

Internship Report
On
Analyzing Promotional Strategies of Metro CEM Cement



Analysis of Promotional Strategies of Metro CEM Cement

Prepared For

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Letter of Transmittal

20 December, 2018

Dr. Masudur Rahman

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Daffodil International University

Subject: Submission of Internship report on **“Analyzing Promotional Strategies of Metrocem Cement”**

Sir,

I am very glad to know to submit the report on **“Analyzing Promotional Strategies of Metrocem Cement”** would like to say that this report is very helpful for me to gather real life experience about whole job activities performed in a company. I tried my best to achieve the objectives of the report and it will be helpful as well as the purpose of making this report. I believe that the knowledge and experience i have gathered during my report preparation will immensely help me in my professional life. I will be obliged if you kindly approve this effort.

Sincerely yours

.....

Oishwita Bhoumik

ID No: 161141997

Intake: 43th

MBA, Major in Marketing

Students Declaration

I do hereby declare that the Internship report on “**Analysis Promotional Strategies of Metro cement**” has been written by me under the appropriate guidance of Dr. Masudur Rahman ,Professor & Advisor, Department of Business Administration, Daffodil International University, in fulfillment of the requirement for the award Masters of Business Administration (MBA).

It is also declare that report was not submitted for any Degree or title recognition before.

.....

Oishwita Bhoumik

ID No: 161141997

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MBA, Major in Marketing

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Certificate of Supervisor

This to certify that Oishwita Bhoumikis student of MBA Major in Marketing, ID: 161141997 successfully completed her “Internship Program” entitled “Analyzing Promotional Strategies of Metrocem cement” under my supervision as the partial fulfillment for the award of MBA degree. She has done his job according my supervision and guidance. She has tried his best to do this paper successfully. I think this program will help him to build his future career.

I wish his success and prosperity.

.....

Dr. Masudur Rahman

Professor & Advisor

Department of Business Administration

Daffodil International University

Acknowledgment

I am thankful to numerous people for finishing my temporary position report effectively. As a matter of first importance, I might want to express gratitude toward Daffodil International University(DIU) and MetroCEM Group for giving me the chance of having an entry level position period and arrangement of this report.

I am grateful to my Internship Supervisor, Dr. Masudur Rahman , Professor and Advisor in Department of Marketing, (DIU); for directing me and urging me to chip away at this energizing subject for my entry level position paper. I firmly trust that, these will help me a great deal to make me increasingly expert and building my future expert profession.

I might want to satisfy my outer boss Mr. Fazly Rabbi Osmani, Head of Sales MetroCEM Group, MetroCEM Group for this direction and participation to set up this report. He has advanced me with the essential thoughts and idea for unremitting enhancement of the report.

At long last, my heartiest much gratitude goes to other people who were included and held specifically and in a roundabout way to set up this report. Without them all these would not have been made conceivable.

Executive Summary

Metro CEM Group has begun its voyage since 1988 with a Trading House of building materials. Subsequent to getting knowledge throughout the years, Metro CEM Group was quick to fabricate producing quality building materials. It began its bond producing unit "Metrocem Cement Ltd." in 2003, Deformed Steel Bars fabricating unit "Metrocem Ispat Ltd." in 2008 and Metrocem Auto Bricks Ltd in 2011. Metro CEM concrete deliver quality item and offer the best cost of purchaser. The target of this examination is to direct this investigation. This investigation has been finished by utilizing essential information and auxiliary information. Non likelihood comfort testing strategy is utilized to choose the example. The example measure is 45 respondents who use or buy Metro CEM concrete.

In the examination part I have talked about various special techniques of Metro CEM bond. In discoveries, it is demonstrated the limited time methodologies are such a great amount of powerful for Metro CEM concrete. Then proposals and suggestion were incorporated into request to kill the shortcomings of their area of expertise.

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Chapter- One

Introduction

1.01. Introduction

1.02. Limited time instruments are an indispensable piece of advertising procedure. In this report I have talked about how the association is utilizing its special apparatuses like TVC, RDC, Billboard, Corporate offers and 30 days Credits offer thus no. In addition, I have concentrated on some vital techniques that are compelling for boosting up the deals.

1.03. Origin of the Report

1.03. This report has been set up as a piece of my MBA program the report I arranged on Promotional Strategies of MetroCEM Cement base on the association of MetroCEM Group. This report allowed me the chance to investigate a standout amongst the most productive, powerful and creative readiness of special procedures. The write about Promotional Strategies of MetroCEM bond is set up by individual under the supervision and direction by Dr. Masudur Rahman ,Professor and Advisor, Department of Business Administration, Daffodil International University(DIU).

Objective of the Study

The main Objective of the report is to analyze the promotional strategies of MetroCEM cement.

The specific objectives are as follows:

- To analyze the different promotional tools that MetroCEM cement is mostly using.
- To know which promotional tool(s) is (are) more effective for MetroCEM cement.
- To recommend some measures against major findings.

1.05. Methodology of the study

This report is descriptive types of research. The study is performed based on the information extracted from different sources collected by using a specific methodology.

