interested to sell Shah Special and 7-Rings Special instead of Shah Popular and 7-Rings Normal respectively, which creates scope for Crown to elaborate its market share by using its good brand image. Now-a-days, Holcim is also trying to grab its market share by using huge branding activities, and customer perception of good brand.
- Mr. Polash, one of Sales officer of Tonny Enterprise has created business transaction problem which has bad impact at those market point as well as brand image.
- Crown has operation by three dealers- Dhaka Trade Link, Baten Traders & Tonny Enterprise at Square gate-Navana gate (Kashimpur, Konabari) this market point. That's why underrating has occurred and retailers are unhappy due to lower profit.
- According to the retailers, Crown cement bags become clotted within short tome (Molla Traders-Square Gate, Tusher Ent-Jorun Bazar etc.)
- Mr. Shaheen Khan, the owner of M/S. Khan Trading Corp.-2 complained about Lower profit and lower credit facilities of Crown. He also mentioned scan has captured one of his crown's sites.
- M/S. Monir Enterprise, one of crown's retailer stopped selling Crown due to site sell of M/S. Comilla Traders. Another retailer Bormon Enterprise at Monipur complained about dealer's site sell @ tk. 420.

Recommendation

- ❖ Dealer area should be restricted at thane wise
- ❖ Organize different meet program at area basis
- ❖ Ensure shop sign, shop paint and other branding activities
- ❖ All business transaction problems with the retailers should solve immediately (Mr. Nahim-Molla & Brothers & Mr. Polash-Tonny Ent)
- ❖ Clotted or damaged bags should be replaced.
- ❖ Dealer's counter sell or underrating at retailer's site should be decreased gradually.

Tongi

- Shah, Seven rings, Holcim are operated their business very smoothly for their huge credit facilities, promotional offers, and branding activities. Most of the retailers complain about less communication of Crown employee.
- Lower Advertisement such as shop sign, paint, bill board etc compared to Shah, Holcim, scan & 7-Rings.

Recommendation:

- ❖ Immediately, BTL and outdoor advertisement should ensure at every area
- ❖ Crown should deploy one more employee (MPO) for smooth communication to all market point
- ❖ For creating pull market, dealer's area should be specified specially Kaliganj & Tongi Thana

Kaliakoir:

- Shah is the market leader at Kaliakoir. At Sadar market point total market size is about 20,000 bags where Crown is only about 2,200 bags. Crown retail is 6 out of 14 retail at this market point. Retail communication is not frequent at Kaliakoir Sadar. Retailer doesn't get new offer/update information by the dealer or marketing employee. Few retailers are still confused regarding 2% free bags. Crown program (Retail/Mason/Eng. Meet) is very low at this area for this reason peoples are not aware regarding Crown Cement.

- At Fulbaria market point most of the retailers complain about underrating. In this regard retailers are diverting to sell other brands and Crown is losing its market share. Three dealers (Rafi-3 Retails, Comilla-3 Retails & Bhuiyan-4 Retails) are operating at this market which creates underrating.
- Huge communication gap at Chandra/ Shafipur / Boroibari /Majhukhan /Ratanpur /Malek Spining Road/ Rakhaliarchala area, most of the retailer are sell Shah Cement. Shah arranged mason meet and special consultant to Engineer for getting new site. At Shafipur and Vannara most of the retailer complains about Tonny Ent for underrating.

N.B: At Kaliakoir thana four dealers of Crown: Tonny-10 retails, Comilla-13 retails, Bhuiyan-04 retails and Gazipur Builders-04 retails are operate.

Recommendation:

- ❖ Underrating should be controlled
- ❖ Crown should deploy one more employee (MPO) for smooth communication to all market point
- ❖ Only one dealer may assign for Kaliakoir to control underrating
- ❖ Organize mason meet and **Engineer consultant** at their office.
- ❖ Should inform latest offer/update information at time to time as soon as possible and clear message of 2% free bags
- ❖ BTL and outdoor advertisement should ensure at every area in any time

Sreepur

Bhuiyan Enterprise, Comilla Traders, Shofiquel Enterprise, Guzi Builders, Rubel Enterprise are operated at Sreepur Thana. That' why, underrating has occurred at this area.

