



# INCREASING SALES AND CUSTOMER SATISFACTION OF ULTRATECH CEMENT THROUGH DIGITAL MARKETING.

Submitted By  
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## CHAPTER 1 INTRODUCTION

### 1.1 Background of the Study

I am pursuing MBA From Galgotias University and it's a great opportunity for me to making this project . This following Master Thesis has been assigned to me by my advisor Mr. VIVEK KUMAR. I have worked with ULTRATECH CEMENT Mills Ltd for a time span of two months as a researcher; where I had the opportunity to see and learn new things about how a cement company in India operates. This Master Thesis reflects about my in-depth understanding about the various aspects of this company and the cement industry on the whole.

### 1.2 Objectives of the Study

The main objective of this research is to formulate some strategies to develop the product of the ULTRATECH CEMENT Ltd. which is currently trying to boost up their sell. The specific objectives of this study are:

- To provide an inside scenario about the cement industry in India and also suggest some Digital Marketing Strategies.
- To examine the customer preferences that influence on customer satisfaction and set priorities when designing products in cement industry.

### 1.3 Methodology

This report has been completed by taking information from different relevant sources. Some accounts have been taken by observing and working with the company itself. However, this report also consists of a significant amount of data obtained from both primary and secondary sources.

#### 1.3.1 Primary Data

- On the basis of pre-structured questions, the information has been collected through personal interviews from customers of the ULTRATECH CEMENT Ltd. In some cases, Likert's five-point scales was used to measure the respondent's opinion.

- Practical work experience at the different departments of ULTRATECH CEMENT Ltd.
- Discussions and meetings with the employees of ULTRATECH CEMENT Ltd regarding their feelings, opinions and feedback regarding ULTRATECH CEMENT Ltd.
- Interaction with some customers via telephone through which I could capture their perception about the company.

### 1.3.2 Secondary Data

- Financial reports of ULTRATECH CEMENT Ltd.
- Relevant books, Research papers, Newspapers and Journals.
- Internet and various study selected reports.

### 1.4 Limitations of The Study

While working with the company, I faced some limitations in terms of having access to information belonging to the company. As I worked there as a researcher, I did not have access to many documents which prevented me from including up a lot of information details about certain topics of the report. Although I worked in ULTRATECH CEMENT Ltd almost for two months that helped me to know a broader perspective of how the company works, nevertheless I did not get an in-depth understanding and information about every sector of all the departments of the company uniformly. Although I had this limitation, however I have tried my level best to fulfil the objectives of this paper properly.

## CHAPTER 2 LITERATURE REVIEW

### 2.1 Product Features

According to Professor Harry L. Hanson “A product is the sum total of three things – the intrinsic characteristics its materials and construction, its ability to perform – the extrinsic characteristics its packaging, brand or trade mark and the intangibles associated with it”. According to Professor Phillip Kotler, “A product is made up of three parts – tangibles product

– materials and construction, extended product part services and generic product part

-the benefits”. Product features are discrete areas of new and upgraded functionality that deliver value to your customers. You can think of these as little gifts. Broadly, features can refer to capabilities, components, user interface (UI) design, and performance upgrades. Product managers own the product roadmap and what will ultimately be built. Evaluating, defining, and prioritizing features is a large part of the role. Features may also contain other details, such as timing, status, and assignees — but generally you should have an understanding of each of these elements for any given feature:

- Description: The task or action the user needs to accomplish and how the feature serves them.
- User challenge: The pain point or challenge experienced by the user that the feature solves for
- Benefit: The benefit or value provided to the user
- Goal: The broader product goals or measurable objectives that the feature ties to
- Initiative: The high-level effort or theme of work that the feature aligns to

It is important to have a consistent, repeatable method for defining and describing features so you can tie each one back to a key business objective. Otherwise, you can end up with a hodgepodge assortment of new

functionality and enhancements that are not delivering value.

## 2.2 Customer Satisfaction

Customer satisfaction means you have had enough in a good way. When a customer is satisfied by a product or service, it means that particular product or service has fulfilled its consumer's needs or expectations.

Cochran 2003 define customer satisfaction as, "customer satisfaction can mean virtually anything." It can involve a lot of variables such as price, lead time, conformance, responsiveness, reliability and so on and sometimes can be blend of this elements. It can vary industry to industry and service to service and the elements can have importance individually. The variables are what customer thinks about the product or service quality. The organization can control the elements of the product or service they provide, like the quality, the attitude of the sells person, the knowledge of the service person. The organization cannot control the business environment but it can control the elements stated above. The organization cannot control the perception of the customer whether it is based on the fantasy or the unreal. But the perception of the customer is fact for the organization. Vavra 1997 define customer satisfaction in two ways, one is outcome and another is process. The outcomes are the results of the consumption experience and the process is the perception, evaluation and the physical process that leads a customer to the satisfaction.

## 2.3 The Kano Model of Customer Satisfaction and Product Features

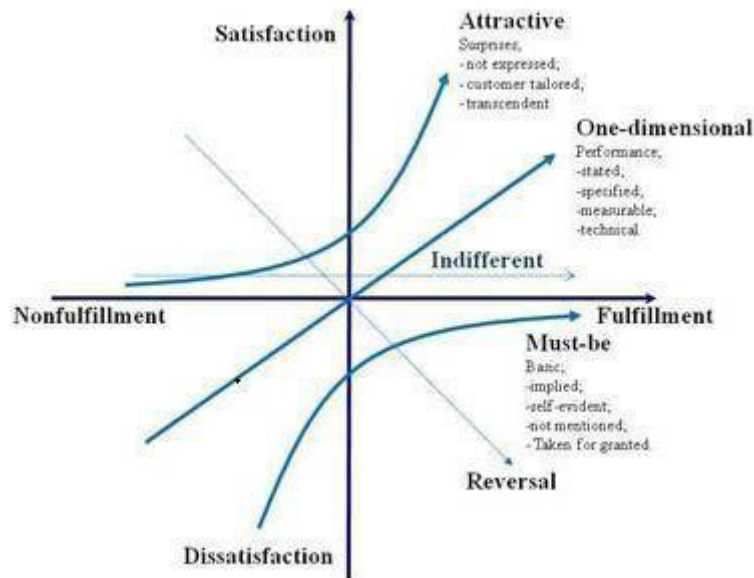
The Kano model of customer satisfaction, proposed by the Japanese professor Noriaki Kano and his colleagues, divides product attributes into three categories: threshold or must be, performance and excitement or delighter (see Figure 3). A competitive product meets basic attributes, maximizes performances attributes and includes as many excitement attributes as possible (Chen & Chuang, 2008; Kano Model Analysis, 2014; Kano et al., 1984; Spool, 2011). The Kano model is used to determine the customer expectations regarding product – it is used for analysing customer needs and determining product requirements. The main focus of customer needs abbreviates from the product quality properties. Customers (or potential customers) are trying to solve an issue or realize an opportunity. However, it is crucial to define a segregation of needs, since we know all the needs are not equal – different customers have different priorities and meanings attached to their needs.

### 2.3.1 History

The Kano model was developed in 1984 by Noriaki Kano and his team. It was formulated to define a model that could categorize and prioritize customer needs and provide the manufacturer with guidelines for product development lifecycle and to provide the customer with on-growing satisfaction when returning for the new line of a product from the same manufacturer.

### 2.3.2 The model

The model itself can be shown graphically as a combination of two axis – the x axis and the y axis, where the x axis defines whether the customer needs were met and to what extent (the x axis can be understood as the products performance or function) and the y axis is the level of customer response to the product: was the customer delighted or disappointed.



