



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

“Study on dealer perception towards penna cement-
special reference to Bhubaneswar market”

SUBMITTED BY

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MBA Batch: 2022-24

University Regn. No : 2206258054

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DECLARATION

I am **Sriyash Dora**, a Bonfire Student of BIITM, pursuing MBA, do hereby declare that the study entitled “**Study on dealer perception towards penna cement-special reference to Bhubaneswar market**”. is my authentic work, I have completed my study under the guidance of **Prof. Dr. Dhananjay Beura (Professor of Marketing)** BIITM, Bhubaneswar and **Mr. Arvind Mohanty, Deputy General Manager (Penna cement Industries Pvt. Ltd)**, Bhubaneswar.

All the data furnished in this project report are authentic and genuine and this report neither full nor in part has ever been submitted for award of any other degree to either this university or any other university.

Sriyash Dora MBA
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BIITM, Bhubaneswar, Odisha

CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Mr. Sriyash Dora**, bearing university registration no.2206258054 of 2022-24 batch, has completed his/her summer internship at Penna Cement Industries Limited. from 1st September 2023 to 30th September 2023 under the supervision of Mr. Arvind Mohanty Deputy General Manager (Penna cement Industries Pvt Ltd) and has submitted this project report under my guidance in partial fulfillment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:
Place: Bhubaneswar

Signature of the Internal Guide
Name: Prof. Dr. Dhananjay Beura

(Marketing)

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would like to thank the entire Management of Penna Cement for giving me the wonderful opportunity to work on a 30 Days internship project in their esteemed organization. I am highly obliged to Mr.Arvind Mohanty, Deputy General Manager (Penna Cement Industries Pvt Ltd), for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

I would like to thank my project faculty guide Asst. Prof. Dr. Dhananjay Beura , BIITM Bhubaneswar for his constant follow-up, support, encouragement and guidance to complete this project within the allotted time frame.

Preface

It is a great opportunity for me to pursue my MBA in BIITM under BPUT, Rourkela, Odisha in the accomplishment of summer internship program, I am submitting a report on **“Study on dealer perception towards Penna cement-special reference to Bhubaneswar market”**. Subject to the limitation of time, efforts and resources every possible attempt has been made to study the matter deeply. The whole project is measured through the questionnaire, the data further analyzed and interpreted and the result was obtained. The purpose of this report is to give a brief idea about what has been done in the summer training. This report comprises of various things and knowledge I have got during my summer internship at Penna Cement. The objectives of preparing this report are as follows:

- To know the Brand Popularity and Service provide by company in Market .
- To analyze the competitors of value & variety irrespective to different parameters.
- To know factors or the parameter that affect the buying behavior of the customer.

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CHAPTER- 1

- **Introduction**
- **Objective of study**
- **Scope of study**
- **Methodology**

INTRODUCTION:

The cement market stands as a cornerstone of the global construction industry, serving as a fundamental building block for infrastructure and development projects worldwide. Understanding the dynamic nature of this market is imperative for industry participants, investors, and policymakers seeking to navigate its complexities and capitalize on emerging opportunities. The intricate interplay of various economic, technological, environmental, and regulatory factors shapes the cement market, necessitating a comprehensive grasp of its dynamics to foster sustainable growth and competitive advantage.

The cement market's dynamics are further influenced by regional disparities, where variations in infrastructure demands, construction activities, and governmental policies contribute to distinct market behaviors across different geographical segments. Emerging economies undergoing rapid urbanization and infrastructure development exhibit a robust demand for cement, while developed markets are progressively prioritizing eco-friendly cement solutions to meet sustainability targets. Understanding these regional differentiation is vital for stakeholders to tailor their market strategies and seize growth opportunities specific to each geographical area.

The project was carried out for knowing prevailing market conditions of different Cement dealer in Bhubaneswar region.

The project was carried out in the market of different areas Bhubaneswar and Puri of State Odisha. There are many market players in Cement industry. They are Ultra tech Cement, Dalmia Cement, Ramco Cement, Shree Cement etc.

The information about the market was gathered by visiting the various dealers and stores.

While doing the project attempt was made to get the maximum information about the various Cement Dealers. To get the actual factor which affect them to sell them Cement in market.

Most of the time was spent in travelling for one dealer who was reluctant to give the

information, as they do not want to discuss their business method. There were some dealers who do not provide the relevant information.

After collecting the detailed information about the customers is done. In the analysis the observations recorded during the project were carefully analyzed and the results are prepared. The findings and result of the project work are given at the later stage in the report.

Marketing is communication process that has the purpose of individuals or groups-that directly or indirectly able to purchase - aware of products and services that may satisfy their existing or newly- identified need and wants.

Therefore company instead of using complaints level as measure of factors influencing consumer to buy the product. The questionnaire has been made to a random sample of their recent consumers.

To find out which type of cement brand mostly dealer prefer and according to that company performance is being judged,

The dealers are being asked the questions that what type of cement they sell to the customer and at every satisfaction point the factor influencing them to go more of it.

There are dealers who are very much loyal with the one brand because they have created a mindset to buy the product because that brand give the most profitability and a optimizing credit period. Brand popularity also affect the various area for recommending people for more selling.

