Report On

Measuring Customer Attitude Towards Crown Cement

By

Lamia Anjum Mithin

ID: 19304044

An internship report submitted to the BRAC Business School in partial fulfilment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
May, 2025

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:

____

Lamia Anjum Mithin
Id: 19304044

Supervisor's Full Name & Signature:

____

Shihab Kabir Shuvo
Senior Lecturer
BRAC Business School
BRAC University

Letter of Transmittal

Mr. Shihab Kabir Shuvo
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: **Report on 'Measuring Customer Attitude Towards Crown Cement'**

Dear Sir,

I would like to thankful for your support to prepare my internship Report on "Measuring Customer Attitude Towards Crown Cement''. The report is a prerequisite for completing my Bachelor of Business Administration at Brac University, Bangladesh. Working in a corporate company is a great experience for me. The internship program has allowed me to enrich my theoretical knowledge through practical exposure to marketing activities of some business. I hope you will assess my report considering the limitations and mistakes of the study and I would also like to thank you for your continuous guidance and support.

Sincerely yours,

Lamia Anjum Mithin

ID: 19304044

BRAC Business School

BRAC University

Date: 19/05/2025

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Crown Cement PLC and the undersigned student at Brac University…………………………………….

Acknowledgement

I grant my most profound thanks to Almighty Allah for providing me with the power to succeed in my internship combined with the completion of this report.
I deeply appreciate Crown Cement PLC specifically the Sales & Marketing department for granting me the opportunity to join their esteemed organization. My reporting boss Saiful Hossain, AGM of Crown Cement, together with his team provided essential aid which helped Me to improve my learning throughout this internship period.
The constant support from my educational supervisor Mr. Shihab Kabir Shuvo at BRAC University allowed me to complete this report because of his steady mentoring and backing. The appreciated comments and positive guidance led to the perfect direction of my work. Lastly, all resources provided by the participating individuals transformed this experience into both meaningful and efficient.

Executive Summary

This internship report, titled "Measuring Customer Attitude Towards Crown Cement PLC," documents the professional experience and research conducted by Lamia Anjum Mithin during a six-month internship at Crown Cement PLC's Sales & Marketing Department from August 2024 to February 2025, fulfilling partial requirements for a Bachelor of Business Administration at BRAC University. The report provides a comprehensive overview of the internship, detailing responsibilities such as preparing daily sales and delivery reports, creating price proposals, processing customer orders, and managing databases using SAP and Microsoft Excel, which enhanced operational efficiency and customer relations. An extensive study of Crown Cement PLC presents an organizational overview that covers its manufacturer role in Bangladesh together with SWOT and Porter's Five Forces assessments. This study shows a detailed examination of the company's marketing approach and financial operations. The core project investigates customer attitudes toward Crown Cement, utilizing a mixed-methods approach with surveys of 40 participants to test hypotheses on quality perception, pricing, brand image, and post-purchase experiences. Findings confirm Crown Cement's strong reputation for quality (87.5% high ratings), reasonable pricing (67.5% approval), trustworthy brand image (40% preference), and recommendation likelihood (70% positive), though minor quality inconsistencies and price sensitivity among rural customers suggest areas for improvement. The study recommends enhanced quality assurance, tiered pricing, digital branding, and improved dealer support to boost loyalty and market share. The internship provided valuable real-world experience, technical skill development, and industry insights, preparing the intern for a career in marketing while contributing to Crown Cement's operational success. This report underscores the importance of aligning customer expectations with strategic initiatives to sustain Crown Cement's leadership in Bangladesh's competitive cement industry.

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Chapter 1 [Overview of Internship]

1.1 Student Information

Name: Lamia Anjum Mithin

ID: 19304044

Program: Bachelor of Business Administration

Major 1: Marketing

Major 2: E-Business

1.2.1 Internship Information

Period: 19th August 2024 to 19th February 2024 (6 months)

Company Name: Crown Cement PLC.

Department: Sales & Marketing

Address: Delta Life Tower (3rd & 6th floors, Plot 37, Rd 90, Dhaka 1212

Working Hours: Sunday to Thursday, 9 AM- 6 PM

1.2.2 Internship Company Supervisor's Information

Name: Md. Saiful Hossain

Position: Assistant General Manager, Sales & Marketing

1.2.3 Job Scope

1.2.3.A. Job Description

Crown Cement PLC stands as a leading organization in the construction and manufacturing industry which excels through quality-focused innovation. I spent six months in the Sales & Marketing department gaining important experience in client management together with operational logistics and strategic business practices. Daily sales report creation was an essential task for me that allowed tracking of performance metrics and ensured constant flow of the sales pipeline system. By creating specific price proposals then making invoices for clients I developed better price structure understanding in competitive market conditions while perfecting my attention to details skills.

Processing customer orders at a high standard was among my responsibilities while maintaining the customer database through regular updates for optimal record accuracy. Internal operations became more efficient because we had better data accessibility for the organization. I prepared daily delivery reports to supervise goods distribution through my oversight of department communications. The opening of new customer profiles was one of my responsibilities which supported the company in expanding its client base. My internship activities focused on complete utilization of SAP alongside Microsoft Excel platforms for data management functions alongside generating reports and supporting ongoing sales operations. The internship strengthened both my technical abilities and my organizational capabilities to a great extent. I gained comprehensive experience in sales operations methods and customer approaches during my time at Crown Cement PLC, which prepared me well for my coming marketing and business development work.

1.2.3.B. Job Responsibilities

My time at Crown Cement PLC involved assisting the Sales & Marketing team at this highly respected Bangladesh construction company as I helped with regular functions and client engagement activities. My internship assignment included performing the following critical tasks for the entire interval.

- **Preparation of Daily Sales Reports**

The foundation of my responsibilities at Crown Cement PLC involved generating full daily sales reports to track product flows together with customer performance data and market analysis information. The reports served multiple purposes for performance tracking and target evaluation and sales plan development. I thoroughly utilized Microsoft Excel to process and present data through functions including pivot tables with VLOOKUP and conditional formatting to achieve accurate data presentation throughout my internship.

- **Creating Price Offers and Generating Invoices**

I provided individualized price offers to clients during sales operations by considering their delivery location and product type in addition to their order volume. The company's approved invoices would be generated by me through SAP system which maintains both company pricing compliance and accounts team financial accuracy.

- **Customer Order Processing**

From receipt until fulfillment verification, I managed complete order processing operations which included order confirmation tasks. I collaborated with inventory and dispatch teams to guarantee prompt deliveries as well as appropriate stock distribution. The efficiency of processing orders depended on both accuracy and timeliness because these factors supported client relationships and operational efficiency.

- **Updating Customer Databases**

Organizing clients' database along with keeping their information current became my regular responsibility. I validated complete customer information entries to keep company names and contact persons together with order details and payment information and delivery selection into our system. The updated system facilitated integrated reporting while assisting the sales staff to service their clients and organize target groups.

- **Preparation of Daily Delivery Reports**

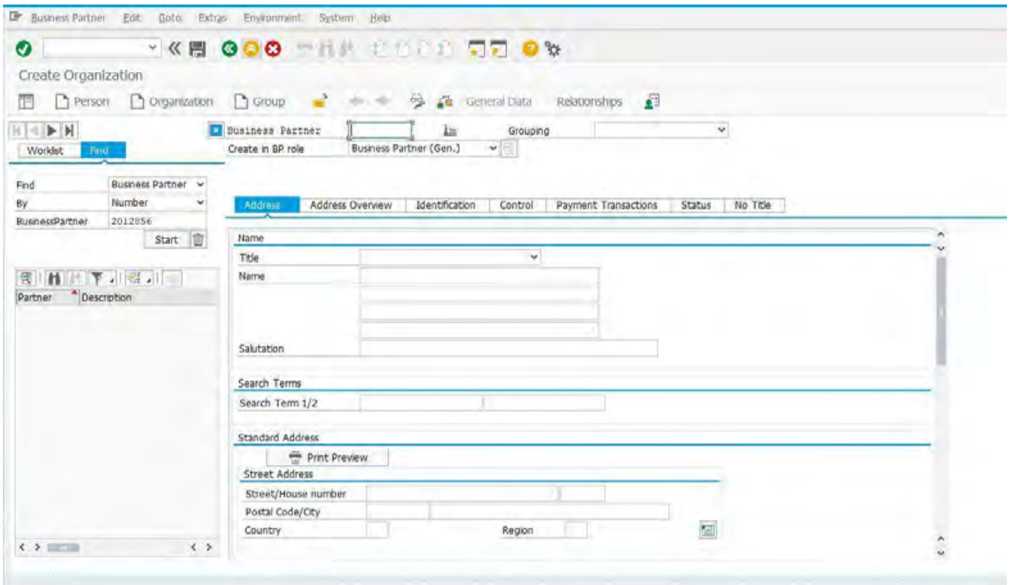
I performed two key tasks involving sales tracking and daily report writing about dispatched orders and pending deliveries and logistics provider information and client feedback. These reports served to evaluate delivery performance while maintaining open logistics operations.

- **Opening New Customer Profiles**

After verifying business credentials and securing necessary documentation I had the task to open and registering new client profiles using the company system. SAP and Excel required my attention because I needed to input data correctly while ensuring that no information was duplicated or caused errors.

- **Utilization of SAP & Microsoft Excel**

As part of my internship experience, I handled SAP ERP software and Microsoft Excel simultaneously to perform complete operational work ranging from reporting to invoicing to order tracking responsibilities. My tools operation skill developed consistently during the internship whereby I accomplished work more rapidly with increased precision. The link between SAP and Microsoft Excel platforms improved operational workflow while benefiting the performance levels of the Sales & Marketing department.



