Internship Report on

Marketing Mix Strategies of Premier Cement Mills PLC.

Prepared For

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Letter of Transmittal

Date: 13th November, 2024
To,
Mr. Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University
Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Submission of Internship Report on "Marketing Mix Strategies of Premier Cement Mills PLC."

Dear Sir,

The report is prepared to complete Daffodil International University's BBA graduation requirements. I completed the " Marketing Mix Strategies of Premier Cement Mills PLC." report for my internship. I put my effort into including as much of the skills and information I gained throughout my internship as I could in my report. I did my best to adhere to your recommendations in my report.

I am grateful to you for your assistance and for letting me write this report. I would welcome the opportunity to meet with you to talk about how my findings could best achieve your objectives if you need further details or clarification on my report.

Sincerely yours,

Abhijet Sikdar

ID: 183-11-5986

Program: B.B.A. (Major in Marketing)

Department of Business Administration

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Certificate of Approval

Under my supervision and guidance, **Abhijet Sikdar**, **ID: 183-11-5986**, a student in the Department of Business Administration at Daffodil International University, finished the internship report **"Marketing Mix Strategies of Premier Cement Mills PLC."**.

To the best of my knowledge, this is an original work that has never been published in a journal or submitted for a degree or certificate at any department or institution. I hereby provide permission for a highly recommended internship report to be examined.

Mr. Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
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Student Declaration

I am, **Abhijet Sikdar**, a Daffodil International University-BBA student, **ID 183-11-5986**, officially attest that the internship study, "**Marketing Mix strategies of Premier Cement Mills PLC.**" was created only for educational purposes. I further promise that my report on my internship is unique and has never been appointed to another university, foundation, or organization. No intellectual property rights, copyrights, or patents are violated by the work detailed in this report. I certify that this report was written entirely by myself. The paper is turned in as part of the requirements for the BBA program at Daffodil International University's Department of Business Administration in Dhaka. I have done everything I can to collect the data I need to produce this report.

Abhijet

....

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Acknowledgment

I sincerely thank God, the Most Gracious and Merciful, for his blessings, which allowed me to successfully complete my internship report. Throughout this study, his steadfast support has been a source of strength. I am extremely grateful to **Mr. Dewan Golam Yazdani**, **Assistant Professor** in the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, for his unwavering supervision and guidance in helping me finish my report on "**Marketing Mix Strategies of Premier Cement Mills PLC.**". His insights have had a big impact on me. His encouragement and support have been crucial to my growth as a professional.

Additionally, I want to recognize and express my gratitude to the Premier Cement Mills employees for their continuous support and help during my internship. I have gained a thorough grasp of the industrial sector thanks to their willingness to share their expertise and experiences. I am appreciative of the chances I had and the knowledge I gained while working at Premier Cement Mills PLC. I am aware of the difficulties and am confident that the information and abilities I have acquired will help me in my professional endeavors. Last but not least, I thank God, my family, friends, mentors, and coworkers for their encouragement.

Executive Summary

One of Bangladesh's biggest and most well-known cement brands is Premier Cement. On October 14, 2001, it was established as a private limited company under the Company Act of 1994 to produce premium cement under the "Premier Cement" brand.

This article examines Premier Cement Mills PLC.'s marketing mix strategies. The purpose of this study is to comprehend Premier Cement Mills PLC's STP approach, examine Premier Cement Mills PLC.'s marketing mix strategies, determine the company's overall marketing strategy gap, and provide some recommendations in light of the results.

The introductory section, which includes the study's introduction, background, scope, objectives, methodologies, and limitations, was addressed in the first chapter.

The organizational overview, which includes information on the organization and its products and services, is presented in the second chapter.

The theoretical facets of STP analysis, including Premier Cement Mills's segmentation, targeting, and positioning, are covered in the third chapter.

Chapter four then discusses Premier Cement Mills’s marketing mix strategies.

Chapter five discusses the competitive analysis of Premier Cement Mills PLC.