OBJECTIVE OF THE STUDY:

Business objectives are something, which a business organization wants to achieve accomplish over a specified period of time. It is generally believed that a business has a single objective, that is, to make profit and safeguard the interests of its owners. However, no business can ignore the “To Study the satisfaction level of cement dealers and consumer in Bhubaneswar & Puri Market” interests of its employees, customers as well as the interest of society as a whole. Business objectives also need to be aimed at contributing to national goals and aspirations as well as towards international well-being.

- To know the parameters which influence the buying behaviour of the consumers in respect to cement.
- To Study the level of dealer’s satisfaction.
- To understand the perceptions of consumers for purchasing a particular brand.
- To analyze the factors that affects the dealer’s preference in dealing with cement.

SCOPE OF STUDY:

- To acquire insights into the opinions of customer base.
- Track the perception of the competition and understand how people view them.
- Gain an accurate understanding of how your brand is perceived in the ecosystem.
- Create new marketing strategies based on the relative success of other campaigns.
- Track ecosystem evolution as time moves forward and different brands repositioning.
- To judge unscrupulously the exact level of shopkeeper’s satisfaction.

METHODOLOGY OF THE STUDY:

- **RESEARCH**

It is unbiased, unstructured and sequential method of enquiry directed towards a clear objective. This enquiry may lead to validate the existing postulates or arriving at new theories or models.

- **RESEARCH DESIGN**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the researcher purpose with economy in procedure. Research design is of different types. In my present study, the research design adopted is exploratory for which a well-structured questionnaire is framed and data is collected from the employees in Penna Cement, Bhubaneswar.

- **DATA SOURCE**

There are two types of data collection namely primary data collection and secondary data collection.

- **Primary Data**

The primary data defined as the data, which is collected for the first time, and fresh in nature, and happen to be original in character through field survey. There are some methods that adopted for collecting primary data which includes:

- Questionnaire
- Interview

- Observation

● **Secondary Data**

The secondary data are those which have already been collected by someone else and have been passed through statistical process. The secondary data for this study are already available in the firm's internal record, annual reports, and company websites.

SAMPLE SELECTION:

Places I visited for Market Data Collection

Sample was collected from different dealer of Puri and Bhubaneswar with a positive bias way. Total sample collected is 100 .

CHAPTER-2

- **Company Profile**
- **Swot Analysis of Industry**

COMPANY PROFILE:

Our Company



Penna Cement Industries Limited (Penna Cement) is the flagship of the Penna Group, one of the largest privately held conglomerates in India. Founded in 1991, Penna Cement is a leading cement manufacturer in South India by volumes, with an installed capacity of 10 Mn MTPA, Waste Heat Recovery (WHR) of 17 MW and thermal power of 77 MW. Following the completion of capacity expansions currently underway, our installed cement capacity will reach 16.50 Mn MTPA by FY 2020-21. Our four integrated manufacturing plants and two grinding units are equipped with state-of-the-art technology, which enabled us to deliver quality products to our diverse customer base – homeowners, real estate developers, government agencies and global construction majors. We produce three types of cement — Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC) and Portland Slag Cement (PSC) — which enjoy significant presence and strong brand recall in southern and western India. Our team of more than 1,200 enterprising employees helps us in achieving our growth objectives and drive our mission of creating value for stakeholders.

Over the last two decades, we have grown organically by developing in-house expertise and capabilities, across the entire value chain in the cement industry. All our cement plants are equipped with state-of-the-art technology, enabling the company to deliver the superior quality products.

Our Vision

Our Vision is to create sustainable value & growth for all stakeholders

Our Mission

Our Mission is to create energized, competitive, innovative and a winning environment for all

stakeholders

Our Values

Focus on Customer | Act with Integrity | Nurture Employees | Pursue Excellence | Care for Safety | Care for Community

Building Quality Relationships

At Penna Cement, we believe that the long-term success of the company is not only closely linked to building long-term relationships with its customers but also dependent on successful relationships with all its stakeholders.

We listen to our customers to deliver the solutions that work for them. We treat our vendors as our partners. We train our employees to do business with integrity and a lot of humility.

We contribute to our local communities by providing them with quality healthcare, education and infrastructure. We minimise our impact on the environment by doing what's right, not what's easy. We believe in 'Building Quality Relationships'.

OUR PRODUCTS ARE:

- **Penna Power-PPC Cement**
- **Penna Suraksha-PSC Cement**
- **Penna Premium**
- **Penna Concrete Guard**



SWOT Analysis of Cement Industry:-

To plan marketing and management strategies for businesses, it is important to perform a situations analysis. One such analysis, a SWOT analysis, examines "strengths, weaknesses, opportunities and threats" within a particular business or field. The cement industry is an example of a field for which a SWOT analysis would enhance marketing and management strategies.

Strengths :

The cement industry has many advantages to be considered. Cement is, literally, the building block of the construction industry. Almost every building constructed relies on cement for its foundation. The cement business is a \$10 billion industry, measured by annual cement shipments. There is also a strong reputation behind the cement industry. Cement is a solid material and consumers rarely have complaints about the product. Regional distribution plants have also made cement widely available to any type of buyer.