### 2.3.3 Categories

#### 2.3.3.1 Must-be Quality

One of the main points of assessment in the Kano model is the threshold attributes. These are basically the features that the product must have in order to meet customer demands. If this attribute is overlooked, the product is simply incomplete. If a new product is not examined using the threshold aspects, it may not be possible to enter the market. This is the first and most important characteristic of the Kano model. The product is being manufactured for some type of consumer base, and therefore this must be a crucial part of product innovation. Threshold attributes are simple components to a product. However, if they are not available, the product will soon leave the market due to dissatisfaction. The attribute is either there or not. An example of a threshold attribute would be a steering wheel in a car. The car is no good if it is not able to be steered.

The threshold attributes are most often seen as a price of entry. Many products have threshold attributes that are overlooked. Since this component of the product is a necessary guideline, many consumers do not judge how advanced a particular feature is. Therefore, many times companies will want to improve the other attributes because consumers remain neutral to changes in the threshold section.

#### 2.3.3.2 One-Dimensional Quality

A performance attribute is defined as a skill, knowledge, ability, or behavioural characteristic that is associated with job performance. Performance attributes are metrics on which a company bases its business aspirations. They have an explicit purpose. Companies priorities their investments, decisions, and efforts and explain their strategies using performance attributes. These strategies can sometimes be recognized through the company's slogans.

Performance attributes are those for which more is better, and a better performance attribute will improve customer satisfaction. Conversely, a weak performance attribute reduces customer satisfaction. When customers discuss their needs, these needs will fall into the performance attributes category. Then these attributes will form the weighted needs against the product concepts that are being evaluated. The price a customer is willing to pay for a product is closely tied to performance attributes. So the higher the performance attribute, the higher the customers will be willing to pay for the product.

Performance attributes also often require a trade-off analysis against cost. As customers start to rate attributes as more and more important, the company has to ask itself, "how much extra they would be willing to pay for this attribute?" And "will the increase in the price for the product for this attribute deter customers from purchasing it." Prioritization matrices can be useful in determining which attributes would provide the greatest returns on customer satisfaction.

### **2.3.3.3 Attractive Quality**

Not only does the Kano model feature performance attributes, but additionally incorporates an "excitement" attribute, as well. Excitement attributes are for the most part unforeseen by the client but may yield paramount satisfaction. Having excitement attributes can only help you, but in some scenarios it is okay to not have them included. The beauty behind an excitement attribute is to spur a potential consumer's imagination, these attributes are used to help the customer discover needs that they've never thought about before. The key behind the Kano model is for the engineer to discover this "unknown need" and enlighten the consumer, to sort of engage that "awe effect." Having concurrent excitement attributes within a product can provide a significant competitive advantage over a rival. In a diverse product assortment, the excitement attributes act as the WOW factors and trigger impulsive wants and needs in the mind of the customer. The more the customer thinks about these amazing new ideas, the more they want it. Out of all the attributes introduced in the Kano model, the excitement ones are the most powerful and have the potential to lead to the highest gross profit margins. Innovation is undisputedly the catalyst in delivering these attributes to customers; you need to be able to distinguish what is an excitement today, because tomorrow it becomes a known feature and the day after it is used throughout the whole world.

### **2.3.3.4 Indifferent Quality**

These attributes refer to aspects that are neither good nor bad, and they do not result in either customer satisfaction or customer dissatisfaction. For example, thickness of the wax coating on a milk carton. This might be key to the design and manufacturing of the carton, but consumers are not even aware of the distinction. It is interesting to identify these attributes in the product in order to suppress them and therefore diminish production costs.

### **2.3.3.5 Reverse Quality**

These attributes refer to a high degree of achievement resulting in dissatisfaction and to the fact that not all customers are alike. For example, some customers prefer high-tech products, while others prefer the basic model of a product and will be dissatisfied if a product has too many extra

### 2.3.4 Use of the Kano Model

The Kano model can be used in different ways, depending on the matter in focus. However, it is crucial to always provide the three category view of the customer regarding the matter in focus. Once it can be used as a model for meeting the features and properties that the product should have, it can be used as a model for defining and benchmarking the product basic quality against other products on the market. The Kano model is sometimes called the ‘two-dimensional quality model’.

The customer sees the Kano model as a simple classification of the products they encounter – they see them as basic, good or excellent products. This is where use of the Kano model becomes complex. When providing a solution to a global market, sometimes the understanding of delight can vary from one location to another, one culture to another, one set of values to another. The second important factor is the definition of delight during the time. As time passes, the sets of features that provide delight changes. So when defining the features and properties from a distance, it is important to understand the “strategic” in the “operational” usage of the Kano model. The “strategic” point of view suggests something like “our product will have excellent design features”, and the more operative approach says something like “this year our dishwashers shall be made in all the colors of the rainbow.”

If the Kano model is utilized as a tool for defining the products and their quality, the understanding of ‘delight’ and ‘must have’ must be permanently and constantly re-defined (see, for example Butori & De Bruyn, 2013). This definition must be relevant to both the market and time in which the product is meant to meet the market. Through doing this efficiently the Kano model is and can be used as a tool for achieving customer loyalty and a perennial, yet steady, growth of new customers wanting to buy the product.

### 2.3.5 Application of the Kano Model

#### Questionnaire

Shanghai Disneyland is a place that aims to provide both entertainment products and services to visitors. In order to determine which types of products and services have a greater influence on customer satisfaction, the Kano model was applied following the steps presented below.

#### 2.3.5.1 Step 1

Step 1 involves surveying target visitors (through questionnaires) about each theme park function through a pair of questions (functional and dysfunctional). Functional questions are asked in a positive way and dysfunctional questions are asked in a negative way. The participants are asked to choose from among five choices for each question. In the case of Shanghai Disneyland, a total of 17 questions regarding four dimensions of the theme park were asked to 63 local residents. An example of a Kano model question used in the questionnaire is presented below.

Functional question: “How would you feel if Shanghai Disneyland provided Chinese food?” Alternatives: I like it / It must be that way / I’m neutral / I can live with it / I dislike it

Dysfunctional question: “How would you feel if Shanghai Disneyland didn’t provide Chinese food?”



Alternatives: I like it / It must be that way / I'm neutral / I can live with it

/ I dislike it

**2.3.5.2 Step 2**

Step 2 is to use the evaluation table (Figure 2) to count and summarize the results. The abbreviations used in the evaluation table represent one-dimensional requirements (O), attractive requirements (A), must-be requirements (M), indifferent requirements (I), questionable requirements (Q) and reverse requirements (R). For instance, if one respondent chose “I like it” for a functional question and answered “I can live with it” for a dysfunctional question, the tested product or service feature would be classified as an attractive requirement (A). For indifferent requirements (I), the customer is neither satisfied nor dissatisfied if the product, service or process is dysfunctional or fully functional with regard to that particular aspect. Questionable requirements (Q) represent results that exhibit contradictory answers. Reverse requirements (R) signify that the product or service feature is not wanted by customers and that they strongly expect the reverse (Elmar Sauerwein, 1996). One- dimensional, must-be and attractive requirements, together with indifferent requirements, are primarily what we are investigating in the Kano model analysis.