Finally, the study's findings were presented, along with some recommendations for the aforementioned company. The study ended with some concluding remarks and references.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Premier Cement Mills is one of the leading cement manufacturers in Bangladesh, producing high-quality cement for both local and international markets. Established in 2001, the company has rapidly grown to become a trusted brand, known for its consistent quality, technological innovation, and customer-centric approach. With a production capacity exceeding 10 million metric tons annually, Premier Cement plays a significant role in supporting the country's booming construction industry, including infrastructure projects, housing developments, and industrial growth. The company's manufacturing facilities are strategically located in several regions, ensuring smooth logistics and supply to all parts of Bangladesh. Premier Cement emphasizes sustainable business practices by adopting modern technology and energy-efficient production processes. Furthermore, it maintains strict environmental and quality control standards, contributing to sustainable development.

1.2 Background of The Study

The study titled "**Marketing Mix Strategies of Premier Cement Mills PLC.**" was developed as an internship for the BBA program requirement. I got a fantastic opportunity to learn about Premier Cement Mills PLC's operations and environment when I was writing this report. This report's main goal is to broaden exposure to the real-world business environment and provide useful information about the construction industry. The course of study helped me bridge the gap between my academic knowledge and the real-world corporate environment by teaching me about organizational behavior and the management style of that particular organization. In this report, I have done my best to illustrate my observations and data.

1.3 Objectives of the Study

1.3.1 Broad Objective

➔ The broad objective of this report is to analyze the marketing mix strategies of Premier Cement Mills PLC.

1.3.2 Specific Objectives

- ➔ To understand Premier Cement Mills PLC's STP approach.
- ➔ To evaluate Premier Cement Mills PLC's marketing mix strategies.
- ➔ To determine Premier Cement's overall marketing strategy gap.
- ➔ To suggest some recommendations considering the findings.

1.4 Scope of the Study

Premier Cement Mills PLC. is one of the remarkable cement brands in the construction industry of Bangladesh. The Main purpose of the report is to analyze the marketing mix strategies of Premier Cement Mills.

In Bangladesh, Premier Cement Mills PLC. is a well-known company. During my internship, I obtained information from the office employees at the Karwan Bazar office. The marketing mix strategies of Premier Cement PLC. will be thoroughly explained in this report as well as focus on the recommendations for the betterment of the company.

1.5 Methodology of the Study

This study requires a methodical approach from choosing what to study to completion. Key facts must be found, and data must be systematically identified, gathered, kept private, analyzed, shared, and made available in order to achieve the study's objectives. The information was gathered mostly from two categories of sources.

1.4.1 Primary Sources

- Face-to-face conversations with employees.
- Oral interviews with the relevant officials were conducted.
- Active desk work.
- Data gathering via telephone.

1.4.2 Secondary Sources

• Manuals and files.

•The company's scheduled report

• Their official website.

1.5 Limitations of the Study

• Time restrictions.

• It is considerably more challenging to learn via self-learning.

• The administrators' work was routined, therefore they sometimes couldn't deliver data.

• Lack of thorough information about products.

• Confidential Information was kept private so as not to reveal in public.

CHAPTER 2: OVERVIEW OF PREMIER CEMENT MILLS PLC.

2.1 Organizational Overview

One of Bangladesh's cement firms with the quickest rate of growth is Premier Cement Mills PLC. It was established as a private limited company on October 14, 2001. "Premier Cement" is the brand name we use to sell our product, and our mission is to constantly strive for excellent quality. Premier Cement combines its development plans with its goal of sustainable growth. In March 2004, Premier Cement, one of Bangladesh's top cement producers, began commercial production. A collection of well-known businesspeople with extensive backgrounds in manufacturing, commerce, and services across several national economic sectors have supported the firm. Members of three prominent business groups in Bangladesh—the "T. K. Group," "Seacom Group," "GPH Group,". and others—make up the Board of Directors.

2.2 Historical Background

One of Bangladesh's biggest and most well-known cement brands is Premier Cement. On October 14, 2001, it was established as a private limited company under the Company Act of 1994 with the goal of producing premium cement under the "Premier Cement" brand.

When the facility was first constructed, it could produce 0.6 million metric tonnes annually. Premier Cement didn't have to turn around after that. Premier Cement has been in greater demand every day. As a result, the sponsors progressively increased the project's size. The second unit began production in 2011 with a 0.6 million tonne annual production capacity, while the third and fourth units began production in 2013 with 0.6 million tonne annual production capacities each. We can now produce an astounding 2.4 million metric tonnes annually.

