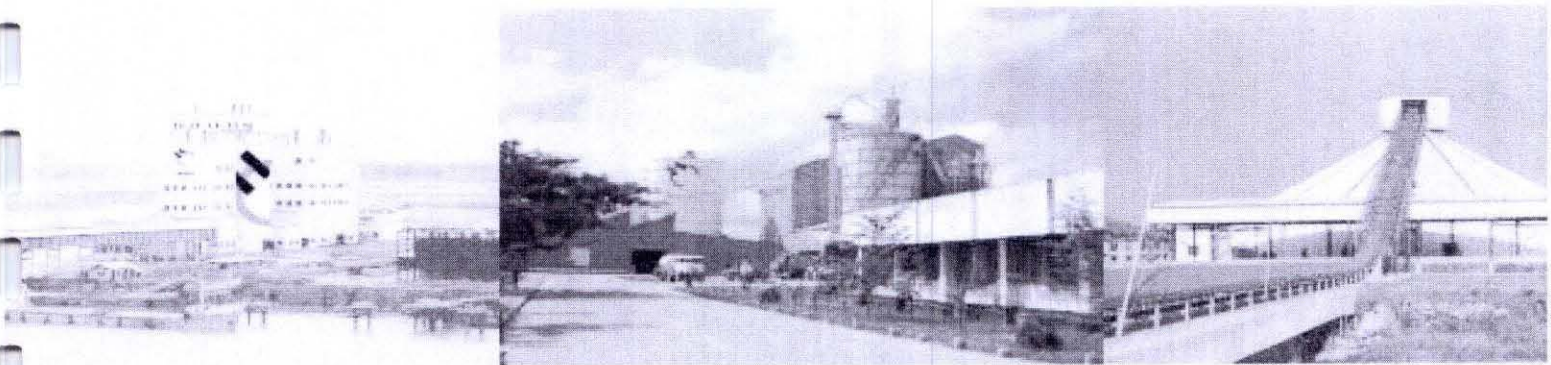


Internship Report On

**Marketing Activities
and
Customer Satisfaction Survey of Holcim (Bangladesh) Ltd.**



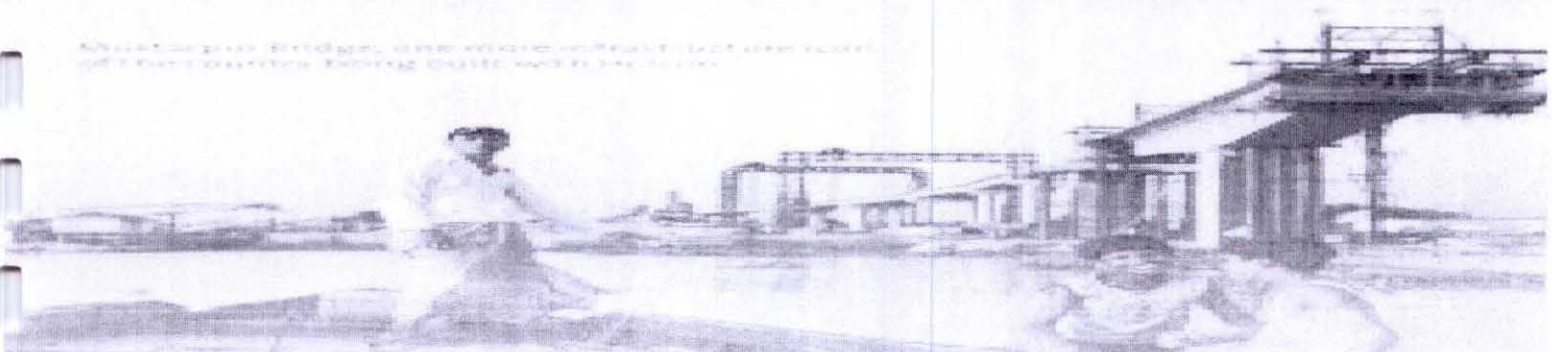
Internship Report On
Marketing Activities and Customer Satisfaction Survey of
Holcim (Bangladesh) Ltd.

Prepared For

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Prepared By

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February 11, 2008

Mrs. Farzana Choudhry
Sr. Asst. Director, Career Service
BRAC Business School
BRAC University
66 Mohakhali
Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir

I am very much gratified to submit the Internship Report titled **“Overall marketing activities of Holcim (Bangladesh) Ltd and Customer Satisfaction Survey”**, which has been prepared as an integrated part of my course requirement in BBA Program.

In this report I have tried to relate theoretical knowledge with real life practice, which I gathered from the Marketing Sector.

I have tried to give my best effort in preparation of the report on this issue on the basis of my work at HBL and theoretical knowledge. The preparation of this report has helped me to learn activities performed by employees. At the same time I had the opportunity to learn about real life scenario.

I hope you will find this report interesting with an accurate and reliable objective. Thus I honestly admire you for allowing me to prepare it on the basis of experience through personal attachment. I will be available for any clarification regarding the contents of the report.

Sincerely,

A.U.M. Golam Raihan Khan
ID # 02204094
BRAC Business School

ACKNOWLEDGEMENT

Internship Program is such a program, which helps the student of B B.A. to come out from such debate. Because B.B.A. degree entails 'Internship Program' in which students work in an institution practically before they enter in the 'Job Market' and depending on that working experience internship report is written. I am lucky that I have got chance to work in Holcim (Bangladesh) Ltd, Under Customer Care Division at Corporate Office. I am very grateful to **Mr. Monjur Hossain Panna**, Territory Manager. August 01, 2007 is a day-of-difference for me so that in this day I joined in my internship program at Holcim (Bangladesh) Ltd, Corporate. Here again I have to mention one names, Mr. Nsr Ullah Md. Dillir Khan ,who received me as a member of their Office-Family and introduced me with whom I worked last three months.I did not learn only professional insights, but I learned how to work in pressure, how to have patience in hurdles, how to behave with the seniors and how to help the juniors. My honorable teacher **Mrs. Farzana Choudhry** helped me a lot he gave me the guideline how to frame the total report. At the end I would like to convey my thanks to all the teachers of my Department, from whom I learned through out the years, which helped me to build my career.

I have so far tried my best to present the paper according to the instructing of my honorable teacher. But the limitation was availability of reference book on the related topic and time. However, with all limitation I have tried to quote the information in the approved manner by my best effort. But still there might be mistakes. I urge to my admirable course teacher **Mrs. Farzana Choudhry** to see the faults in exonerate-eye.

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EXECUTIVE SUMMARY

This report represents the experience I have gained from last three months' (August 01, 2007 to December 01, 2007) on the job training. It is divided into five parts consequently, Part-I: Introductory Part, Part-II: Organizational Part, Part III: Responsibilities or works done Part-IV: Project Part and Part-V: Recommendations and conclusion. Observation method is used to complete this qualitative research.

Major Findings

When I was working with my colleagues (Senior, Junior), I found them suffering from various dissatisfactions. I found that most of the employees are not satisfied with company management policy. Some reasons for their dissatisfactions are as follows:

Absence of employee motivation

- Salary structures are not the same
- No incentives or bonuses of annual festivals
- Lack of good relationship

To minimize these problems the authority of Holcim (Bangladesh) Ltd should take some necessary measures. Some recommendations are mentioned here by which the company can be benefited.

Recommendation & Conclusion

In consideration with the customer satisfaction, the following recommendations are made and these may be beneficial for the customers, employees and also for the company.

- They should improve their time management system which include :
 - 1) Delivery time of the products
 - 2) Notifying Dealer about new policy prior to the execution of it.
- Should lower the price to capture the domestic market.

Chapter -1

INTRODUCTORY PART

Introduction

BBA program of BRAC University is organized and tailored to provide the students with the conceptual, theoretical and practical knowledge. After completion of the four year (12 semesters) BBA Program of BRAC Business School, BRAC University, we have to do an Internship in an Organization as part of our courses to gather the practical knowledge. I completed this internship period in Holcim (Bangladesh) Ltd., one of the largest and reputed multinational companies for cement production in the world operating in Bangladesh. During this time I was assigned by my teacher, **Mrs. Farzana Choudhry**, Sr.Asst.Director, Career Service, and BRAC University. I was placed in the Head office of Holcim Bangladesh Ltd., in Corporate Marketing Department, with a very talented personality **Mr. Monjur Hossain Panna (Territory Manager) Customer Care**, who was my on Site internship Supervisor.

Origin of the report

BBA degree is different from other degrees in the extent that it requires to achieve practical experience with relation to the theory. For this reason BBA students require to undergo internship program where they match practical knowledge with that of theoretical knowledge which they acquired throughout the degree. The degree doesn't complete unless a written report submitted to the faculty, basing on what have the students learned through the internship program.

Being a student of B.B.A. (major in Marketing and in Human Resource Management), I had the opportunity to work at Holcim (Bangladesh) Ltd., Customer Care Division, Baridhara from August 01, 2007 to December 01, 2007. This report is prepared based on by observation during the tenor I was with them.

Objective of the report

General Objective;

- To fulfill the course requirement of the internship semester.

Specific Objective;

- To know the background of the Holcim (Bangladesh) Ltd.
- To make a clear view of Cement
- To know the present overall marketing strategies of Holcim (Bangladesh) Ltd.
- To Know about the customer Satisfaction of Holcim Cement.

Methodology of the Study

Sources of data

The project part is prepared on the basis of both primary and secondary data

Primary Sources

Primary data is collected from

1. Discussion with officers of Holcim (Bangladesh) Ltd.
2. Observation of practical work of the responsible officer of customer care division, Holcim (Bangladesh) Ltd.
3. Discussion with my supervisor.
4. Group discussion.

Secondary sources

The secondary data is collected from

1. Relevant documents which the officers concerned provide.
2. Annual report of Holcim (Bangladesh) Ltd.
3. Prospectus, Publication, Brochures, Magazines and Newspapers, internal records and also vast number of data is collected from Internet.
4. Collect data from the Customer care OPS.

Applying various mathematical and statistical tools and data were processed. Computer spreadsheets analysis has also been applied.

Limitation

Major limitation of this report is time constraint. Availability of the reference book is another limitation. Holcim (Bangladesh) Ltd. has no branch. I was working in at Head Office. Besides being a student, I had many hurdles to come-over a new discipline. At times, in the busy and hectic schedule of my senior managers, they felt reluctant to discuss issues of my report. Availability of secondary sources were less which reduced the content but as far as I am concerned, I have tried my heart and soul to terminate this report a useful one and hope this will reflect a proper image of my project activities. It was found very difficult that to collect necessary information of various customers such as - corporate, dealers & retailers and owners. This information is very confidential. Company never allows the outsiders to access that information.

Chapter – 2

ORGANIZATIONAL PART

History of Incorporation of the Organization

Holcim is one of the world's leading suppliers of cement and aggregates (crushed stone, sand and gravel) as well as further activities such as ready- mix concrete and asphalt including services. In 2005, Holcim recorded sales of over 18 billion Swiss Francs. The Group currently employs some 90,000 people. With market oriented structures, new products, skilled employees and efficient environmental management systems, Holcim ensures a strong position now - and for the years ahead.

Our Locations

The Groups holds majority and minority interest in more than 74 countries on all continents.

History:

1912 - 1970

With ninety years Holcim has grown from humble beginnings in a Swiss village to become one of the world's leading cement companies.

1912

Holcim was founded in 1912 in the village of Holder bank, Switzerland. From an early stage it became clear that the domestic market could offer only limited opportunities for expansion.

1920

By the early 1920's, the company began investing in cement business in other European countries. This trend was quickly followed by investments in Egypt, Lebanon and South Africa.

1945

In the year following 1945, and particularly in the Fifties and Sixties, a network of holdings began to develop in North and Latin America.

1970

In the 1970's, ventures in the emerging markets of the Asia-Pacific began.

1980 - 2000

1980

In the 1980's, Holcim continued to expand into new markets, including Eastern Europe. A greater focus on aggregates and ready-mixed concrete production strengthened the company's position as a vertically integrated market leader.

1990

A strong focus on core business activities in cement, concrete and aggregates characterized Holcim activities during the 1990's. Contributing professional development programs for employees, coupled with a best practice policy, ensured challenges were met with creative solutions and company performance was enhanced. Entry into new markets, particularly within Asia, expanded opportunities for the Group.

2000

Holcim entered into Bangladesh in 2000 through acquisition of the then 'Hyundai Cement'. The name of the Group was changed from "Holder bank" Financiere Glaris Ltd to Holcim Ltd in May 2001. Today, the international presence of Holcim consists of a balanced mix of companies in industrialized and emerging markets.