- At Crown retailer's more than one dealer try to competition delivery in any price but in GAP market dealer are not take initiatives to develop that market.
- Clotted bags were not replaced. (Evan Trading-Mawna, Pathan Ent-Sathkhamair)
- Crown marketing officer were not visited all market point.

Recommendation:

- ❖ Area should be specified.
- ❖ Clotted or damage bag should be replaced with in short time.
- ❖ Marketing people and technical team should be visited all market point with all retail.
- ❖ Dealer operation should more strong and ensure delivery at every market point.

Kapasias

- Only three retailers sell the crown cement at whole kapasia thana, & also they claimed that they were not received promotional gift, commission properly.
- Most of the market are GAP for Crown (8 out of 11 Market Point)
- Two outlet of Comilla Trading & one outlet of Mollah Ent, Shibpur, Norshindi.
- Most of the retailer said that they did not know about crown cement dealer & other facilities.
- Lower demand of crown cement is the main problem of crown cement, due to mason. Mason does not advise to use crown cement. They are preferred to use 7-ring & Shah Cement.
- Sometime visit marketing people of dealer. But most of retailer said that no marketing people came to visit the retail from crown cement.
- No industry at kapasia. Agricultural & Foreign remittent based market.

Recommendation

- ❖ Need strong dealer or exiting dealer activities should be increased.
- ❖ Nearest dealer (Safiqul Ent at Piruzali & Bhuiyan Ent at Mawna) can be involve for Kapasia Market.
- ❖ At least one marketing people should deploy at Kapasia market.
- ❖ Organize Mason & Retail meet
- ❖ BTL and outdoor advertisement should ensure at every area
- ❖ GAP market should be minimized

Kaliganj:

- Seven rings is the market leader at Kaliganj. Fresh and Premier is developing their market aside 7-Rings. Crown retail is only 4 out of 57 retriels.
- Seven rings doing well at Kaliganj by implementing more credit facilities, mini delivery system and top of mind brand image. Retail communication is decreased day by day by Crown's employee and dealers are not taking initiatives to develop the market.
- Most of the market are GAP for Crown (4 out of 6 Market Point)

Recommendation:

- ❖ Crown should deploy one more employee (MPO) for smooth communication to all market point
- ❖ Assign and reinforce dealer for smooth D/O to grab retail coverage and market share immediately
- ❖ Should inform latest offer/update information at time to time as soon as possible
- ❖ BTL and outdoor advertisement should ensure at every area
- ❖ GAP market should be minimized

Overall Recommendation

- ✚ Crown should deploy one employee (MPO) for each thana and one more smart Engineer for Gazipur District to frequent site visit.
- ✚ If we have to continue our business by existing dealer, business area should be restricted to control market; otherwise market may fall.
- ✚ Homeowners meet, Mason meet for outside Gazipur Sadar, Contractor meet especially for Gazipur Sadar, Retail meet may be organized.
- ✚ BTL and Outdoor advertisement should be ensured through Shop sign and high wall paint, Bill Board (Chowrasta, Vogra Bypass) etc.
- ✚ D/O rate may be rationalized to the all retailers.
- ✚ Penetration during peak season should be ensured through both demand creation and smooth delivery to the retail outlet.
- ✚ All business transaction problems with the retailers should solve immediately.
- ✚ Clotted or damaged bags should be replaced with short time and maintain good business relation.
- ✚ Dealer's counter sell or underrating at retailer's site should decrease gradually.
- ✚ A-Z market monitoring (Dealer, Retailer, Employee, Site Visit, competitors' activities etc.)
- ✚ Ensure 24 hours smooth Ghat delivery to retailer.

Findings from Shariatpur Market

Observation and Recommendation

Zanzira & Naria

- In this area most retailers comment is alike: Shah & Tiger Cement employees come almost every day whereas Crown's employees are not seen frequently.
- Lower Advertisement such as shop sign, paint, bill board etc compared to others brand.
- Area violation problem at Naria Thana.
- Less communication with mason.
- No new offer informed instantly by dealer/Mkt

Recommendation

- ❖ Marketing people and technical team should be visited all market point with all retail.
- ❖ Ensure shop sign, shop paint and other branding activities.
- ❖ Dealer area should be restricted.
- ❖ Organize Mason meet program at Zanzira and Naria.
- ❖ Crown promotional offer should provide to the retailers just in time.