To boost its production capacity to 5.16 million tonnes annually, the business inked a deal with FL Smidth-Denmark in 2017 to build a vertical roller mill. The aforementioned improvement will result in lower production costs, allowing the business to distribute its goods throughout the entire county. This will help those with less money to build affordable homes and build bridges, culverts, and concrete roads in the nation's more remote regions. This will lead to the development of the nation's overall infrastructure.

With an authorized capital of BDT 5,000 million, it was transformed into a public limited company in 2010 following the Companies Act 1994. Following three more years of productive business, it was concurrently listed on the Dhaka Stock Exchange Limited and the Chittagong Stock Exchange Limited in 2013.

2.3 Mission

To dominate the cement market by providing excellent customer service, competitive pricing, and value addition for all parties involved.

2.4 Vision

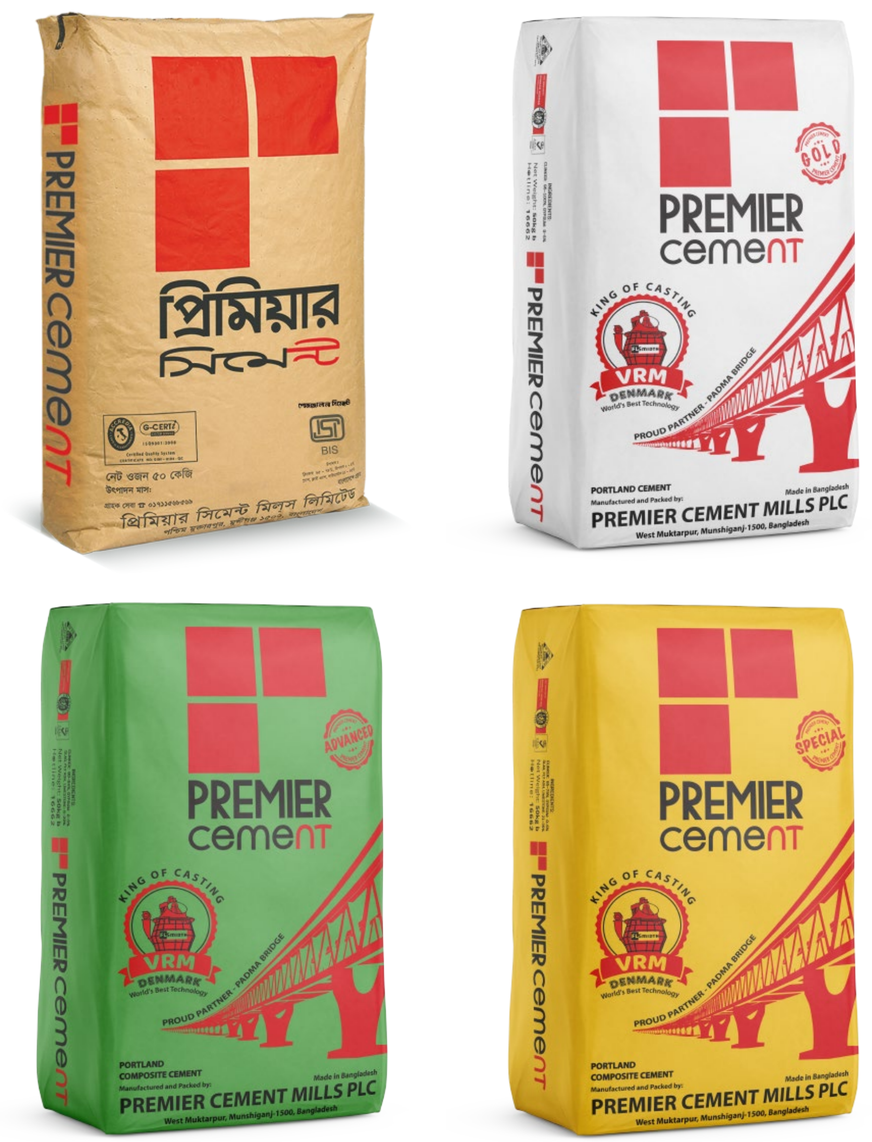
Strive for societal advancement by long-term expansion and superior performance.