1.2 Internship Outcomes

1.3.1 Students' Contribution to The Company

At Crown Cement PLC in Bangladesh, I undertook my internship at one of the leading companies in construction and manufacturing through which I used my classroom education to help the Sales & Marketing Department accomplish their vital responsibilities. My main responsibility at Crown Cement PLC required preparation of essential delivery and sales reports to track company performance and enable better decisions. I participated in processing customer orders and created customized price quotations and generated accurate invoices which made our delivery services quick and effective. Supervision and maintenance of customer records was essentially the major work component along with company database procedures. The database management system generated operational efficiency and simultaneously increased customer satisfaction through accurate information access to all records. Working at the company enabled me to operate SAP and Microsoft Excel thereby mastering essential tools for data administration systems. My technical skills allowed me to enhance the operational team's work efficiency. The department reached higher operational standards and enhanced customer support through my work which united appropriate documentation practices with quick execution of essential sales activities.

1.3.2 Benefit of The Students

Industries are represented in the Crown Cement PLC internship which provided both career advancement and individual success to my professional development. I understood the process of translating academic information into business solutions because of the program which opened corporate systems within an operational business environment. This section explains substantial advancements I obtained as a result of my experience.

- **Real-World Experience**

My direct experience from working in the Sales & Marketing Department internship involved witnessing operations of major businesses competing against one another in the marketplace. These strategic meetings on price models and sales forecasting and market expansion took place occasionally so I had the chance to witness them. Participants gained extensive knowledge of the cement industry by participating in these sessions which also revealed the concrete problems businesses experience in their sales operations.

- **Skill Development & Confidence Building**

My internship experience helped me develop major professional capabilities through improved data management along with communication skills and analytical abilities and time administration skills. My interaction with supervisors and clients allowed me to build both my professional abilities and gain confidence in working within corporate settings. My proficiency in SAP systems together with Excel development strengthened my technical capabilities for working with standard corporate business software.

- **Networking Opportunities**

The professionals in my workplace setting provided me outstanding chances to form valuable professional alliances in my field. The present experience allowed me to interact with employees from all organizational levels starting from team leads up to departmental leaders for gaining access to their knowledge. Professional contacts I developed provide direction to my career path and boost my prospects of finding business sector jobs.

- **Portfolio Building**

Through direct sales work I implemented real-life projects that document my professional achievements together with report maintenance and customer service work.

- **Industry Knowledge**

My internship experience led to my complete understanding of the construction materials market alongside the rules of supply chain management and pricing systems and client service operations and industry pattern recognition. Crown Cement PLC operations have exposed me to real-world business practices that rebuilt my understanding of sales marketing functions and built defined career goals.

1.3.3 Difficulties During Internship Period

My time at the Sales Department of Crown Cement PLC as an intern presented multiple obstacles which enabled both my professional and personal development. The sales environment required quick adaptation to its rapid pace that required workers to multitask efficiently. The management of big sales datasets presented another work challenge because I needed to keep records precise for my report generation process. Eventually coordinating several obligations which incorporate sales documentation creation alongside database maintenance and teamwork cooperation proved to be demanding. The challenge of dealing with numerous tasks from various salespeople taught me effective time management skills and boosted my work efficiency.

Adjusting to work in a corporate environment together with interacting with senior colleagues represented a learning experience that needed me to establish professional and confident behavior. Using SAP software was initially difficult, but with practice, I became more comfortable navigating them. Lastly, finding the right balance between seeking guidance and working independently was a challenge, but it ultimately helped me become more adaptable, confident, and capable in a professional sales environment.

1.3.4 Recommendations

- **Increased Involvement of Interns in Core Marketing Operations**

  The leadership at Crown Cement PLC should give its interns increased responsibilities in core sales and marketing operations. The present exposure to reporting and administrative work at Crown Cement PLC delivers beneficial knowledge but marketing students including myself would benefit most from taking part in vital strategic efforts that involve customer segmentation analysis and pricing strategy development and competitive benchmarking and promotional campaign planning. The application of real-time market analytics and on-the-ground marketing assistance would give interns the chance to understand better how the company interacts with its market while improving their forecasting and analysis competencies. The extended responsibilities would enhance both educational value and help interns deliver substantive contributions to organizational growth strategies.

- **Recognition programs for interns along with future employment opportunities**
  Crown Cement PLC should establish a monthly recognition system and awards which formally celebrate outstanding intern work performances to increase productivity along with associate morale. Crown Cement PLC should acknowledge interns who demonstrate consistent performance along with initiative and efficiency through either department recognition or monetary awards and certificates. The systematic reward system would establish accountability among interns and cause them to maintain maximum productivity standards. Crown Cement PLC lacks any official mechanism that would transition the best-performing interns into permanent roles. Crown Cement PLC should consider hiring their most successful interns for stable employment after their internship term based on their performance evaluation results. The proposed approach would assist Crown Cement PLC in maintaining trained employees because these individuals already know the company's systems and values which leads to decreased training costs for the future. The internship program will gain more credibility as a professional career advancement track for upcoming workers when the company provides permanent positions to top interns.

Chapter 2 [Overview of Crown Cement PLC]

2.1 Introduction

This segment discusses the organizational overview of the business where my internship took place. I will present observations about the operation of the company while analyzing its organizational framework. The financial aspects and marketing practices together with management approaches of the company will be explained through detailed analysis.

The corporation Crown Cement PLC which used to operate as M. I. Cement Factory Limited has maintained an essential position in Bangladesh's construction and infrastructure industry through two decades of operation. Customers trust the company due to their dependable product quality and their innovative manufacturing techniques together with their sustainability initiatives. The dominant cement industry position enables Crown Cement PLC to deliver premium cement to domestic clients and international customers which drives economic growth throughout Bangladesh. My time at Crown Cement PLC in the Sales & Marketing Department allowed me to observe operational winning procedures and strategic business approaches throughout the organization. The company's operational structure enabled me to see how brand communications run, how customer relations handle and which market opportunities they find in their competitive sector.

2.2 Company Overview

2.2.1 Introduction to Crown Cement PLC

Crown Cement PLC is a public limited company and one of Bangladesh’s most prominent cement manufacturers. The company started its operations on December 31, 1994, to serve the national market by delivering top-quality cement products. The corporation operates under the brand "Crown Cement" which has gained strong acceptance and build trust by customers at home and abroad due to its dependable and high-quality performance. The company started operations at 600 TPD (Tons per Day) Portland cement production yet later expanded multiple times because of rising consumer demand. The company extended its production capacity through the addition of three units. The initial 800 TPD facility started operations in 2002 followed by the 1400 TPD unit in 2006 until the fourth 3000 TPD unit became operational in 2011. The increased production facilities have elevated the annual capacity to 1.74 million metric tons through 5800 tons per day (TPD).

Crown Cement PLC received its public stock offerings for both Dhaka Stock Exchange and Chittagong Stock Exchange trading platforms during 2011. Due to its stable expansion path the company successfully received endorsements from shareholders that generated robust investor trust. The cement manufacturing business of the company now extends to backward and forward integration operations. The parent company receives operational support through five subsidiary ventures which consist of Crown Polymer Bagging Ltd., Crown Power Generation Ltd., Crown Mariners Ltd., Crown Transportation & Logistics Ltd., and Crown Cement Concrete & Building Materials Ltd. The strategic move by Crown Cement to obtain a Handymax-sized ocean-going ship enhances logistical operations for raw material imports. The company earned the distinction as the first cement exporter from Bangladesh when it began its shipping operations in 2003 and later obtained the valuable National Export Trophy (Gold) twice for leading the cement category export sector. Production facilities at the company are accessible through both water-based connections and landways. The factory of Crown Cement Ltd operates at West Mukterpur in Munshigonj at the Dhaleswari Riverbank accessible by the Dhaka–Munshigonj Highway to facilitate national delivery.

2.2.2 Corporate Profile

Legal Status: Public Limited Company

Date of Incorporation: 31st December 1994

Business Commencement: 31st December 1994

IPO Subscription Period Opens: 9th January 2011

IPO Subscription Period Closes: 13th January 2011

Listed on Dhaka Stock Exchange: 18th May 2011

Listed on Chittagong Stock Exchange: 5th May 2011

Credit Rating: Long-Term: AA3 | Short-Term: ST-2

Authorized Share Capital: BDT 5,000,000,000

Paid-up Share Capital: BDT 1,000,000,000

Total Workforce: 937 permanent employees, 516 temporary staff, and around 1,200 unskilled laborers

Number of Shareholders: 93,616

Start of Commercial Production: 13th October 2000

Core Business Activities: Production and distribution of Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC)

2.2.2 Mission & Vision of Crown Cement PLC

- **Mission**

  The forward-looking organization produces high-quality cement for Crown Cement brand. Our organization pledges to address client requirements using state-of-the-art products along with dependable service executions that offer lasting stakeholder value.

- **Vision**

  The goal of our operations is to boost Bangladesh's industrial expansion which creates lasting opportunities for national growth alongside structural organizational progress for future generations.

2.2.3 Our Values

- We generate enduring financial returns for our investors through ethical and efficient operational practices.
- Our society benefits when the company actively develops communities through its ethical employment practices and organizational support of social initiatives together with responsible corporate citizenship activities.
- Our customers receive excellent service because we deliver recent technology along with diverse quality products while aiming to fulfill their expected results.
- Our organization appreciates all workforce members for their talents and achievements. The organization celebrates different backgrounds while fostering teamwork and honoring individual skills from the top to the bottom levels of our structure.

- We fulfill the duty to preserve superior product quality combined with advanced service levels together with complete regulatory and ethical compliance requirements.
- Our organization's primary motivation stems from innovation combined with excellence. Our organization employs energy and creativity to reach beyond standard boundaries as we establish contemporary dynamic solutions for new leadership standards.
- We maintain enough capability to meet all our promises. Our organization achieves strategic goals by embracing forward-thinking along with flexible approaches and new concept adoption which maintains our ability to respond to changing stakeholder needs.
- Our organization follows ethical principles in all work activities. The company's dedication to excellence enables our operations to work smoothly as well as deliver every promised service delivery.
- Our company maintains respect for all stakeholders through simple open and courteous interaction with customers and employees along with investors. Feedback plays a vital role in our organization since we work to provide satisfying respectful experiences for everyone served.