Weaknesses :

The cement industry is not without its drawbacks. The cement industry relies on construction jobs to create a profit. But the cement industry heavily relies on weather. About two-thirds of cement production takes place between May and October. Cement producers often use the winter months to produce and stockpile cement, to meet demand. Another weakness is the cost of transport; the cost of transporting cement is high and this keeps cement from being profitable over long distances. In other words, shipping cement costs more than the profit from selling it.

Opportunities :

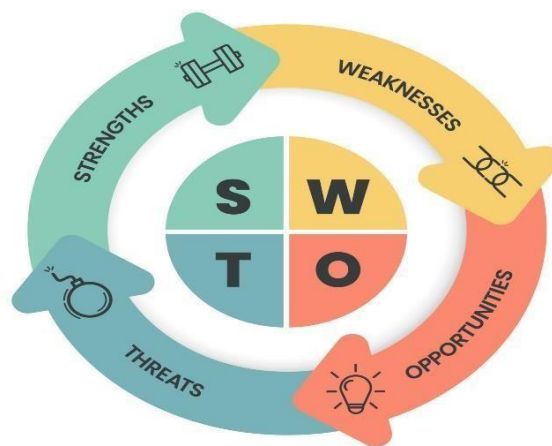
The cement industries have opportunities as well. One such opportunity is the cement industry's efficiency. The cement industry has recently streamlined its production efforts, using dry manufacturing instead of wet, which is heavier and more time-consuming. The cement industry has also invested about \$6 billion in expansion efforts to meet unmet cement

needs. Projections show that by 2012, the cement industry will have 25 percent more production capabilities.

Threats:

The nature of the economy has uncovered a number of threats to the cement industry. The cement industry greatly relies on construction. The current economy has lessened the number of construction jobs, which in turn hurts the cement industry. The cement industry controls the majority of the United States market, but not all of it. About 11.5 metric tons of cement is imported annually to support the unmet need. If other countries can produce and ship cement for a reduced price, the U.S. cement industry is in danger. The U.S. government is also attempting to regulate the cement industry's waste. The Environmental Protection Agency has introduced regulations for the cement industry to cut down emissions.

SWOT ANALYSIS OF PENNA CEMENT:-



Penna Cement is a well-established and profitable company with a strong brand presence in South India. The company has efficient operations and a wide distribution network. However, it has limited presence in North India and is highly dependent on regional markets. The company is also exposed to fluctuations in raw material costs and faces stiff competition from new and established players. Penna Cement can capitalize on the growing demand for cement in India and the government's focus on infrastructure development by expanding its capacity

and presence in new markets. The company can also develop new products and services to meet the changing needs of its customers. However, the company needs to be mindful of the economic slowdown, rising competition, environmental regulations, and import of cement from low cost countries.

Strengths

- Strong brand presence in South India
- Market leader in the region
- Efficient and cost-effective operations
- Wide distribution network
- Experienced and qualified management team

Weaknesses

- Limited presence in North India
- High dependence on regional markets
- Exposure to fluctuations in raw material costs
- Competitive landscape

Opportunities

- Growing demand for cement in India
- Government's focus on infrastructure development
- Expansion into new markets
- Development of new products and services

Threats

- Economic slowdown
- Rising competition from new and established players
- Environmental regulations
- Import of cement from low-cost countries

INDUSTRY ANALYSIS :

The Indian cement industry is the second-largest in the world, with a production capacity of over 545 million tonnes per year. The industry is dominated by domestic players, with the top 10 companies accounting for over 60% of the market share.

The Indian cement industry is expected to grow at a CAGR of 4.94% during the period 2023-2028. The key factors driving the growth of the industry include:

- Rising government investments in infrastructure projects
- Ongoing innovations in cement production techniques
- Increasing awareness of environmental concerns and regulations related to carbon emissions and sustainability
- Growing demand for cement from the residential and commercial construction sectors.

However, the industry also faces some challenges, such as:

- High dependence on regional markets
- Exposure to fluctuations in raw material costs
- Competitive landscape

Key trends in the Indian cement industry

- **Sustainability:** Indian cement companies are increasingly focusing on sustainability initiatives, such as reducing carbon emissions and using renewable energy sources.
- **Product innovation:** Companies are developing new cement products with enhanced properties, such as higher strength and durability.
- **Digital transformation:** Companies are adopting digital technologies to improve their operations and customer service.

Opportunities for the Indian cement industry

- **Government investments in infrastructure:** The Indian government is planning to invest heavily in infrastructure development over the next few years. This will create a strong demand for cement.
- **Rising urbanization and industrialization:** India is urbanizing rapidly. This is leading to an increase in the demand for cement for construction purposes.
- **Increasing demand for affordable housing:** The Indian government is focused on increasing the supply of affordable housing. This will create further demand for cement.

Challenges for the Indian cement industry

- **High raw material costs:** The cost of raw materials, such as limestone and coal, accounts for a significant portion of the cost of cement production. Any increase in the cost of these raw materials can impact the profitability of cement companies.
- **Competition from imported cement:** India imports a small quantity of cement from other countries. This imported cement is often cheaper than domestic cement, which can pose a challenge to Indian cement companies.
- **Environmental regulations:** The Indian government has implemented various environmental regulations to reduce carbon emissions and other pollutants from the cement industry. These regulations can increase the cost of cement production.