2.5 Values

- Customer Satisfaction: Premier Cement is well aware that it could not function as a company without its clients. As a result, they work to establish enduring relationships with their clients that are based on respect, loyalty, and trust. They are committed to continuously enhancing and adding value for their stakeholders.
- Understand: In order to make well-rounded judgments, they try to comprehend the demands of their stakeholders and match them with their corporate objectives.
- Simplify: To improve the efficacy of their products, they strive to make things easier for consumers.
- Solve: They figure out how to fix problems that keep them from providing value to the people they serve.
- Connect: They communicate to effectively manage people's expectations.
- Quality: They employ the greatest raw materials and technological expertise for their customers, and they make high-quality goods while adhering to international standards.
- Commitment: They are dedicated to following regulatory guidelines in order to achieve success for their customers, their staff, and themselves.

- Integrity: They pride themselves on being a very moral business that values interpersonal interactions and human dignity. They manufacture safe and environmentally sustainable products, adhere to the law, practice fair work practices and equitable employment, and safeguard the environment. They consider it our societal duty to safeguard and maintain their shared environment. They are socially conscious and committed to the preservation and protection of the environment, wildlife, and community.
- Social Responsibility: In order to solve social challenges and establish new ideals for society, they encourage CSR activities.

2.6 Product line



2.7 Production Process

Original Supplier/Manufacturer of Raw Materials	**Yearly agreement ensuring delivery of required quantity**
Mother Vessels	**Dedicated 3rd party with yearly service contract to transport raw materials from the supplier.**
Fleet of Lighter Vessels	**Composed of both self-owned and dedicated third party vehicles which distribute materials further.**
Raw materials Storage	**Separate storage facilities for the raw materials. Total capacity of 60,000 MT facilitating continuous production.**
Grindings Mills	**4 dedicated mills to support daily production capacity of 2,000 MT per day.**
Dedicated Power Plant	**4 MW Gas Generators to support the bag plant.**
Dedicated Bag Plant	**Ensures 1,20,000 Single Ply Pp Woven Sack Bags**
Packing Unit	**Six rotary packers which can produce a total capacity of 650 bags/hour.**

Finished Product Storage	**Storage capacity of 2,000 MT to ensure smooth delivery.**
Delivery	**Self-owned delivery fleet consisting of 293 covered vans, 34 bulk carriers & 20 Vessels.**

2.8 Quality Control

- Premier Cement places a strong emphasis on continuously providing its clients with high-quality products.
- Premier Cement has a strict policy against sacrificing the quality of our products.
- Their laboratory regularly monitors quality control, and BUET also provides test results at the same time.
- At Premier Cement, They always work to demonstrate due care to guarantee the highest quality at every level.
- Their lab testing reaches a whole new level thanks to their Elemental Analysis by Energy Dispersive X-ray Fluorescence (EDXRF) technology which helps them carry out fundamental quality control (QC) tests as well as their more complex variations, such as analytical quality control (AQC), quality assurance (QA), or control of statistical processes.

2.9 Awards & Recognition

- ♦ National Productivity Awarded - National Productivity in Quality & Excellence Awarded by Bangladesh Govt.
- ♦ ICSB National Award 2013 - For Corporate Governance Excellence.
- ♦ ICSB National Award 2014 - For Corporate Governance Excellence.
- ♦ ICMAB Best Corporate Award-2016 - First Position ICMAB Best Corporate Award-2016.
- ♦ ICSB National Award 2017 - For Corporate Governance Excellence.
- ♦ ICMAB Best Corporate Award-2017 - First Position ICMAB Best Corporate Award-2017.

- ICAB National Award-2017 - Joint Third Prize Manufacturing Sector.
- ICSB National Award 2014.
- ICMAB Best Corporate Award-2014.
- 16TH ICAB NATIONAL FOR BEST PRESENTED ANNUAL REPORTS 2015.
- ICSB National Award-2013.
- ICSB National Award 2017.
- National Productivity and Quality Excellence Award-2016 - Won First Position in National Productivity and Quality Excellence Award-2016.
- Partner of the Year -2019 - Construction Site of Rooppur Nuclear Power Plant

CHAPTER 3: STP ANALYSIS OF PREMIER CEMENT MILLS PLC.

3.1 STP Analysis

STP Analysis is primarily based on three aspects: Segmentation, Targeting & Positioning.

3.1.1 Segmentation

For segmentation analysis, Premier Cement Mills. (PCM) can be defined by segmenting its operations, customers, and product offerings using four key variables — Geographic, Demographic, Psychographic, and Behavioral segmentation.