2003

The commitment of Holcim in to the "triple bottom line" concept is underlined by establishing the Holcim Foundation for Sustainable Construction.

2005

Stepped into India with control of over 37 million tons capacity.

In 2006, Holcim recorded sales of over 23 billion Swiss Francs. The Group currently employs some 90000 people. With market oriented structures, new products, skilled employees and efficient environmental management systems, Holcim ensures a strong position now - and for the years ahead.

Company Vision

- As we are the market leader in cement producers in the world with manufacturing plants in over 75 countries, we want set up our business in each and every country throughout the whole world.
- Our success will be built on our absolute dedication to the satisfaction of our stakeholders, through constant innovation, operational efficiency, prompt services, cost effectiveness and talents of our people.
- We shall always maintain our high standard of integrity.

Company Mission

- Our mission is to produce and provide quality and most superior cement for our customers.
- To maintain stringently ethical standard in business operation.
- Ensuring benefits to our stakeholders, customers and the society at large.

Company Philosophy

- Our Philosophy is best described as maintaining competitiveness balance with prudent management and fairness to all our stakeholders.
- We believe in adhering to basic principals marketing and financial management while balancing the scales between safety to principal and competitive rate of return to our stakeholders.

Company Goals:

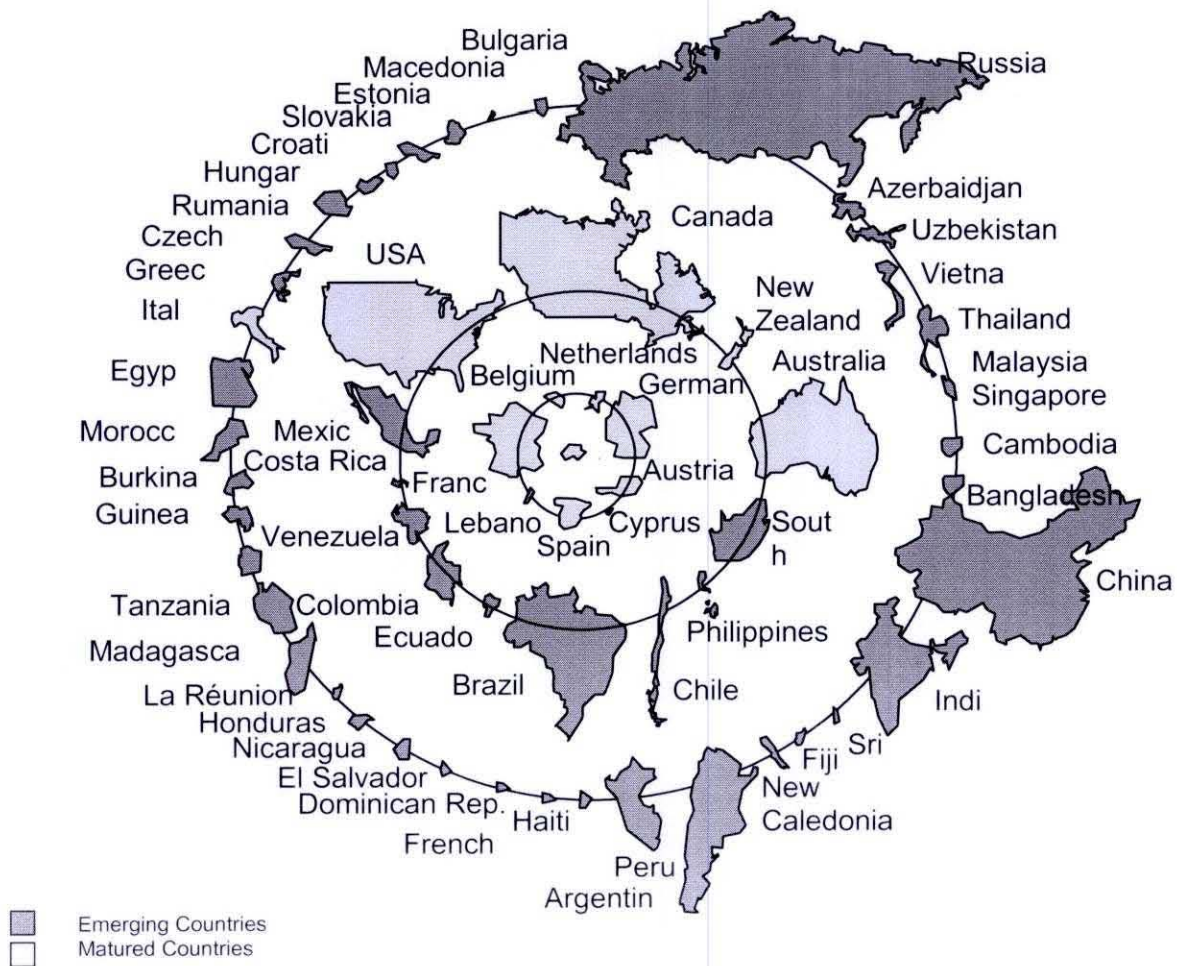
Its goal is to

- Continually set the highest standards of customer satisfaction in our industry.
- Secure the strongest competitive position in our markets.
- Partner with suppliers to deliver value-for-cost procurement for the Group and our customers.
- Be recognized as an employer of first choice.
- Empower our employees and integrate them fully into our global network.
- Selectively grow our worldwide presence of companies.
- Demonstrate our commitment to sustainable development
- Be acknowledged as a valued and trusted partner in our community.
- Be the most recommended stock in our industry.

Operation of Holcim:

In 2006, Holcim recorded sales of over 18 billion Swiss Francs. The Group currently employs some 90,000 people. With market oriented structures, new products, skilled employees and efficient environmental management systems, Holcim ensures a strong position now - and for the years ahead. The Groups holds majority and minority interest in more than 74 countries on all continents

- Canada
- Australia
- Austria
- Germany
- France
- Italy
- Argentina
- Chin
- Fiji
- USA
- Argentina
- Spain
- Brazil
- Coast
- Russia
- Srilanka
- So on



Key Figures :

Capacity : 166 million t/yr
 Countries : over 75
 Sales : 23.6 billion CHF
 Cash Flow : 2.6 billion CHF
 Employees : 90200

Board & management

Holcim Executive Committee encourages a constant readiness to capitalize on new ideas and opportunities. Permanent learning on all levels ensures Holcim is focused on the future – and creating ongoing success.

Executive Committee

- Markus Akermann, CEO
- Tom Clough
- Hansueli Hee
- Paul Hugentobler
- Thomas Knopfel
- Benoit-H. Koch
- Theophil H. Schlatter, CFO

Board of Directors

Director
Latifur Rahman

Director
Ramit Budharaja

Director
Mr. P N Iyer

Director
Mr. Gerard Letellier

Director
Mr. Leo Mittelholzer

Director
Mr. Pramote Techasupatkul

Director
Ms. C M Alam

Director
Mr. Rokanuddin
Mahmud

Director
Mr. K S Chung

Director
Mr. BJ Kim

Organogram of Holcim (BD) Limited

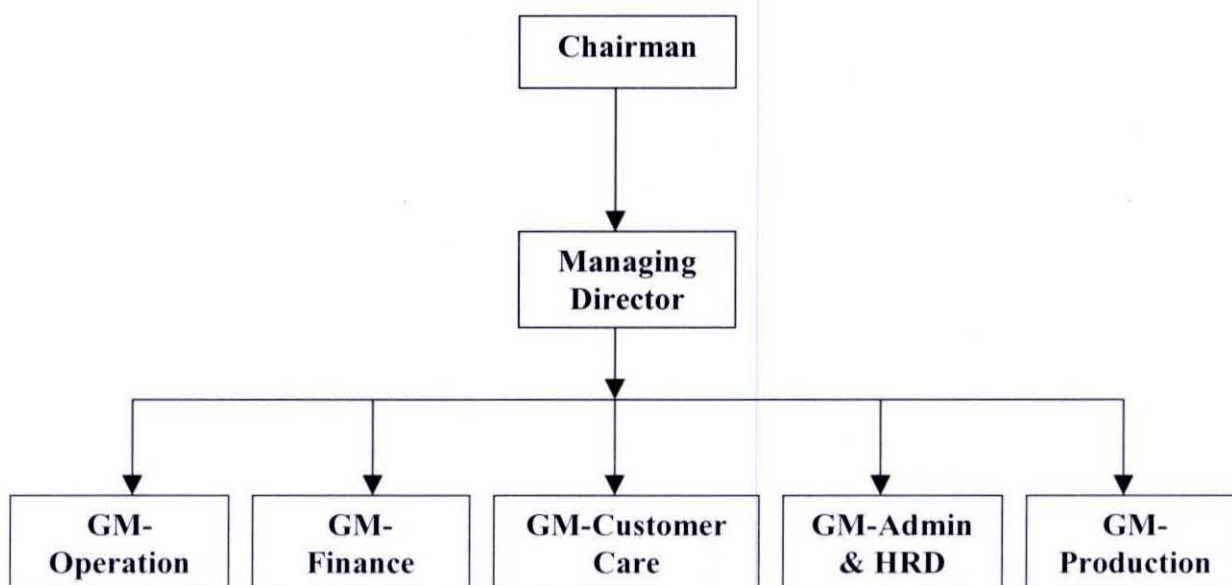


Figure-1: Organogram of Holcim (Bangladesh) Ltd.

Corporate governance

Managing Responsibility

Corporate Governance puts the focus of attention on business risks and the company's reputation, but also on corporate responsibilities towards all stakeholders. As a value-oriented enterprise, Holcim recognizes the significance of these issues and feels to have a duty to uphold strong Corporate Governance.

Product and Services of HBL



Holcim Blue



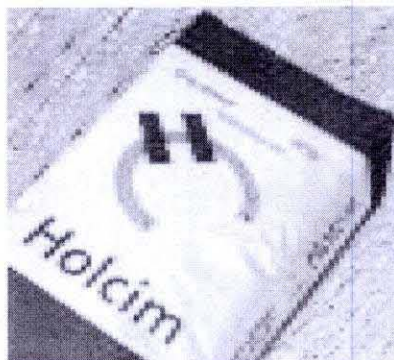
Holcim Red



Holcim Grey



Holcim pink



Holcim Black

Figure -2: Different Products of Holcim

Cement Wise

Holcim Red, an Ordinary Portland Cement, is regarded as the standard in the Bangladesh Cement industry. Suitable for any kind of construction Holcim Red offers high quality early strength, suitable for most general construction purpose, premium quality, as per ASTM standard C 150 - 94, holding the BSTI Certification. Meanwhile, Holcim Grey & Black, the first ever blended cement in Bangladesh has proved withstanding of climatic pressure and adversities at an affordable price *for* homeowners and contractors. Holcim Grey & Black, pulverized fuel-ash based cement grows stronger with time, has great workability, improved finish and protects concrete from water and air pollution. Holcim Black has saved over US\$ 1 million *per* year since its introduction in the market. In 2004, Holcim was the first cement company to launch an application based cement Masonry Cement - Holcim Easy Wall, which has stopped production afterwards.

With the vision of providing foundations for society's future Holcim keeps on winning every single heart. Its mission is to be the world's most respected and attractive company in the industry - creating value for its stakeholders. Holcim's role in developing the infrastructure of the country can be seen through its various projects.

Some memorable and the largest constructions are constructed by the Holcim cement such as

- Jamuna Multipurpose Bridge
- Bhairab Bridge
- Sayedabad Water Treatment Plant, Dhaka
- Shikarpur and Doarika Bridges and Approach Road Project (Barisal)
- Pakshi Bridge
- Rupsha Bridge
- Brahmaputra River Embankment Project
- Dhaka- Sylhet Road Project
- Second Buriganga Bridge
- Kanchan Bridge.

As Holcim is a cement manufacturing company, cement is our one and only product. But it produces 5 different categories of cement, which are different in features. They are as follows:

1. Holcim Red - OPC, CEM - I
2. Holcim Black - PF A
3. Holcim Grey - PCC, CEM - III A
4. Holcim Blue - PCC CEM – IIIB
5. Holcim Easy Wall.

Each of these 5 categories is characterized below:

Holcim RED - OPC, CEM - I

Holcim Red is an Ordinary Portland Cement (OPC) with average clinker and gypsum content of 95% and 5% respectively. CEM - I means that it is the number one category among all the different types of cement. Only clinker, key quality factor of Holcim Red, comes straight from Holcim plants in Thailand and other parts of Asia. Because of its high clinker content, Holcim Red sets fast, and gains strength within very short period of time. Anyone can identify the rich dark color of this cement, incomparable with that of any other brand.