Shariatpur Sadar:

- In this area Crown's employees are not seen frequently whereas Anchor and King Brand employees come almost every day.
- Anchor is giving various benefits to the masons like per bag sales commissions, gifts, etc.
- Lower Advertisement such as shop sign, paint, bill board, project signboard etc compared to Anchor, Shah, Akij, Premier, Bashundhara and Holcim.
- M/S. Shafiqul Ent, one of sub-dealer of Crown, his counter sell is higher than retail sell. That's why underrating has occurred.
- Due to not having a site Engineer, we can't increase brand awareness.

Recommendation

- ❖ Marketing people should be visited all market point with all retail.
- ❖ Organize mason meet and Engineer meet program.
- ❖ Ensure shop sign, shop paint, bill board, project signboard and other branding activities.
- ❖ Sub-Dealer's counter sell or underrating at retailer's site should be decreased.
- ❖ Site Engineer needed for increasing Brand awareness.

Bhedorganj & Shakipur:

- Due to more benefit of 7-Horse, Sub-Dealer Julhas & Brothers push 7-horse more instead of crown. That's why; Crown isn't distributed properly by dealer.
- Most of the retailer of Bhedorganj wants to business with company.

Recommendation:

- ❖ Need strong dealer or exiting dealer activities should be increased.
- ❖ Take a necessary step to arrange mason meet, retail meet & awareness of our product quality.

Damuddaya & Goshairhat:

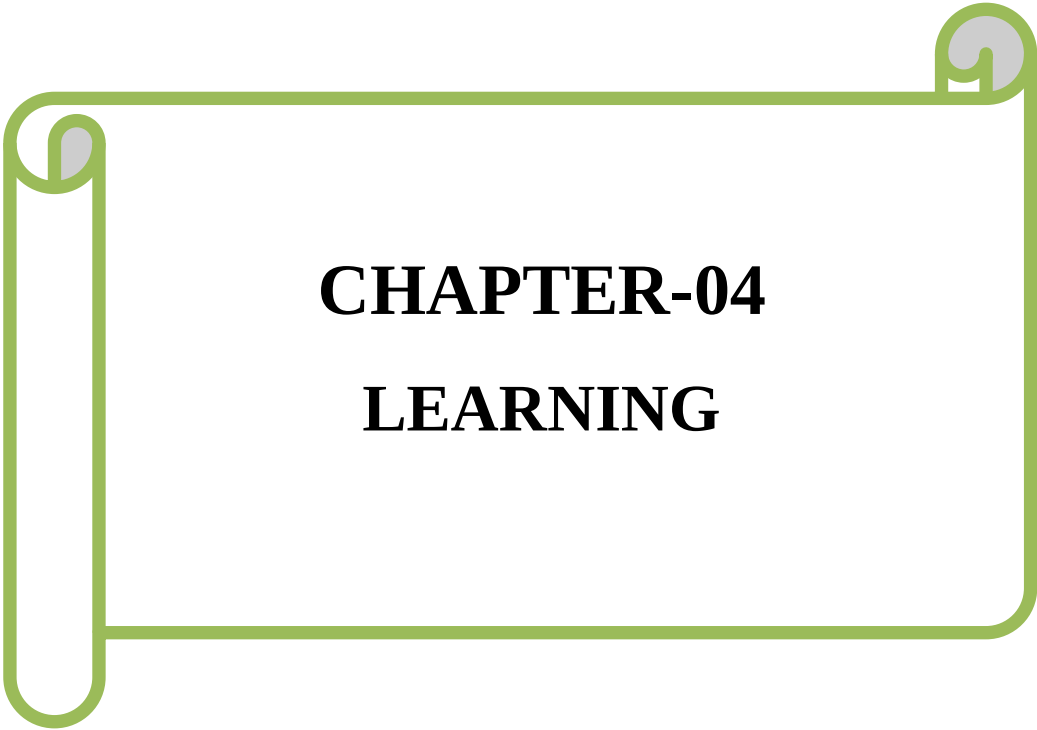
- Retails are not frequently visited by Crown's Employee.
- Operation of Shah Cement give good credit facilities, before Abul Khair Group give the credit for **Shah Tin Sheet** (Market Demand) after certain time Abul Khair Group **convert** his retailer for **Shah Cement** with **Tin Sheet Retailer**.
- Julhas & Brothers Promoted 7-Horse cement instead of Crown Cement.
- In Goshairhat & Dammudya bazar branding of crown Cement was completely invisible. Such as shop sign, paint, bill board, project signboard etc compared to Anchor, Shah, Akij, Premier, Bashundhara and Holcim (**Although Holcim has no sell operation**).