▪ Geographic Segmentation

- **Location**:

PCM primarily operates in Bangladesh with a focus on domestic distribution and regional exports to South Asia.

- **Regional Markets**:

Supplies to urban and rural infrastructure projects, including Dhaka, Chattogram, and other industrial hubs.

- **Logistics and Transport**:

Uses barges, mother vessels, and a self-owned delivery fleet to distribute products efficiently across different regions.

▪ Demographic Segmentation

- **Customer Types**:

B2B Customers: Construction firms, real estate developers, infrastructure contractors, and government projects.

B2C Customers: Individual buyers or small contractors purchasing for residential construction.

- **Industry Sectors**:

Focus on sectors such as infrastructure development, real estate, housing projects, and commercial building construction.

▪ Psychographic Segmentation

- **Customer Lifestyle**:

Targets businesses and individuals focused on long-term durability, premium construction materials, and quality assurance.

- **Brand Perception**:

Positioning itself as a reliable, high-quality cement manufacturer known for consistent supply and meeting international standards.

- **Environmental Focus**:

Appeals to environmentally conscious customers by promoting sustainable production processes and efficient energy use through in-house power plants.

▪ Behavioral Segmentation

- **Usage Patterns**:

Frequent bulk orders from large construction projects and real estate developers.

Smaller, more frequent purchases from individual contractors for smaller-scale housing projects.

- **Product Segmentation**:

Offers Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC) to cater to specific building needs.

- **Loyalty and Contracts**:

Builds long-term contracts with suppliers and customers to ensure loyalty and uninterrupted supply.

- **Delivery Speed and Service**:

Differentiates through efficient logistics, with self-owned fleets and barge loading systems ensuring fast delivery to project sites.

3.1.2 Targeting

From a targeting perspective, Premier Cement Mills follows a strategy, that focuses on multiple customer categories across different construction needs. Here is a breakdown of how the company targets its markets:

- **Individual Home Builders (Retail Market)**

- Premier Cement targets Individuals and families constructing private homes.
- Around 40% of Bangladesh's cement consumption is attributed to individual home construction, as indicated by multiple studies.
- Premier Cement markets through local retail outlets and focuses on the durability, affordability, and availability of its products, such as PCC and PPC, which are ideal for residential projects.

- **Large Infrastructure and Government Projects (Institutional Market)**

- Large-scale government and private infrastructure projects like bridges, highways, and dams.
- The Bangladesh government's ongoing infrastructure development (metro systems, bridges, power plants) creates sustained demand for high-quality cement.
- Premier Cement offers bulk supply contracts with competitive pricing and ensures consistent delivery to meet project timelines.

- **Commercial Builders and Real Estate Developers**

- Real estate developers and companies constructing office buildings, shopping malls, and apartment complexes.
- About 24% of cement consumption is driven by real estate development and commercial projects.
- Premier Cement collaborates with developers through partnership programs to ensure bulk supply and provides technical support to maintain quality.

- **Retail Distributors and Dealers**

- Dealers and retail outlets that distribute cement across urban and rural markets.
- A strong distribution network ensures market penetration, especially in suburban and rural areas, where homebuilding demand is increasing.
- Premier Cement incentivizes dealers through promotional campaigns, credit facilities, and performance-based rewards.

3.1.3 Positioning

Premier Cement Mills positions itself as a reliable provider of high-quality cement for diverse construction needs, leveraging its product range, brand reputation, and operational strengths to differentiate in the competitive Bangladeshi cement market.

- **Quality-Driven Positioning:**

- Premier Cement emphasizes the superior quality of its cement products, such as Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC). This positions the company as a provider of durable materials suitable for both residential and large infrastructure projects.

- **Reliability and Customer Satisfaction:**

- The company positions itself as a reliable supplier with a strong emphasis on on-time delivery and operational efficiency. It achieves this through an in-house fleet of transport vehicles and barges to ensure smooth product distribution.

- **Price-Performance Balance:**

- Premier Cement targets price-sensitive customers while maintaining a focus on product performance. This positions it as a cost-effective alternative to multinational brands, appealing to both individual homebuilders and institutional buyers.