Special Features of Holcim RED

Consistent High Quality

With its presence in over 75 countries, Holcim ensures consistent quality of raw materials and clinkers all around the world. Because of similar sources, the quality of clinker does not vary, and anyone can, hence, be sure of clinkers of a very consistent quality always. No wonder, Holcim Red has been proven as one of the best cements in regular BUET and other tests resulting strength over 5000 PSI in 28 days with proper concrete mixed design.

Greater Infrastructures

Because of its consistent high quality, Holcim Red (previously known as Hyundai Cement) has been used for most major infrastructure icons of the country. One of Asia's largest bridges, the Jamuna Multipurpose Bridge, stands as a bold certification for Holcim Red. This cement has also been used for the following projects as well:

- Brahmaputra River Embankment
- Bhairab Bridge
- Shikarapur and Doarika Bridges
- Syedabad Water Treatment Plant
- Rupsha Bridge
- Dhaka - Sylhet Road Project.

Fast Setting and Higher Early Strength

Holcim Red sets faster than most other cements in the market. If you are thinking of getting your construction done within shorter than usual time, this is the product that can help you. Apparent price premium can be overcome with the amount of time saved, and also on the quantity of other aggregates you use with this cement in concrete.

Holcim Red develops strength very fast, surely above 3000 PSI within 3 days. This allows you to use it even for pre-stressed concrete works.

Industry Standard

Along with Holcim's other products, Holcim Red continues to dominate market premium. Regarded as the flagship product of the industry, Holcim Red holds the standard of industry in terms of quality and strength.

Technical Information

- **ASTM Code**
ASTM C150 - Type I
- **Strength**
4000 - 6000 PSI on a 7-day test result basis from BUET tests.

- **Application**
Any kind of construction can be done.
- **Mix Design**
Cement: Sand: Gravel = 1: 1.5:3

"This mix design is for general-purpose house construction and based on usual local aggregates. Nature of aggregates, need of construction, any additional elements (e.g. admixtures), or extreme climatic conditions may need different mix proportions. "

Holcim Black - PFA

Holcim Black is 'Pulverized Fuel Ash' (or Fly Ash) based cement. It is the first and a new type of cement in Bangladesh, which is the combination of international experience of Holcim and experiments in Bangladesh. Holcim Black constructs Denmark's Great Belt Bridge~ Chicago Hyatt Hotel Tower, Petronas Twin Tower in Malaysia and many other large constructions, which is composite cement based on PFA.

Special Features of Holcim Black

Strength within the Range

In comparison with other cement in markets Holcim Black provides quick results and also within the range of reasonable cost factor. The first cement for customer choice and ability in Bangladesh.

Higher Strength

Ordinary cement can be able to gain strength up to 90 days. But Holcim Black does it for years after years because of the Pozzolanic reaction - which makes the construction from harder to hardest.

Construction Facility

Holcim Black requires comparatively lower volume of water with that of other ordinary cement. The pieces of PFA work as ball bearing around the non -fine pieces of cement. Then things become easier for plastering and in concrete - which gives a smooth finishing.

Perfect for Bangladesh Environment

Holcim Black is ideal for RCC foundation and construction of wall. In case of other ordinary cement, internal iron rods can be affected through air pollution, water pollution and many others - which cannot be stressed from outside. The PFA pieces of Holcim Black prevent air and water to enter into the concrete and as a result the iron rods remain safe and sound. Not only that but also Holcim Black saves the construction from weather humidity, salty flood water and other forms of pollution of this country.

Technical Information

ASTM Code

ASTM CS9S - Type I-P.

Strength

3500 - 4500 PSI on a 7 -day test result basis from BUET tests.

Application

Any kind of construction can be done.

Mix Design

Cement: Sand: Gravel = 1: 1.5:3

Holcim Grey - PCC, CEM - II/A

There are multiple types of composite cement used all over the world. While Bangladesh has experienced second type of cement only recently, there are at least 9 different cements used in Asia, and more than 20 types in other countries where Holcim operates. The characteristics of Portland Composite cement can be described as follows:

Holcim Grey is a Portland Composite Cement. It lies in type - A of CEM II category.

The average content of clinker is 80 - 94% and content of gypsum is 6 - 20%.

A composite cement (or blended cement) is a cement or binder that contains, besides Portland Clinker and Gypsum or other set regulators, one or more of the following mineral components:

A latent hydraulic component: Mixture of Pulverized Fuel Ash (PF A) or Fly Ash and Blast Furnace Slag.

A pozzolana component: Mixture of natural pozzolana and Fly Ash.

An inert component: Mixture of limestone, sand which usually do not have any real participation in the chemical hydration process and is produced by grinding (separate or compound) or blending of the constituents.

Special Features of Holcim Grey

Improvement of cement and concrete properties:

Different mineral components, when blended with pure OPC, results in different advantages in concrete. When the PFA based cement is used in concrete, results in everlasting strength because it continuously reacts with the Calcium-Hydroxide of the concrete, and in turn generates Calcium- Silica-Hydrates. Each of the different mineral components, thus, gives the concrete different improved properties, like improved finish, resistance from air and water pollution, better workability, etc.

Reduction of environmental impact:

Usage of Mineral components results in less energy consumption in mills, less CO₂ emission compared to standard OPC and usage of industrial by products.

Saving foreign exchange:

Usage of mineral components offsets the cost of clinker. The country has saved approximately US\$ 1 million in 2002 from the Holcim Grey only.

Composite Cement Standards:

Cement Type	Clinker + Gypsum	Slag	Pozzolan / Fly Ash
I	100		
IS (ev. MS,A,MH)	30 - 75	25 - 70	
S (ev. A)	< 30	> 70	
IP (ev. MS,A,MH)	60 - 85		15 - 40
P (ev. MS,A,MH)	60 - 85		15 - 40

Table - 2: Cement type and ratios of other components

■ **Different chemical components & their quantity in PCC (Portland Composite Cement):**

Components	Slag	PFA
SiO ₂	30 - 40	40 - 65
Al ₂ O ₃ + TiO ₂	8 - 25	15 - 40
Fe ₂ O ₃	0.5 - 1.5	3 - 17
CaO	35 - 45	1 - 10
MgO	1 - 18	0 - 3
SO ₃	1.5 - 6.0	0.3 - 3

Table - 3: Chemical components of slag and PFA in PCC

Both PFA and slag are used in Portland Composite Cement. Percentage of SiO₂ in PFA is higher than slag, which is advantageous to gain more long term strength and ensure durable concrete.

Advantages of Holcim Grey in Concrete:

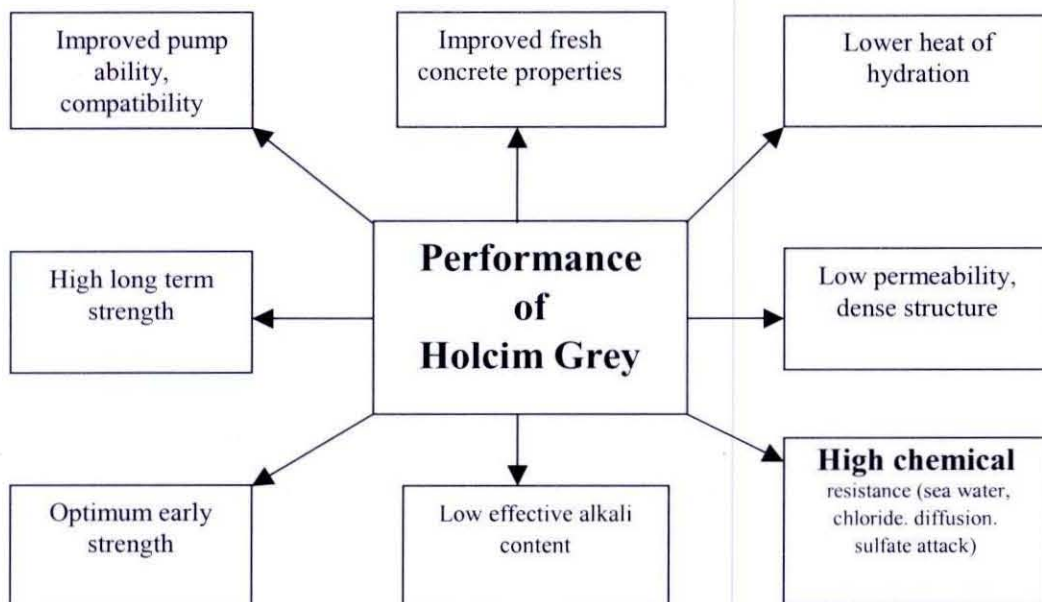


Figure-3: Advantages of Holcim Grey

Application

It can be used for RCC foundation, structures any kind of constructions including multi storied buildings. Holcim Grey is our best selling product not only in Dhaka but also throughout the whole country. Because customers get their desired result within their range of price.

Holcim Blue - PCC, CEM - II/B

Holcim Blue is also a Portland Composite Cement. It lays in type - B of CEM - II category. The average content of clinker is 75 - 79% and content of gypsum is 21 - 25%.

Special Features of Holcim Blue

- Less heat is formed in concrete reaction that prevents cracks in wall.
- Concrete becomes harder to hardest as the span of time.
- It provides more creativity and more power.

Application

It can be used for residential constructions, apartments building, RCC foundation and all other construction purpose.

Holcim Easy Wall

Holcim Easy Wall is a special type of cement. It is neither Ordinary Portland nor Composite cement. The average content of clinker is 60-74% and content of gypsum is 26-40%.

Special Features of Holcim Easy Wall

- Nature of the cement is very tiny.
- It creates the finest finishing during plastering.
- Comparatively a greater range of area can be plastered.
- As because of its light color and best finishing it minimizes the cost.
- It creates the plaster surface without any crack.

Application

It can be used only for plastering and construction of walls, not for concrete.

Currently, the production of Holcim Easy Wall is stopped because of some internal and unavoidable problems.

Holcim Customer Care Center

Holcim customers can avail themselves of a helpful voice anytime day or night by dialing 123 at Holcim. This virtual care center is manned by experienced staffs 24 hours a day, 7 days a week to answer any construction and cement related queries that customers, retailers, dealers may have.

Needs	Solution time	
	During office hours	After office hours
Delivery position/freight queries	2 hours	4 hours
Specific quality issues	24 hours	24 hours
Accounting issues	4 hours	Next working day
Market encroachment	48 hours	48 hours
Communication	4 hours	Next working day

Table - 4: Holcim customer care center.

Chapter -3

Responsibilities & Works Done

I started my internship at Holcim (Bangladesh) Ltd, Corporate office, House-8, Road-14, baridhara, Dhaka-1212, August 01, 2007. It was really a great practical exposure me. During my internship period I got a great support, cooperation and lots of appreciation from my seniors, operation manager and my supervisor. I did not learn only professional insights, but I learned how to work in pressure, how to have patience in hurdles, how to behave with the seniors and how to help the juniors.

Each and every person related to sales has to perform identically same task everyday. Within 9:00 AM he/she has to enter into the office. When all the salesperson are present at a meeting (DSO - Daily sales outstanding) is conducted under the supervision of the DGM - Customer **Care (Marketing & Sales)** about what was done and achieved the day before and preparing a plan about what is to be done on the day of the meeting . Because everybody has a fixed target which was assigned by the high authority and he/she has to fulfill the target by any means in their correspondent areas. Though the office hour ends at 6:00 PM, no one can return back to office before the completion of his/her lifting. After getting back to office he/she has to prepare a "Daily Call Report" - which describes the information of his /her daily sales performance and achievement.

My responsibilities were in:

- To proper a L/C or TT document. There are some steps for making shipment for Export (either against L/C or TT).

Documents required before shipment

Step 1: Ensure whether the L/C or TT has been received or not.

Step 2: Making Electro Type on the Exp Form (1 set 4 pages) the corresponding Banks.

Step 3: Certify the Exp Form from the Corresponding Bank Authority.

Step 4: Preparing Certificate of Origin to certify that from Chamber of Commerce

Particulars required for Certificate of Origin	C/O Forms	4 copies
	Commercial Invoice	1 copy
	packing List	1 copy
	Proforma Invoice	1 copy
	Truck Challan	1 copy

Documents required During Shipment

Step 5:

Commercial Invoice	: 20 Copies
Packing List	: 20 Copies
L/C or TT advised and Attested copy	: 1 copy
Proforma Invoice	: 1 copy
Certified EXP Forms	: 4 copies
Certified C/O Forms	: 3 copies
Truck Challan	: 1 copy
Cost Break-up	: 5/6 copies

Step 6: To prepare a L/C or TT document. There are some steps for making shipment for Export (either against L/C or TT)

Step 6: The shipment documents return to us with 15/90 days after shipment with Custom signature.