Customer Requirements		Dysfunctional				
		1. like	2. must-be	3. neutral	4. live with	5. Dislike
Functional	1. like	Q	A	A	A	O
	2. must-be	R	I	I	I	M
	3. neutral	R	I	I	I	M
	4. live with	R	I	I	I	M
	5. dislike	R	R	R	R	Q

Customer Requirements:

A: attractive, O: one-dimensional, M: must-be, Q: questionable result, R: reverse, and I: indifferent

**Table 1. Kano Evaluation Table**

**2.3.5.3 Step 3**

Step 3 involves determining the category of the evaluated product or service feature according to the answer frequency. Generally, the results are evaluated and interpreted according to the answer frequency. However, if the questions are in-depth or detailed, the results may be distributed. Hence, it is suggested that if  $(O+A+M) > (I+R+Q)$ , the maximum value of (O, A, M) should be adopted. Otherwise, the maximum value of (I, R, Q) should be used [2]. In addition, when the results have the same two frequency requirements, the classification that would have the greatest impact on the product or service should be chosen. The priority order should follow  $M > O > A > I$ .

## CHAPTER 3 HISTORY OF CEMENT INDUSTRIES

### 3.1 Industry History

Cement Industry, a relatively fast growing industry, is developing in pace with increasing building and construction activities. Cement has long been used as a bonding agent to unite particles or to cause one surface to adhere to another. Today hydraulic cements, of which Portland cement is most familiar, when made into a paste with water and aggregate, set and hardens as a result of chemical relations between water and the compounds present in cement. With good hydraulic cement, development of strength is predictable, uniform and relatively rapid.

Historically, India did not depend much on cement. It also does not have enough natural resources for manufacturing it. The base materials traditionally used in house building and other construction required little use of cement. Gradual substitution of traditional building structures or patterns by modern high-rise ones has pushed up the use of cement. However, as the economy continues to remain agro based, construction sectors have not been able to gain momentum and as the infrastructure development is selective, cement remained product of low demand. A faster growth in demand for cement has been observed only since mid-1980s, especially with implementation of large infrastructure projects, increased pace of urbanization, construction of apartment buildings and multi-storeyed shopping complexes in urban areas, and a shift in the taste of moneyed rural people for modern houses.

Private enterprises dominate production and import of cement to cater to the local market. The manufacturing of cement is based on both locally available raw materials and imported clinker. The mills that produce cement from imported clinker are located mostly around Odisha, Chittagong, and Mongla. Local raw material based cement production depends on limestone deposits that lie in St Martins Island, Joypurahat areas and in the deposits in Sylhet. Some plants have the added advantage of being able to meet their needs for gas and clay from deposits close by.

India has adopted EN197- 1:2000 as India Standard, titled BDS EN 197-1:2003. Under this Standard there are 27 products in the family of common cements, which are grouped into five main cement types as follows:

CEM 1	Portland cement
CEM 2	Portland- composite cement
CEM 3	Blast furnace cement
CEM 4	Pozzolanic cement
CEM 5	Composite cement

**Table No. 2 (Main Types of Cement)**

The composition of each of the 27 products under the above five categories (indicating percentages by mass of the main constituents) are given in the table (refer to table 2). As the main constituent (% by mass) along with the strength class is printed on the cement bags, it is not easier for the consumers to select the type of cement that they require.



### 3.2 The Evolving Scenarios of the Cement Industry of India

In the year of 1995, the government first gave permission for establishing cement industries in India. However, this permission was given to the companies without any kind of thorough prior study of the industry. Thus the starting point of the establishment of the cement industry took place without the proper analysis of the demand and supply of cement for the country. Within the span of the next 2 to 3 years, the supply of cement coming into the country faced an expanded capacity of the product. The figures showing this sudden change is given below:

As time went by, the demand of cement increased as infrastructural development projects took place in India. Most of the cement companies back then was import based that brought this product from other countries to meet the demand of their clients in India. However, there were mainly four dominant players in the cement industry in the year 1998 that produced their own cement to meet the demand of their customers. These companies were:

- Meghna Cement (owned by Bashundhara group)
- Eastern Cement (currently known as Seven Horse)
- Chatok Cement (Currently taken over by Heidelberg where the local brand is called Ruby)
- Chittagong Cement (which was initially owned by the government, currently known as Confidence Cement).

In the year 1999, the demand of cement rose to 3 million tonnes suddenly. To meet this demand the existing companies planned to increase their production capacity and more entrepreneurs became interested in venturing their business skills into this sector. Two big companies entered the cement industry in the year 2000 and 2001. Despite the emergence of cement companies in India, the demand of the cement rose significantly, whereas the supply of the cement was insufficient to meet this demand.

Till the year 2002, only one type of cement was available in India which was the clinker based cement. This is known as the Ordinary Portland Cement (OPC) which is made as per the method known as the American Standard Method (ASM). From the year 2002, various types of cements became available in India which helped the cement industry to provide differentiated and improved products to their customers in India. The cement which is widely used from the year 2002 till now is the composite cement which is made by using the method of the European Standard Methods (ESM). The composite cement has many advantages over the clinker based cement. The composite cement consist of cements of different layers which is ideal for building the different types of structures in a building. The different layers of cement have been graded as per the strength provided by the cement. Holcim Black Cement was the first local company who started producing composite cement in India. Currently, most of the companies can be identified as the grinding mills rather than just pure cement companies. Only Chatok (the oldest cement company) and Lafarge are the absolute cement producing companies in the country today. Over the time span of last five years, the growth in the cement industry has been 130%, however the total industrial growth has been 53% in the last one year (FY2009 to FY2010). Currently there are 31 cement companies operating in the cement industry actively. The total production capacity of all the companies for this year is more than 17 million ton and the current Industry Consumption is 12.5 million/annum (refer to table Present & Upcoming Capacity of Running cement

industries in India).

### 3.3 An Overall Industry Analysis

The cement industry came into picture in India during the middle of 1980's as some infrastructural development projects took place. However, the starting point of the cement industry took place began from the year 1995. Within the time span of a decade, the smaller companies shut down while the bigger ones expanded more and more, making a more dominant place for themselves in the market of cement today. The industry which was mainly import based till the year of 1999 to 2000, now not only makes their own cement but also exports their products to countries abroad as well.

The current statistics of demand and supply of cement in India are given below:

Year 2010: Demand of cement = 12.5 m/ton per annum Supply of cement = 18.5 m/tonne per annum

According to some industrialists, it has been forecasted that these statistics are likely to change within the next two years only. The forecasted statistics are as follows:

Year 2012: Demand of Cement/ capacity = 21 million tone Growth Rate= 13 to 14 million tone

Both the demand and the production capacity of cement are likely to increase within the next two years for similar reasons which are prevailing today. Some smaller companies with shut down (just like before) and the gibber companies will expand more and compete with one another vigorously. In addition, the present government of India has allocated a huge amount for the Annual Development Project (ADP) budget for the upcoming infrastructural projects of the government to be located in India. Some of these big projects which are/have undergone agreements are the construction of Padma Bridge, Elevator Express (4 lane roads between Odisha and Chittagong) and the construction of a Power Plant for the India Power Development Board of these projects would create a huge demand for cement in the market in the near future creating more opportunities for these companies to accommodate their increasing production capacities and to earn profits.

By analysing all the information mentioned above, it can be said clearly that in the life cycle of a product (industry in this case), in India; the cement industry is in the growth stage currently. The product life cycle model can help to analyse the different maturity stages of a product or an industry. In the diagram above, it can be seen that the cement industry of India is currently in the Growth stage of the product life cycle. According to this diagram, the facts related to the cement industry of India can be related. At present, the sales of cement are increasing due to an enormous demand for cement in both the local and foreign markets. Moreover, the competitors in this industry are also increasing day by day although some smaller companies are shutting down but the bigger companies are getting bigger and competing with the existing players in the market. There is also a huge prospect for more growth of these companies and the industry itself in the near future. Thus, the product of the company (cement produced by PCML) and also the whole cement industry in India is at the growth stage.