Recommendation

- ❖ Marketing people should be visited all market point with all retail.
- ❖ Monitoring on the Sub-dealer Julhas & Brothers for **promoting 7-horse Cement**.
- ❖ Dealer area should be specified.
- ❖ Organize mason meet and Engineer meet program.
- ❖ Ensure shop sign, shop paint, bill board, project signboard and other branding activities.

Overall Recommendation

- ✚ Crown should deploy one Engineer and one Brand promoter for Shariatpur District main focused on Padma bridge construction area.
- ✚ Organize Mason meet and Engineer/Contractor meet program.
- ✚ BTL and Outdoor advertisement should be ensured through Shop sign and high wall paint, Bill Board, project signboard etc.
- ✚ Crown promotional offer should provide to the retailers just in time.
- ✚ Sub-Dealers activities should be increased.
- ✚ Alternative channel partner may search at Bhederganj area.



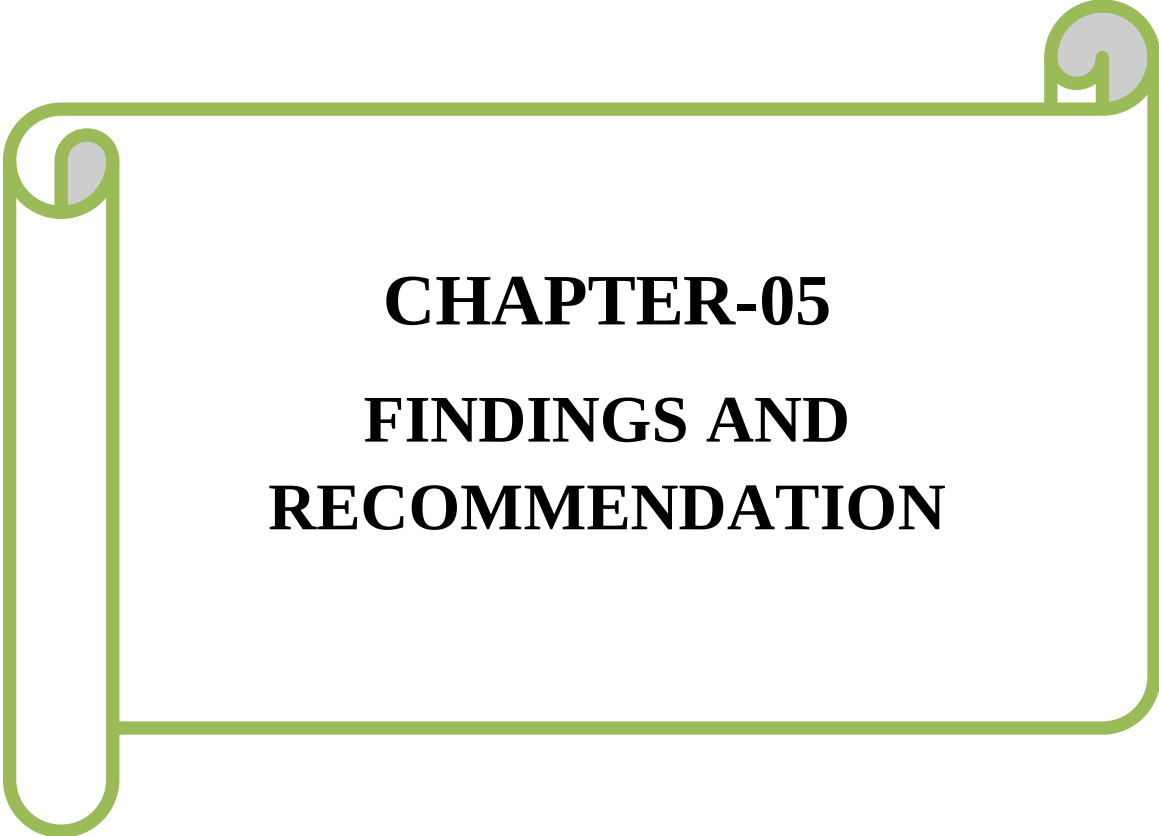
CHAPTER-04

LEARNING

4.0 Learning

The learning objectives are the following:

- **to understand the market research process;**
- **to identify various types of market research;**
- **to focus on the fundamentals of basic market research at your centre;**
- **to clearly understand how to interpret the information, and to apply the findings in your day-to-day actions in marketing a particular centre;**
- **market segmentation will be used as a broad indication of how market research could be used to divide a centre according to specific market segments.**

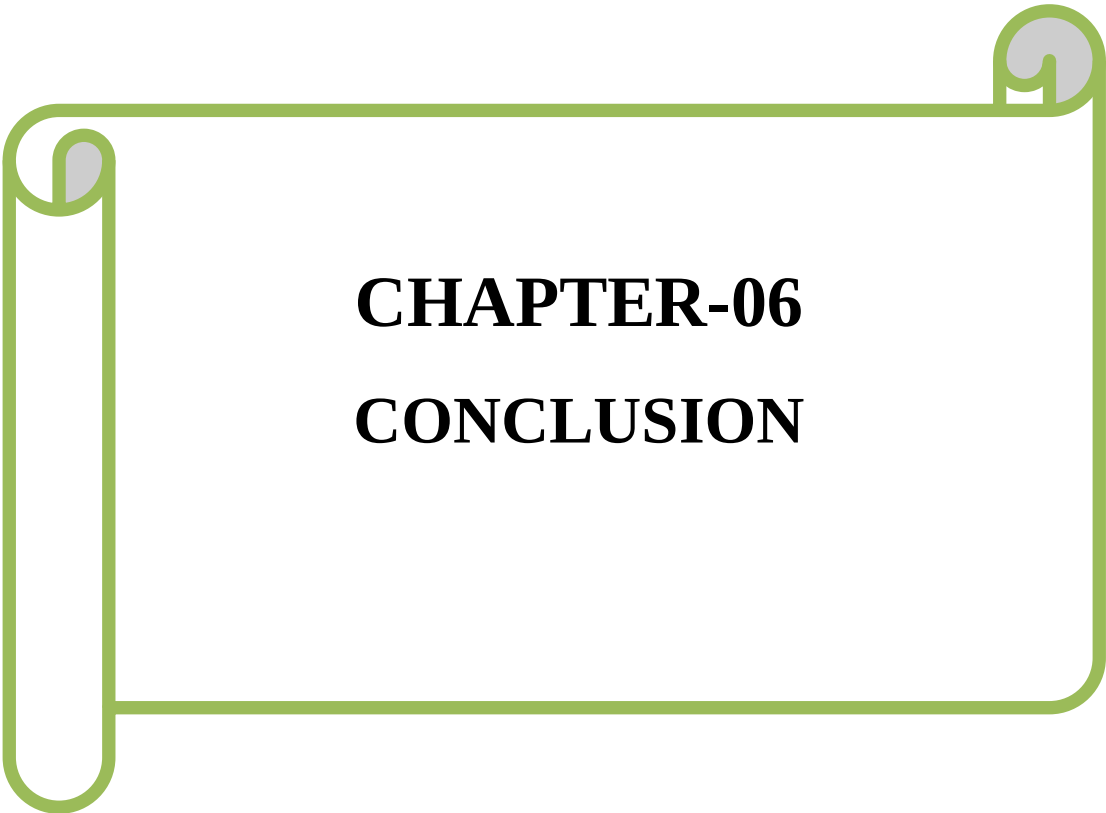


CHAPTER-05

FINDINGS AND RECOMMENDATION

5.0 Findings and Recommendation

- ✚ Company has limited number of marketing employee in the country wide which is a few in terms of competition. Shah, the market leader in the industry has enough marketing employee in the country wide. Company should take aggressive marketing strategy to increase number of employee throughout the country.
- ✚ Crown cement has insufficient number of vehicle to supply its distributors and dealers. They should increase vehicle to fast and timely delivery of the products to its customers.
- ✚ Crown cement organize Mason meet, Engineer/Contractor meet, retail/dealer meet program which is not sufficient. Company should enhance these types of programs.
- ✚ BTL and Outdoor advertisement has insufficient compared to shah. It should be ensured through shop sign, high wall paint, signboard, Bill Board etc.