- I. **Primary Data:** Questioner survey is used to collect information from the respondents.
- II. **Secondary Data:** For the completion of the present study, secondary data has been collected. The main sources of secondary data are:

Annual Report of Metro CEM Group.

Website of Metro CEM Group (www.metrocemgroup.com).

Sampling Plan:

- ❖ **Population:** All the customers of Metro CEM cement Dhaka city.
- ❖ **Sampling frame:** No well-structured sampling frame is found.
- ❖ **Sampling element:** Sampling element is the individual customers in Dhaka city.
- ❖ **Sampling procedure:** Non probability convenience sampling technique is used.
- ❖ **Sampling size:** I have selected a sample of 40 respondents.
- ❖ **Time period and data collection:** 20 days from 20 January to 10 February to complete this survey.

1.04 Scope of the study

After reading this report, the reader will easily understand the position of Metro CEM cement in cement business in Bangladesh and how promotional strategies effect to develop Metro CEM cement on the builders company.

1.05. Limitation of the study

I have concentrated on some imperative techniques that are viable for boosting up the deals. To make a report different viewpoints and encounters are required. In any case, I have confronted some boundary for making a total and flawless report. These hindrances or restriction, which hider my work, are as per the following:

Difficulty in getting to information of its interior task.

Some data was retained to hold the classification of the association.

I was put for just around multi month of time and working like a standard representative impeded the chance to put the exertion for the investigation. The time spent was not sufficiently adequate to take in every one of the exercises of the association appropriately. In this manner it was hard to complete the entire examination.

Chapter-Two
Literature Review

?

Literature Review

Advancement is one of the market blend component or highlights, and a group utilized as often as possible in promoting. The detail of five special blend or limited time plan. These components are close to home moving, publicizing, deals advancement, coordinate showcasing, and exposure. A limited time blend determines how much thoughtfulness regarding pay to every one of the five subcategories, and how much cash to spending plan for each. A special arrangement can have a wide scopes of goals, including: deals increments new item acknowledgment, formation of brand value, situating, focused striking back, or making of a corporate picture in a general sense, anyway three are essential targets of advancement these are :

? To present data to shoppers and also others.
To increment request.

? To separate an item.

There are diverse approaches to advance an item in various zones of media. Advertisers use web ad, uncommon occasions, supports, and papers to promote their item, Many occasions with the buy of an item there is a motivator like limits, free things, or a challenge. These things or a challenge. This is to expand the offers of a given item.

The term advancement is generally an in articulation utilized inside by the showcasing organization, however not ordinarily to the general population or the market – phrases like exceptional offer are progressively normal.

Limited time enacts to push a brand empowering web-based social networking channels to spread substance making



Something viral, for example, the publicizing by coke utilizing the arrival of another bond film making a colossal measure of consideration which at that point gets advanced over every social channel by individuals spreading the data because of fervor.

The limited time blend is a mix of the diverse kinds of advancement. Advancement keeps the item in the psyches of the client and animates interest for the item. The continuous exercises of publicizing deals advancement, open connection, individual moving and direct advertising are frequently parts of advancement.

- a) **Advertising:** The mean of giving the most powerful conceivable moving message of the correct prospects at the least conceivable expense.
- b) Kotler and Armstrong give at the elective definition: Advertising is any paid type of non individual introduction and advancement of thoughts, products and administration through broad communications, for example, paper, magazines. TV or radio by a distinguished support.
- c) Any paid type of non-individual introduction and advancement of thoughts, merchandise, or administration.
- d) Reaches substantial, topographically scattered gatherings of people, regularly with high recurrence.
- e) Impersonal one way correspondence
- f) The real instruments are:
- g) Print Media
- h) Broadcast Media
- i) Outdoor Media
- j) Internet and Website

c) Sales promotion: An activity designed to boost the sales of a product or service. It may include an advertising campaign, increased public relation activity, a free-sample campaign, offering free gifts or trading stamp, arranging demonstrations or exhibitions , setting up competitions with attract prizes, temporary price reduction door-to-door calling telemarketing and personal letter on other method. More than any other element of the promotional mix, sales promotion is about action. It is about stimulation customers to buy a product. It is about stimulating customer to buy a product. It is not designed to be information – a role which advertising is much better suited to.

- 1) Public connection: The arranged and continued exertion to build up and keep up cooperative attitude and manual comprehension between an association and its publics.
- Open connection exercises incorporate, official statements organization writing recordings, sites and yearly reports.

- m) Personal moving: Personal moving is oral correspondence with potential purchasers of an item with the aim of making a deal. The individual moving may concentrate at first on building up an association with the potential purchaser, yet will in every case at last end with an endeavor to bring the deal to a close.
- Individual moving is one of the most seasoned types of advancement. It includes the utilization of a business power to help a push procedure (urging delegates to purchase the item) or a draw technique (where the job of the business power might be restricted to supporting retailers and giving after-deals benefit).
- n) Direct showcasing: Direct promoting is worried about setting up an individual connection between the business offering an item or benefit and the last client.
- Coordinate advertising has been characterized by the foundation of direct showcasing as:
 - The arranged account examination and following of client conduct to build up a social showcasing procedures.
 - The procedure of direct advertising spreads an extensive variety of limited time exercises, these include:
 - Direct-reaction adverts on TV and radio
 - Mail arrange lists
 -  E-trade
 -  Direct mail Telemarketing.