CHAPTER -3

- **Competitors**

Competitors Of Penna Cement:-

ACC Cement :

ACC Limited was incorporated in the year 1936. The house of Tata was intimately associated with ACC right from the beginning. Between the years 1999 and 2000, the Tata group sold all its shareholding in ACC in three stages to subsidiary companies of Gujarat Ambuja Cements Ltd (GACL). Later a new association was forged between ACC and Holcim group of Switzerland in 2005. The company has won PHDCCI's good Corporate Citizen Award for the year 2001-02 and bagged the Enterprise Excellence Award for the year 2002-03 from the Indian Institute of Industrial Engineers. ACC is the largest player in the Indian cement industry with 12% market share and an installed capacity of 20.02 mtpa spread across all the five regions.

Key Points:

- It has a wide range of products, such as OPC, PPC, PSC, and specialty cements.
- It has a strong distribution network, with over 50,000 dealers and retailers across the country.
- It has a state-of-the-art manufacturing process, with 17 cement plants and 90 ready-mix concrete plants.
- It has a strong focus on sustainability, with initiatives such as green building centres, water conservation, and waste management.
- It has a rich history of innovation, with products such as ACC Gold, ACC F2R, and ACC Suraksha.

ACC Cement is a major player in the Indian cement industry and plays a vital role in the country's economic development. The company is well-positioned for future growth, given the government's focus on infrastructure development and the growing demand for housing.

ULTRATECH CEMENT:

UltraTech Cement Ltd (Formerly UltraTech Cement Ltd) is a subsidiary of Grasim Industries Ltd, the flagship company of the Aditya Birla Group. UltraTech Cemco was formed to carry on the cement business hitherto carried on by Larsen and Toubro. The cement division of L & T came to UltraTech Cemco effective from 24th August 2004. The company was incorporated in the year 2000. Ultratech Cemco is the second largest in the Indian Cement industry by capacity.

Key Points:

- It has a diversified product portfolio, ranging from ordinary Portland cement to white cement, ready-mix concrete, and building products.
- It has a strong presence across the country, with 23 integrated plants, 26 grinding units, and 7 bulk terminals.
- It has a robust distribution network, with over 100,000 dealers and retailers, and a fleet of more than 10,000 trucks.
- It has a focus on sustainability, with initiatives such as water conservation, waste management, renewable energy, and carbon footprint reduction.
- It has a track record of innovation, with products such as Ultratech Weather Plus, Ultratech Super Stucco, and Ultratech Concrete Lite.

Dalmia Cement:

Dalmia Cement (Bharat) Limited is one of the leading cement companies in India. It was incorporated in 1939 and is headquartered in New Delhi. Dalmia Cement is a part of Dalmia Bharat Limited, a diversified conglomerate with interests in cement, sugar, refractories, and power. Dalmia Cement has a significant presence in India, with 15 cement plants and grinding units across 10 states. The company has a manufacturing capacity of 43.7 million

tonnes per annum (MTPA).

Dalmia Cement produces a wide range of cement products, including ordinary Portland cement, Portland pozzolana cement, blended cement, and white cement. The company also produces specialty cements, such as rapid hardening cement, sulphate resisting cement, and low alkali cement.

Dalmia Cement is a leading player in the Indian cement industry and is known for its strong brand presence, high-quality products, and efficient operations. The company is also committed to sustainable development and has adopted a number of green initiatives in its manufacturing and operations.

Key points:

- Dalmia cement is one of the leading cement manufacturers in India, with a presence in 22 states and a capacity of 29 million tonnes per annum.
- Dalmia cement offers a range of products for different applications, such as OPC, PPC, PSC, composite cement, and specialty cements.
- Dalmia cement is committed to sustainability and environmental responsibility, with initiatives such as carbon negative cement, water positive operations, and waste heat recovery systems.
- Dalmia cement has been recognized for its quality and performance by various awards and certifications, such as the National Quality Award, the Green Pro certification, and the CII-ITC Sustainability Award.

MAHA CEMENT:

Maha Cement is a brand of cement manufactured by My Home Industries, a joint venture between CRH plc and My Home Group. Maha Cement was established in 1998 and has grown to become one of the leading producers of cement in South India. Maha Cement offers a range of products for various applications, such as ordinary portland cement, portland pozzolana cement, portland slag cement, and blended cements. Maha Cement is known for its

quality, consistency, and customer satisfaction.

Key Points:

- Maha Cement is a leading cement manufacturer in India, with a production capacity of 10 million tonnes per annum.
- Maha Cement has various brands under its name, such as Maha OPC, Maha PPC, Maha Solid, Maha HD+ and Maha PSC, to suit different construction needs and standards.
- Maha Cement is marketed through a wide network of 5000+ dealers and has a presence in 10 states across the country. It also exports cement and clinker to Sri Lanka and Bangladesh.
- Maha Cement is part of My Home Group, a 4000cr business conglomerate headquartered at Hyderabad. It has a joint venture with CRH Plc Ireland, an international leader in building materials.
- Maha Cement is committed to innovation, quality, customer satisfaction and social responsibility. It has received various awards and certifications for its excellence in the cement industry.