Step 7: Then those documents are used for bank negotiation and Musk-20 sent to Taxation department for tax rabbit.

Step 8: After almost 30 days of negotiation we apply for Export Proceed Realization Certificate (PRC) to our corresponding bank with detail information in EXP Form.

- To prepare bill for collection of payment from developer, or any client.
- Prepare offer letter for offering the price of different cement to any kind of client.
- Prepare Payment of outstanding over 30 days, 60 days and 90 days for collect the money.

- Prepare / find out the commercial margin of the cement product by TPM. TPM an easy excel based tools for better price management. In the monthly marketing meeting. TPM analysis is used to check volume and CM trend.
Customer type
Product
Regains
Packing
Segment
Particular Customer.
- Action plans are then drawn up to maximize CM across the company. Simulated billing price can be seen, based on the latest change in clinker cost.
- Prepare provincial analysis. This analysis will help us to identify our areas and strengthen our position. Then the company appoint retailer in unconvinced than as. By appointing new retailers the company targeting additional volume.
- I used OPS (Order Processing System) to collect the important data. By this we could see the order position of a client. We could see the financial position of a client. We also checked whether the D/O Position or Order Position were accurate
- I also prepared document summary of Army Order receipt.
- Sometime I dial with client for Cement Price.
- I also prepared Holcim's revised offer if the cement price increases or decrease.
- I also went India to survey the Customer Satisfaction, Holcim Advertisement / billboard and about some LC /TT problem; this tour helps me for future. I also used this idea (which I gain from the India tour) to my jobs or my Practical life.

Chapter -4

Marketing Activities of Holcim (Bangladesh) Ltd.

Holcim started its operation in this country with the acquisition of the then Hyundai cement. Subsequently it acquired United Cement and Saiham Cement. Following table shows details of the plants:

Name of Factory	Location	Capacity
Hyundai cement	Meghnaghat, Sonargaon	0.65 MT
United Cement	Meghnaghat, Sonargaon	0.4 5 MT
Saiham Cement	Mongla	0.20 MT
Total capacity		1.30 MT

Tab/e- I: Factory name, its loco/ion one and Capacity

At Holcim, we recognize that our priority is to earn the trust of our customer and keep it. And this is reflected in our relentless effort in maintaining continuous high level of quality. We ensure that all our raw materials are sourced from the finest, and maintain strict vigilance in every step of the cement production process. Even after production, we test our cement every hour at our state-of-the-art laboratory - only to make sure that the consumer gets the best.

We are supplying to the world the best cement, and we promise to do the same here in Bangladesh.

Holcim is currently the leading company in the cement industry of Bangladesh. Not only in cement capacity or production process, has the company set pioneering examples in almost every respect of business operation:

- **Fast growing** cement company in the country: capacity tripled from 0.4 MT to 1.3 MT in just one -and-a-half year.
- Only company with Four cement types: Holcim red (Ordinary Portland Cement - OPC), Holcim Grey (Portland land Composite Cement Type A) and Holcim Black (Portland Composite Type B), Easy Wall (Masonry Cement).

- Only company to introduce Masonry Cement.
- First company to issue preference shares.
- First company to achieve record of 10,000 ton unloading rate at Chittagong port.
- First company in the cement industry with a digital voice as well as data link between plants and office (fully computerized network enabling online connections).
- First company to introduce some pioneering marketing practices
- Premium Dealership: Streamlining the distribution.
- VIP Program for large corporate direct customers. Retailer Program: Going on-step ahead in distribution to the retail level.
- HCCC: Handling Customer Care Calls from the premium dealers, 24 hours a day, 7 days a week.
- First Cement Company to introduce trade and consumer promotions to enhance sales performance: Mystery customer, best selling retailer etc.
- Only cement company to have sent its Dealer to Bangkok upon excellent performance to share the global knowledge and cement know-how with the local cement traders.

In BUET test results Holcim has consistently proven its excellence in product quality. Its products are standardized as per the ASTM/EN norm. Every batch of production goes through strict quality monitoring at our state-of-the-art computerized laboratory. Tests are done every hour to ensure consistency in quality. It is one of the very few companies in Bangladesh to have an ISO 9002:2000 certificate for its consistent high quality and has recently been given for ISO 14001 certification. This means that Holcim will not only be the first in the cement industry but rather the first company in the country to achieve this milestone.

It is our objective to be the major player in the market. Though we are the largest suppliers of cement in Bangladesh we want establish our market in some other vacant areas. Through our position we want to influence market price levels and be a party to whom the authorities and politicians defer to on issue concerning the cement industry.

Profile

We shall be the most preferred cement supplier in the local markets, where we are located. We shall be able to achieve this through supplying the best cement, best customer services, and through educating the market about cement.

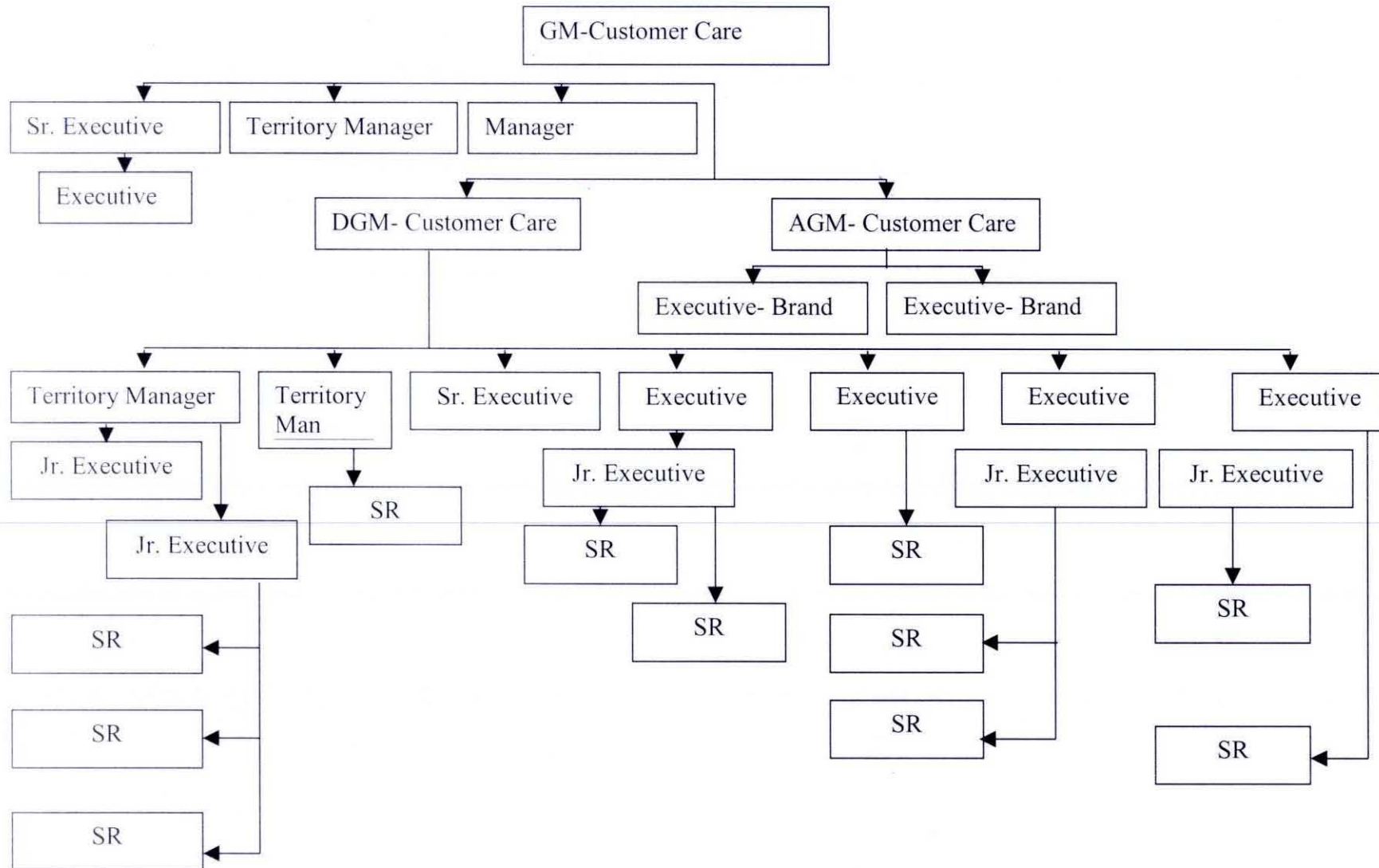
We want to be considered both a local and international company offering a local cement brand. Quality in all parts of the chain shall be our Image.

Segmentation (Nature of Customers)

We shall sell cement to the consumers or customers who require quality cement and who will pay a premium to get the best cement. This means we will actively follow up all infrastructural projects, commercial projects, and major housing in our local marker(s). Our main objective is to maximize the sales and to earn a greater profit. That is why we have segmented our markets according to our customers' choices, preferences and perfections. Based on the demand of customers we have segmented our customers into three broad categories:

- Dealer/Wholesalers and Retailer
- Corporate/Commercial customers
- Homeowners.

Organogram- Customer care (Marketing & Sales)



Locations and Geographical Markets

We have located our cement silo and bagging plant at Meghnaghat, Sonargaon which is 31 kilometer outside Dhaka enrooted to Chittagong. Our planned volume is 13, 00,000 MT in just one year from the beginning of our operation, however, we believe this will be too little to give us country wide coverage.

We, therefore, then concentrate on those markets which are outside Dhaka city to get a major role in the market. This market is the most logical one for us, as there are no cement plants in the home markets and only three small grinders. Most of the cement consumed in these markets is to be transported from the plant origin.

This means we should have a competitive edge in this market due to a more efficient logistical system/infrastructure than our competitors.

When we are ready to expand our geographical sales areas, we will first concentrate on the market in the north-east, as there are neither any cement plants nor clinker grinders there. This is also where we will have a competitive advantage logistically compared to our competitors.

Price Setting

As set above we want to influence the price setting in the market. We do however, realize that our market share in the overall cement market status is greater in comparison to other cement manufacturers; we have adjusted our price very reasonably for our customers. Our cement is the best among the most expensive brands in the current market. We are always trying to supply the best quality cement to our customers. As we are collecting our raw materials from fixed resource, so the value of our clinkers remains very constant. To maintain this highest quality clinker, we have to maintain_a certain price for the production and distribution of cement. This may be the reason for being higher price for our cement than others in the market. But people who expect the, best quality do not bother about the price. The following table shows the price of some local cement as well as some foreign cement in our brands:

Brand Name	Type	Current Market Price (in Tk.)
Holcim – Red (Foreign)	OPC, CEM - I	Tk. 348/-
Holcim - Black (,,)	PFA, CEM - II/A	Tk. 330/-
Holcim - Grey (,,)	PCC, CEM - 11/ A	Tk. 335/-
Holcim – Blue (,,)	PCC, CEM - II/B	Tk. 325/-
Scan Cement (Foreign)	PCC, CEM - II/B	Tk. 330/-
Cemex (Foreign)	PCC, CEM - II/B	Tk. 3 1 5/ -
Lafarge (Foreign)	PLS, CEM - II /LL	Tk. 325/-
Emirates (Foreign)	PCC, CEM - II/B	Tk. 292/-
Crown (Local)	PCC, CEM - II/B	Tk. 300/-
Tiger (,,)	PCC, CEM - II/B	Tk. 292/-
Shah (,,)	PCC, CEM - II/B	Tk. 295/-
Akij (,,)	PCC, CEM - II/B	Tk. 305/-
Anwar (,,)	PCC, CEM - II/B	Tk. 288/-
Fresh (,,)	PCC, CEM - II/B	Tk. 288/-
Premier (,,)	PCC, CEM - II/B	Tk. 293/-
Metrocem (,,)	PCC, CEM - II/B	Tk. 286/-
Mir (,,)	PCC, CEM - II/B	Tk. 290/-
7 -Horse (,,)	PCC, CEM - II/B	Tk. 288/-
7-Ring (,,)	PCC, CEM - II/B	Tk. 292 / -

Table-6: Different prices for different brands (Local & Foreign)

Price for Corporate customers is always Tk. 5/- less than that of dealer, retailer or other customers in all brands.