In 1967, Kotler identified the marketing audit as something apart from as more comprehensive than the order control effort of the firm. It was indicated that a clear understanding and evaluation of the entire marketing operation would be helpful to avoid dealing with symptoms rather than addressing the fundamental organization marketing problems.

Chapter- Three
Company Overview

3.01. Metro CEM Group Historical Background

METROCEM GROUP is one of the main and quickest developing mechanical enterprise in Bangladesh. It creates the for the most part utilized development materials, for example, Quality Cement, Deformed Bar and Auto Bricks. The Group has begun its voyage since 1988 with a Trading House of building materials. In the wake of getting knowledge throughout the years, the Group was quick to assemble producing quality building materials. It began its bond producing unit "Metrocem Cement Ltd." in 2003, Deformed Steel Bars fabricating unit "Metrocem Ispat Ltd." in 2008 and Metrocem Auto Bricks Ltd in 2011. The gathering's central goal is to serve the nation's kin providing excellent building materials and administration inside the moderate cost. An accomplished visionary supervisory crew working behind the gathering to accomplish the focused on objectives. Metrocem trusts in the logic that "Quality starts things out; benefit is its intelligent grouping".

A gathering of experienced individuals who had worked at best dimension the executives in worldwide concrete, Steel and Auto Bricks assembling and development organizations are staffed in Metrocem Cement, Metrocem Ispat and Metrocem Auto Bricks Ltd. It has a gathering of talented architects, prepared scientific expert and experienced professionals who are occupied with creating its items. Metrocem Group the executives has been working together for around 24 years in building materials segment. The board trusts that there is no option of value and astounding administrations. Metrocem Group has 500+ gifted Human Resources. Furthermore, 1000 individuals are additionally connected with its advertising and others division. Metrocem Group rehearses corporate culture as far as aggregate quality Management.

3.02. MetroCEM Cement Historical Background

Metrocem Cement Limited (An ISO 9001:2008 guaranteed) is a sister worry of Metrocem Group which is a bond Manufacturing Plant is situated at West Muktarpur (next to Muktarpur Bridge), Munshigonj, Bangladesh.

It is arranged on the bank of the Shitalakha stream. It began its voyage In the year 2001 with 800 M.T. creation limits every day.

It is creating quality and safe Cement according to worldwide standard with imported crude materials from Thailand, Japan, China, Korea, Malaysia, India, and Vietnam.

3.03. Management Committee and Directors

Considering the security and manageability of the building development, a moral origination pushes me to offer world class building materials inside the nation and also neighboring nations.

Considering the security and manageability of the building development, a moral origination me to offer world class building materials inside the nation and also neighboring nations.

In accordance with my mind weight, we began our voyage with creating world class concrete with a brand name 'Metrocem' in the year 2000 which obtained ISO 9001:2008 Certification, BSTI permit and other applicable authentications. As per the persistent voyage to satisfy my push and to achieve my vision, an Automatic Steel and Re-moving Mill was setup where 40 and 60 review distorted bar is delivering according to global standard and now under establishment of TMT 500W M.S. bar. It has BSTI and other related accreditations. So as to achievement of my essential adventure, we have setup a situation cordial auto blocks where lawful and social compliances are met.

Being the Managing Director of the Metrocem Group, I am hopeful and eager to contribute in the advancement of the nation and its kin with an expert and skillful Board of Directors and a devoted working group.

3.03.1. Board of Directors:

Md. Shahidullah	Managing Director
Md. Ataur Rahman	Director
Md. Abdur Rahman	Director
Md. Rakib Ullah	Director
Md. Asad Ullah	Director
Md. Habibullah	Director
Mr. Md.Rafique Ullah	Director
Haji Khusia Begum	Director
Mrs. Nilufar Yesmin	Director
Mrs. Shamim-ara Begum	Director
Mrs. Shifat Islam	Director

3.03.2. Management Committee:

Md. Shahidullah	Managing Director
Mr. Shafiqur Rahman Chowdhury	GM (HR, Admin. & OD)
Mr. Md. Abdur Rouf, FCA	CFO
Mr. Md. Obaidur Rahman	Manager (VAT)
Mr. Mojakkir Alam	Manager (Supply Chain Management)
Mr. Raihan Mallik	Manager (M & S)
Mr. Humayun Morshad	Manager (Brand)

3.04. Company Mission

To wind up an expert business Leader by guaranteeing consumer loyalty's and to make a huge commitment to the economy of the nation as far as creating and conveying quality building materials, safe and condition inviting assembling forms, utilizing world class crude materials and hardware/gear and with a group of Talents dependent on Total Quality Management framework.