It has been predicted by the analysts of the industry that in the long run; around the year of 2050, concrete /cement structures are likely to be replaced by steel structures. These prediction has been made based on a number of confidential information and also by observing the trends of infrastructural development in other developed and/or developing countries in the world. However, according to them, this prediction does not

pose much threat to the cement companies of the country as there is still a lot of time left in hand and whereas these companies have a long way to go.

### 3.4 Ranking of the Cement Companies

31 cement companies are operating in India. They vary from one another in terms of their production capacities, resources, technological application etc. The names of the top ten cement companies are listed below.

1. Shah Cement
2. Heidelberg Cement (Ruby)
3. Meghna Cement Mills (Bashundhara Group)
4. Holcim BD Ltd
5. Seven Circles Cement Ltd
6. Unique Cement Ltd
7. M.I Cement Factory
8. Lafarge Cement (BD)
9. Premier Cement Mills Ltd
10. Akij Cement Ltd

## CHAPTER 4 ULTRATECH CEMENT LTD

### 4.1 The ULTRATECH CEMENT Ltd

Ultratech Cement, situated opposite to Madras port by the bank of Tamil Nadu, plays a key role in India's development in building a strong foundation for the future. As one of the India's largest and oldest cement manufacturers since its inception in 1998. ULTRATECH CEMENT promises to uphold the highest levels of quality and performance with state of the art technology. DCL manufactured cement meets the ASTM, BS, BDS EN 197-1: 2003 and BIS certifications that ensure world class practices and the highest standards for the cement industry. After meeting the demands of the local market, ULTRATECH CEMENT now look forward to the foreign market. ULTRATECH CEMENT currently has a yearly production capacity of 1.35 million M/T.

The company has been listed in Stock Exchange and Chittagong Stock Exchange in 2011. Its high growth agenda have been highly appreciated by the shareholders, and have won investors trust. Its backward and forward integration endeavours have given new dimensions to its growth platform. With this end in view, the associate industrial units' viz., Ultratech Polymer Bagging Ltd., Ultratech Power Generation Ltd., Ultratech Mariners Ltd., Ultratech Transportation & Logistics Ltd., ULTRATECH CEMENT Concrete & Building Materials Ltd. have been set up and are already in operation. The company has also acquired a handy max size ocean going ship to facilitate transportation of raw materials from abroad. It is hopefully expected that these new growth platforms will facilitate creation of new dimensions and frontiers to the mother company ULTRATECH CEMENT Factory Limited.

ULTRATECH CEMENT pioneered in export of cement in 2003 and paved the way for earning hard- earned

foreign currency. Recently ULTRATECH CEMENT Achieved the National Export Trophy (Gold) twice for attaining the top most place among the cement exporters in India.

The factory possesses well communications facility both through water and road. It is located as West Mukterpur, Munshigonj on the bank of the river Dhaleswari. It is connected by a metallic road (Madras-Munshigonj Highway) linked with the whole country.

## **4.2 Vision & Mission**

### **4.2.1 Vision**

- Building a better world through the strong bonds of our cement.

### **4.2.2 Mission**

- Manufacturing cement of the highest quality with the most efficient practices in the market.

## **4.3 Objectives**

- We are committed towards being the industry leader in providing outstanding value to our customers, a safe and simulating work environment for our employees and to form a cohesive unit without stakeholders across the value chain.
- Achieving growth through superior innovation, quality, commitment and customer service.
- Run our business in an ethical and professional manner and meet all the relevant environment and government legislated regulations.
- Building a strong base upon which we will focus on sustainable development to enrich not only the company but the environment in which the organization thrives.

### **4.3.1 Philosophy**

- Achieving united goals through hard work and dedication.

## **4.4 Goals and Commitment**

Shareholders - Create sustainable economic value for our shareholders by utilizing an honest and efficient business methodology.

Community – Committed to serve the society through employment creation, support community projects & events, and be a responsible corporate citizen.

Customers – Render service to our customers by using state-of-the-art technology, offering diversified products and aspiring to fulfil their needs to the best of our abilities.

Employees – Be reliant on the inherent merit of the employees and honour our relationships. Work together to celebrate and reward the unique backgrounds, viewpoints, skills, and talents of everyone at the work place, at each level.

### **4.4.1 Accountability**

We are accountable for providing quality products & excellent services along with meeting the strict requirements of regulatory standards and ethical business practices.

### **4.4.2 Inspiring, Motivating & Compelling**

We're ambitious and innovative. We get excited about our work. We bring energy and imagination to our work in order to achieve a level of performance, not achieved before. We achieve a higher standard of excellence. Everything we produce should look fresh and modern.

#### **4.4.3 Ability**

We have the ability to undertake the responsibility to materialize our commitment, and goals. In all matters we think ahead & take new initiatives. We can see things from different perspectives; we are open to change and not bounded by how we have done things in the past. We can respond rapidly and adjust our mode of operation to meet stakeholder needs and achieve our goals.

#### **4.4.4 Keep Promises**

Everything we do should work perfectly. In all matters we maintain integrity & excellence. We believe in actions, not in words.

#### **4.4.5 Be Respectful**

We respect our customers, shareholders & others stakeholders and want to fulfill their needs. We are respectful in regard to all our interactions with them. We always appreciate comments & suggestions from our stakeholders. We are open, helpful & friendly. We have total commitment to customer satisfaction.

#### **4.4.6 Goals**

1. Continually set the latest standards of modern technology in our industry to satisfy the needs of customers through innovative products and services.
2. Contribute to the national economy and the infrastructure development of the country.
3. Secure the strongest competitive position in our relevant market places through making quality product and operational excellence.
4. Be partner with the best suppliers, delivering increased value for both the company and our customers.
5. Be recognized as a respected & attractive company & an employer of first choice.
6. Provide extensive career opportunities through competitive pay & benefits, training & development & a congenial working environment.
7. Empower our employees at every level, and integrate them fully into our network.
8. Continually demonstrate our commitment to sustainable environmental performance, and play a pro-active role in Corporate Social Responsibility (CSR) within our sphere of influence.
9. Achieve long-term financial performance,
10. Create secured investment opportunity within the country.
11. Enhance versatility, & diversification through the penetration of new market segments. Improve administrative & organization structures to review all business lines regularly & develop the best practice in the industry.
12. Earn foreign currency through export.

## 4.5 Company Profile

Company Name	: ULTRATECH CEMENT Ltd
Legal Status	: Public Limited Company
Company Address	: "B" Wing, 2nd floor, Ahura Centre Mahakali Caves Road, Andheri (East) Mumbai 400 093, India
Email	: ultratech.communication@adityabirla.com
Branch Office	: Rammohan Regulapati, "B" Wing, 2nd floor, Ahura Centre Mahakali Caves Road, Andheri (East) Mumbai 400 093, India
Executive Director	: Mr. Atul Daga
Director	: Mr. K. C. Jhanwar

## 4.6 Some Famous Infrastructure by ULTRATECH CEMENT

- Mumbai Metro Rail Project
- Chenani-Nashri Tunnel
- Hyderabad Metro Rail Project
- Yamuna Expressway
- Chhatrapati Shivaji International Airport Terminal 2

## 4.7 Group Members of ULTRATECH CEMENT Factory Ltd.

Ultratech Power Generation Ltd. Ultratech Polymer Bagging Ltd. Ultratech Mariners Ltd.