Policy of Creating a Dealer and Retailer

One of our significant marketing policies is to increase the number of dealers and retailers to increase the sales performance. Though we are directly selling and supplying from our manufacture plant, we already have an initiative of creating more dealers and retailers through which we can increase our sales. Both dealers and retailers sell from their sale centers.

How a Retailer is created:

Any businessman who wants to be a retailer of our cement there must be a valid existence of his business. Some rules and norms must be maintained for a retailer:

- Make a deposit balance of Tk. 2, 00,000/-.
- After depositing the amount he/she can purchase 40MT cement (800 bags). (Price of 800 bags is Tk. 2, 60,000 - assuming Tk. 325 each). Then he will have a debit balance of Tk. 60,000/.
- For further purchase he will have to clear the outstanding (Tk. 60,000/-) first and then can place an order for his requirements.
- A fixed target should be achieved defined by the company. Normally the monthly target for a retailer is 500MT.
- If he will be able to fill the target, then he will get a special discount of Tk. 3/- for each bag from the company.
- For being an exclusive he must have to sell only Holcim cement rather than other brands (Exclusive retailers get the discount of Tk. 5/- to fill the target assigned to him)
- Then he will get a "Holcim Retailer" certificate.

How a Dealer is created:

- Make a deposit balance of Tk. 50, 00,000/-.
- After depositing the amount he/she can purchase cement for Tk. 60, 00,000/- (925MT or 18,500 bags). Then he will have a debit balance of Tk. 10, 00,000/-.
- For further purchase he will have to clear the outstanding (Tk. 10, 00,000/-) first and then can place an order for his requirements.
- A fixed target should be achieved defined by the company. Normally the monthly target for a retailer is 2500MT.
- If he will be able to fill the target, then he will get discount of Tk. 5/- for each bag from the company.
- Then he will get a "Holcim Dealer" certificate.

Mobile Concrete Lab Facilities:

This is another pioneer marketing strategy of Holcim. Only Holcim (Bangladesh) Ltd. is providing such type of services for its customers so that customers can take immediate decisions about its products. It is a moving prototype of a formal laboratory designed to perform most major concrete tests right at the construction site. The lab, equipped with state-of-the-art tools and machine can provide tests and services at the construction site including:

- Normal consistency
- setting Time & false Set
- Slump & Slump Loss test
- Schmidt Hammer
- Gradation & Silt
- Material finer than 75 micron
- Specific gravity of admixture
- Ph value of water
- Detect common problems of concrete on site and provide solution
- Guide users of good cement practice.

As well as many other tests and services.

Bulk Program

Holcim's save in bulk program is a unique opportunity for the large clients who take more than 30 tons (600 bags) per month to take deliveries in bulk (without bags). This can provide many benefits such as:

- Requires no additional investments: Holcim will provide all the support ranging from silo to bulk carrier, no extra investment.
- Convenient: In bulk, the cement usage process remains the same, no new training is needed and discharges can be made directly from the silo.
- Weatherproof: The silo itself is weatherproof, protected from any calamity or rain and wind.
- No pilferage: Having cement in a silo, there is total control over disbursement and reduction of the risk of stealing compared to bag storage.

Policy on Discount

Two types discount policies are followed in cement sells of Holcim (Bangladesh) Ltd to facilitate our customers, especially those who are very much transacting their business regularly with us. The two discount policies are:

Trade Discount: It is not necessary to inform that Holcim (Bangladesh) Ltd. is a sales based company. We mainly focus on those customers who are our regular customers. So our pricing strategy is different for large business entity and also for small ones. Wholesalers and retailers are not the same type of customer. The proportion of discount is higher than that of the retailers. And also different for our corporate customers and other small purchasers or homeowners.

Quantity Discount:

Quantity discounts are price reductions granted for purchases in a stated quantity or quantities and are normally aimed to increase the quantities customers buy. We are offering discount for those customers who order for large purchases to increase our sales. Large purchase orders cover the cost of order processing, order filling, billing and transportation costs.

Delivery Criteria

Anyone can wish to get our products and services. But there are some different features for different customers. We supply our products to the customers directly and exclusively from our manufacture plant. The following information tells about how an order can be placed and under what circumstances delivery is made:

- Minimum Order: 10 MT or 200 bags
- Carrying charge: Tk. 8/- (per bag) in Dhaka
Tk. 12/- (per bag) outside Dhaka
- Purchase order and corresponding payment must be made before delivery, otherwise delivery cannot be done.
- Two types of delivery :
 - a) Bagged Cement
 - 1) Poly bag
 - 2) Paper bag (Tk. 2 l - less than ploy bag)
 - b) Bulk Cement (Without any bag)

Relations with Customers

We always try to maintain to true relation with our customers. We treat our customers as all in all. The relationship between a salesperson and a buyer should be very friendly - to maintain this friendly relationship with the customers in one of our vibrant marketing strategy. The following figure shows our relationship with our customers:

Working Procedure

Each and every person related to sales has to perform the identically same task everyday. Within 9:00 AM he/she has to enter into the office. When all the salesperson are present a meeting (DSO - Daily sales outstanding) is conducted under the supervision of the DGM - Customer Care (Marketing & Sales) about what was done and achieved yesterday and preparing a plan about what is to be done today. Because everybody has a fixed target which was assigned by the high authority and he/she has to fulfill the target by any means in their correspondent areas. Though the office hour ends at 6:00 PM, no one can return back to office before the completion of his/her lifting. After getting back to office he/she has to prepare a "Daily Call Report" - which describes the information of his /her daily sales performance and achievement.

Holcim (Bangladesh) Ltd.
Daily Call Report

Name: _____
Date: _____
District: _____

Call:
Order:

[illegible]

Prepared By:

Checked By:

Approved By:

Pull and Push Strategy

Objectives:

- Strengthen Sales team and Channel Network.
- Strengthen Holcim leading position in the market.
- Improve sales in homeowner segment and get better price and margin.
- Reach every corner of the targeted market and serve the untapped market.
- Build a close relation with the influencer.
- Create top of mind brand awareness.
- Improve overall market shares and EBITDA.

Initiatives for Pull and Push Strategy

Pull:

- a) Strengthen customer support team: Appoint two more engineers to build a strong relation with the influencer and clear the application based cement concept.
- b) Increase brand awareness: Put three more neon sign Dhaka and also in everywhere in Bangladesh.
- c) Arrange more engineers and homeowners meet.

Push

- a) Appoint new Retailer and Dealer in uncovered area.
- b) Appoint few more SR and SE to fill up the backend post and strengthen the Customer visit and service.
- c) Promotional schemes for Retailer and Dealer (One scheme for each segment in every alternative quarter).
- d) Monthly sales contest for sales people.

Standard Operating Procedure (SOP)

Standard operating procedure is the method of operating and processing of orders that are placed by our customers. The purpose of SOP is to describe as how:

- 1) OPS (Order Processing System) is handled.
- 2) Price changes take place.
- 3) Approval of special price is taken in the event of sale at lower price than floor price.
- 4) Third party transportation is done.
- 5) Credit monitoring is made.

Scope

This Standard Operating Procedure (SOP) applies to Order Processing System (OPS), dealer sale division, corporate sale division" AR sections, dispatch division and all other related sections or divisions of Marketing and Sales Department of all the Holcim plants.

Responsibility

Manager - Dealer Sales, Manager - Corporate Sales, Manager Dispatches, Senior Executive - Account Receivables (AR), and all other executives are responsible for the implementation of some strict rules and customs of the Order Processing System. The rules of handling OPS are:

- 1) Must have the accessibility of OPS.
- 2) It is Password protected.

An OPS is a data storage system. Strict disciplines are maintained in OPS be cause of:

1. Highly confidential records are stored.
2. Transaction records of secret and important documents are kept.

Order Processing System is the combination of several individual sections or divisions such as:

Data Entry

1. Purchase Order: Purchase orders of any company or any customer are inserted in the OPS with its purchase order number such as PO 140125.
2. Money Receipt: Collection of money is done by a money receipt. Every money receipt has a serial number and this number is inserted in the OPS for future.
3. Delivery Order: No oral purchase order cannot be taken under consideration. It must be a written format.
4. Company: Name of the concern company giving the purchase order is to be inserted into the OPS.
5. Project: For which project the concern company is asking for the requirements.
6. Bank Accounts: From which bank accounts the company is making the payment.
7. Instrument Deposit: How the company is making the payment, either a cheque or pay order (PO).
8. Security Deposit: For a new company certain amounts are kept into the Holcim Accounts for a certain period as a security on the basis of the purchase order volume.
9. Sales Person: The employee who is collecting the purchase order, his / her name is to be inserted in to the OPS.

Reports

1. Order Quantity: What volume *or* quantity of the purchase order is ordered by that concern company is inserted.
2. Dispatch: This is the distribution section. That means the where the concern company's *project* is running and its address for making delivery of goods at the *proper* destination
3. Accounts: Each and every company consists of different accounts in Holcim OPS. The account shows whether there is any outstanding *or* over-payment of the concern company.

Change of Price

Holcim Corporate Marketing & Sales department always monitors the price on a day to day basis and update it periodically in the common server. Pricing committee comprising of GM - Marketing & Sales, Manager - Dealer Sales, Manager - Territory Sales sit together and review prices on a weekly basis. Should the market situation necessitate to revise prices downwards, the necessitate to be incorporated upwards in the time - these decisions are taken by those top personnel. The price approval as outlined to be obtained from the Managing Director. When the approval from the Managing Director is received, the revised price is implemented.

Price Approval in Case Price Lower than Floor Price

Steps of Special price approval are as follows:

- Any Sales Executive *or* Corporate Sales Manager will initiate the price approval request only through e-mail. The e-mail must have the TPM pasted that clearly shows the commercial margin at the requested price/ delivery / credit terms. The e-mail will be titled as Price Approval and sent to GM - Marketing & Sales for getting the approval.
- If it is within his authority limit (as per authority limits of the company), then forward the same e-mail to accounts receivable with a copy to the initiator and GM - Finance.
- If it is above his authority limit, then he will forward it to MD only. If the MD agrees, then he will approve it and forward the e-mail to account receivable with copies to the initiator. GM Marketing & Sales and GM - Finance.

Quotations

- Quotations are only allowed on standard format that is approved by G M - HRD.
- The quotation must have a validity period and legal disclaimers. No quotation is valid without the initials of the approving authority.

Third Party Transportation

Party wise transportation bills will be sent by Manager Dispatches to Corporate Client Department/Manager Technical Sales for collection of transport charges for the transport services rendered. The payments collected will be accounted for in the books of Holcim as Transport charges reimbursement and the respective transporters' bills would be paid back.

- **Credit Monitoring**

To ensure that the outstanding does not go beyond existing level, before issuance of any purchase order/delivery order. Order processing department will check the party's status and if the collection of current month is lesser than the supplies affected during the month, permission needs to be obtained from Manager Marketing & Sales and thereafter only the purchase order / delivery order can be issued against current/post dated cheques as the approval may be.

How Delivery is made?

When the OPS are upgraded in the corporate marketing & sales department, the same information is also viewed in the factory computer. There is a delivery in-charge in the factory that is responsible for all the deliveries. The in-charge of the delivery section gets the information from the corporate OPS (which is automatically upgraded because of a server connection) and takes necessary procedures for making the delivery at the proper destination.