2.2.4 Clients and Successful Campaigns of Crown Cement PLC

Crown Cement PLC is a household name in the Construction industry of Bangladesh operating to serve a variety of clients ranging from large scale infrastructure projects to Real estate Developer and individual end user. Customer satisfaction and the quality of the company's products have made the company build strong relationships with its clients.

Crown Cement's products have been used in many major projects throughout the country. The company's network of distribution is so extensive that it imports its cement to the various users of various construction work.

Campaign "Rise High Bangladesh"

Objectives:

- Encourage students to innovate ideas for export that will contribute to the nation's economic growth.
- Exploit new markets and products that can be exported from Bangladesh.
- Involve young minds in national development initiatives and desire development in the life of youths and country as a whole.

Crown Cement, in 2018, in collaboration with The Daily Star launched the third season of the 'Rise High Bangladesh' campaign as a drive to encourage innovative export ideas among university students. The campaign aimed to motivate young minds to think of new markets and new product ideas to explore opportunities in Bangladesh's export sector. To this end, through extensive campus activation programs students were invited to have their ideas, which were evaluated by industry experts on both originality, feasibility and potential economic impact. Mentorship and workshops were also offered to participants where they refined their proposals. The initiative was quite successful in the matter of picking up a lot of students from across the country and getting innovative solutions that instead of pulling Bangladesh back could push it toward economic growth. "Rise High Bangladesh" reaffirmed the commitment of Crown Cement to corporate social responsibility and investment in the future leaders of Bangladesh and sustainable business development.

Campaign "Nirmane Nirapotta"

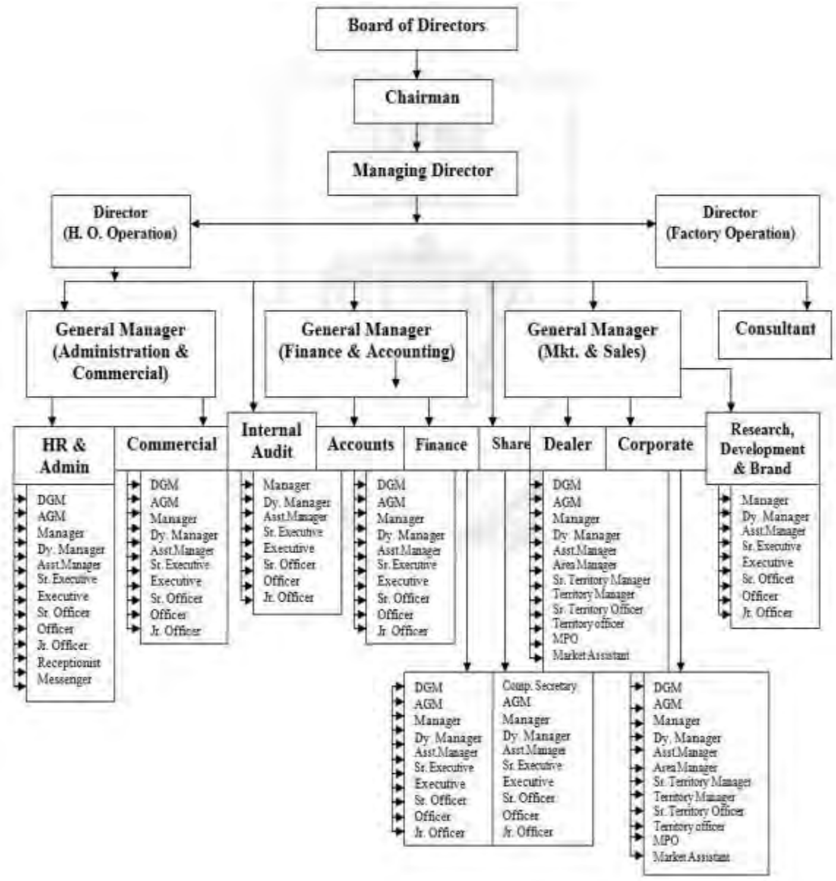
To promote the awareness and practice of safety among the construction workers who use its cement — the company has launched a construction safety campaign called 'Nimane Nirapotta' targeting the boat builders, building contractors and masons. The campaign runs from 1st September, 2024, to 31st of December, 2025. Safety workshops which among other things educate workers on accident prevention are a key part of this as well as the free distribution of safety equipment such as helmets, gloves and gumboots.

The campaign basically assists the registered construction workers who died or are injured while they work in sites built by Crown Cement. There is financial aid for deaths (100 000 Taka), major disabilities (loss of eye, ear, hand, leg or of significant hearing / vision loss, 50

000 Taka), for hospitalisation of 3 days or more (max 30 000 Taka), and general treatment (up to 10 000 Taka) for milder injuries such as fractures. In order to be entitled to this assistance, workers would be required to be registered with Crown Cement prior to the accident, the accident to have taken place on Crown Cement construction site and reported within 24 hours to a Crown Cement representative. Workers must pay initially for the medical, but they can submit medical reports and other documents to claim the financial help, which will be deposited in their account via the mobile banking or check. The mentioned amounts for hospitalization, for general treatment: each individual is eligible for one type of financial assistance only once within the campaign period.

2.3 Management Practice

2.3.1 Organizational Structure of Crown Cement PLC



2.3.2 Corporate Division of Crown Cement PLC

The organizational structure of Crown Cement PLC uses top-level decision-making at the core while several specific departments provide supplementary operational support. Seven core departments within Crown Cement PLC make up their organizational structure: Accounts & Finance Department, Sales & Marketing Department, Human Resource Department, Public Relations Department, Customer Service Department, Creative & Communication Department, and Media & Content Department and Graphic Design Department. Success at the company depends on the critical tasks and operations which managers as well as team leaders overseeing multiple teams within each department must handle. The teams implement fundamental job responsibilities which foster business performance and drive organizational efficiency toward meeting company goals. The department structure of Crown Cement PLC creates an organizational base alongside their managerial chains which drives efficient business operation management.

2.3.3 Organizational Leadership Style

Decision-making at Crown Cement PLC relies on participative (democratic) leadership which requires senior management staff and employees to work together for decision-making. Leaders obtain team member feedback through active information requests and create open communication channels which establish two-way feedback networks across the organization. Leaders receiving team member insights enables better understanding of roles that leads to organizational goals alignment. Crown Cement seeks professionals with analytical ability and excellent communication talents and strategic planning competence to collaborate for organizational goal definition and achievement. Continuous growth through innovation happens because employees get encouragement to generate new solutions and carefully pursue bold ideas.

This organizational structure contains vital features which include:

- This culture focuses on measurable outcomes since teams must achieve the targets set by the organization.
- The organization conducts both scheduled and spontaneous meetings for evaluating team success while addressing operational hurdles and coordinating activities. Feedback sessions provided during these meetings guide all teams toward unified organizational targets.
- The organization’s decision-making process works efficiently because directors and team leaders at both levels connect directly to executive officials who make decisions while fostering collaborative work between departments.
- The organization gives employees permission to test fresh ideas because this enables them to boost the quality of their products and services in addition to operational efficiency. The company’s commitment to improvement enables effective adaptation throughout a competitive business environment.

2.3.4 Human Resource Process

Organizations must organize their human resources carefully to ensure they have the right people in appropriate positions at the correct times, with the necessary skills. Every business requires HR to manage its employees. The department oversees wages, policies, legislation, and human resources. Here are some HR processes of Crown Cement PLC.

- **Rules and Policies:** Crown Cement PLC strictly enforces working hours from 8 AM to 5 PM. Any employee arriving late must provide an explanation to the HR manager for their tardiness. According to Crown Cement regulations, staff members are entitled to 14 sick days and 10 personal leaves annually. The HR department is particularly busy during the first week of each month when they process employee salaries. They must ensure accurate preparation and collection of salary information for all employees. The HR department also maintains a positive workplace environment and prevents harassment and discrimination.

- **Recruitment and Interview Selection Process:** The responsibility for hiring new employees belongs to Mohammad Rahman, our department head Nasreen Ahmed, and the HR department. When any department within Crown Cement PLC requires new employees, the department head notifies HR. After conducting a job analysis, the HR department instructs the marketing team to publish job advertisements across various websites and social media platforms based on the required specifications. Candidates then submit comprehensive resumes with their applications. Subsequently, Md. Mehedi Hassan, our HR assistant, sorts the resumes, creates a shortlist, and contacts qualified candidates for interviews. The interview process consists of two stages. First, candidates participate in a group discussion where HR directors evaluate their abilities, creativity, communication skills, and capacity to generate innovative ideas. Candidates who successfully complete the group discussion proceed to individual interviews. These interviews are conducted by department head Yusuf Khan. New employees are selected from among those who excel in both the group discussion and individual interview.

    - **Training and Performance Allocation:** After the hiring process, Crown Cement's HR Department handles onboarding and training for new employees. The number of training sessions received by new hires depends on the results of their evaluation. Workers who fail to reach performance goals need to take supplementary training sessions. The sessions provide employees with knowledge about organizational policies and procedures while teaching efficient approaches to meet their organizational goals. The organizational feedback system helps workers improve performance while allowing them to set individual objectives which match company objectives.

2.3.5 Organizational Development and Employer Branding:

Crown Cement PLC as a leading cement manufacturing company in Bangladesh maintains excellence in product quality and employee care while dominating the construction materials market. The company establishes favorable working conditions to achieve success by uniting staff engagement activities with employee branding approaches alongside organizational development initiatives. The workforce at Crown Cement serves as the company's most important asset so the organization dedicates major resources to developing their professional abilities. Multiple training programs within the organization help workers improve skills while developing innovative practices and enabling employee career progression.