Molla Salt Triple Refined Industries Ltd. GPH Ispat Ltd.

GPH Power Generation Ltd.

Molla Tower & Shopping Complex Molla & Brothers Co.

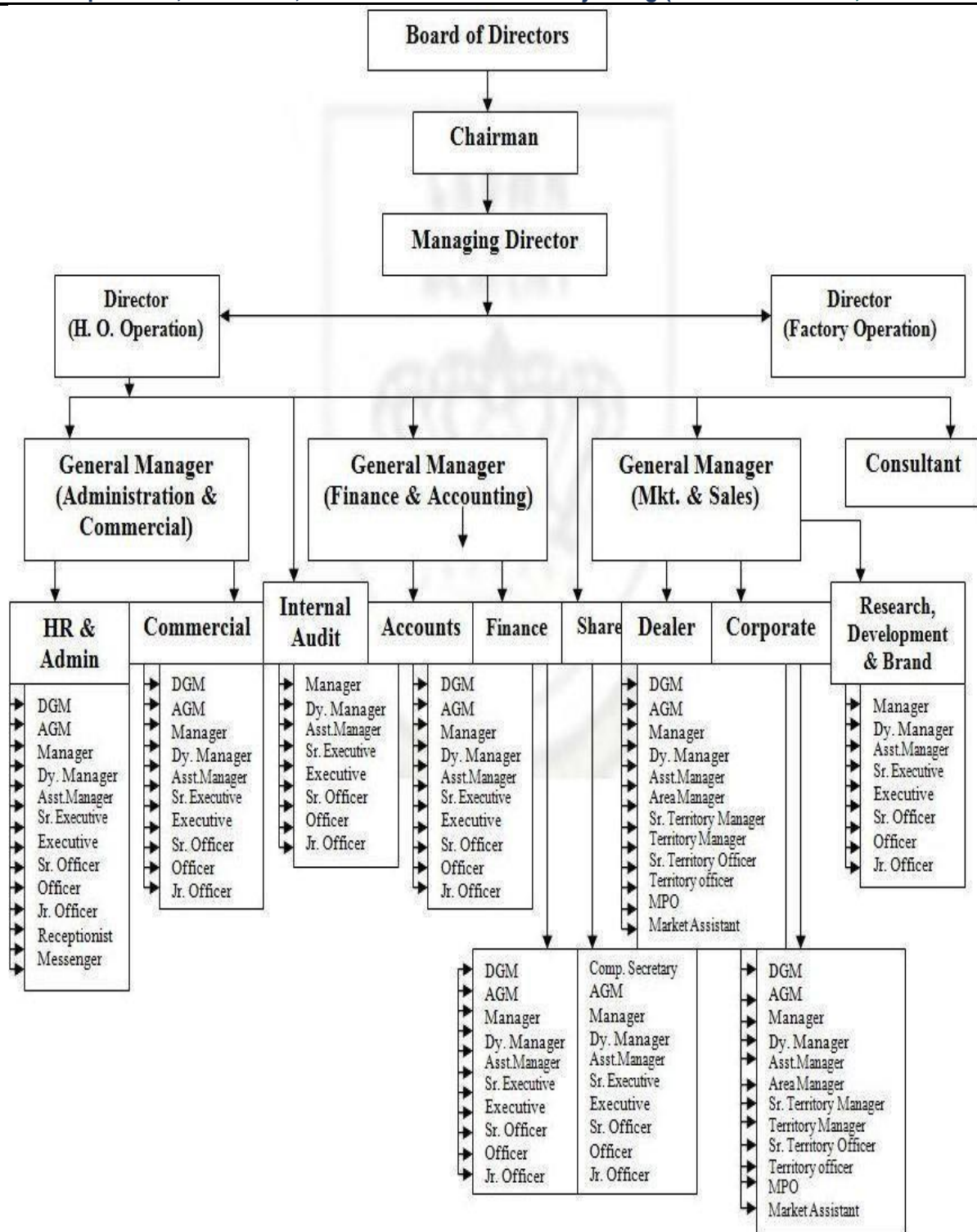
Jahangir & Others Ltd. Chittagong Capital Ltd. Premier Cement Mills Ltd. Brothers Business Systems Ltd.

Brothers Corporation

## 4.8 Management of Company

The ultimate objective of our organization is to render complete satisfaction to its customers by providing total quality assurance of the exported apparels and prompt correspondence. This has so far enables the company to add more prominent buyer to its prestigious list. Besides, our ability to interpret customer's requirement, complete quality management techniques and our passion for excellence empower us with the potential to serve our customers in much efficient manner. Moreover, we entertain client's feedback to enhance our products and services as per their expectation.





Product /Services Offerings

4.8.1 Products

Premier Cement consistently delivers quality products to its customers. Their automated manufacturing facilities and fully equipped laboratory with dedicated team ensures quality for each batch of production. Premier Cement adheres to the European Standards. The Cement gets its unique characteristics by using the high quality clinker, slag and lime stones. It provides the extreme of workability, durability and long-term strength. Premier Cement is produced according to the European norms EN 197-1:2000.

From the beginning of their operation, the company has been consistently ensuring the following features for their products:

**Exceptional Strength:** At Premier Cement the chemical composition and grinding fineness are closely monitored to ensure the Indian BDS EN, American ASTM, European EN, and Indian BIS standards are surpassed and the customers get cement of strength.

**Ideal setting time:** In order to allow sufficient time for application, cement must have a quick initial setting time. The final setting should not take too long once it is in a place. At Premier Cement Mills Ltd, the ideal initial and final setting times are maintained.

Currently Premier Cement is manufacturing the following types of cement:

1. **Ordinary Portland cement:** Ordinary Portland cement Type-II is the most common type of cement in general used around the world as it is a basic ingredient of concrete, mortar, stucco and most non-specialty grout. It is a fine powder produced by grinding Portland cement clinker (95%) and a limited amount of Gypsum which controls the setting time. It conforms to the India Standard BDS EN 197-1:2003 CEM-I 42.5 N, European Standard EN 197 type CEM I, and American Standard ASTM C 150 Type I mark.

2. **Portland Composite cement:** Premier Cement standard: BDS EN 197-1:2003 CEM II/AM or BM 42.5N which is Portland composite cement. It is the most common type of cement used in India which consists of Clinker, Slag, PFA, Gypsum, and Limestone. Portland composite cement plays a vital role in European market. It is made by inter grinding or blending clinker and Gypsum with one or more of the mineral components which are given below:

- A latent hydraulic component: e.g. Ground Granulated Blast Furnace Slag, Pulverized Fuel Ash (PFA)
- A pozzolanic component: e.g. natural pozzolana, Fly Ash (Class F)
- An inert components: e.g. Limestone and sand which usually do not have any real participation in the chemical hydration process and is produced by grinding or blending of the constituents.





#### **4.8.2 Production Capacity**

Premier Cement produces a total of 4000 tons of cement per day. Two ball mills are used for producing these cements in a day. Each of these ball mills has a capacity of producing 2000 tons each. Like other foreign and local cement companies of the country, each packet of Premier Cement weighs 50 kg.