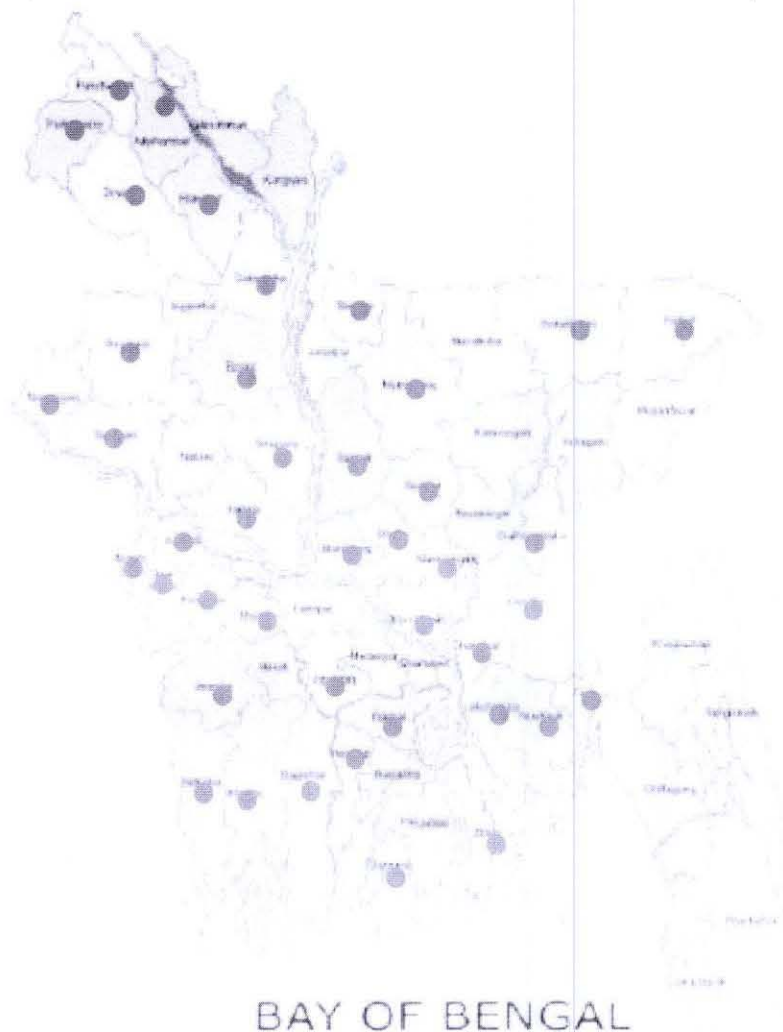
Future Strategy:

Holcim focuses on increasing its market share by planning different activities in the coming years. In the current year it plans to increase its volume from 600 Thousand MT to 800 Thousand MT. In plans a growth of around 8% in the next few years.

Volume Mopping up Strategy

Increase in Market presence

Holcim focused on increasing market presence by increasing number of retailer's outlet. It has its focus to be present in 6 Divisions out of 6,56 Targeted District out of total 64 districts 400 Targeted Thanas out of total 460 Thanas and wants to be present in mote Than 694 authorized Retailers around the country . The future network position is shown in the following map:



Increase in Volume:

For 2007 Holcim plans to grow in volume through the following steps:

- Through Growth 40K: This is through retaining the current market which grows by 40 Thousand MT a year.
- Through Export 30K: As the first company to get BIS Certification from India Holcim has its presence in the North East Indian Market which consists of Agartala and Assam. In the recent times Indian Government introduced duty free access of Cement from outside. Holcim plans to take the opportunity and increase its current market in new areas like: Guwahati (Assam), Mizoram and Manipur at a higher margin will add another 30 Thousand MT volume in the current year.
- Through RMC 10K: Holcim has different activities with the large Ready Mix Concrete producers in the country, for example: Concord Group, Advanced Development Technologies ABC Building Products etc, Holcim increase its delivery facility by the bulk carrier to serve this segment and will add another 10 thousand MT volume in the current year.
- Large Project 30K: In the coming year there are several large infrastructure projects; e.g. Gulistan-jatrabari Fly over, Three Bridge Projects (Shitalakhya, Bufiganga, & Teesta) and Third Karnafuly Bridge Project. Holcim goes into corporate agreement with most of these projects which will increase its volume by 30 Thousand MT in the current year.
- Hollow Block Project 30K. Holcim initiates a Project name **Hollow Block** in Dealer / Retailers Backyard". In this program Holcim with its global knowledge sharing teaches the Dealer Retailers to produce Hollow Concrete Block and which will increase cement demand by converting clay into hollow block, Creating business opportunity for the channel partners, Preserve cultivable land and thereby save precious foreign exchange and thereby plans to increase its volume by 30 thousand MT in the current year.

Chapter -5

Customer Satisfaction Survey

Customer satisfaction is Our Motto:

Unlike 2005, the year 2006 showed relatively low growth in the cement sector due to the ongoing political turmoil. Nevertheless, Customer Care department withered the rough weather and excelled in all its performances. Realizing that one more product was the need of the hour for north and South Bengal, Holcim Company launched "Holcim Pink". The high quality of Holcim cement and the highest confidence of Holcim valued customers are testimony to our product gaining substantial market share in a short time.

As a part of Holcim relentless effort to improve Holcim Customer care service, I tried to find out from our customers, what they think about our product. If our product had any flaws or problem, then we asked our customers to point it out so that we can solve it to satisfy our customer's wants. Moreover, it helped us as we could use the information to improve our services and support the customers in the future. So to know about the customer's satisfaction level I prepared a questionnaire (APPENDIX-I) on which I did a survey. After the survey I did an analysis which is mentioned in the following section.

Why did you choose Holcim as your brand of cement? (You can list multiple reasons)



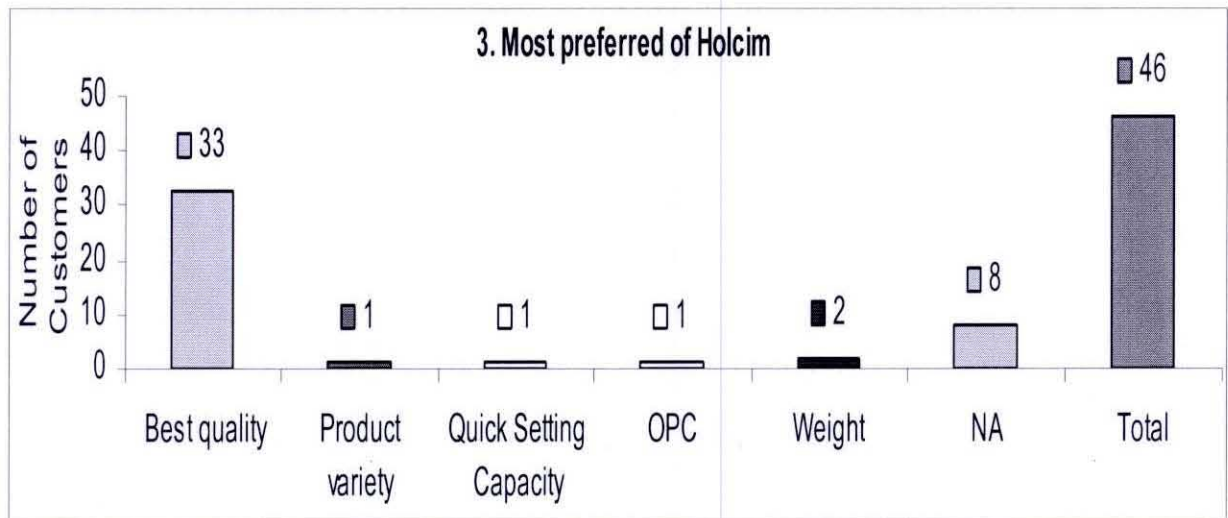
From the graph, we can say that out of 46 customers, 15 customers choose Holcim as their brand of cement for best quality and 10 customers choose Holcim as their brand of cement for good quality were as 9 customers choose Holcim as their brand of cement for international brand.

Please list the brand(s) you are currently dealing with? How satisfied are you with the brand(s) in the scale of 1 to 10: (10 being the highest point)



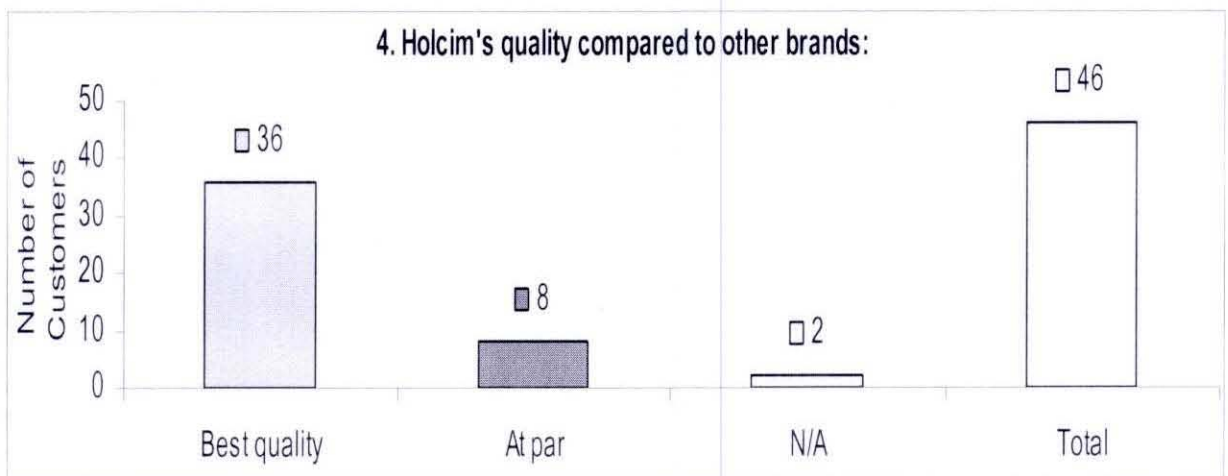
From the above graph, we can say that out of 46 customers, 12 customers give the highest point and 8 customers give 9 point. I can say that overall brand satisfaction level is good.

What do you like the most about Holcim cement and why? (You can list as many)



From above graph that we can say that out of 46 customers, 33 customers most preferred Holcim for best quality and 1 customers most preferred Holcim for product variety and 1 customers most preferred Holcim for quick setting capacity.

How do you perceive Holcim's quality compared to other brand(s) you have used in the past?



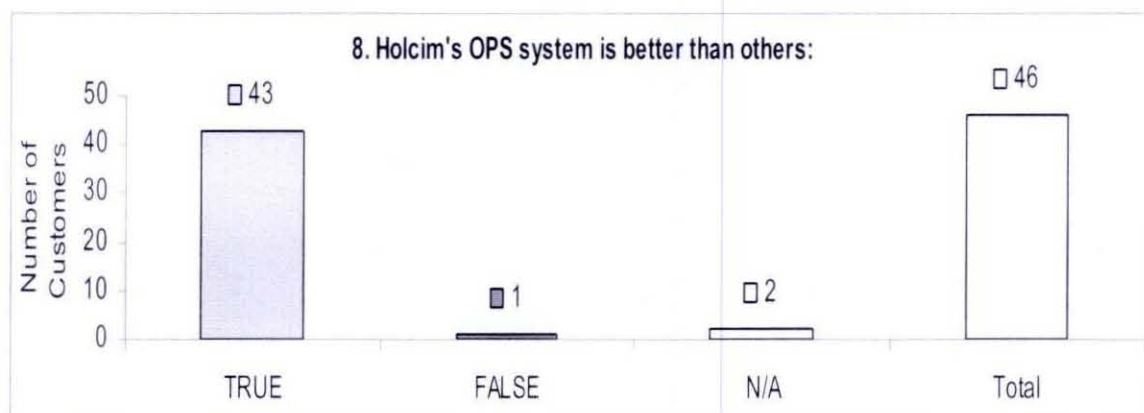
From the above graph that we can say that out of 46 customers, 36 customers perceive Holcim's quality is the best in quality available in the market compared to other brand(s) and 8 customers perceive Holcim's quality is at par with some high quality brands, not superior.

In your experience Holcim's product quality has:



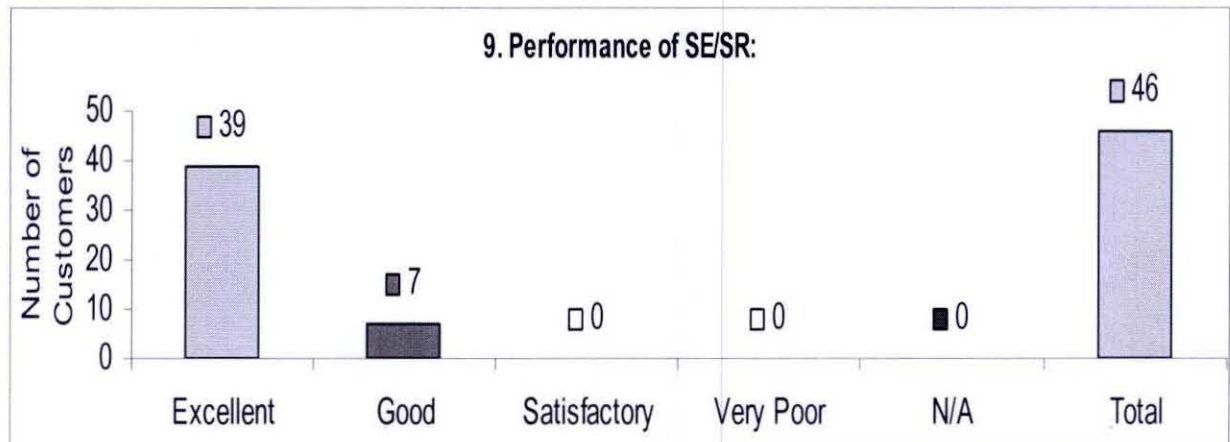
This graph shows that out of 46 customers, 25 customers say that Holcim's product quality has increase from their experience and 17 customers say that Holcim's product quality has been maintained at a high level from their experience. 1customers say that Holcim's product quality has fallen to lower level from their experience.