(fig-1)

CHAPTER - 4

- **Customer Analysis of cement Market**

Introduction to Customer Analysis For Cement Market

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs.

Customer analysis can be broken down into a behavioral profile (why your product matches a customer's lifestyle) and a demographic profile (describing a customer's demographic attributes).

A customer profile is a simple tool that can help business better understand current and potential customers, so they can increase sales and grow their business. Customer profiles are a collection of information about customers that help determine why people buy or don't buy a product. Customer profiles can also help develop targeted marketing plans and help ensure that products meet the needs of their intended audience.

Significance of Customer Satisfaction Research

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiation and increasingly has become a key element of business strategy. Customer satisfaction not only to create loyalty among the customers but it increases the goodwill of the company by uplifting the market value of the brand. Customer researches are conducted to answer the basic questions like

- **How likely are you to recommend us to others?**
- **What do they like most about our product ?**
- **What is our customer service?**

It examines the taste, preferences and the attitude of the customers. Mostly it tends to become qualitative motivational research of customer behavior.

By conducting such researches the company can minimize its defects in the field of production and can deliver high quality of services in relation to its competitors. Such researches can be carried by conducting surveys through interviews and questionnaire methods. These questionnaire methods form a path of getting the customers positive and negative feedback. The company can then respond to feedback and can retain the existing customers as well preventing them from shifting to other brands.

A customer complaint could be the insight you have been seeking to learn why a certain product isn't moving. It can also be an indicator of personnel problems. If a customer mentions that an item does not work properly, you can research and try to recreate the problem, potentially finding a fix that will increase sales. A customer's complaint about an employee's lack of knowledge may reveal a need for more extensive training, while a grievance about poor customer service provides the chance to address it with your staff. By doing so it creates confidence among the customers, leading to word-to-mouth publicity which is more effective rather than t.v. commercials

Behavioral Analysis (Customer Buying Criteria)

The customer buying criteria in the cement market are influenced by several factors, such as the quality, price, availability, and environmental impact of the product. Customers typically look for cement that meets their specific requirements for strength, durability, workability, and aesthetics. Some customers may also prefer cement that has lower carbon emissions or uses recycled materials, as these can enhance their reputation and reduce their environmental

footprint. The cement market is highly competitive and fragmented, with many suppliers offering different types of cement for various applications. Therefore, customers need to evaluate the performance, reliability, and service of the suppliers, as well as their ability to provide customized solutions and technical support. Customers may also consider the location and logistics of the suppliers, as these can affect the delivery time and cost of the cement.

Behavioural Analysis (Purchase Process and Patterns)

The purchase pattern of customer for cement market depends on various factors, such as:

- The type and quality of cement required for different construction projects .
- The price and availability of cement in different regions and seasons
- The customer loyalty and satisfaction with the cement brands and suppliers
- The environmental and social impact of cement production and consumption
- Some of the trends observed in the purchase pattern of customer for cement market are:
- An increasing demand for blended and low-carbon cements that reduce greenhouse gas emissions and energy consumption
- A growing preference for online platforms and digital solutions that offer convenience, transparency and customization
- A rising awareness and adoption of green building practices and standards that promote sustainability and resilience

- A shifting demand from rural to urban areas due to rapid urbanization and infrastructure development

Customer Demographics

The second major component in customer analysis is identifying target market segments that are predisposed to preferring your products over those of your competitors. A market segment is a sub-set of a market made up of people or organizations with one or more characteristics that cause them to demand similar product and/or services based on qualities of those products such as price or function. A marketing program aimed at individual segments needs to understand and capitalize on the group's differences and use them strategically in all advertising campaigns. Typical questions to ask when determining the demographics of the target market include:

- What are the main segments of the cement market based on product type, application, end-user, and region?
- What are the size, share, growth, and trends of each segment and sub-segment in the cement market?
- What are the key drivers and challenges affecting the demand and supply of cement in different regions and countries?
- What are the competitive landscape and strategies of the major players in the cement market?
- What are the opportunities and threats for new entrants and existing players in the cement market?
- How are the environmental, social, and regulatory factors influencing the cement market?
- What are the consumer preferences and behaviors regarding cement products

and services?

- How are the technological innovations and advancements impacting the cement market?

Target market segment having a well-defined set of demographic factors, marketing will be able to identify the best channels to reach these specific demographic segments.

CHAPTER-5

- **Actual Work Done**
- **Data Analysis & Interpretation**

Actual Work Done:

- Got the knowledge about different locations of the stores & dealers.
- Got the knowledge about different kind of cements.
- Collecting and analyzing data on the supply and demand of cement in various area.
- Got the knowledge about dealer perception about Cement Company.
- Got to know about various brand & pieces of cement.
- Identifying the key drivers, trends, opportunities and challenges for the cement industry.