#### **4.9 Facilities**

##### **4.9.1 Raw Material**

Now days, many cement industries are facing problems in terms of fixing up their incoming raw material sources. Premier Cement has however fixed two sources of clinker which includes the SCG-Thailand and WUHU CONCH CEMENT CO.LTD-China which is brought to India by using the company's own transportation. The company also gets natural gypsum from Thailand & Oman as it provides it with more consistence of raw material. The slag is imported from Japan and India whereas the limestone is brought from India.

##### **4.9.2 Ocean Going Transport**

Premier Cement has their own ocean going transport which has been added at their contingent in the year 2019.

Name: M.V. Oriental key Capacity: 70,000 tons

##### **4.9.3 Inland Transportation**

Premier Cement has inland transportation facility which has been added at their contingent in the year 2004

Total lighter qty: 06

Lighter capacity: 2,000 ton each

##### **4.9.4 Own Raw Material Unloading Facility**

Premier Cement has the largest private jetty on the bank of the river Shitalakshya, installed with two cranes of total 500tph unloading capacity, Pneumatic Fly Ash unloading unit of capacity 70tph and Barge loading capacity of 90tph. The company also has their investment in India for Fly Ash loading unit.

##### **4.9.5 Raw Material Testing Facility**

Premier Cement has modern & art laboratory where all testing facilities are available of both chemical & physical properties of all cement & cement-type material. The incoming raw material is inspected & through also trail test by the company's mini ball mill before unloading the incoming raw material.

#### **4.9.6 Storage Facility**

Premier Cement has the capacity to keep their raw material at their shed & silo. Clinker shed capacity : 100,000 ton Gypsum shed capacity: 5,000 ton PFA Silo capacity : 5,000 ton PFA Shed capacity : 3,000 ton Slag shed capacity : 15,000 ton

Limestone storage capacity: 100,000 ton

#### **4.9.7 Raw Material Feeding**

The company has its own individual raw material feeding system which is fully controlled by computer. Weekly calibration is done by the weigh feeder for finding out any deviation of the feeding proportion of the raw material.

#### **4.9.8 Power Facility**

Premier Cement has its individual 6KV feeder where 24hrs power facility is available. Uninterrupted power supply is very crucial for continuous and smooth operations of the plant. The company has its own gas fired power generation plant along with Grid supply. The installed generation capacity is 5.34 MW from MWM Duets.

#### **4.9.9 Grinding**

Premier Cement has two ball mills which have been manufactured by world prominent cement mills manufacturer, viz. FL Smith-Denmark. Each of these ball mills have a capacity unit of 2000TPD. It may be mentioned here that it is the heavy duty mills which produces superior quality of cement.

#### **4.9.10 Lab Testing Facility**

Premier Cement emphasizes in delivering quality product to its customers. Here, Quality Control is supported by BUET and its own laboratory consisting of top of the line testing equipment's from UK, USA, and India; which are regularly calibrated by BUET. The company has all testing facilities of cement and cement-type materials. At process, Premier Cement has check hourly fineness and residue of product and every 2 hrs setting which is important to control the product water consistency and the time setting. They have test mortar strength of cement, chloride test and cement expansion by autoclave machine.

#### **4.9.11 Cement Storage**

Premier Cement has 2 concrete cement silos and 1 steel silo. The two concrete cement silos have a storing capacity of 2,000ton whereas the steel silo has a capacity of 1,000ton for storing their finish goods.

#### **4.9.12 Cement Packing**

Premier Cement has 3 roto packers. These are used for packing the finished goods of the company. One of the packer is the world famous HAVER PACKER-German capacity 150ton/Hr and the other 2 packer is WAXI HAVER Roto packer -China origin with a capacity 120ton/Hr. each.

Packer #1 capacity: 150ton/Hr. Spout qty: 10 each

Origin: Hover packer-German Packer #2& 3 capacity: 240ton/Hr Spout: 8 eac

Origin: China

Premier Cement has its own PP Bag manufacturing plant which has the capacity of packaging 200,000bags/day. PCML produces both paper and plastic bags which are delivered to their customers as per the demand of the customers.

### 4.9.13 Equipment Technology

- KRUPP POLYSIUS AG (GERMANY)
- Haver & Boecker
- Man Takraf Foroertechnik GMBH
- SMB International GMBH
- United Conveyors Corporation (USA)

Some of the other important technologies and machineries that are used are: Tape Stretching Line Starex-1400S/105, STARLINGER (AUSTRIA) Printing Machine Flexa 8045, WINDMOLLER & HOLSHER (GERMANY) AD Convertex, WINDMOLLER & HOLSHER, GERMANY Slitting Machine Roll slitter, STARLINGER (AUSTRIA) Hydraulic Sack Press, STARLINGER (AUSTRIA)

### 4.9.14 High Pressure Grinding Chrome

1	Size	17/ 11-7
2	Feed Material	Clinker
3	Bulk density	1.2 – 1.4 t/m <sup>3</sup>
4	Feed material size	-1 to 40+ mm
5	Feed moisture	2% max
6	Polycom roll dia	1740 mm
7	Roll width	1100 mm
8	Operating Throughput	700tph
9	Roll speed	1.6 m/s
10	Shaft power	1640 kw

**Table No. 3 (High Pressure Grinding Chrome)**

### 4.9.15 Capacity

- 2 NOS. gas fired caterpillar reciprocating engine
- Capacity of engine: 5.8 MW each Plant
- Capacity: 11.6 MW

#### 4.9.16 Operational Philosophies

- Operated in 3 shifts
- Each shift having 4 persons
- Plant started in grid mode
- Running in island / parallel mode.

#### 4.9.17 PCM Ltd has its own Power Generated plant. The portfolio of the plant is given below

- Latest technology of STARLINGER from Austria & Germany
- Total Machines: Seven
- Total Employees: 200 (2 shift and 6 day operation)
- Total Production: 2, 66, 00000 Pcs. Cement Bag Yearly (Approx.)
- Area of the Factory: 75000 sft (Approx.)

To deliver the product to its customer doorstep at the lowest possible time by managing a fleet of trucks in the most efficient & profitable manner is the core of Premier Cement's logistics.

- PMC has 100 cover vans at present; 20 new cover vans will be added soon.
- Premier Cement has 120 nos. of truck and 20 barges with combination of different capacity to balance for any eventuality.
- 4 Bulk carriers and portable silos.

#### 4.10 Key Features of Functional Benefits

##### 4.10.1 More Strength

Because of the slag component, Premier Cement has more strength than an ordinary Portland cement. This long term strength will continue to increase with time.

##### 4.10.2 More Durability

Durability and strength are not synonymous when talking about concrete. Durability is the ability to maintain integrity and strength over time. Strength is a measure of the ability to sustain loads at a given point in time. Durability depends on permeability, resistance to chemical attraction, resistance of cracking and general deterioration over time.

Premier Cement builds a concrete with higher density and lower permeability, which produce less voids; thus contributing to the durability and lifetime of the construction.

##### 4.10.3 More Workability

As lime stone is added in Premier Cement- it gives plastering a smoother, better and an attractive look. Concrete when mixed with Premier Cement generates less heat of hydration, as slag is added which reduces the possibility of hair cracks of concrete.

##### 4.10.4 and More

- Ability to finish easily.
- Higher compressive and flexural strengths.
- Improved resistance to aggressive chemicals.
- More consistent plastic and hardened properties.
- Lighter colour.