3.05. Company Vision

- a. To make quality building material.
- b. To build up the nature of the item consistently
- c. To guarantee wellbeing of the items
- d. To keep up a cordial assembling offices
- e. To address the issues of client as far as quality and on time conveyance
- f. To address the issues of the Customers in wording Quality, Safety
- g. To keep up an expert managing partners, clients, Govt. bodies and different bodies
- h. To guarantee manageable development in business
- i. To embrace zero damage rehearses at work and all over the place
- j. To fabricate continuing associations with the Dealers and Suppliers

3.06. Company Values

- Customer Recognition
- Integrity and Transparency
- Commitment and
- Accountability 3.07. Item

1. Portland Composite Cement (PCC)

PCC has 80 percent clinker, 15 percent Pozzalona and 5 percent gypsum and records for 18 percent of the aggregate bond utilization. It is produced on the grounds that it utilizes fly fiery remains/consumed mud/coal squander as the fundamental fixing.

Portland Composite Cement is preferably suited for the accompanying development:

- Hydraulic structures.
- Mass cementing works.
- Marine structures.
- Masonry mortars and putting
- Under forceful conditions.
- All different applications where OPC is utilized.

2. Ordinary Portland Cement (OPC)

OPC, prevalently known as dark bond, has 95 percent clinker and 5 percent gypsum and different materials. It represents 70 percent of the aggregate utilization.

OPC can be utilized for the accompanying Construction:

- General Civil Engineering development work.
- RCC works
- Precast things, for example, squares, tiles, channels and so forth.
- Asbestos items, for example, sheets and pipes.
- Non-auxiliary works, for example, putting, flooring and so on.

3.09. Management Team

An expert group of HR, Administration, Accounts, Commercial, Store, Logistic, Delivery, Quality Control, Engineering are working under a Head of Plant having B.Sc. Eng. In Mechanical from BUET.

3.10. Convey and Logistic

Item conveyance is being made through Company's Covered Vans, Trucks and procured Covered Vans, Trucks and Vessels by an expert and experienced group according to Customers' prerequisite after JUST IN TIME.

3.11. Quality and Control

An expert group headed by a Manager (Q.C) with an European standard very much prepared Laboratory is locked in for guaranteeing nature of the item following International standard and in addition BSTI and BIS.

Chapter-4

Job Responsibility

4.01. Nature of the Job

For the most part I worked at MetroCEM Cement Limited as a corporate market evaluator of customer mark. My administrator was Head of offers Fayzla Rabby Osmani. He managed my inspecting. I went to various corporate markets to think about the piece of the overall industry of MetroCEM bond and others concrete brand. Besides, I specifically spoke with corporate office to screen the corporate cost and corporate contributions and in addition how much item arrange. At that point, I would report my DGM (Deputy General Manager) Fayzla Rabby Osmani. He in a split second would make a move to ad lib the MetroCEM concrete corporate piece of the overall industry. More or less, I would brief the general situation of MetroCEM bond in various corporate market.

4.02. Different aspects of job performance

The corporate market review is described as precise, far reaching, target, and autonomous methodology which can help to the comprehend the working of the individual parts of the association and their commitment to the aggregate framework intended for the accomplishment of the association objective. An exact investigation of the showcasing review can and the current procedural parts of the corporate advertising review, which are current ailing in the writing.

4.02.01 Steps in a Marketing Audit:

Showcasing review isn't straightforward work. It is performed well ordered. Promoting evaluating pursues the basic three-advance method appeared here:

a. Setting the target and extension:

The initial step requires a gathering between the organization officers and a potential evaluator to investigate the idea of the showcasing activities and the potential estimation of an advertising review. On the off chance that the organization officers are persuaded of the potential advantages of an advertising review, they and the reviewer need to work out a concurrence on the goals, inclusion, profundity, information sources, report arrangement, and day and age for the review.

b. Gathering the Data: The main part of an inspector's time is spent in social affair information. Despite the fact that we discuss a solitary evaluator, an inspecting group generally included when the undertaking is huge. A definite arrangement regarding who is to be met by whom, the inquiries to be solicited, the time and place from contact, etc, must be cautiously arranged so that evaluating time and cost are kept to a base. Day by day reports of the meetings are to be reviewed and audited with the goal that the individual or group can spot new requiring investigation while is as yet being accumulated.

c. Preparing and Presenting the report:

The promoting evaluator will create conditional ends as the information comes in. It is a sound system for him or her to meet on more than one occasion with the organization offer before the information gathering finishes to layout some underlying discoveries to perceive what responses and recommendations they deliver. At the point when the information gathering stage is finished, the showcasing examiner gets ready notes for a visual and verbal introduction to the organization officer or little gathering who contracted him or her. The introduction comprises of rehashing the target, demonstrating the primary discoveries, and introduction the real proposal. At that point the examiner is prepared to compose the last report, which is to a great extent a matter of putting the visual and verbal material into a decent composed correspondence. The organization officers will more often than not request that the evaluator present the answer to different gatherings in the organization. In the event that the report calls for profound discussion and activity, the different gatherings hearing the report ought to compose into subcommittees to do catch up work, with another gathering to occur a little while later. The most important piece of the showcasing review frequently lies not such a great amount in the inspector's particular proposal but rather in the process that supervisors start to experience to acclimatize, banter and their very own idea of the required advertising activity.