- ✚ Crown's sales and promotional activity is not up to the mark compared to competitor brands like Shah, Holcim, Scan, and Lafarge. Promotional offer should be rationalized with other brands.
- ✚ Crown has not many strong channel partners. But it should be increased.



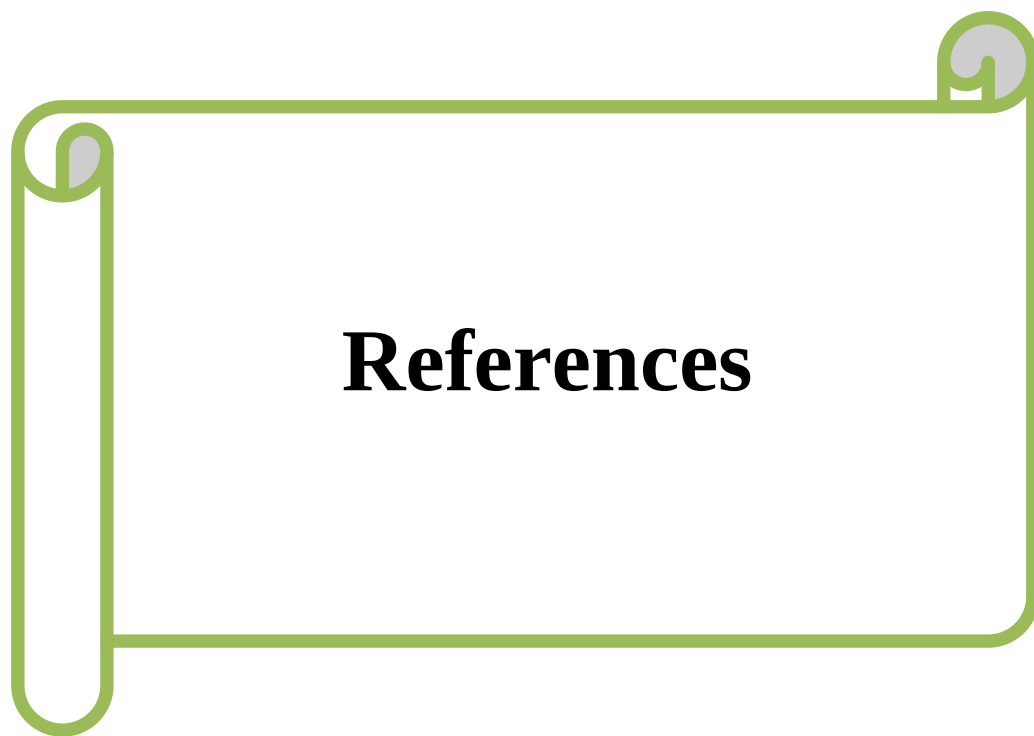
CHAPTER-06

CONCLUSION

6.0 Conclusion

M. I. Cement Factory Limited (Crown Cement) is making up of all the activities required to deliver products to the customer, from designing product to receiving orders, procuring materials, marketing, manufacturing, logistics, customer service, receiving payment and so on. Anyone, anything, anywhere that influences a product's time-to-market, price, quality, information exchange or delivery, among other activities, is part of the supply chain.

As a final point, it is articulated that, M. I. Cement Factory Limited (Crown Cement) still growing company but it is following different strategies, taking different decisions, planning and operation, selecting right marketing policy to make their market efficient and respond to customer demands timely by delivering quality products and service to customers.



Bibliography

Information of Crown: www.crowncement.com

Marketing Management-13 th Edition-Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha

Market Research: <http://www.mplans.com/articles/what-is-market-research/>