Factors to be Considered:

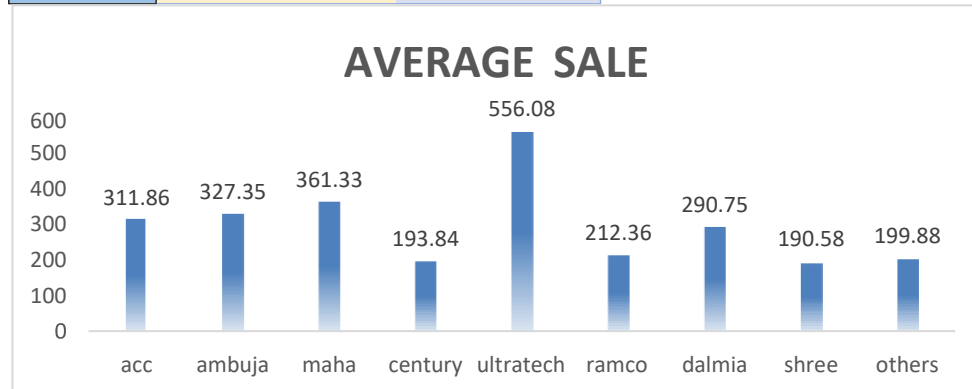
1. Credit period
2. Profitability
3. Brand popularity
4. Responsive to price change
5. Documentation in time
6. Consistency
7. Complain handling

DATA ANALYSIS & INTERPRETATION:

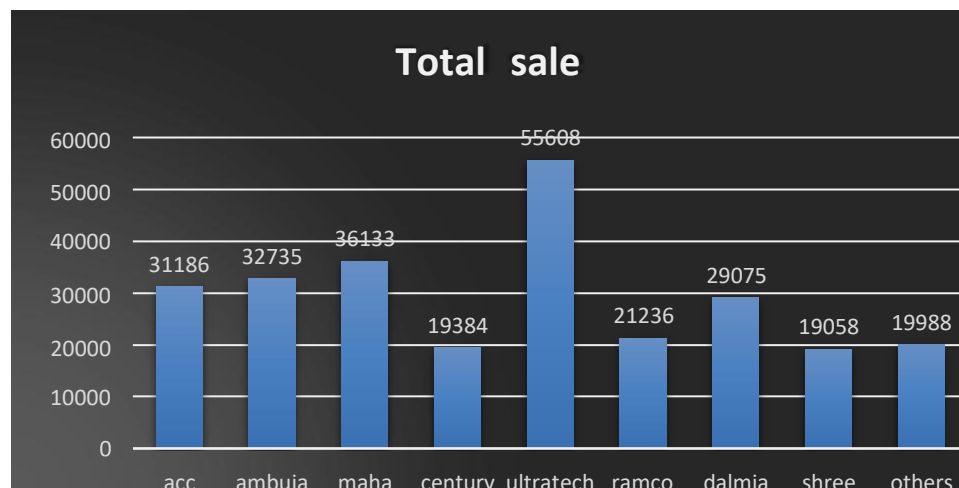
Finding and Outcomes :

Company	Average sale	Total sale
acc	311.86	31497.86
ambuja	330.59	33389.59
maha	375.21	37896.21
century	193.94	19587.94
ultratech	525.1	53035.1
ramco	235.77	23812.77

dalmia	241.73	24414.73
shree	195.53	19748.53
others	199.88	20187.88



(fig-2)



(fig-3)

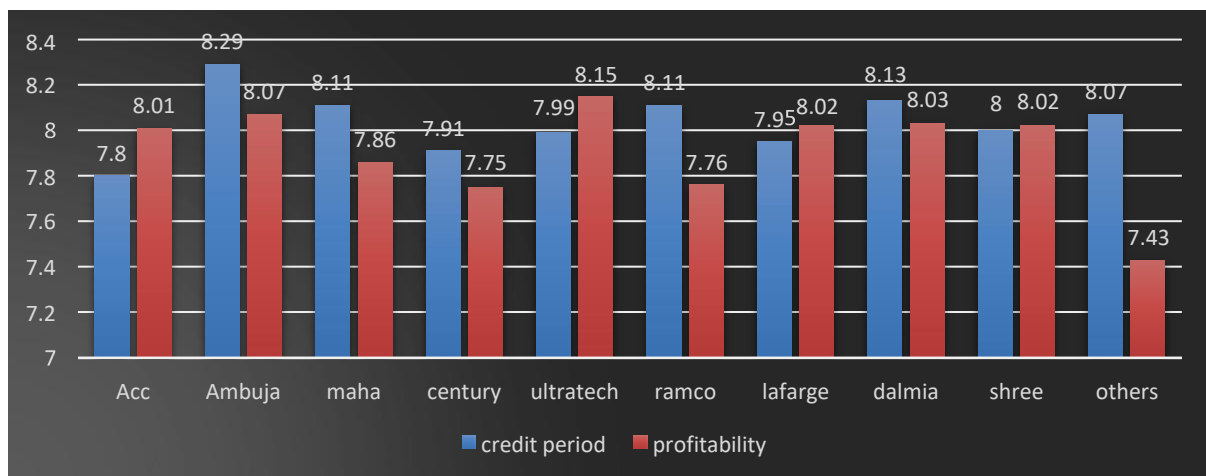
The above data I collected from 100 different dealers to know the average selling of a different brand in change in area .