- **Broad Market Presence:**

- With its strong retail network, Premier Cement ensures availability across urban and rural markets. This helps position it as a widely accessible brand for customers at various economic levels.

- **Sustainability and Eco-Friendliness:**

- Premier Cement offers eco-friendly products like Portland Pozzolana Cement (PPC), which is known for being eco-friendly and durable, aligning with green construction trends. This positions Premier Cement as a company that supports sustainable building practices.

CHAPTER 4: MARKETING MIX OF PREMIER CEMENT MILLS PLC.

The collection of tactics a business uses to market and sell its goods is known as the marketing mix. These strategies cover everything from product development to choosing the product's pricing and distribution channel to choosing its marketing and communication tactics. In a Marketing Mix Analysis (4Ps), Premier Cement Mills (PCM) can be analyzed by examining its Product, Price, Place, and Promotion strategies:

4.1 Product

- **Core Products:**
  - Ordinary Portland Cement (OPC): Used for high-strength construction projects like bridges, highways, and multi-storied buildings.
  - Portland Composite Cement (PCC): Preferred for general construction, residential buildings, and plastering due to cost-effectiveness and lower environmental impact.
- **Product Quality Focus:**

Uses high-quality raw materials (clinker, gypsum, fly ash) and advanced grinding technologies to maintain international quality standards.

- **Product Variety:**

Offers cement in different packaging sizes (like 50kg bags) for individual buyers and bulk supply for construction companies.

- **Product Sustainability:**

Premier Cement emphasizes sustainable production processes, such as energy-efficient machinery and in-house power plants, catering to eco-conscious buyers.

4.2 Price

- **Competitive Pricing Strategy:**

Premier Cement maintains a market-competitive pricing strategy to stay aligned with industry benchmarks and rival companies.

- **Differentiated Pricing:**

Provides discounts or contract-based pricing for bulk buyers (e.g., construction firms) and project-based tenders.

- **Value-based Pricing:**

Emphasizes value over cost by promoting high-quality and durable cement, appealing to customers willing to pay slightly more for better performance and reliability.

- **Promotional Offers:**

Occasionally offers seasonal discounts and incentives to contractors and distributors to boost sales.

4.3 Place

- **Extensive Distribution Network:**

Uses mother vessels, lighter vessels, trucks, and barges to ensure a smooth supply chain.

- **Storage and Inventory Management:**

Finished products are stored in silos (with 2,000 MT capacity) to ensure uninterrupted supply.

- **Self-owned Fleet:**

Operates 293 covered vans, 34 bulk carriers, and 20 boats to ensure quick and reliable delivery across Bangladesh.

- **Availability:**

Ensures widespread availability through dealers, distributors, retail shops, and direct supply to construction firms and contractors.

4.4 Promotion

- **Advertising Campaigns:**

Promotes its brand through TV, print ads, and digital media to create awareness and build a strong reputation.

- **Corporate Social Responsibility (CSR):**

Engages in CSR activities such as supporting community projects, infrastructure development, and environmental conservation to enhance brand image.

- **Sales Promotion:**

Offers incentives to distributors and contractors, such as rebates or volume-based discounts.

- **B2B Relationships:**

Builds strong partnerships with construction companies, contractors, and government projects through direct marketing and contractual agreements.

- **Customer Engagement:**

Participates in industry fairs and exhibitions to promote products and maintain visibility among key stakeholders.

CHAPTER 5: COMPETITIVE ANALYSIS OF PREMIER CEMENT MILLS PLC.

5.1 Competitive Analysis

Premier Cement's rivals are numerous. They include both well-known regional brands and a few international ones. Each of these businesses has a unique selling point that places them higher than Premier Cement, whether it is in terms of sales, product quality, or brand image. Because they are always battling these businesses to get to where they want to be in the market, Premier Cement views them as rivals. Nonetheless, the cement firms that rank somewhat lower than Premier Cement are also considered rivals, and the business constantly monitors their operations. Therefore, the company's competitors are the cement companies that are outperforming Premier Cement as well as those who are doing on par with Premier Cement. The reason for this is that these businesses can replace Premier Cement at any time.