- Quality and sustainability together with teamwork serve as vital cultural values at Crown Cement. The organization motivates staff members to find exemplary ways to implement innovative concepts while conducting mutual idea exchanges within a supportive professional environment.
- Crown Cement enables staff development through extensive learning programs which embrace technical competencies and essential professional aptitudes. The courses provide workers with necessary skills for superior performance while enabling them to enhance organizational success.
- The company values active employee involvement together with their input through Crown Cement. The company creates active participation and idea swapping through its policies of open doors and team meetings and regular performance discussions extending to the entire organization. Annual performance serves as the basis for how leadership team members recognize their employees. Crown Cement inspires workers to dedicate themselves fully because it supports their efforts to fulfill organizational mandates. Crown Cement utilizes its established market leadership position to advance employer branding through the display of organizational professionalism along with employer value contributions towards product excellence.

- Serves Work-Life Balance. Crown Cement supports initiatives that help employees maintain a healthy balance, recognizing its importance. Wellness programs, health benefits, and employee recreational activities contribute to improved wellbeing and reduced burnout. Crown Cement implemented rigorous safety protocols in their facilities, provided necessary personal protective equipment (PPE), and offered flexible working arrangements during the pandemic. Additionally, they provided financial support to employees affected by the crisis. Every year, Crown Cement PLC organizes company retreats to rejuvenate their workforce.

2.4 Marketing Practice of Crown Cement PLC

2.4.1 Marketing Strategy of Crown Cement PLC

The marketing strategies of Crown Cement PLC can be divided into product marketing strategy, market distribution strategy, pricing strategy, after sales service function and promotion strategy.

Crown Cement is a famous cement producer in Bangladesh, which uses various methods to enhance the corporate image of the brand and also in strengthening its market position. Also, important aspects of their marketing approach are:

Product Differentiation and Quality Assurance

In a competitive market, Crown Cement draws the major difference between its products and the rest by emphasizing the higher quality of its products. Crown Portland Composite Cement (PCC) is one of the products the company makes under international standards. As a result, they have accreditations from names like BUET, BSTI, and LGED because of this commitment of quality.

Strategic Market Expansion

Due to the low levels of domestic demand, Crown Cement took it upon itself to move overseas. One of Bangladesh's first cement exporters, exports started in 2003 when they exported cement to the Indian state of Tripura. Doing this move not only allowed them to diversify their revenue streams, but they also managed to gain credibility of their brand in the foreign lands.

Customer Centric Distribution Network

In order to provide products across Bangladesh, Crown Cement has created a wide range of the distribution chain. As such, the company places investment in the creation of this network, with a desire to offer quality service across the country with an aim of ensuring customer satisfaction and loyalty.

Digital Marketing and Online Presence

Today, Crown Cement runs an informative website featuring the products of Crown, the history of Crown and its achievements. This online presence gets engaged with the customers and the stakeholder through which their brand identity is reinforced here.

2.4.2 Target market of Crown Cement PLC

The dominant purpose of Crown Cement PLC encompasses the fact that it serves a wide range of customers majorly those in the rapidly emerging construction industry of Bangladesh as well as some international markets. By focusing on previous segments and offering products and services in a more targeted manner, they have been able to become a leading cement producer.

1. Domestic Market

Crown Cement PLC mainly serves the Bangladesh market which is driven with a high demand for cement due to rapid urbanization, industrialization and government infrastructure projects. Their domestic target customers include:

- Real Estate Developers- Large property developers constructing residential and commercial buildings.
- Government and Mega Project holders- Bridges, highways, flyovers and railway tracks are the infrastructure projects where durability and strength are of utmost importance.
- Industrial consumers- Companies that carry out construction of factories, warehouses and offices come under this category.
- Individual Buyers- Small individuals who build or remodel their personal homes.

2. International Market

Crown Cement PLC also looks beyond the country border, making moves to enter the export market, particularly focusing on countries close to Bangladesh.

Crown Cement competes in India, Nepal and Myanmar on the basis of quality and affordability, where countries have high cement demand. Also, other South Asian Nations growing in their construction markets and a demand for premium cement, Crown Cement aims to reach these growing markets.

2.4.3 Targeting and Positioning Strategy of Crown Cement PLC

Crown Cement PLC employs a quality-focused targeting and positioning strategy. To identify effective methods for connecting with and satisfying their target market, the company utilizes market research, customer feedback, and industry analysis. Crown Cement's positioning strategy emphasizes product quality, durability, and reliability to differentiate their brand in the competitive cement market.

2.4.4 Marketing Channels of Crown Cement PLC

Crown Cement PLC combines traditional and digital marketing channels in promoting their brand, engaging customers and increasing sales of the product. Having these channels, the company is able to reach large infrastructure developers, an individual consumer and export markets.

- **Use direct Sales & Distribution Network:** Crown Cement markets its products through a powerful network of dealers, retailers and various distributors in Bangladesh and also in the International Market. For example, it has more than 150+ distributors and 5,000+ retailers throughout the country, thereby having its product available in both urban and rural areas. This makes the product available easily to individual buyers and small contractors.

- **Use Corporate & Institutional Sales:** It is the business scheme under which the company works directly with real Estate developers, Industrial Projects, and Government Infrastructure Projects to supply cement in bulk. One of the popular examples is the involvement of Crown Cement in the projects of Padma Bridge, metro rail, and Karnaphuli Tunnel where it had supplied high strength cement for building big scale.

- **Visible at retail and point of sales:** It remains on top of cement depots, Hardware stores and construction material suppliers. Besides, Crown Cement is displayed in many shop banners, posters and product packaging in such a way that it becomes familiar to individual buyers as well as small businesses.

- **Use Media and Advertising:** The company invests in TV commercials, radio ads, newspaper advertisements, and billboards for better brand awareness. For example, NTV and Channel i, Bangladesh's leading Bangladeshi TV channels often advertise Crown Cement, where they advertise their product quality and the contribution their product has made in making the national infrastructure projects.

- **Use Digital and Social Media Marketing Program:** Active customer engagement is carried out through the official website and online ads, as part of Digital and Social Media Marketing Program of Crown Cement. It recognizes the project success stories, promotional campaigns, and construction tips to communicate with professionals and end users.

- **Organize Event and Sponsorship:** The company engages in Trade Fairs, Construction Expos, Sponsorships in order to increase its brand image. Crown Cement's presence in Bangladesh Buildcon International Expo is a real example of which it demonstrated its latest products and innovations to potential clients. Furthermore, it sponsors sports events and CSR activities like educational and environmental projects showing its dedication to the community.

2.4.5 Activities for Branding of Crown Cement PLC

Crown Cement PLC recognizes the importance of branding in shaping customer perceptions and driving business success. The company implements comprehensive branding strategies encompassing visual identity, messaging, and communication campaigns. The branding initiatives of Crown Cement build a strong reputation of reliability and high quality for construction materials in the market. The business team produces innovative marketing strategies combined with advertising methods that attract customers toward making purchase choices. Competitive marketing messages created by Crown Cement succeed in touching builder professionals as well as individual consumers. Through their expertise in distribution network management along with marketing skills Crown Cement delivers products to customers in their correct segments and at their appropriate geographical locations.

2.4.6 Digital marketing

Crown Cement PLC understands social media along with digital marketing possess revolutionary power which drives organizational development. Crown Cement maintains a dedicated digital marketing team that builds complete strategies which use social media along with search engine optimization and online promotional tools to fulfill business targets. Crown Cement's digital marketing plans focus on creating leads while increasing brand recognition through channeling traffic to their websites as well as fostering productive relationships with their intended audiences.

2.4.7 Marketing Mix of Crown Cement PLC

I observed the company’s marketing strategy as well as the major components of its marketing mix. In this section, I will show a detailed breakdown of the 4Ps (Product, Price, Place and Promotion) of which the Crown cement relies on to achieve marketing success in Bangladesh.

Crown Cement is a high quality cement brand focused on meeting the needs from residential to commercial construction. The company develops its product with strong emphasis on durability and strength. Their product lineup is as follows:

Products:

Portland Composite Cement (PCC): PCC is a blend of clinker, gypsum, pulverized fuel ash (PFA), blast furnace slag and limestone. It has been designated as CEM-II / A-M (V-S-L) 42.5 N, known for its strength development and improved concrete performance and is highly suitable in construction works in Bangladesh (Crown cement, n.d.).

Portland Cement (PC): A standard construction material, Portland Cement is utilized widely in different construction projects because of its strength & durability. It is used as the main ingredient of concrete, mortar, and stucco, giving these materials the needed binding strength (Crown cement, n.d.).

Crown Ready Mix Concrete (RMC): It is manufactured in accordance with international standards being purchased the required and needed strength according to users' constructions. Concrete making, placing and curing are emphasised by the company as very essential in determining the success of construction projects (Crown cement, n.d.).

CROWN IZONIL: It is a superior plaster item which is a waterproofing and drying masterpiece. At the same time, it is an effective 100% waterproofing, drying and breathability in one product. For simple projects, it is made with natural materials and takes one step to glue on, saving both time and money for construction. These products are available in package sizes of 50 kg bags and in bulk quantities to accommodate the needs of varied project requirements. (Crown cement, n.d.)

Price: Crown Cement follows a competitive pricing strategy to ensure that it remains accessible to a wide range of consumers. The pricing is structured to offer value for money while maintaining the brand's premium image. During my time at the company, I saw that the prices are often aligned with other major cement brands in the market, though Crown Cement occasionally offers discounts or special pricing for bulk purchases, particularly to contractors and large-scale construction projects. This flexibility in pricing helps to build long-term customer relationships.

Place: Through its extensive distribution network Crown Cement provides its products in every part of Bangladesh. The company maintains outreach to numerous distribution partners and dealers which enables easy product access in all urban territories and rural locations. Distribution channels include:

- Retail outlets throughout Bangladesh handle the widespread distribution of cement materials.