The total quantity of selling cement a particular brand from every single store and the average rate of that brand selling in the area of Puri and Bhubaneswar.

From the above (graph-1) it can be interpreted that the Ultratech cement is most selling from dealer to customer as the rating is higher than other.

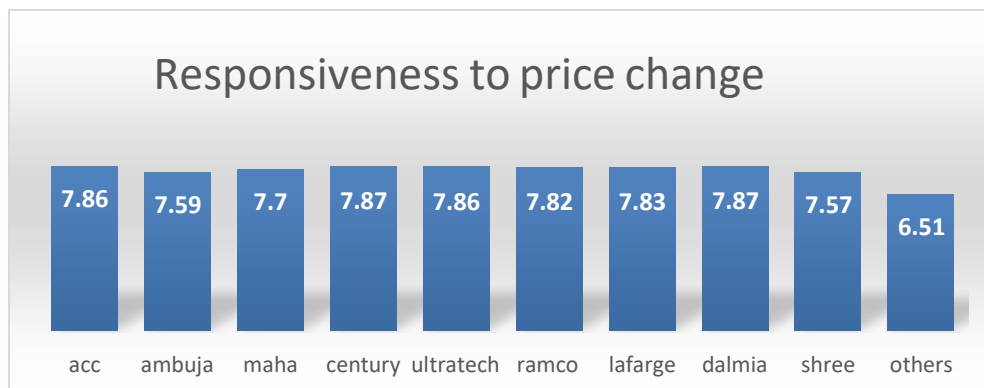
Credit Period and Profitability

Brand	credit period	profitability
Acc	7.8	8.01
Ambuja	8.29	8.07
maha	8.11	7.86
century	7.91	7.75
ultratech	7.99	8.15
ramco	8.11	7.76
lafarge	7.95	8.02
dalmia	8.13	8.03
shree	8	8.02
others	8.07	7.43



Responsive to Price Change:

Company	Responsiveness to price change
acc	7.86
ambuja	7.59
maha	7.7
century	7.87
ultratech	7.86
ramco	7.82
lafarge	7.83
dalmia	7.87
shree	7.57
others	6.51

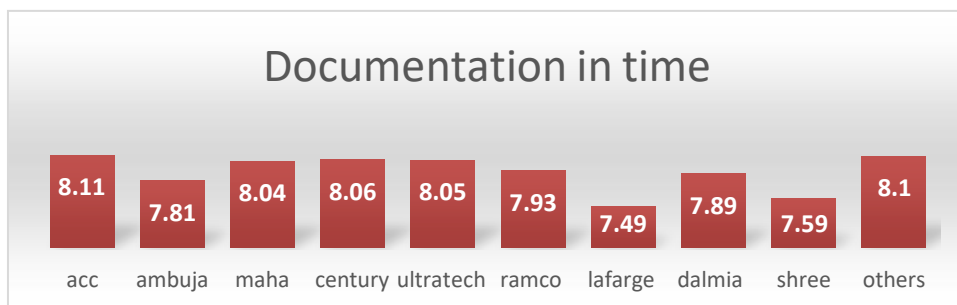


(fig-4)

fig-4 Shows the change in price in daily Period. All brand provide the same price segment product in this competitive market.

Documentation in time:

Company	Documentation in time
acc	8.11
ambuja	7.81
maha	8.04
century	8.06
ultratech	8.05
ramco	7.93
lafarge	7.49
dalmia	7.89
shree	7.59
others	8.1

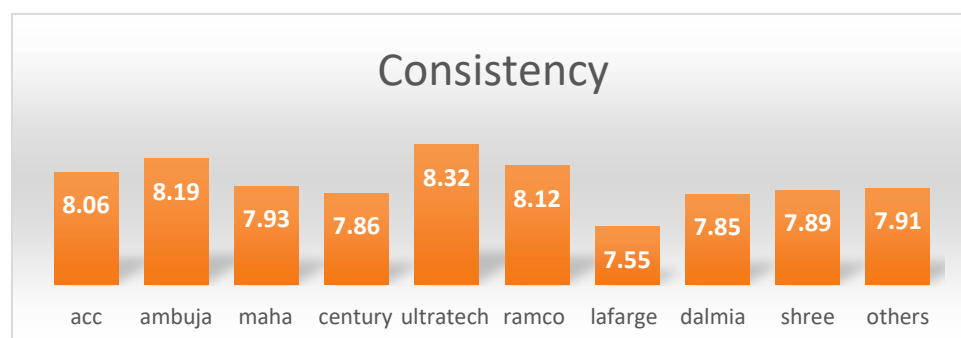


(fig-5)

(fig-5) Shows the how quickly a brand satisfy it's dealer by clearing the documentation in a certain time period.