5.2 Competitor List

The companies that compete with Premier Cement are mostly those that rank higher on the company's rating system such as:

- Shah Cement
- Heidelberg Cement
- Meghna Cement Mills (Bashundhara Group)
- Holcim Cement Bangladesh Ltd (LafargeHolcim Bangladesh PLC)
- Seven Circle
- Unique Cement Industries
- Confidence Cement
- Crown Cement (M.I. Cement Factory)
- Akij Surma.

5.3 SWOT Analysis

A SWOT analysis is crucial to an organization's marketing strategy. A thorough understanding of an organization's strengths, weaknesses, opportunities, and threats is essential. SWOT analysis features:

5.3.1 Strengths

- **Brand Reputation & Market Presence**:

Premier Cement has established itself as a reputable cement manufacturer in Bangladesh with a strong customer base. It is known for producing high-quality cement like Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC), which cater to a wide range of construction needs.

- **Quality assurance and superior product:**

PCM uses the European process and the most advanced European machinery to create cement. The company has testing facilities where highly skilled experts and chemists use top-of-the European technology to assess the cement's quality on an hourly basis. They have cement expansion tests using autoclave machines, cement mortar strength tests, and chloride tests. BUET also supports the quality control. So, PCM has a competitive advantage since so few cement businesses in Bangladesh employ the equipment and technology that allow them to effectively create the highest grade cement.

- **Well situated:**

The PCM Ltd. plant is located in West Muktarpur, Munshiganj, close to the Dhaka-Munshiganj Road and the Shitalakhya River, which plunges into the Meghna after meeting Dhaleshwari. For the transfer of products from the production site, this position provides access to both land and the river.

- **Efficient Distribution Network**:

The company owns a self-operated fleet of vehicles and barges, ensuring smooth delivery and availability across the country

- **Continuous Production Capacity:**

Premier Cement's modern grinding mills and dedicated packing units support high production efficiency.

- **Local Market Leadership:**

Local competitors, including Premier Cement, have outperformed multinationals by leveraging economies of scale and aggressive pricing strategies.

5.3.2 Weaknesses

- **Dependence on Imported Clinker:**

Like many other cement producers in Bangladesh, Premier Cement depends heavily on imported clinker, which exposes the company to exchange rate fluctuations and supply chain disruptions.

- **High Operational Costs:**

The company faces challenges with rising energy costs, which affect profitability. Its in-house power generation may help, but fuel and maintenance costs are still significant.

- **Intense Price Competition:**

The cement market in Bangladesh is highly competitive, with companies undercutting each other on price, which could impact profit margins

- **Low level of marketing:**

Although PCM allocates a huge budget for carrying out marketing activities and covers almost all types of tools to promote their product, they should still increase the level of marketing to reach out to their target market group all over Bangladesh just like their competitors.

5.3.3 Opportunities

- **Growing Infrastructure Projects:**

The government's focus on large infrastructure projects (e.g., bridges, highways, metro lines) offers significant growth potential for Premier Cement and other domestic producers.

- **Urbanization and Real Estate Growth:**

Rapid urbanization and rising demand for residential and commercial construction create opportunities to expand sales.

- **Export Potential:**

There is potential to explore regional markets, such as India and Nepal, where cement demand is also growing.

- **Green Cement Initiatives:**

A shift toward sustainable and eco-friendly cement production (e.g., increased use of PPC) could attract environmentally conscious customers.

- **Possibility of export:**

PMC currently exports its goods overseas. Nonetheless, the firm has a strong chance to sell its goods to other European nations like France, Italy, and African nations. Additionally, certain African nations are making offers to them for the export of their goods.

5.3.4 Threats

- **Exchange Rate Fluctuations:**

Given the dependence on imported clinker, currency depreciation can increase raw material costs and erode profitability.

- **Price rise in foreign market:**

PMC is concerned about the potential price increase in the international market, as the lower purchasing power parity of the Bangladeshi population could pressure cement businesses to raise prices, potentially leading to a decline in sales.

- **Regulatory Challenges:**

Government regulations, including new taxes or environmental laws, may increase compliance costs and affect operations.

- **Economic Instability and Political Risk:**

Political instability or slower economic growth can reduce construction activity, directly impacting cement demand.

- **Supply Chain Disruptions:**

The cement industry is vulnerable to global supply chain issues, particularly with the procurement of clinker, fuel, and machinery parts.