Promotion: Crown Cement adopts both standard and digital promotional strategies to keep its market position strong and expand. The well-planned promotional system of the company drives both brand exposure and consumer relationship development. Through television advertisements combined with print media and digital marketing campaigns the company spreads its brand awareness extensively. The sales promotions implemented by Crown Cement include seasonal discounts together with trade offers and loyalty programs while providing incentives for dealers across their networks. The company builds its brand through public relations activities by taking part in multiple corporate social responsibility (CSR) endeavours including infrastructure development works and environmental sustainability initiatives and social welfare projects.

Through direct marketing the company reaches customers directly using email advertising as well as SMS messaging and maintaining a professional phone support team for service and tech-related help. Crown Cement utilizes trade shows and construction expos and industry seminars to present its product developments and build its professional business relationships.

The company has established a personal selling group which meets directly with contractors along with engineers and developers to present technical advice while demonstrating customized solutions and products. The digital marketing strategy of Crown Cement includes SEO, social media campaigns alongside an interactive website that provides product information and allows customers to share their testimonials. All promotional activities work together to keep Crown Cement at the market front and build their brand trust.

2.4.8 Market Position and its Competitors

Crown Cement PLC functions as an established cement company within Bangladesh where it dominates a market sector between 10-15 percent. Crown Cement PLC maintains a prominent position in the industry by possessing highly capable manufacturing units together with powerful distribution infrastructure and strong market recognition. Crown Cement started operations in 1994 and built a foundation to serve domestic customers as well as conduct exports to nearby marketplaces India and Nepal. The company maintains its competitive advantage in the price-sensitive market through its combination of affordable pricing and sustainable manufacturing practices and delivers high-quality products.

Competitors:

1. **Shah Cement:** Market leader with the largest share (~20%), known for aggressive marketing and premium products.
2. **LafargeHolcim Bangladesh:** Multinational giant leveraging advanced technology and global expertise.
3. **Premier Cement & Seven Circle (M.I. Cement):** Compete on pricing and regional distribution networks.
4. **HeidelbergCement Bangladesh:** Focuses on premium segments and sustainable solutions.

The sector is fragmented, with the top 5-6 firms controlling 70% of the market. Crown Cement faces challenges from rising raw material costs, energy prices, and intense competition.

2.5 Financial Performance and Accounting Practices

Both senior executives Shahidul Alam leads the Accounts and Finance Department of Crown Cement PLC together with Binoy Biswas and Arefin Faisal. The financial operations like budgeting and financial reporting alongside strategic planning and ROI optimization and financial estimate adjustments are managed through the collaborative effort of Alam and his two senior executives (Rahman, 2023). The accounts team at Crown Cement PLC faces restrictions to disclosure security-sensitive information regarding their responsibilities as indicated by Md. Saiful Hossain (AGM, Crown Cement PLC) who revealed plans for a strategic meeting set for November 15, 2024.

Financial strategies at the company receive input and execution support from the department because they must align with long-term business targets. The team works together with other department heads to maximize resource allocation then develops financial plans for the yearly production needs of construction materials. Key responsibilities include: The department controls costs through expenditure tracking and cost reduction searches while offering financial stewardship advice. The company follows a dual approach of keeping to tax rules and protecting financial stability through the assessment and monitoring of market risks. The organization relies on financial oversight for detailed reporting which tracks financial health while managing supplier payment.

2.6 Operations Management and Information System Practices

Crown Cement offers its clients comprehensive construction and building solutions. Such as cement manufacturing, quality assurance, distribution logistics, product development, technical services, etc. Companies approach Crown Cement to find solutions when they are having construction material challenges, infrastructure development needs, and building project management. Thus, one may wonder why businesses seek assistance from Crown Cement for these issues. Mohammad Jahangir Alam, the Managing Director of Crown Cement, claims to have over 25 years of experience in this field. They therefore have a team of engineering experts and extensive industry experience. (Alam, Managing Director, 2023). SAP is used by Crown Cement for organizational operation management. SAP provides a range of enterprise resource planning, supply chain management, and manufacturing execution systems to support modern businesses. (Alam, Managing Director, 2023).

To deliver high-quality cement products for its clients, Crown Cement's operations management team coordinates several different factors. The following describes a possible operational flow for Crown Cement:

Production Planning and Quality Control: To meet market demands, the company determines which production methods would work best. Analyzing raw material quality, manufacturing processes, and industry standards are all part of this. Effective management of production schedules and quality assurance enhance the product performance and reliability while staying within the financial resources allotted.

Resource Allocation & Management: The operations team at Crown Cement guarantees the best possible distribution of resources, including manufacturing facilities, engineering professionals, and technical talent. Maximizing efficiency and output, they carefully match expertise, and skill sets to production needs.

Product Development: The research and development department at Crown Cement develops innovative products and formulates structural designs because of market requirements. The company works on cement compositions together with strength tests as well as environmental tests and other technical features that meet construction specifications. Crown Cement makes groundbreaking building solutions through its team of talented engineering professionals.

Crown Cement dedicates itself to maintaining strong partnerships with all its customers. The first step for their team involves analyzing client specifications and requirements with project needs. The company provides full construction understanding and client satisfaction assurance by holding continuous meetings and technical discussions as well as maintaining communication channels.

Crown Cement ensures steadfast quality standards operate throughout each phase of their production process. Testing happens multiple times before releasing final cement products to verify they adhere to both industrial requirements and client demands. The company conducting constant hazard monitoring and hazard elimination activities to prevent negative construction completion results. The company ensures client satisfaction through established risk management systems and backup procedures.

2.7 Industry and Competitive Analysis

The cement industry of Bangladesh features Crown Cement PLC as one of its foremost corporate entities. The company holds solid market positions in construction materials operations while maintaining effective control over industry challenges. Starting a cement manufacturing business in Bangladesh requires enormous difficulty. The establishment of a cement company demands substantial capital investment while needing specialized knowledge and wide distribution connections together with a robust brand image. Crown Cement has achieved leading position in the market sector throughout its twenty-year history. I will conduct a SWOT analysis on Crown Cement along with analyzing its strength and weakness factors and opportunity and threat aspects through Porter's Five Forces Framework.

2.7.1 Porter’s Five Factors of Crown Cement PLC

Porter's Five Forces	Level
Threat of New Entrants	Low
Bargaining Power of The Buyers	Low
Rivalry Among the Existing Firms	High
Substitute Products	Low
Bargaining Power of Suppliers	Low

Threat of New Entrants is Low for Crown Cement

Crown Cement is one of Bangladesh's largest cement manufacturers. The company has established itself as a trusted brand in construction materials, particularly cement products. A new brand finds it extremely challenging to compete with an established business like Crown Cement. It requires substantial time, significant capital investment, specialized manufacturing expertise, an extensive distribution network, and considerable marketing resources to sustain a cement brand. Therefore, it's difficult for newcomers to the cement industry to acquire and maintain all these elements, so the threat of new entrants is low for Crown Cement PLC.

Bargaining Power of The Buyers for Crown Cement is Low

In Bangladesh, Crown Cement is a well-recognized cement brand. The construction materials industry has seen Crown Cement as a dominant player for nearly two decades. As a result, they have built strong brand equity and gained consumers' trust. Furthermore, there aren't many cement manufacturers that offer the same quality and reliability as Crown Cement. Thus, buyers have limited options for negotiation. Consequently, the bargaining power of buyers is low.

Bargaining Power of The Suppliers is Low

The bargaining power of suppliers for Crown Cement PLC is low. We understand that cement production requires raw materials like clinker, limestone, gypsum, fly ash, and energy resources for manufacturing operations. Additionally, Crown Cement has established its own clinker grinding unit and has long-term relationships with raw material suppliers such as Emirates Trading Agency and Pacific Cement Limited for clinker imports. This vertical integration reduces their dependence on external vendors. Consequently, the bargaining power of suppliers for Crown Cement PLC is low.

Rivalry Among the Existing Firms is High for Crown Cement

Similar to the highly competitive cement market globally, Crown Cement PLC operates in an environment of intense competition. The Bangladesh cement industry is dominated by several major players who directly compete with Crown Cement. These include Shah Cement Industries Ltd. (the market leader), Bashundhara Cement, HeidelbergCement Bangladesh Ltd., LafargeHolcim Bangladesh Ltd., Seven Circle (Bangladesh) Ltd., Fresh Cement, Mir Cement, and Premier Cement. With approximately 37 active cement manufacturers in Bangladesh, Crown Cement must constantly innovate in product quality, pricing strategies, and distribution networks to maintain its market position against these established competitors.

Threat of Substitute Products is Low

The threat of substitutes in the cement industry is relatively low, as cement remains an essential material in construction with no direct alternative that can fully replace its function. However, innovations in sustainable construction materials, such as geopolymer cement, fly ash bricks, and prefabricated construction technologies, pose a moderate long-term risk. While these alternatives offer environmental benefits, their adoption in Bangladesh remains limited due to high costs, lack of awareness, and slower technological advancements in the local construction industry. Additionally, mega infrastructure projects and real estate development still heavily depend on traditional cement products, reducing the immediate threat of substitutes. To address potential future risks, Crown Cement should invest in research and development of eco-friendly cement products and sustainable manufacturing practices to align with global trends in green construction.

2.7.2 SWOT Analysis

A comprehensive SWOT analysis is essential for corporations to evaluate their strategic position. Below is a detailed assessment of Crown Cement PLC's strengths, weaknesses, opportunities, and threats in the context of Bangladesh's cement industry.

Strengths

- Crown Cement has a very strong brand reputation and established itself as a trusted name in Bangladesh’s cement industry, known for it’s high-quality products and strong market presence.

- It has large production capacity. The company has significantly expanded its production, allowing it to meet rising domestic demand and explore export opportunities.

- It has Advanced Technology & SAP Integration. The use of modern manufacturing processes and SAP ERP systems improves operational efficiency and supply chain management.

- It’s strong dealer and distribution network ensures a consistent market supply across urban and rural areas.

Weaknesses

- Crown Cement highly relies on imported clinker and other raw materials, making it vulnerable to global price fluctuations.