Compared to other cement companies, Holcim order processing is better:



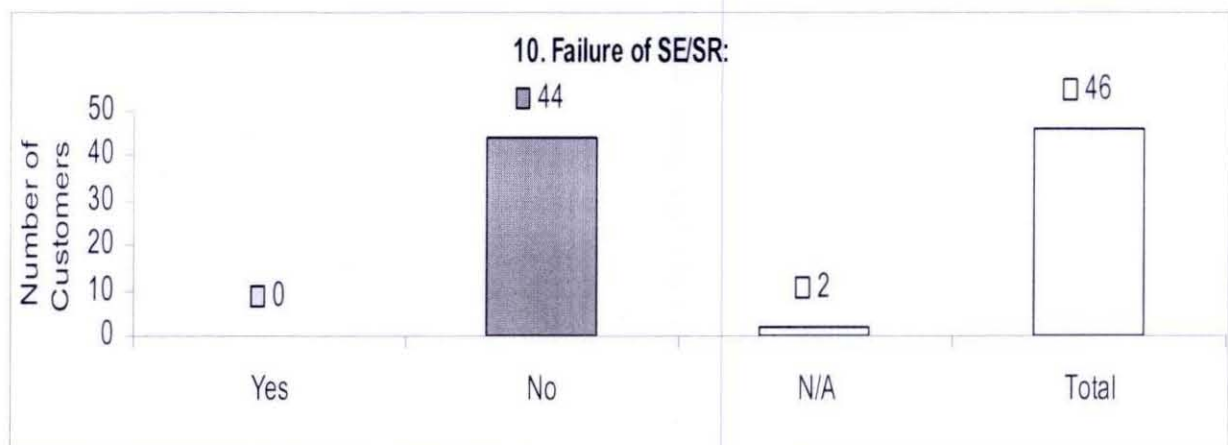
The graph shows that out of 46 customers, 43 customers say that compared to other cement companies, Holcim order processing is better and 1 customer say that compared to other cement companies, Holcim order processing is not better.

Please name the Sales Executive and/or Sales Representative you dealt with and how he performed



From the above graph that we can say that out of 46 customers, 39 customers say that Sales executive performance is excellent in the market compared to other companies and 7 customers say that Sales executive performance is good in the market compared to other companies.

Did you have any instance when Holcim's Sales Executive and/or Sales Representative failed to take care of your requirement properly?



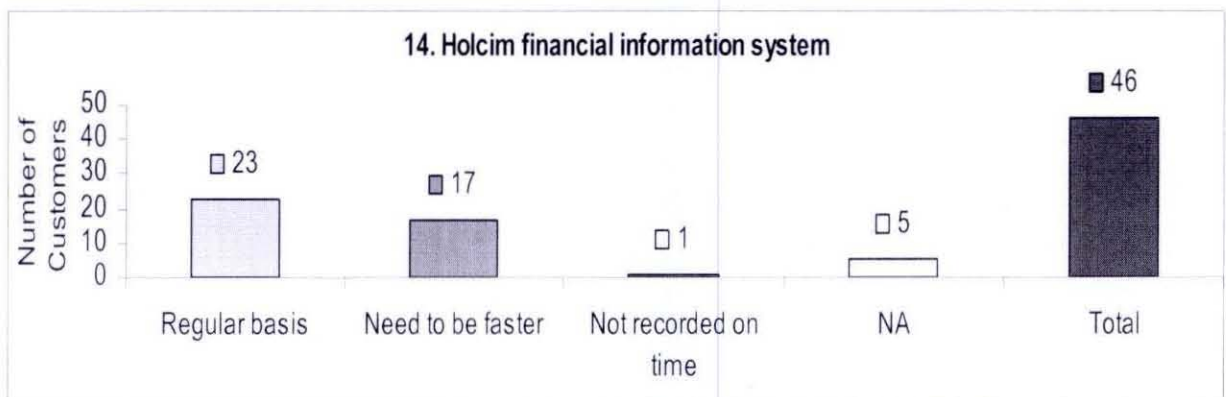
From the above graph that we can say that out of 46 customers, 44 customers say that they have no instance when Holcim's Sales Executive and/or Sales Representative failed to take care of your requirement properly.

Your deliveries are on time for:



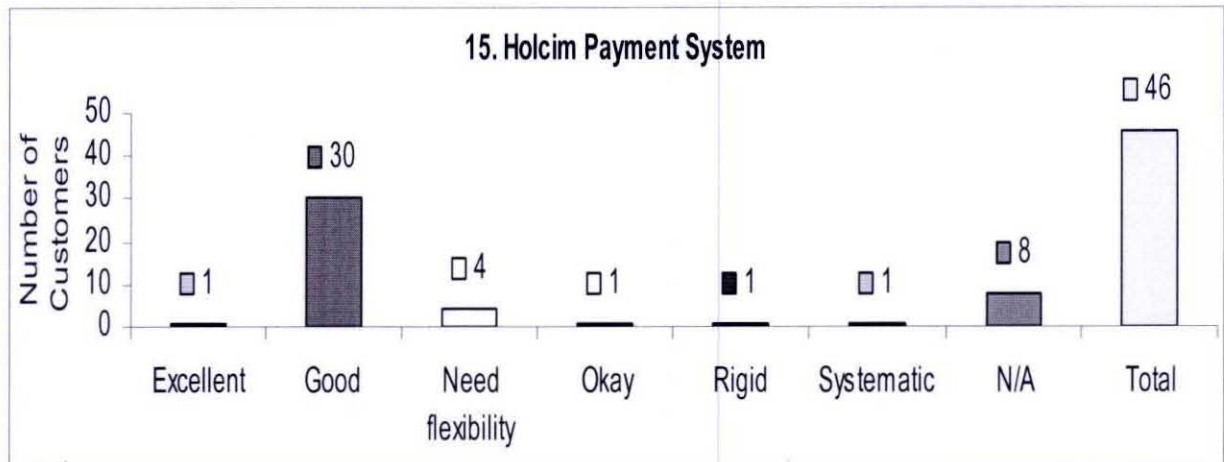
From the graph, we can say that out of 46 customers, 21 customers say that satisfy over deliveries are on time for all and 23 customers say that satisfy over deliveries are on time for majority. At last, I can say that customers are satisfied on delivery.

Are you satisfied the way your financial information was handled at Holcim?



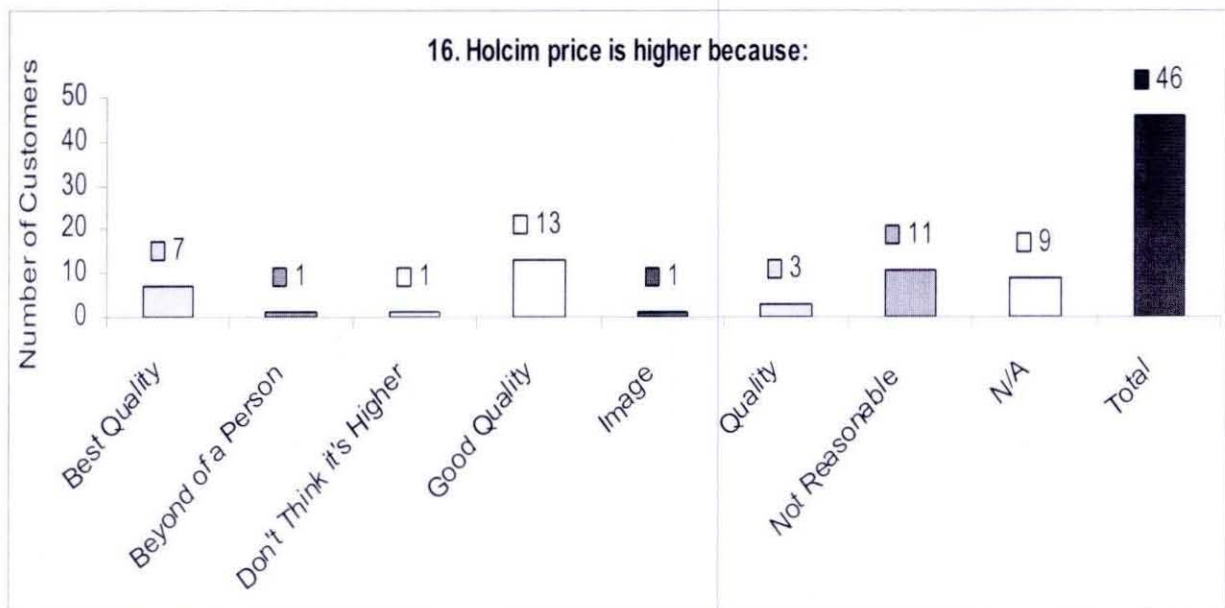
This graph shows that out of 46 customers, 23 customers say that Holcim's financial information are updated on a regular basis with due promptness and 17 customers say that Holcim's financial information need to be updated faster on a regular basis. 1 customer says that Holcim's payments are not recorded in due time. so they did not get update financial information.

Please comment on Holcim's payment system:



This graph shows that out of 46 customers, 1 customer says that Holcim's payment system is excellent and 30 customers say that Holcim's payment system is good. 4 customers say that Holcim's payment system needs flexibility.

Why do you think Holcim's price is higher in the market?



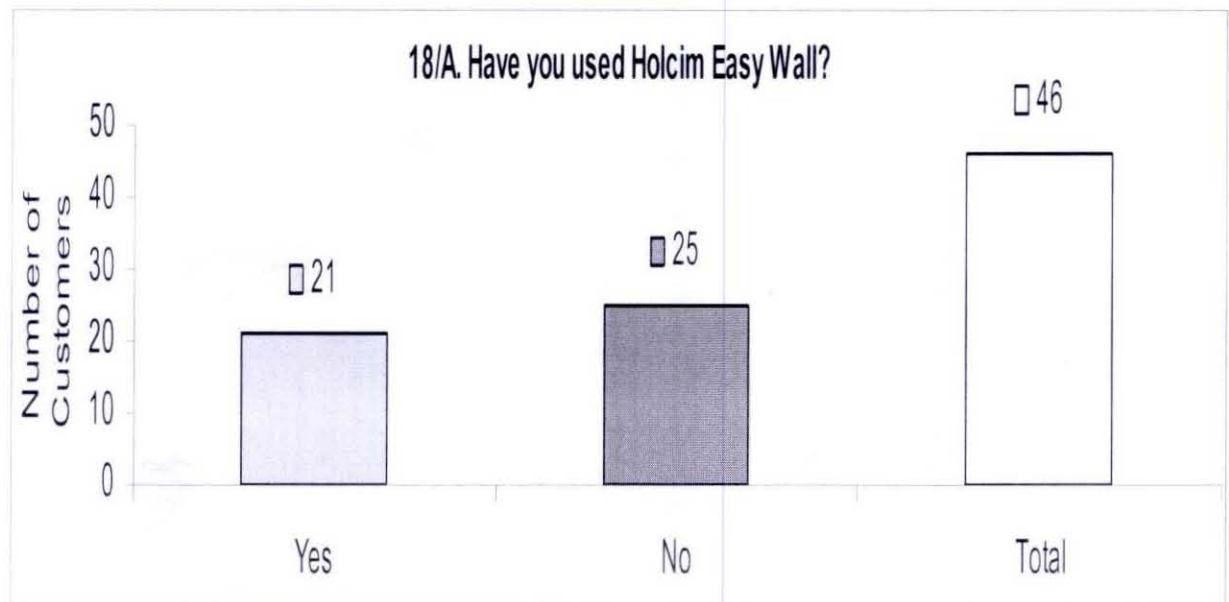
From the above graph, we can say that out of 46 customers, 13 customers think Holcim's price is higher in the market because of good quality and 7 customers think Holcim's price is higher in the market because of best quality. 1 customer thinks that Holcim's cement price is higher.