CHAPTER-6: FINDINGS, RECOMMENDATIONS & CONCLUSION

6.1 Findings

- ➔ **High Dependency on Imported Clinker:** Premier Cement, like other companies in Bangladesh, relies heavily on imported clinker, which exposes it to exchange rate fluctuations and global supply chain disruptions.

- ➔ **Intense Price Competition:** The Bangladeshi cement market is highly competitive, with numerous companies undercutting each other on prices. This price war can erode profit margins and impact financial sustainability.

- ➔ **Rising Operational and Energy Costs:** The costs of raw materials, fuel, and transportation are increasing, which affects Premier Cement's production costs.

- ➔ **Limited Export Market Development:** While the demand for cement is growing in neighboring countries like India and Nepal, There is no Premier Cement export in European countries.

- ➔ **Environmental Sustainability:** There is a growing emphasis on eco-friendly construction materials in terms of carbon emissions or other environmental factors.

- ➔ **Production Capacity Utilization:** According to industry reports, cement companies in Bangladesh are not utilizing their production capacity fully, averaging around 75-80% utilization which needs to improve to avoid idle assets.

- ➔ **Brand Awareness and Customer Engagement:** Premier Cement should improve brand visibility and engagement to maintain customer relationship management (CRM) with its customers.

6.2 Recommendations

- ✓ **Reduce Dependency on Imported Clinker:** Premier Cement should explore partnerships with local clinker manufacturers or invest in its own clinker production facilities. This would reduce reliance on imports and offer better cost control. Consider forming joint ventures with clinker producers in nearby countries (e.g., India or Nepal) to secure a stable supply chain while reducing import-related risks like currency fluctuations and transportation issues.
- ✓ **Differentiate Beyond Price in a Competitive Market:** Premier Cement should highlight the durability, strength, and quality of Premier Cement's products, especially for infrastructure projects that require reliable cement. They can offer services like technical support, construction advice, and quality assurance checks to contractors and real estate developers to create added value. They should invest in campaigns that focus on Premier Cement's strengths, including reliability and consistency, rather than engaging in price wars.
- ✓ **Manage Rising Operational and Energy Costs:** Premier Cement should invest in energy-efficient machinery and optimize production processes to reduce fuel consumption. Technologies like waste heat recovery systems could lower overall energy costs. Further developing in-house power generation (e.g., through solar or renewable sources) could help Premier Cement offset the impact of rising energy prices and reduce dependence on external power sources.
- ✓ **Expand Export Market Opportunities:** Conducting market research in European countries like Italy, and France will assist in understanding the local demand and regulatory requirements in Europe. PCM should collaborate with local distributors in target export markets to establish distribution channels and gain market insights.
- ✓ **Increase Focus on Environmental Sustainability:** PPC has lower carbon emissions compared to traditional types of cement, aligning with global sustainability trends. Marketing PPC as a "green product" could attract environmentally conscious consumers. PCM should invest in carbon capture and storage (CCS) technology or other sustainable practices, like recycling waste materials into production, to minimize the environmental footprint.

- ✓ **Improve Production Capacity Utilization:** Premier Cement should develop more accurate production and sales forecasting models to match supply with market demand, minimizing idle capacity. They would direct more resources toward high-demand areas, such as urban construction and government infrastructure projects, to increase sales and better utilize production capacity.
- ✓ **Boost Brand Awareness and Customer Engagement:** Enhancing brand visibility through digital marketing strategies, including social media, content marketing, and online campaigns would be a great option for Premier Cement. They should implement a CRM system to engage more effectively with contractors, distributors, and end-users. They can offer training workshops or informational sessions for contractors and construction workers to educate them on the benefits of Premier Cement's products. This approach could foster loyalty and improve brand perception among users.

6.3 Conclusion

In conclusion, Premier Cement Mills PLC. has established itself as a significant player in Bangladesh's cement industry, known for its commitment to quality and extensive distribution network. However, the company faces various challenges, including intense competition, reliance on imported clinker, and rising operational costs. By adopting a strategic approach that includes diversifying supply sources, optimizing capacity utilization, focusing on environmental sustainability, and strengthening brand positioning, Premier Cement can secure a competitive edge. With the increasing demand for cement due to government infrastructure projects and urbanization, the company is well-positioned for growth. Continued focus on operational efficiency, product differentiation, and market expansion can ensure sustainable success for Premier Cement in both domestic and potential export markets.

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