- The company faces intense market competition. It competes with industry giants like Shah Cement, Bashundhara Cement, and LafargeHolcim, leading to price wars and reduced profit margins.

- It has a limited global presence. While Crown Cement has export potential, its international market penetration remains lower than some competitors.

Opportunities

- Bangladesh’s mega projects such as bridges, highways, metro rail, tunnels are driving increased demand for cement.

- The company can increase their exporting cement to India, Nepal, and Myanmar, taking advantage of its surplus production.

- Investments in eco-friendly and low-carbon cement can help align with global environmental regulations and attract environmentally conscious buyers.

- Adoption of AI, automation, and smart manufacturing can further improve production efficiency and cost management.

Threats

- The Price of Raw Materials can fluctuate. Their dependence on imported clinker, coal, and gypsum makes production costs unpredictable.

- Changes in cement taxation, import duties, or environmental regulations could impact profitability.

- A decline in real estate or construction activity due to economic downturns may reduce cement demand.

2.8 Summary and Conclusions

For more than 20 years, ‘Crown Cement PLC’ a prominent player in Bangladesh's construction materials sector, has established itself as one of the country's leading cement manufacturers through consistent production of high-quality cement and innovative building solutions. The company specializes in developing and implementing comprehensive manufacturing processes, creating durable construction materials, and ensuring timely and efficient distribution networks. Crown Cement PLC received the prestigious Bangladesh Business Award 2022 while collecting multiple awards for its technical achievements and strategic management. Through its dedication to quality and innovation Crown Cement PLC gained position as a leading cement producer within Bangladesh's industry while becoming the trusted supplier for construction enterprises in search of dependable construction materials for their infrastructure development initiatives.

2.9 Recommendation

Crown Cement is a major player in Bangladesh's cement industry. However, their marketing and promotional activities appear limited compared to competitors. Consequently, their brand recognition among general consumers remains lower than their market position would suggest. Therefore, I believe they should invest more strategically in their brand promotion to enhance public awareness and recognition.

Crown Cement PLC operates as part of a larger corporate structure with multiple business interests. This organizational framework means many strategic decisions require approval from higher corporate levels. Crown Cement sometimes lacks the autonomy to quickly negotiate with potential clients or invest in new market opportunities independently. They typically execute these actions only after receiving corporate authorization. In my assessment, greater decision-making flexibility at the operational level would allow Crown Cement to respond more effectively to market dynamics and competitive pressures.

Chapter 3 [The Project Part]

Measuring Customer Attitude Towards Crown Cement PLC

3.1 Introduction

As one of Bangladesh’s major construction industry companies Crown Cement PLC operates as a premier manufacturer dedicated to top-tier cement products. From its beginning the company dedicated itself to producing long-lasting cement products that satisfy the rising requirements of infrastructure expansion as well as industrial operations and residential buildings across the country. The company built its solid market position through sustained focus on innovation together with environmental preservation and complete customer happiness. This investigation analyzes Crown Cement PLC customer perceptions by studying quality perception alongside pricing choices and brand image as well as post-purchase experiences which determine customer choices and recommendation behavior.

The construction sector of Bangladesh demonstrates substantial growth because of urbanization activities and both public and private investment programs and government investments into infrastructure. Competitive pressures in the cement industry grow stronger because both local and international brands maintain their pursuit of market domination. Success of brand names depends heavily on the way customers respond in this modern industry context. The purchasing choices of customers heavily depend on three key elements which include product quality together with affordability and brand reputation. Crown Cement can gain real-time customer feedback through digital platforms which allows the company to develop strategic responses to evolving customer demands. The research explores the connection between conventional and innovative customer behavior analysis to help Crown Cement enhance its market standing.

3.1.1 Problem Statement:

The competitive nature of the cement industry requires knowing what customers think so companies can sustain business expansion and achieve unique market positions. Crown Cement PLC struggles to protect its position as a reputable brand through responding to customer demands regarding product quality together with affordability and reliability. Even with its established market leadership position the company must handle cost changes in raw materials and price competition and different customer demands in urban and rural areas. Failing to accurately assess customer beliefs leads organizations to experience diminished market penetration alongside decreased customer trust and fewer prospects for new market growth. The main challenge stems from the insufficient data which reveals how Crown Cement stands with other cement companies in customer perception. The company devoted resources to both product enhancement and branding but lacks proof that these strategies are effective with all customer groups. The current pricing strategy targets urban developers yet fails to work with rural contractors thus forming an operational challenge. The rising power of digital platforms provides customers with simpler access to brand feedback sharing and comparative brand assessment which intensifies both favorable and unfavorable customer perspectives. If

Crown Cement fails to comprehend the underlying market dynamics it becomes likely that its product and marketing strategies will become disoriented. The assessment of customer attitudes becomes complicated when researchers need to determine how well traditional methods work compared to digital measurement approaches. Crown Cement will overcome these problems by combining research techniques to discover complete customer sentiment data for better decision support.

3.1.2 Objectives

General Objective: This research seeks to measure Crown Cement PLC customer sentiment along with identifying elements that affect their perception and preference and customer loyalty. The study conducts a thorough analysis of customer views on the brand through quality evaluation and price perception research and brand recognition assessments and post-sales interaction insights to develop strategies which improve market positioning.

Specific Objectives

- An assessment of Crown Cement's product quality and reliability stands as one of the research objectives with competitive market benchmarks.
- An investigation into how pricing decisions influence which customers choose Crown Cement and how much loyalty it earns from its customers.
- The study investigates how Crown Cement brand image shapes customers to choose their product instead of similar market alternatives.
- The investigation measures how good post-purchase experiences enhance both customer satisfaction and recommendation behavior.

3.1.3 Literature Review

Multiple elements such as product quality combined with pricing and brand standing and service interactions form the basis through which customers develop their brand perceptions. In the cement industry customer quality assessments serve as a major factor because they directly affect project results according to Kotler and Keller (2016). Products of outstanding quality help customers trust brands more and drive them to become returning buyers. However, erratic quality standards make brands lose their loyal customer base. According to Aaker

(1991) brand image stands crucial in market segmentation because solid brand identities create emotional ties between brands and consumers.

Customer attitudes heavily depend on how products are priced. According to Zeithaml (1988) research findings confirm that customers base their pricing evaluation on perceived value instead of considering product costs by themselves. Higher pricing increases customer decision potential when selecting cement products especially among cost-conscious buyers who operate as small-scale contractors in the market. Customers tend to link expensive prices with superior quality according to Rao and Monroe (1989) thus premium pricing will appeal to such consumers. The ability of Crown Cement to balance its prices properly will determine its market share retention.

The image customers have about a brand strongly impacts what they choose to buy when products in a market have minimal differences between them. According to Keller (1993) brands with positive images create higher customer trust and minimize risks which enables them to better keep their customers. The establishment of Crown Cement as a dependable and sustainable company would differentiate the brand in the market. The quality of customer service together with how products perform affects both customer loyalty and recommendation behavior to others. The research by Oliver (1997) shows that contented clients promote brands through recommendations which enhances market penetration in competitive environments.

Businesses presently utilize digital platforms to assess customer attitudes through innovative methods. Real-time customer behavior data through digital analytics gives organizations the ability to track social media sentiments and website and review interactions according to Chaffey and Ellis-Chadwick (2019). Traditional survey-based and focus group techniques give businesses rich qualitative information though they execute more slowly and at limited scale. The integration of both approaches by companies produces a whole picture of customer attitudes according to Smith and Taylor (2019). Traditional methods when combined with digital monitoring would establish an effective system for Crown Cement to study customer perspectives while adjusting their strategic direction.

3.1.4 Significance of the issue

The evaluation of Crown Cement PLC customer attitudes presents essential value for multiple business reasons. The evaluation helps Crown Cement direct its product development and promotion approaches to match what customers expect and improve their satisfaction and customer retention levels. The competitive cement industry demands deep customer understanding as this capability enables Crown Cement to stand apart from market competitors. The company can bridge this gap by changing either its price selection or the way it communicates with the audience when customers view the brand as high quality.

The research demonstrates why organizations must join both conventional and digital assessment methodologies to measure customer opinions. Crown Cement can leverage traditional and advanced approaches to produce strategic decisions which directly respond to market conditions. The growing digital transformation in Bangladesh makes it necessary to combine digital and traditional marketing tools which still rely on local advertising and word-of-mouth promotion.

The results produced consequences for Crown Cement regarding its future expansion trajectory. Customer sentiment toward the product creates two outcomes: it leads to more sales and word-of-mouth promotion and increased customer base but negative feedback stalls business expansion. The company should direct its investment funds strategically after identifying which preferences influencing elements—quality, pricing, or brand image—produce the best returns. Knowledge from post-purchase experiences enables Crown Cement to enhance their customer service while developing loyal customer relationships which will sustain their business expansion.

The research adds to academic knowledge about customer behavior patterns within the cement sector. The developing construction sector in Bangladesh has the opportunity to learn from this study while other businesses improve their customer engagement practices. The study creates practical methods for achieving balance between brand equity and quality and affordability by examining the specific market obstacles Bangladesh faces regarding diverse customer groups and financial limitations.

3.1.5 Hypothesis

H1: The majority of customers see Crown Cement as delivering premium-quality cement products.

H2: Customer brand preference for Crown Cement is determined by its market price.

H3: Customers choose Crown Cement instead of other competition because they identify with its brand image.

H4: Customer recommendation of Crown Cement depends on their positive encounters with the product after purchase.

3.2 Methodology

Using mixed-methods research methodology this paper examines Crown Cement PLC customer attitudes. The research design uses both qualitative and quantitative methods to create a well-rounded assessment of customer attitudes toward Crown Cement PLC. Through in-depth interviews and focus groups researchers gain intricate customer perspective but surveys and statistical analysis of trends help the investigators gain quantitative findings. The research incorporates secondary data obtained from reports and academic journals and digital platforms to enrich and substantiate original data findings.