4.03. Critical Observations

4.03.1 Advantages of Marketing Audit:

A Marketing review can be characterized as a precise, intermittent and an extensive technique of looking at the showcasing exercises of a worry. A portion of alternate advantages and points of interest of promoting review are as per the following: The review furnishes the advertisers with an inside and out perspective of the promoting exercises that are going around in the worry. It brings out of total image of the whole task of the worry. While uncovering the different downsides the review procedure likewise prompts effectiveness. This procedure can likewise be utilized to set down enhanced showcasing plan.

- A Marketing review can enable an organization to refine its business rehearses and enhance its efficiency and gainfulness.
- Marketing review serves to promoting officials, top administration and financial specialists to guarantee that they are doing the correct things to help drive development for their associations.
- A advertising review is a cautious examination and assessment of showcasing practices and result. It offers a pattern for execution estimations and a structure for viable business wanting to amplify positive outer discernment and request age.
- An review enables the organization to decide the estimation of a deal and seal lead.
- There is no perpetual right answer in advertising. Client need and needs are moving targets and promoting programs require testing and retesting to locate the most beneficial recipe. A showcasing review is the best approach to make progress by giving an interval report card to encourage the organization and their staffs tap into inalienable asset.
- Marketing reviews frequently lead to vital showcasing change. Cautious appraisal of the evolving condition, clients, channels, and contenders may prompt a reassessment of firm bearing.

4.03.02 Market Overview

Mertocem cement market share. Moreover, we have visited different districts. We can divide three categories. In these areas and districts we have visited about 300 retail shops. We have found some observation regarding the Metrocem cement and other cement brands throughout the country

Dhaka City	Surrounding Dhaka City	Outside Dhaka City
Mirpur	Savar	Comilla
Dhanmondi	Tongi	Kushtia
Old Dhaka	Gazipur	Khulna
Uttara	Asulia	Jessore
Badda	Manikganj	Munshiganj
Jatrabari	Dhamrai	
Islampur	Narayanganj	
Karanigonj		
Mohammadpur		
Banani		

We have visited different areas or place like Dhaka and out of Dhaka city to find out the

4.03.03. Findings from the market Audit:

- a) As we have visited better places, we can discover a few disadvantages for Metrocem bond that causes tumble down its offer in a few spots. These are following underneath
- b) Lack of appropriate observing: In a few zones like Comilla, Kushtia and so on. We have found Metrocem piece of the overall industry was low. While we were asking to retailers,

- c) they grumbled for sporadic observing Sales reprehensive and merchants didn't come every now and again to give Metrocem concrete. It is accordingly, others concrete brand inspired opportunity to snatch that showcase.
- c) Lack of accomplishing believability among retailers and merchants: Behavior and approach is imperative for accomplishing validity among wholesalers and retailers. In a few zones merchants couldn't carry on amiably towards the retailers. Additionally, merchants would give their items especially to the wholesalers. They disregard the little retailers who were probably going to buy their items. Thus, piece of the overall industry of Metrocem OPC and PCC bond were getting low.
- d) Comparatively powerless exchange offers: Trade offer is one sort of advancement to pull in the retailers. Yet, because of 30 days credit feeble exchange offers retailers were not willing to buy Metrocem OPC and PCC concrete. Nearly the market rivals like Shah Cement, Crown concrete, Mir bond, Fresh bond, and Seven Rings bond would give alluring track offers.
- e) High value separation between MetroCem bond and other concrete: We have discovered that cost is the one sort of the central point to get bring down piece of the overall industry. The exchange cost of the Metrocem concrete is 440 BDT. In any case, Shah Cement track cost is 435 BTD including track offers. Crown concrete track cost is 435 BTD, Mir bond track cost is 430 BTD, Fresh concrete track cost is 420 BTD and Seven Rings concrete 440 BTD. It is in this manner, the value hole between the Metrocem concrete and other bond brands was high. Retailers buy bring down track evaluated items.

Chapter-Five

Promotional Strategies

5.01. Objectives of the campaign of Metrocem Cement

The most recent Metrocem bond battle ought to be planned remembering the accompanying goals:

Most favored Brand: Metrocem bond must keep up its situation as the most favored brand and build up itself as among a more extensive scope of purchaser.

Driving the class: The classification estimate must be expanded by changing over other concrete clients to 100% building certainty vacuum bond clients.

Piece of the overall industry: Metrocem needs to pick up piece of the pie from the current players in the vacuum bond industry.

Passionate Appeal: The special instruments like TVC, Bill Board, ought to be significant and advance candidly to the purchasers so feel associated with the brand.

5.02. Push or Pull

Showcasing hypothesis recognizes two sorts of limited time methodology "push" and "Force"

1)Push: A "push" limited time methodology makes utilization of Metrocem bond deals power and exchange or corporate special exercises to make purchaser interest for this item. The maker elevates the item to wholesalers, the wholesalers elevate it to retailers, and the retailers elevate it to shoppers. A "push" system attempts to offer specifically to the shopper, bypassing other appropriation channels. With these kinds of methodology, purchaser advancements and publicizing are the in all likelihood special apparatuses.

2)Pull: A "pull" moving technique is one that requires high spending on publicizing and shopper advancements to develop buyer interest for an item. Metrocem bond did not procedure to construct its market position.