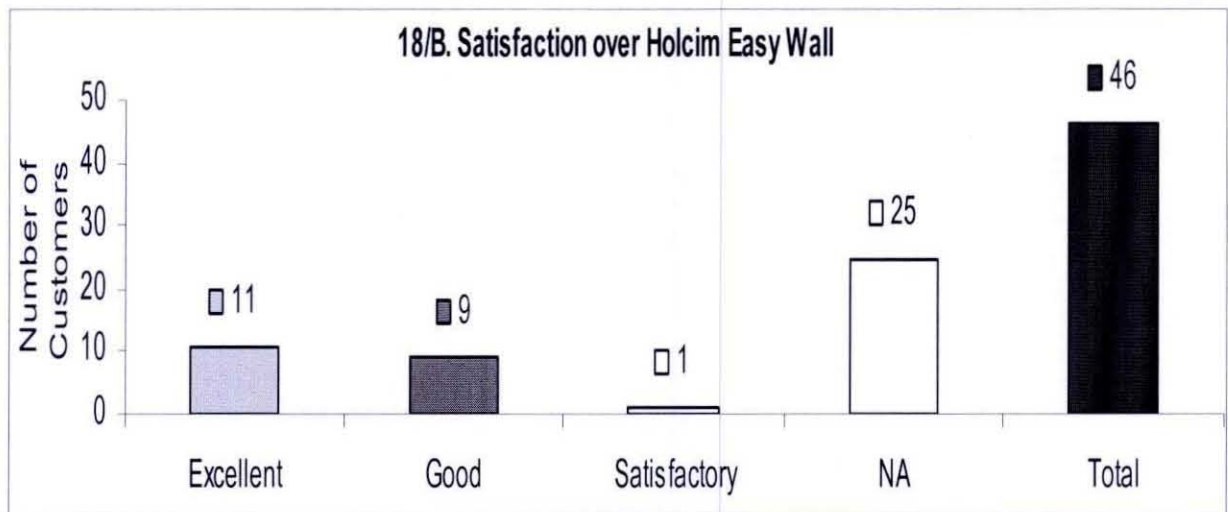
Are you satisfied with Holcim pricing policy?



From the above graph that I can say that out of 46 customers, 26 customers are satisfied with Holcim pricing policy and 16 customers are not satisfied with Holcim pricing policy.

Have you used the application-based cement Holcim Easy Wall?

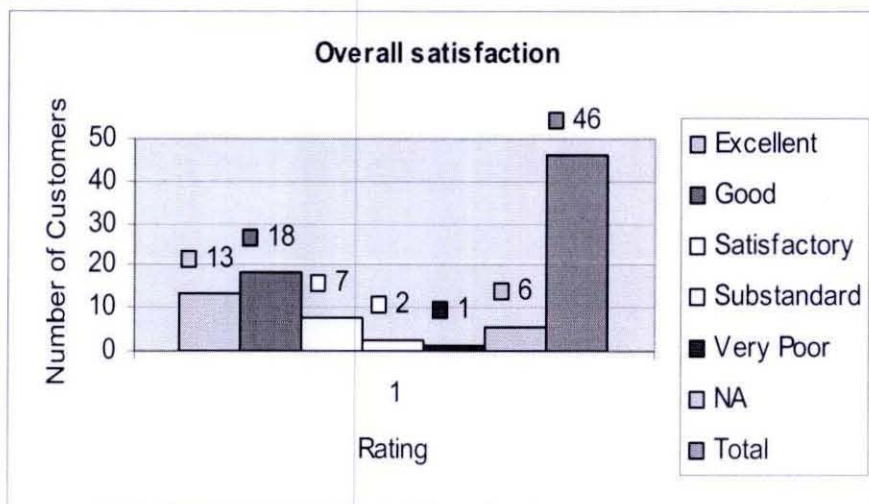




From the above graph that we can say that out of 46 customers, 21 customers say that they used Holcim EasyWall and 25 customers say that they did not use Holcim EasyWall. Out of 21 customers, 11 customers think that EasyWall quality is excellent and 9 customers think that EasyWall quality is good.

6) Opinion on Holcim corporate environment:	Office ambience	Warmth of People	Holcim hospitality	Corporate office location	Patient hearing	Importance to problem	Commitment to market
Excellent	19	16	12	10	15	13	15
Good	16	22	16	26	15	17	17
Satisfactory	7	4	10	6	10	7	4
Substandard	0	0	2	0	1	0	4
Very Poor	0	0	0	0	0	0	1
NA	4	4	6	4	5	9	5
Total	46	46	46	46	46	46	46

Excellent	13
Good	18
Satisfactory	7
Substandard	2
Very Poor	1
NA	6
Total	46



From the collected data it can be concluded that the overall satisfaction level is good.

Chapter -5

Findings of the Study

Complaints of the Customers Regarding Services

During my internship I worked at various segments of customers such as - dealers, retailers, corporate and others. It was my great opportunity to work with various people with various natures and at that time I found a portion of our customers expressed dissatisfactions regarding some customer services provided by Holcim (Bangladesh) Ltd. Some of these major dissatisfactions of the customers are:

- Poor incentive in comparison with other company
- Lack of reliability
- Lack of responsiveness
- Lack of good relationships with dealer or retailer
- Company takes long time to delivery of the products
- Higher price compare to other competitors

Dissatisfaction of the Employees

When I was working with my colleagues (Senior, Junior), I found them suffering from various dissatisfactions. I found that most of the employees are not satisfied with company management policy. Some reasons for their dissatisfactions are as follows:

Absence of employee motivation

- Salary structures are not the same
- No incentives or bonuses of annual festivals
- Lack of good relationship

To minimize these problems the authority of Holcim (Bangladesh) Ltd should take some necessary measures. Some recommendations are mentioned here by which the company can be benefited.

Recommendations

In consideration with the customer satisfaction, the following recommendations are made and these may be beneficial for the customers, employees and also for the company.

- They should improve their time management system which include :
 - 1) Delivery time of the products
 - 2) Notifying Dealer about new policy prior to the execution of it.
- In the case of incentive facilities, some other companies (Local & Multinational) are providing more incentives for their products. As a result, customers are getting more benefits from those brands than that of Holcim brand. To me if the company provides incentives as same as other companies, the sale of our company will reach at the pick point because our brand quality which is claimed to be the best and we are providing reasonable incentives for our customers.
- Should lower the price to capture the domestic market.
- Benefits and incentive should be provided for the dealer.
- Monthly meeting should be arranged between premium Dealers and Holcim group to analysis the market condition.
- More sale representatives should be recruited for enhance the marketing policy of Holcim.
- Holcim (Bangladesh) Ltd. must ensure that the promised service in the fastest possible time and within the promised time so that customers can highly rely on the services of Holcim (Bangladesh) Ltd.
- In the case of responsiveness, some necessary steps can be taken for improvement. Giving the prompt solution and informing the customers about the time taken for any action and also proper maintenance of this informed action could improve the customers' satisfaction.
- Most of our cement is sold through the dealers and retailers. But some how company relationship with those dealers and retailers is not so good. Only a good manner with them can do a lot in increasing the company sales which can bring benefit in the long run.

- From the very beginning of my internship program, I found that employee motivation is not practiced here. Motivation is a task that can improve the employee performance. So, the company should keep a close look on employee motivation.
- Salary structure is not up to the mark. An MNC should have a proper salary structure system. I observed here that, employees for the same post are getting different salary. That should not be the procedure. All the employees for the same post should get the same and equal salary.
- Company does not provide any incentive or festival bonus for its employees. I think this may affect employee performance. Company should facilitate its employees by providing special incentives on the basis of their performance and festival bonuses.
- I also found that the top management does not maintain good relationship with low and mid-level employees. The low and mid-level employees are always coerced by the top management if they (low and mid-level employees) fail to lift their targets, and they are not inspired by those top management even when they fulfill their targets. This should be changed for the long-term benefit of the company.

Conclusion

It is a great pleasure for me to have the internship program in Holcim (Bangladesh) Ltd. However, it couldn't be possible for me to compare the theoretical knowledge with the practice without the practical exposure. Comparing practical knowledge with the theory involves identifications of weakness in the branch activities and making recommendations for solving the weakness identified. And it is well established that theory without practice is blind. During the Internship program I have observed almost all the functions of Marketing & Sales Department of Holcim (Bangladesh) Ltd. that may help me a lot to become a professional employee in the future. Objective of the internship program may not be fulfilled with complete satisfaction. However highest effort has been given to achieve the objective of the internship program.

During the internship I found that the Marketing & Sales Department always tried to supply the best quality cement within the range of customers. The Company tries a lot to help general people so that each and every one can be able to build their own house by using their brands as well as to create a clean and pollution free environment for the country.

Out of the above discussion a conclusion can be drawn saying that, the customer dealing procedure is quite well at this moment and the computerized transaction makes the system efficient and effective.

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Appendix

Customer Satisfaction Survey

Questionnaire

Dear

As a part of our relentless effort to improve our service to our customers, we need your feedback to even better ourselves in all aspects to satisfy your needs.

Results of this survey will be confidential. Moreover, it will be extremely helpful to further improve our services and support to you. So, please take the time and fill out the following questionnaire.

Why did you choose Holcim as your brand of cement? (You can list multiple reasons)

Please list the brand(s) you are currently dealing with? How satisfied are you with the brand(s) in the scale of 1 to 10: (10 being the highest point)

Serial	Brand	Usage of tons	Satisfaction scale	Your comment
1.				
2.				
3.				
4.				
5.				

What do you like the most about Holcim cement and why? (You can list as many)

How do you perceive Holcim's quality compared to other brand(s) you have used in the past? (Tick one)

- ☐ The best in quality available in the market
- ☐ At par with some high quality brands, not superior
- ☐ Lower than other brands
- ☐ This is my first time using any cement

In your experience Holcim's product quality has: (Tick one)

- ☐ Increased
- ☐ Been maintained at a high level
- ☐ Fallen to lower level
- ☐ This is the first time I am using Holcim cement

How would you rate different aspects of Holcim's corporate environment based upon your experience? (Tick appropriate box)

	Excellent	Good	Satisfactory	Substandard	Very Poor
Office ambience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warmth of the people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patient Hearing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Due importance by concerned people towards your problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commitment of the company in developing the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate the following aspects of order processing at Holcim (Bangladesh) Ltd: (Tick appropriate box)

	Excellent	Good	Satisfactory	Substandard	Very Poor
Customer reception / dealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed of processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Updating the Customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow up calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accuracy of processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Compared to other cement companies, Holcim order processing is better:

☐ True

☐ False

If false, why?

Please name the Sales Executive and/or Sales Representative you dealt with and how he performed in the scale of 1 to 10? (10 being the highest point)

Name of the Sales Executive and/or Sales Representative:

Performance: ☐ Excellent ☐ Good ☐ Satisfactory ☐ Very Poor

Did you have any instance when Holcim's Sales Executive and/or Sales Representative failed to take care of your requirement properly?

☐ Yes ☐ No

If yes, please describe briefly

How would you rate our Sales Representatives in the following criteria?

	Excellent	Good	Satisfactory	Substandard	Very Poor
Assisting you with the order(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive attitude for a competitive market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aggressiveness in approaching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cement and market knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential to become an Executive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What about our Sales Executives and Territory Managers? (If you dealt with one)

	Excellent	Good	Satisfactory	Substandard	Very Poor
Holcim look / image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taking care of problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aggressiveness in marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cement and Market knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conversant with prices, incentives, other financial issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive attitude for a competitive market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential to take higher responsibilities (e.g. Managers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your deliveries are on time for:

- ☐ All ☐ Majority ☐ Some ☐ None

Are you satisfied the way your financial information was handled at Holcim? (Tick one)

- ☐ They are updated on a regular basis with due promptness
☐ Updates could have been faster
☐ Payments are not recorded in due time
☐ Very poor data management
☐ Other (please specify) _____

Please comment on Holcim's payment system:

Why do you think Holcim's price is higher in the market?

Are you satisfied with Holcim pricing policy?

- ☐ Yes ☐ No

If no, please specify the changes you think would be necessary?

Have you used the application-based cement Holcim Easy Wall? (Specialty cement for Plastering and Bricklaying)

- ☐ Yes ☐ No

If yes, what do you think about it? (Tick one)

- ☐ Excellent ☐ Good ☐ Satisfactory ☐ Very Poor

What made you buy Holcim cement? (Rank the following in order of impact and importance)

_____ References from Masons	_____ References from Friends/Family
_____ References from Engineers/Experts	_____ Advertisement in media
_____ Seminars	_____ Press coverage
_____ Sales approach	_____ Billboard
_____ Sales efforts of company	_____ Others (specify)

If you could change "ONE" thing about Holcim cement what would that be?

Any other comments, suggestions you can think of which will help us improve our services and quality to our customers in the future?

Thank you for making the time to fill out our survey. We appreciate it.