- **Research Design**

The research conducts its work through three methodological phases starting with exploration then description and finishing with analysis. An exploratory phase requires researchers to review published studies along with initial interviews in order to determine important factors which shape customer attitudes. Surveys implemented during the descriptive phase generate data about how customers perceive brands, how pricing techniques affect them and how their brands look to others after purchase. During the analytical phase the research combines both qualitative and quantitative results to confirm hypotheses and reach conclusions. The study uses a multi-phase design to successfully measure both comprehensive customer attitudes throughout all phases.

- **Sampling Techniques**

The research uses purposive sampling as a nonprobability sampling method to choose knowledgeable participants. The analysis targets Crown Cement users which include both the construction sector and individual builders along with cement market experts. The research draws participants from 40 subjects to fulfill its analysis requirements without becoming impractical. Business experts form 27 percent of the sample group while customers represent 13 percent giving the research data an equal balance of consumer and industry feedback.

The selection process of participants incorporates two main factors including their history of Crown Cement usage and their residence area classification (urban or rural) and their involvement in construction work. The collected data consists of participants who belong to various age ranges between 18 and 45 years and include men and women and work professionals. The research uses purposive sampling to concentrate on respondents who bring valuable insights which increases the study's reliability and relevance of its results.

3.2.1 Proposed Target Market

The research evaluates Bangladeshi individuals who work in construction projects and those who buy Crown Cement products as well as members of the local building industry. Various customer groups consisting of contractors and real estate developers along with individual builders procure cement from Crown Cement Ltd. for their residential and commercial and infrastructure construction needs. Senior industry members including architects and engineers together with procurement managers have been involved to share insights about both brand effectiveness and market developments. The research examines Crown Cement's operations in both Bangladesh's most populous cities Dhaka and Chittagong together with its main rural market locations.

The targeted customer base demonstrates wide-ranging characteristics because it consists of multiple cement buyer segments across Bangladesh. The population purchasing cement in urban areas emphasizes product quality and brand recognition but rural clients look for products that are affordable and available. The research design incorporates customers from both rural and urban areas which helps the study understand complete customer attitudes and develop particular recommendations for Crown Cement to boost its market position.

3.2.2 Data collection Method

The data collection process implements both primary and secondary information sources to build a comprehensive analysis. The research uses three data collection methods which include surveys together with in-depth interviews and focus groups. A survey utilizing Google Forms and in-person distribution method obtains quantitative results about brand image together with pricing preferences and customer perception and post-sale interactions. The survey implements both Likert-scale items to assess feedback on hypotheses statements and open-ended sections for receiving qualitative input from participants.

The researcher draws secondary data from three sections including reports within the industry and academic publications found in digital media. The researcher utilizes online customer feedback together with social media information and competitor market studies to detect both market trends and customer sentiments. The analysis includes Crown Cement's internal records of sales transactions and customer interaction feedback to enhance the comprehension of research findings. The study combines different data collection points to deliver a dependable evaluation of Crown Cement PLC customer sentiments.

3.3 Findings and Analysis

Looking at the descriptive statistics for Gender, Age Group and Profession shows us which groups of people took part in the survey on Crown Cement customers. I got feedback from 40 individuals for Gender and Age Group, but one person did not fill in the Profession section, so the feedback equals 39 for Profession.

The mean allocated to gender is 1.25, it has a low standard deviation (0.439) and shows a positive skewness (1.200). It is not surprising that male respondents made up most of the sample because the construction industry in Bangladesh is mostly male-dominated. While we see how the industry is now, it could mean important perspectives from female participants are being overlooked.

The average for Age Group was 2.85 and the standard deviation was found to be 0.864. It is possible that the main age range was between 28-35 and 36-45 years old for most participants. There are slightly more older members (shown by the skew), but each age group appeared in roughly the same numbers (indicated by the kurtosis). Because the survey includes people from every age group, we are sure our results are reasonable for all of them.

Respondents named 39 different occupations, with a mean of 2.38 and a standard deviation of 1.269 which reflects a good variety in what respondents do. Since the distribution is positively skewed (0.761), more people who participated are likely corporate employees or real estate professionals rather than entrepreneurs. This low degree of kurtosis means there were few areas with most of the answers which gave us a wider understanding of different professions' views.

In all, while the participants are mostly males and middle-aged, many different professions are still present in the sample. This gives us an excellent overview of the opinions in the concrete market. However, it is important that future works have an equal number of men and women in the survey so we don't miss out on female customers' views.

Descriptives

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
Gender	40	1	1	2	50	1.25	.069	.439	1.200	.374	-.592	.733
Age_Group	40	3	1	4	114	2.85	.137	.864	-.451	.374	-.259	.733
Profession	39	4	1	5	93	2.38	.203	1.269	.761	.378	-.291	.741
Valid N (listwise)	39											

1

To sum up, the data on the respondents help us to understand the opinions and feelings people have about Crown Cement's products.

Correlation Analysis

The correlation analysis that was conducted using both the Pearson and Spearman's rho methodologies provides some good understanding about the relationships between the main variables of Crown Cement's customer perceptions. Pearson correlation appropriate for an interval-level data found several statistically significant relationships. Importantly, satisfaction with durability and strength has demonstrated a strong positive correlation with price reasonableness ($r = 0.741$, $p < .001$); it means that customers who find the product durable tend to find it reasonable in terms of its price. In the same manner, satisfaction also was strongly linked to the likelihood of future use ($r=0.715$, $p<.001$) and recommendation likelihood ($r= 0.676$,$p <.001$), confirming the perception that quality significantly affects loyalty and advocacy to brands. Further, price reasonableness showed high positive correlations with future use likelihood ($r=0.738$) and recommendation ($r=0.696$) meaning that it is directly related to the patronage and advocacies of the Crown Cement customers in the near future.

Dealer support was also an important contributor, all related positively to satisfaction ($r = 0.555$), price reasonableness ($r = 0.610$), future use ($r = 0.750$) and likelihood of future recommendation ($r = 0.614$), all at $p < .001$. This implies that positive dealer interactions have a great impact on the customer's experience and the drive of favorable post-purchase behaviors. On the other hand, negative correlation was observed between brand trust and most variables such as satisfaction ($r = -0.197$), price reasonableness ($r = -0.363$), and likelihood of recommendation ($r = -0.325$) whose significant tests gave positive values ($p < .05$). This unanticipated inverse relationship implies that even though customers may rank Crown Cement favorably in functional aspects, they may not necessarily consider it to be the most trustworthy brand, perhaps owing to the perceived disharmonies in product delivery or a stiff competition.

Pearson Correlation-

Correlations

		Brand_Trust	Satisfaction_Durability	Price_Reasonableness	Future_Use_Likelihood	Dealer_Support	Key_Factor_Choice	Recommend_Likelihood
Brand_Trust	Pearson Correlation	1	-.197	-.363*	-.350*	-.375*	-.152	-.325*
	Sig. (2-tailed)		.224	.021	.027	.017	.348	.041
	N	40	40	40	40	40	40	40
Satisfaction_Durability	Pearson Correlation	-.197	1	.741**	.715**	.555**	.050	.676**
	Sig. (2-tailed)	.224		<.001	<.001	<.001	.760	<.001
	N	40	40	40	40	40	40	40
Price_Reasonableness	Pearson Correlation	-.363*	.741**	1	.738**	.610**	.043	.696**
	Sig. (2-tailed)	.021	<.001		<.001	<.001	.792	<.001
	N	40	40	40	40	40	40	40
Future_Use_Likelihood	Pearson Correlation	-.350*	.715**	.738**	1	.750**	.167	.656**
	Sig. (2-tailed)	.027	<.001	<.001		<.001	.304	<.001
	N	40	40	40	40	40	40	40
Dealer_Support	Pearson Correlation	-.375*	.555**	.610**	.750**	1	.100	.614**
	Sig. (2-tailed)	.017	<.001	<.001	<.001		.540	<.001
	N	40	40	40	40	40	40	40
Key_Factor_Choice	Pearson Correlation	-.152	.050	.043	.167	.100	1	.052
	Sig. (2-tailed)	.348	.760	.792	.304	.540		.748
	N	40	40	40	40	40	40	40
Recommend_Likelihood	Pearson Correlation	-.325*	.676**	.696**	.656**	.614**	.052	1
	Sig. (2-tailed)	.041	<.001	<.001	<.001	<.001	.748	
	N	40	40	40	40	40	40	40

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Moreover, Spearman's rho, employed to testify to these findings with the ordinal data, also corroborated the tendencies found in Pearson's analysis. High-order relationships existed in satisfaction and price reasonableness, ($\rho = 0.792$), future use ($\rho = 0.779$), and recommendation, ($\rho = 0.662$). The price reasonableness was also found to be highly correlated with future use ($\rho = 0.829$) as well as with recommendation ($\rho = 0.703$). Dealer support once more emerged as a central predictor with large positive correlations to all dependent variables, such as recommendation likelihood ($\rho = 0.619$). The agreement between Pearson and Spearman results confirms the strength of these results. It is interesting to know that the key factor choice did not demonstrate any significant correlations with recommendation or other key variables in either method, indicating that what customers claim to be the most important factor is not strongly correlated with their satisfaction or advocacy behavior when it comes to practice. Taken altogether, the correlation analysis gives insights that the customer's satisfaction, reasonable pricing, and solid dealer support are key determinants of brand loyalty and recommendation for Crown Cement.