5.03. Promotional through the Product Life cycle

As products move through the four stages of the product lifecycle different promotional strategies should be employed at these stages to ensure the building confidence success and life of product. Stages and promotion strategies employed are as follows:

At the stage of maturity, the lifecycle of Metro cement will be experiencing increased competition and will need persuasive tactics to encourage consumers to choose their product over their rivals. Any differential advantage will be needed to be clearly communicated to the target audience. Here the main active work is reminding is advertisements.

5.04. Promotional Mix

- A. Advancement has been characterized as the coordination of all merchant started endeavors to set up channels of data and influence so as to move merchandise and enterprises or advance a thought. While verifiable correspondence happens through the different components of the advertising blend, the majority of an association's correspondence whit the commercial center occur as a major aspect of a cautiously arranged and association's correspondence targets are regularly alluded to as the limited time blend is seen as a coordinated showcasing specialized device that assumes a particular job in an IMC program. Each may go up against an assortment of structures and every ha certain points of interest.
- B. Metrocem Cement Limited utilized specific kinds of limited time blend for its customer image Metrocem Cement Like,
- C. Advertising: Advertising is characterized as any paid formof non-individual correspondence around an association, item, administration, or thought by a recognized support. Basically, Metrocem bond utilizes a couple of quantities of non-individual segments like FM Radio, TVC, Newspapers, and Bill Board. It is the best known and most generally talked about type of advancement, likely in light of its inescapability. It is likewise a vital limited time apparatus, especially for Metrocem organizations whose items are focused at mass purchaser showcase. Moreover,

D. it is the savvy approach to achieve substantial number of purchasers.

Sales Promotion: Sales advancement is commonly characterized as those advertising exercises that give additional esteem or motivating forces to the business compel, the merchant, or a definitive customer and can invigorate prompt deals. Deals advancement is commonly broken into two noteworthy classifications: Consumer situated and Trade arranged exercises. Into two noteworthy classes: Consumer arranged and Tread situated exercises. Metrocem bond mostly utilizes Tread arranged deals advancement which is focused toward advertising go-betweens, for example, wholesalers, merchants, and retailer. Special and Merchandising stipends, value bargains, deals challenges and exchange demonstrates are a portion of the limited time devices used to urge them to stock and advance an organization's item. In ongoing bond ventures have moved the accentuation of their special methodology from publicizing to deals advancement. Purpose behind the accentuation of their limited time technique from publicizing to deals advancement. Purpose behind the expanded accentuation on deals advancement incorporates declining brand steadfastness and expanded buyer affectability to limited time bargains. Another reason is that retailers have turned out to be bigger and groundbreaking and are requesting more exchange advancement bolster from organizations. For example, the genuine exchange cost of Metrocem concretes per pack 470 BTB barring deals advertising. On the off chance that exchange offers is given, the cost will be 382 BTB. On the other hand, they give 50 KG concrete residual the real cost to the retailers. Notwithstanding, the Shah Cement exchange cost is 375 BTB per sack including deals offers. On the off chance that we look at between two brand bond in retail advertise, Metro cem concrete is a lot higher than the Shah bond. Also, Shah Cement gives specific sorts of blessings or motivating forces to the retailed to invigorate the deals. It is hence, little retailers keep an enormous number sacks in their store. When we visited distinctive kinds of retail shops, they whined us to diminish the exchange cost of Metro cem concrete and more deals were relied upon to raise the Metro cem bond deals volume.

C. Promotional Activities: It includes Billboards, street furniture, Alternative media and transit, Metrocem cement uses Billboard advertising for some certain reasons. Like,

- Newspaper Advertising
- Promotional Campaigns
- Wall Paintings
- Signboards and Light boxes
- Customized Accessories
- Events
- Sponsorship
- Television
- Internet
- Radio
- Magazines

5.05. Customer Buying Behavior Process

Trocem Cement is for the most part utilized in Independent houses, lodging buildings, business edifices and foundation.

Market Segmentation: Segmentation is classification of purchasers into reasonable classes so the key choices are modified and made proper to every explicit class of purchasers. From exploratory overview, on premise of Trocem concrete dissemination, the clients are classified as Trade clients and Non-Trade clients. Exchange client: Dealer/retailer/sub merchant/entire vender who pitch concrete to the retail client and they are the immediate client of Trocem bond organization as they lift bond however approved Trocem. Exchange client incorporate retail client can purchase Trocem concrete from a retail outlet (Hardware shop) from his zone. Individuals who construct their very own homes or bricklayer/contractual workers/Engineer/Architect who fabricate lodging foundation to purchase Trocem bond through dissemination channel are the retail clients Individual home manufacturers: These are the exchange client or retail client who buys Trocem concrete from bond retail location and assemble private house for possess settlement. Non exchange (Industrial) clients:

A client who has an enrolled organization and purchases expansive amounts of concrete can purchase Metrocem bond straightforwardly from deals focuses. Government is a modern client. Enormous manufacturers and advertisers fall into this portion. For the most part 5 kinds of non exchange client division:

- Builders and advertisers: Are privately owned businesses represented considerable authority in creating lodging or business edifices to move them available.
- here are a few variables to recognize the buyer attitude which fundamentally utilized for making TVC,Billboard and FM Radio. These following underneath.