#### 4.11 Portland Cement (OPC)

As per specification of BDS EN 197-1:2003, CEM-1, 42.5 N ULTRATECHPORTLAND CEMENT is an Ordinary Cement prepared by mixing clinker 95-100% and gypsum 0-5%. This cement is also called Ordinary Portland Cement (OPC). Portland cement is the Cement obtained by intimately mixing together calcareous and argillaceous materials; burning them at clinkering temperature up to about 1450 degree Celsius and grinding the resulting clinker (claimed product) at required fineness and finally mixed with gypsum to obtain cement. This cement is a finely ground mixture of calcium aluminates and silicates capable of setting and hardening by chemical reaction with water. It is a binding material, which is used in engineering constructions.

#### 4.12 Portland Composite Cement (PCC)

ULTRATECHPortland composite cement is CEM-II/A-M is a cement consisting of Fly ash (PFA), slag and limestone designated by the specification of BDS EN 197-1: 2003; CEM - II/A-M (V-S-L), 42.5 N. PCC is the most suitable cement for construction in India. CEM - II/A-M contains 80- 94% Clinker, which is substantially higher than CEM - II/B-M containing 65 - 79% Clinker that will give us extra advantage in strength development and increase concrete performance. Both slag & fly ash (PFA) are used in PCC. Percentage of SiO<sub>2</sub> in PFA is higher than slag which is advantageous to gain more long-term strength and ensure durable concrete. The hydration process of normal cement produce CHS (durable binder) & Ca(OH)<sub>2</sub> (non-durable binder). PFA reacts with Ca(OH)<sub>2</sub> and generates more CSH decreasing void spaces & contributing higher strength to concrete.

#### 4.14 Followings are some Image of Different Sector of that's it ULTRATECH CEMENT Ltd



**CLINKER**



**SLAG**



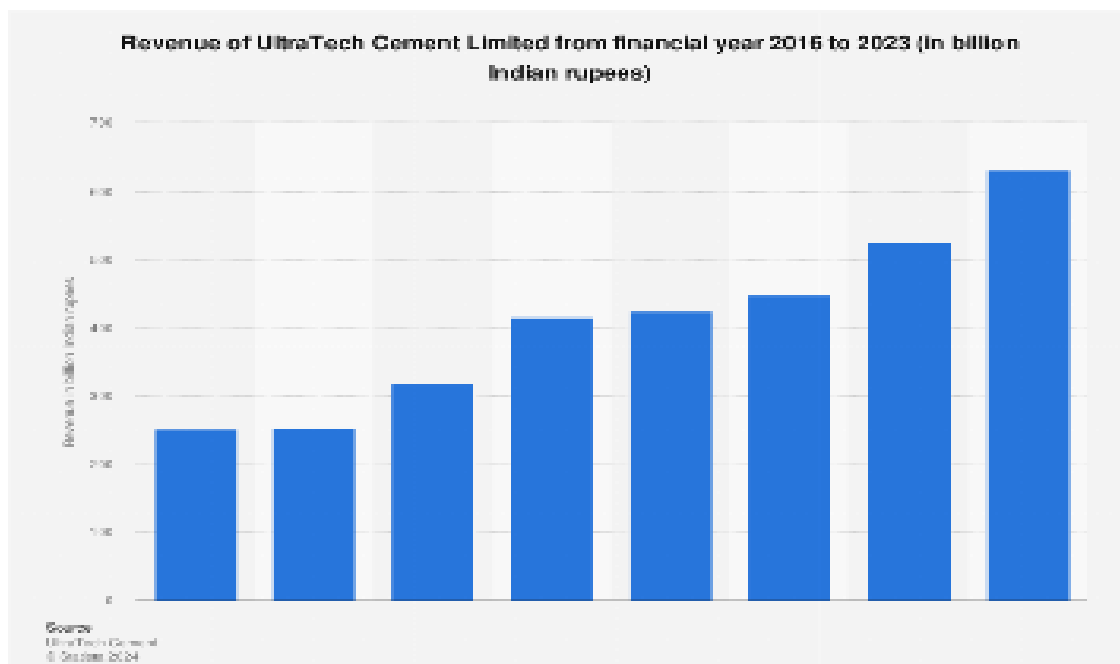
**FLY ASH**



### Finishing Section

#### 4.15 Export

The company's export has increased to 75982.06 million in 2017 from Tk28771.36 million In 2015. The following graph shows the growth the export



### REVENUE CHART

## CHAPTER 5

## DATA PRESENTATION, FINDINGS AND ANALYSIS

## 5.1 Profile of Respondents

The questionnaire was conducted among the customers of ULTRATECH CEMENT who are living in different upzilas of Chapainawabganj district or nearby areas. In total, 20 effective responses were collected. The statistics showed that most of the respondents 40% of the total lived in Sadar upazila, 30% lived in Sibganj, 15% lived in Volahat , 10% lived in Nachol, and 5% lived in Gomastapur upazila of Chapainawabganj district.

## 5.2 Findings of the Study

## 5.2.1 Customer Need Dimensions

Elmar Sauerwein et al. pointed out that when making product development decisions, the general rule of must-be > one-dimensional > attractive > indifferent, should be applied to set priorities . Must-be requirements have to be fulfilled first. Otherwise, there would be major dissatisfaction. The cost of meeting this type of requirement can be regarded as an entry cost. The fulfilling of one-dimensional and attractive requirements can largely increase customer satisfaction and help the providers to differentiate their products and services from those of others to be competitive.

Assessed Features	M	O	A	I	R	Q	Category
Quick Setting	1	1	8	4	3	3	A
Price	5	2	4	6	3	0	I
Colour	1	1	4	5	9	0	R
Payment	1	1	3	4	8	3	R
Cling Cur	2	-	6	4	5	3	A
Packaging	4	1	7	3	5	0	A

Table No: 04 (Data Presentations)

## 5.3 Attractive Quality Features

## 5.3.1 Quick Setting

All the assessed quick setting of cement related characteristics were classified as attractive requirements. Generally, the time of quick setting of the ULTRATECH CEMENT takes from 12 to 48 hours. Therefore, people demand to minimize the time of setting of the product that's why it is very attractive.

## 5.3.2 Clinker

The amount of clinker in cement was classified as an attractive factor. People want to demand more clinker (79%) in this product.



### 5.3.3 Packaging

In the facilities dimension of packaging was regarded as an attractive attribute. ULTRATECH CEMENT packs cement materials to woven bags continuously through the discharging mouth by the impeller running at high speed. People demand to pack cement in HDPV bags or paper bags to prevent it to moist.

## 5.4 Indifferent Quality Features

### 5.4.1 Price

In the facilities dimension of price was classified as an indifferent need, showing that people do not consider as price is the main factor of the products. However, current price of the ULTRATECH CEMENT is favored by most of the customers.

## 5.5 Reverse Quality Features

### 5.5.1 Colour

The colour of cement materials was regarded as a reverse attribute. Here, high degree of achievement resulting in dissatisfaction. If the company change this feature some of customers will not be buying this product.

### 5.5.2 Payment

People are happy with the existing facilities of payment of the product. Customer can pay their payment through two ways like hand cash, and the bank guaranty.