Spearman's Rho Correlation-

Nonparametric Correlations

Correlations

			Brand_Trust	Satisfaction_Durability	Price_Reasonableness	Future_Use_Likelihood	Dealer_Support	Key_Factor_Choice	Recommend_Likelihood
Spearman's rho	Brand_Trust	Correlation Coefficient	1.000	-.244	-.462**	-.398*	-.454**	-.131	-.466**
		Sig. (2-tailed)	.	.129	.003	.011	.003	.420	.002
		N	40	40	40	40	40	40	40
	Satisfaction_Durability	Correlation Coefficient	-.244	1.000	.792**	.779**	.559**	.023	.662**
		Sig. (2-tailed)	.129	.	<.001	<.001	<.001	.890	<.001
		N	40	40	40	40	40	40	40
	Price_Reasonableness	Correlation Coefficient	-.462**	.792**	1.000	.829**	.666**	.069	.703**
		Sig. (2-tailed)	.003	<.001	.	<.001	<.001	.671	<.001
		N	40	40	40	40	40	40	40
	Future_Use_Likelihood	Correlation Coefficient	-.398*	.779**	.829**	1.000	.768**	.110	.707**
		Sig. (2-tailed)	.011	<.001	<.001	.	<.001	.500	<.001
		N	40	40	40	40	40	40	40
	Dealer_Support	Correlation Coefficient	-.454**	.559**	.666**	.768**	1.000	.091	.619**
		Sig. (2-tailed)	.003	<.001	<.001	<.001	.	.575	<.001
		N	40	40	40	40	40	40	40
	Key_Factor_Choice	Correlation Coefficient	-.131	.023	.069	.110	.091	1.000	.050
		Sig. (2-tailed)	.420	.890	.671	.500	.575	.	.759
		N	40	40	40	40	40	40	40
	Recommend_Likelihood	Correlation Coefficient	-.466**	.662**	.703**	.707**	.619**	.050	1.000
		Sig. (2-tailed)	.002	<.001	<.001	<.001	<.001	.759	.
		N	40	40	40	40	40	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

3.3.1 Hypothesis 1: Customers perceive Crown Cement as a high-quality cement brand.

This hypothesis relates to the relationship between perceptions of customers about brand trust and satisfaction with durability and strength of the product. In the Pearson correlation matrix, satisfaction with durability has a strong positive correlation with recommendation likelihood; ($r = 0.676$, $p < 0.01$) the future utilization; ($r = 0.715$, $p < 0.01$) and the price reasonableness; ($r = 0.741$, p Such values ensure the high ratings that Crown Cement gets in terms of durability also indicate that they will be more likely to keep on using and referring the brand. In addition, in Spearman's rho, satisfaction with durability and future use ($\rho = 0.779$) and recommendation ($\rho = 0.662$) correlates positively, thus proving the case further.

As the correlation between brand trust and satisfaction was mildly negative ($r = -0.197$, not significant) it implies that trust in something related to the brand may not be the trigger that makes the perceived quality but rather something that is enhanced after using a product. Close ties between durability together with usage/recommendation prove that clients indeed have the perception of Crown Cement as a superior quality product thus corroborating Hoop 1. As Kotler and Keller (2016) focus on, these findings are consistent with the key aspect of product performance as a determinant of customer satisfaction.

3.3.2 Hypothesis 2: The pricing of Crown Cement impacts its brand preference among customers.

Hypothesis 2 tests the relationship between price perception on brand preference in terms of recommendation and future purchase intention. Price reasonableness and future use likelihood, in turn, have a notably high correlation ($r = 0.738$, $p < 0.01$), and with recommendation likelihood ($r = 0.696$, $p < 0.01$), and that the customers who find the price fair tend to prefer and recommend the brand. In the case of Spearman's rho, price reasonableness also has a positive and significant correlation with future use ($\rho = 0.829$) and recommendation ($\rho = 0.703$), confirming the correlation.

The interest is interesting because brand trust is strongly negatively correlated with price reasonableness ($r = -0.363$, $p = 0.021$), i.e. a paradox exists. not all trusting customers of the brand will agree that the price is right, possibly because Crown Cement is a premium brand. Such an outcome corresponds to the perceived value theory created by Zeithaml (1988), according to which consumers make judgment about price based on expected benefits. Therefore, although pricing determines preference, its impact is based on the relative value as against the quality presented. Therefore, Hypothesis 2 is statistically tested, but with certain subtleties in the area of customer segmentation and brand positioning.

3.3.3 Hypothesis 3: Customers choose Crown Cement over its competitors due to their brand image.

In order to test this hypothesis, the connection between recommendations of brand trust and the relationship of this concept with other perception variables has been examined. Pearson's correlation has a negative relationship but significant between brand trust and likelihood of recommending and brand trust and price reasonableness ($r = -0.325$, $p = 0.041$ and $r = -0.363$, $p = 0.021$) respectively. Spearman's rho also gives the same significant negative correlation between brand trust and recommendation ($\rho = -0.466$, $p = 0.002$). These counterintuitive results imply that consumers who are inclined to associate Crown Cement to trust might not always be the one who would recommend, or even repurchase the product. This might mean that though brand image (that is, being perceived as trustworthy) is important, yet it is not the key point that influences customer decisions in the competitive market. Instead, more customers might tend to depend on direct product experience (durability, affordability) rather than its brand identity. The not so strong relationship between the brand trust and other indicators of satisfaction suggests that the image of Crown Cement is not a choice driver of itself. Hence, Hypothesis 3 receives limited support. Although, some customers perceive Crown Cement as a reliable image of a brand, correlation data indicates that functional performance and price has a more dominant role in influencing the choice of customer preference regarding the brand's image. This corresponds with Keller's (1993) model of brand equity, whereby this is only an aspect of choice by consumers and needs to be held up by regular performance.

3.3.4 Hypothesis 4: Positive post-purchase experiences influence customer recommendation of Crown Cement.

In this hypothesis, the role of dealer support and post-purchase satisfaction is illuminated concerning its role in influencing customer loyalty. This is highly corroborated by the Pearson and Spearman correlation matrices. In Pearson's correlation, dealer support is significantly related to the future use ($r = 0.\ 750$), the likelihood of recommendation ($r = .0614$), and the price reasonableness ($r = .0610$), all with $p < 0.001$. Likewise, in Spearman's rho, dealer support has significant correlation with future use ($\rho = 0.768$) and recommendation ($\rho = 0619$). These findings confirm Oliver's (1997) theory that good post-purchase-experiences lead to greater satisfaction, which in turn, drives the consumers' desire to recommend the product to other people. Dealer support becomes a portion of the post-sale service that can be considered; the correlation outlines the role played by this aspect in driving customer commitment and advocacy. The high association with future use also indicates that positive post-purchase service is a likelihood of repeat purchase. Therefore, Hypothesis 4 is strongly supported. Good post-purchase experiences, particularly positive dealer experiences, have large effects on customer recommendation behavior. The favorable trend that Crown Cement is enjoying will be critical if the company continues with its investment in improving the after-sales service, dealer training, and logistics responsiveness.

Overall, the correlation analyzes statistical substance for appraising the attitudes of customers to crown Cement. Hypothesis 1, 2 and 4 are strongly supported since there are valid and significant correlations supporting the role of product quality, pricing, and post-purchase experience in doing the customer behavior. Hypothesis 3 receives only moderate to marginal support and indicates that the brand image per se is not the main predictor of customers' preference but rather other experiential attributes of 'durability' and 'price fairness' of the brand product are likely to be more influential.

3.4 Conclusion

The study provides useful knowledge regarding the elements affecting customers' views of Crown Cement PLC. The study demonstrates that product quality is very important for happy customers, and great durability and strength are the most influential aspects. Studies show that when satisfaction is high with how long a product lasts, people are more likely to plan to but the same product again and recommend it to others. People who believe that Crown Cement is durable tend to repeat their purchases and speak positively about it. Still, there seems to be a conflicting pattern between the levels of brand trust and satisfaction. Though the brand is trusted, this does not always lead to more people recommending it, due to the negative link between these factors (-0.325). It means customers might feel confident in the brand yet keep their reservations until its product features and price live up to their expectations. The price of goods also plays a big role in whether a customer will purchase them. This strong link means that if a price is perceived to be reasonable, people are more likely to want to buy from that company. But since there is a weak negative link between trust in the brand and reasonable prices ($r = -0.363$), it's possible that some customers see the brand as more expensive and are put off by this. For these reasons, Crown Cement must find a balance between what customers expect and the company's need for profit. The way customers are treated by the dealer after buying becomes an important factor in how loyal they remain. It is clear from the data that receiving strong dealer support is associated with a greater intention to return and more likely to recommend the brand ($r = 0.750$ and $r = 0.614$ respectively). The research highlights that good after-sales service strengthens the relationship between a customer and the business. When customers have a positive buying experience, they tend to visit again and also recommend the business to others.

3.5 Recommendation

In order to better compete, Crown Cement should pay close attention to ensuring their products are durable and always consistent. Given how important it is for products to last, the company should focus on making sure every product is good quality and ask customers for opinions so they can fix anything that might go wrong. Transparent communication about what the product can do, like sharing how it helped real customers or telling simple stories about its use, can help customers feel even more comfortable choosing the brand. Pricing strategies should be set up differently for each group or type of people that you sell to. In urban areas, where customers usually focus on quality, Crown Cement can be seen as a higher-end brand but still keep its prices fair and worth the value. In rural markets, where people usually think a lot about affordability, the company could try selling cheaper versions of their products or give discounts if people buy in bigger amounts. Clear messaging about what customers get for the price, focusing on good quality and fair price, can help reduce any bad opinions that people might have about how much things cost. Better post-purchase support needs to be another main focus for improvement. Providing training to dealers and making complaint handling more efficient can result in a much higher level of customer satisfaction. Implementing loyalty programs or giving rewards to customers who keep coming back can help you keep good relationships with them and get them to talk positively about your business to others. Additionally, using online tools to keep track of what customers are saying as it happens will help the company quickly address issues and make necessary changes to what they do. Crown Cement can more closely meet what customers expect and become more competitive in Bangladesh's growing cement industry by focusing on product quality, pricing, and post-sale service. The insights from this study help the company find ways to make customers happier, keep them coming back, and help the company grow in a lasting way.

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Appendix

Survey form link: https://forms.gle/SMpDJCUxqtRVdPLf7