5.07. Different profiles

- Purchase managers (in corporate companies)
- Project managers (in smaller projects)
- Owners of the company
- Head of plant (mainly with Ready-mix and AC Sheets)
- Engineers (in infrastructure, small units)

5.08. Achievement

- 1) ISO 9000:2008
- 2) Lafarge Surma signs Toll Grinding Agreement with Metrocem.
- 3) Bangladesh Cement Manufacturers Association (BCMA)
- 4) Bangladesh Re-rolling Mills Owner Association
- 5) Bangladesh Standards and Testing Institution
- 6) The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI)
- 7) Bangladesh Steel Re-rolling Mills Limited.

5.09.SWOT Analysis

SWOT analysis of Metro cem Cement:

Strengths

Strong Executive Marketing.

- Market leader in big cities and VIP residential areas
- Easy get distributor as a group of companies
- Has a strong customer preference in big cities.

Weakness

- Irregular delivery system outside the big cities
- Conflicts for SUB
- Weak packaging
- Weak inventory management system in depot

Opportunities

Opportunity for creating potential markets

- Introducing new variant of Metro cem cement
- Introducing new type of Cement

Threats

- Political violence
- Bargaining power of customer retailer is increasing
- Entry of new competitor.

Chapter-Six

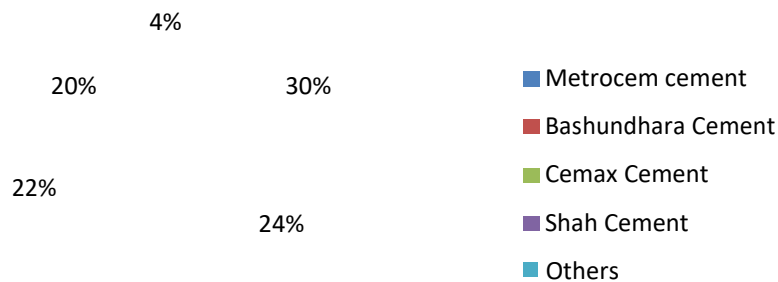
ANALYSIS

Which brand does come at first in your mind when you purchase Cement?

Metrocem cement	10
Bashundhara Cement	9

Cemax Cement	8
Shah Cement	7
Others	6
Total	40

Which brand does come at first in your mind when you purchase Cement?

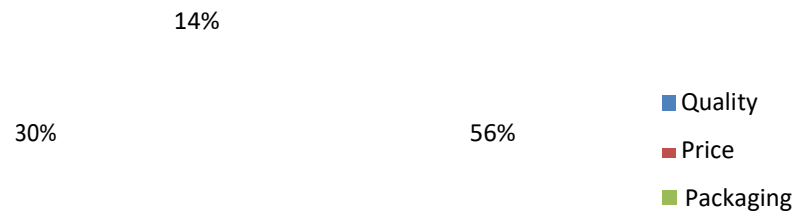


Interpretation: From the above graph, it is seen that the various types brand of cement in market. They are Metrocem Cement 30%, Bashundhara Cement 24%, Cemax Cement 22%, Shah Cement 20% and Other Cement 4%.

Which feature one do you consider when you purchase Cement?

Quality	20
Price	15

Which feature one do you consider when you purchase Cement?

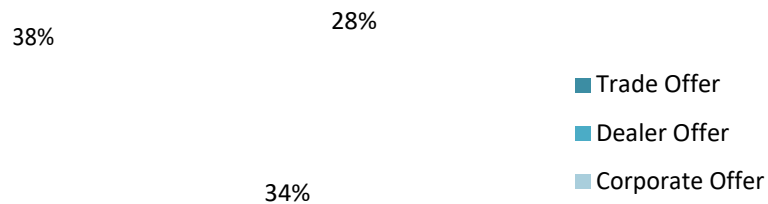


Interpretation: From the above graph. We see that consumer before purchase cement Quality 56%, Price 30% and Packaging 14%.

Interpretation: From the **What types of sales promotion is necessary to increase sales volume?**

Trade Offer	6
Dealer Offer	16
Corporate Offer	18

What types of sales promotion is necessary to increase sales volume

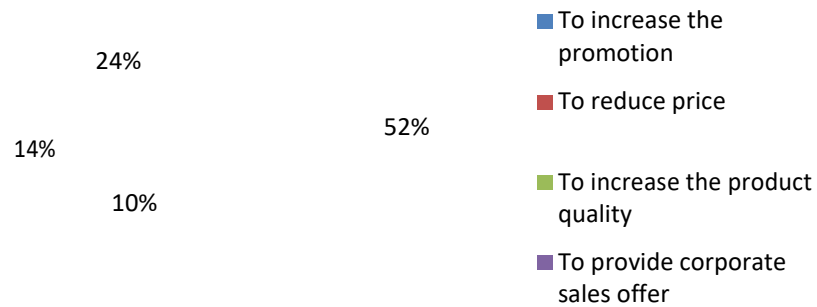


above graph. We see that Trade offer 28%, Dealer offer 34% and Corporate offer 38%.

To increase the consumer demand on this product, what kind of development do you suggest?