Consistency:

Company	Consistency
acc	8.06
ambuja	8.19
maha	7.93
century	7.86
ultratech	8.32
ramco	8.12
lafarge	7.55
dalmia	7.85
shree	7.89
others	7.91

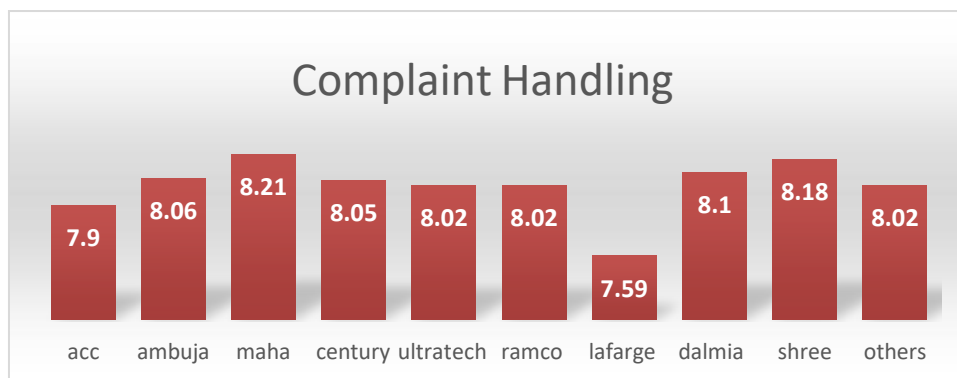


(fig-6)

(fig-6) It shows the Consistency they secure in the market by their inventory management technique.

Complaint handling :

Company	Complaint Handling
acc	7.9
ambuja	8.06
maha	8.21
century	8.05
ultratech	8.02
ramco	8.02
lafarge	7.59
dalmia	8.1
shree	8.18
others	8.02



(fig-7)

(fig-7) Describes the Complaint handling capacity of a brand given by dealer and customer. Complaint handling is main marketing strategy for brand to create a sustainable relationship.

CHAPTER-6

- Conclusion

CONCLUSION:

The cement market is a dynamic and competitive sector that is influenced by various factors such as demand, supply, prices, regulations, environmental issues, and innovation.

The cement industry in India is one of the largest and fastest-growing sectors in the country, contributing significantly to the economy and infrastructure development. The industry is expected to grow at a compound annual growth rate (CAGR) of 12.8% during 2023-2028, reaching a value of US\$ 128.5 billion by 2028.

The cement market in India is highly competitive and fragmented, with the presence of several large and small players. The top five players, namely UltraTech Cement, ACC, Ambuja Cements, Shree Cement, and Dalmia Bharat, accounted for more than 50% of the market share in financial year 2020. These players have expanded their production capacities, They also invested in improving their operational efficiency, product quality, and environmental sustainability.

The cement market in India is also diversified in terms of the types and end uses of cement. The end uses of cement in India include residential, commercial, and industrial sectors, with the residential sector being the largest consumer of cement. The demand for cement in India is expected to increase in the coming years, owing to the rising population, income levels, and urbanization rates, as well as the government's focus on infrastructure development, such as roads, bridges, airports, railways, and ports.

Some tips to increase Cement selling on market :

- Identify the unique features and benefits of your cement brand compared to competitors.
- Highlight the quality, durability and reliability of your cement products and services.
- Showcase the testimonials and reviews from satisfied customers and industry experts.

- Create a compelling value proposition and a clear call to action for potential buyers.
- Use effective marketing channels and strategies to reach your target audience and generate leads.

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ANNEXURE:

CUSTOMER SATISFACTION ON VARIOUS PARAMETERS FOR DIFFERENT BRAND

Dt : _____

1. Firm's Name: _____
2. Dealing with person : _____ age _____
3. Location : _____ phone _____
4. Address : _____

5. Which brands you are dealing in ? Specify the names and average selling per year (IN CASE OTHERS, SPECIFY BRAND NAME).

Qty in MT/bag												
Brand	Apr22	May22	Jun22	Jul22	Aug22	Sep22	Oct22	Nov22	Dec22	Jan23	Feb23	Mar23
ACC												
Ambuja												
Maha												
Century												
Utcl												
Ramco												
Lafarge												
OCL												
RASSI												
OTHER												

6. What is your opinion regarding behavioral pattern of channel member ?

Channel Member Co-operative Indifferent Bad

Dumper holder: _____

C&f agent : _____

Co. official : _____

Transporter : _____

7. please rank the following in scale of 1-10.(higher satisfaction higher mark)

Area	Particulars	Acc	Ambuja	Maha	Century	Ultratech	Ramco	Dalmia	RASSI	Lafarge	others
Profit/margined	Credit period										
	Profitability										
	Incentives										
	Tour										
	Rake arrival benefit										
Co.'s image	Brand popularity										
	Pride of dealing										
Marketing support	Responsiveness to price change										
	Complaint redressal visit frequency										
	Sales promotional visit frequency										
	Market review visit frequency										
	Visiting frequency for maintaining relationship										
	Communication easy										
	Technical officer										
	Technical program										
	Any other marketing support										
Accounts	Documentation in time										
	Clarity of term										
	Clarity of incentive										
	Claim settlement time										
product	Consistency										
	Freshness										
	Colour of cement										
	Compliant handling										
delivery	Lead time										
	Size of delivery										
	Damage/weight										
	Status communication										

Notes: in case of low rating for any brand , ask for expectation and note in back side of page along with brand name.

Similarly in case of high rating for any brand ask for best practice.