To increase the promotion	20
To reduce price	4
TO increase the product quality	6
To provide Dealer sales offer	10

To increase the consumer demand on this product, what kind of development do you suggest



Interpretation: From the above graph. I see that to increase the promotion 52%, to reduce price 10%, to increase the product 14%, to increase the product quality 14% and to provide Dealer sales offer 24%.

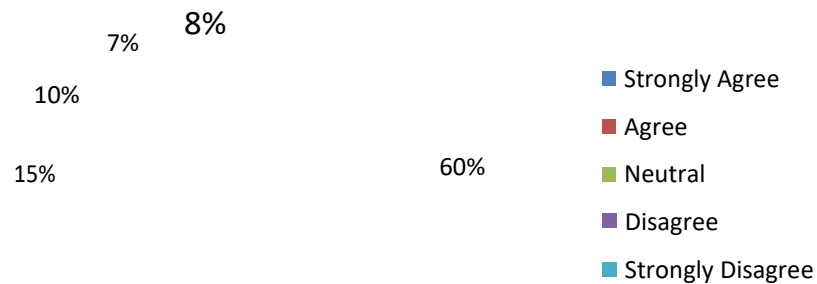
If you construct a multi complex market would you prefer MetroCem cement?

Yes	30
No	10

Advertising can increase the brand image of MetroCem cement.

Strongly Agree	24
Agree	6
Neutral	4
Disagree	3
Strongly Disagree	3

Advertising can increase the brand image of MetroCem cement.



Interpretation: From the above graph, 60% respondents are strongly agree and 15% agree.

Comment: So, it can be said promotional strategies have a great role to increase the brand image of Metrocem cement.

In maturity stage, the ways of advertising are effective to promote this brand



Interpretation: From the above graph, 50% respondents are strongly agree, 15% respondents are agree, 15% respondents are Neutral, 10% respondents Disagree and 10% respondents are Strongly disagreed.

Comment: So it can be said, this can be created because of push factor.

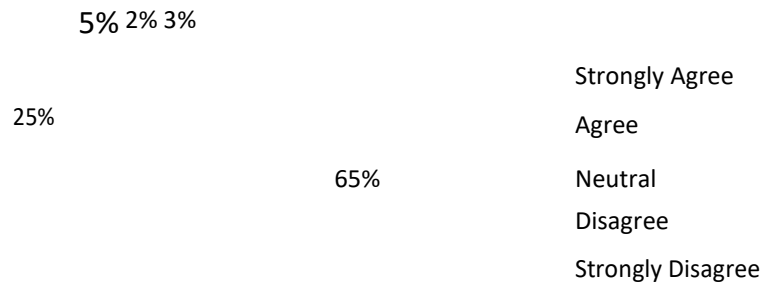
The 30 days Credits offer is so much effective to increase the sales volume.

Strongly Agree	17
Agree	8
Neutral	7

The promotional activities can help to make this brand as the number in Bangladesh.

Strongly Agree	26
Agree	10
Neutral	2
Disagree	1
Strongly Disagree	1

The promotional activities can help to make this brand as the number in Bangladesh



Interpretation: From the above graph, 65% respondents are strongly agree, 25% respondents are agree, 5% respondents are Neutral, 2% respondents Disagree and 3% respondents are Strongly disagreed.

Chapter-Seven

**FINDINGS, CONCLUSION
& RECOMMENDATION**

Major Findings

After analyzing the data the following findings have been sort out:

Metro cem cement come at first in your mind when you purchase Cement.

- Most of the customer said that Advertising can increase the brand image of Metro Cem cement.
- Most of the customers think that Print Media advertising is effective to attract the customer.
- Most of the customers think that Social networking websites are helpful to increase the brand image of Metro Cem cement.
- Most of the customers think that packaging is so much effective to increase the sales volume.
- Most of the customers think that TV media prefer for good advertising.
- The customers are so much attractive on billboard presentation. 56% respondents are strongly agreed with this.

Recommendation

The following are the recommendations against major findings:

- The promotional activities can help to make this brand as the number in Bangladesh. So I think that metro cement must improve this sector.
- Most of the customer does not know about the media sector of Metro cem Cement. I think that if media sector strongly capture the company image & sells must be increase.
- Social networking is a big factor in any business sector. But Metro cem Cement Company's social networking is so weak. If companies try to improve social networking then company must benefit.
- It is necessary to advertise on Metro cem Cement on print media.

Conclusion

Bond Industry is a moderately quickly developing industry and it is creating in pace with

expanding building and development exercises. There is a basic rivalry in the market. As of now in Bangladesh, supply of bond is higher than interest. As bond is a mechanical item, reference bunch is essential for its deal. Metro cem Cement should keep a nearby eye to create new thoughts for reference bunches alongside clients and clients for its better development. Metro cem Cement should keep on influencing extra ventures to further to growing the inclusion and expanding the limit of its system. Track and Real bequest part should be spread everywhere throughout the nation not simply in huge urban areas. This will be better for shoppers and also producers as a result of expanding request. The organization is resolved to give quality administration all over Bangladesh and render towards having a fulfilled gathering of clients. This industry guarantees to manufacture individuals' homes as well as add to the general improvement of the nation.

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