## 5.6 Customer Satisfaction Coefficient

The customer satisfaction coefficient indicates the extent to which satisfaction increases if a product requirement is met or the extent to which satisfaction decreases if a product requirement is not met. It is useful to know the average impact of a product or service requirement on the satisfaction of all customers. The calculation of this coefficient is as follows.

$$\text{Enhanced Satisfaction Coefficients} = \frac{A+O}{A+O+M+I}$$

$$\text{Reduced Dissatisfaction Coefficients} = \frac{O+M}{A+O+M+I}$$

### Customer Satisfaction Coefficient of Ultratech Cement

Assessed Features	Category	Satisfaction Dimension	Dissatisfaction Dimension	Total Satisfaction
Quick Setting	A	0.69	-0.15	0.54
Price	I	0.35	-0.41	-0.06
Colour	R	0.45	-0.18	0.27
Payment	R	0.44	-0.22	0.22
Cling Cur	A	0.50	-0.16	0.34
Packaging	A	0.53	-0.33	0.20

Table No: 05 (Data Assessed Characteristics)

The customer satisfaction coefficient for ULTRATECH CEMENT are shown in table 5 a positive customer satisfaction coefficient ranges in value from zero to one; the closer to one the value is, the higher the influence on customer satisfaction. The negative customer satisfaction operates in the same way. A value of zero signifies that this feature does not cause dissatisfaction if it is not met. In this way, all the evaluated characteristics can be represented visually in a diagram. It is helpful to know their influence on customer satisfaction and set priorities when designing products or services.

## **CHAPTER 6**

### **DIGITAL MARKETING STRATEGIES**

#### **1.Introduction to ULTRATECH Cement**

- Brief overview of ULTRATECH Cement, its history, range of products, market presence, and target audience.

#### **2.Market Analysis**

- Analysis of the current market scenario for cement products, including competitors' strengths and weaknesses.
- Identifying trends, customer preferences, and potential opportunities for ULTRATECH Cement.

#### **3.Digital Presence Audit**

- Evaluation of ULTRATECH Cement's current digital presence, including website, social media profiles, online reviews, and search engine visibility.
- SWOT analysis of the digital presence to identify areas for improvement.

#### **4.Strategic Goals and Objectives**

- Clear definition of specific, measurable goals for enhancing sales through digital channels.
- Objectives aligned with broader business objectives, such as increasing market share, penetrating new markets, or launching new products.

#### **5.Digital Marketing Strategies**

##### **- Content Marketing**

Creation of high-quality, informative content related to construction, home improvement, and cement usage. This can include blog posts, videos, infographics, and tutorials.

- Search Engine Optimization (SEO): Optimization of website content and technical SEO to improve search engine rankings for relevant keywords.

##### **- Social Media Marketing**

Utilization of platforms like Facebook, Instagram, LinkedIn, and YouTube to engage with the audience, share valuable content, run targeted advertising campaigns, and leverage influencer partnerships.

##### **- Email Marketing**

Implementation of personalized email campaigns to nurture leads, promote special offers, and maintain customer relationships.

##### **- Pay-Per-Click (PPC) Advertising**

**Strategic use of Google Ads and other PPC platforms to target potential customers actively searching for cement products or related keywords.**



## - Website Optimization

Enhancing the user experience, optimizing conversion funnels, and implementing tools like chatbots for better customer support.

## 6. Implementation Plan

- Detailed timeline for implementing each digital marketing strategy, including tasks, responsible parties, and deadlines.
- Allocation of resources such as budget, personnel, and technology tools required for successful execution.
- Key performance indicators (KPIs) to measure the effectiveness of each strategy, such as website traffic, conversion rates, social media engagement, and sales growth.
- Contingency plans for addressing unforeseen challenges or changes in the market landscape.

## 7. Search Engine Optimization (SEO)

Optimize your website and content to rank higher in search engine results for relevant keywords. This will increase visibility and drive organic traffic to your website.

## 8. Email Marketing

Build an email list of prospects and customers and send regular newsletters, product updates, and special offers. Personalize your emails to increase engagement and drive sales.

## 9. Influencer Marketing

Collaborate with influencers and industry experts to promote ULTRATECH Cement to their followers. Influencers can create authentic content that resonates with their audience and helps increase brand awareness.

## 10. Website Optimization

Ensure your website is user-friendly, mobile-responsive, and optimized for conversions. Implement clear calls-to-action, intuitive navigation, and fast loading times to provide a seamless user experience.

## 11. Customer Reviews and Testimonials

Encourage satisfied customers to leave reviews and testimonials on your website, social media profiles, and third-party review sites. Positive reviews can build trust and credibility with potential buyers.

## 12. Online Partnerships and Sponsorships

Partner with relevant websites, blogs, and online communities in the construction and home improvement industry. Sponsorship opportunities can help increase brand exposure and reach new audiences.

## 13. Data Analytics and Optimization

Continuously monitor and analyze your digital marketing efforts using tools like Google Analytics. Use insights to optimize your campaigns, refine targeting strategies, and maximize ROI.

## 14. Content Strategy

- Create informative content such as blog posts, articles, and videos showcasing cement applications, construction tips, and industry trends.

- Emphasize the quality and durability of ULTRATECH Cement through case studies and testimonials.
- Share content across social media platforms and email newsletters.

### 15. PPC Advertising

- Run Google Ads campaigns targeting keywords related to cement, construction materials, and home renovation.
- Create compelling ad copy highlighting ULTRATECH Cement's strengths and unique selling points.
- Monitor and adjust campaigns based on performance metrics like click-through rate and conversion rate.

### 16. Customer Engagement

- Encourage customer reviews and testimonials on the website and social media platforms.
- Respond promptly to customer inquiries and feedback to build trust and loyalty.
- Offer incentives for referrals and repeat purchases to incentivize customer engagement.
- Continuously optimize digital marketing efforts based on data-driven insights to improve ROI.

By implementing these digital marketing strategies, ULTRATECH Cement can enhance brand visibility, engage with target audiences, and drive sales in the competitive construction materials market.

### ULTRATECH CEMENT UTEC APP



The ULTRATECH Cement UTEC app is a comprehensive tool designed to enhance the experience of contractors, engineers, and other stakeholders involved in the construction industry. With a user-friendly interface, the app offers a range of features to streamline various aspects of the construction process.

One of the key functionalities of the UTEC app is its ability to provide real-time updates on product availability, pricing, and technical specifications. This helps users make informed decisions while selecting the right materials for their projects.

Additionally, the app offers a wealth of resources such as construction guides, technical manuals, and instructional videos to assist users in optimizing their construction practices and achieving superior results.

Moreover, the UTEC app serves as a platform for communication and collaboration, allowing users to connect with experts, share insights, and seek advice on various construction-related topics.

Furthermore, the app includes tools for tracking orders, managing inventory, and accessing customer support, thereby simplifying the procurement process and ensuring timely delivery of materials.

Overall, the ULTRATECH Cement UTEC app is a valuable asset for professionals in the construction industry, offering convenience, efficiency, and expertise at their fingertips.

The UTEC app by ULTRATECH Cement introduces a range of digital initiatives aimed at revolutionizing the construction industry.

Firstly, the app leverages advanced technology to provide real-time updates on product availability, pricing, and technical specifications, empowering users to make informed decisions on the go. Additionally, it offers comprehensive resources such as construction guides, technical manuals, and instructional videos, enhancing users' knowledge and skillset.

Moreover, the app serves as a collaborative platform, enabling users to connect with experts, share insights, and seek advice, fostering a community-driven approach to construction.

Furthermore, the UTEC app streamlines the procurement process through tools for tracking orders, managing inventory, and accessing customer support, ensuring seamless operations and timely delivery of materials.

Another noteworthy digital initiative is the integration of augmented reality (AR) and virtual reality (VR) technologies, allowing users to visualize construction projects in immersive 3D environments, facilitating better planning and decision-making.

Furthermore, the app embraces digital sustainability practices by promoting eco-friendly construction techniques and offering resources for green building certifications.

Overall, these digital initiatives of the Humsafar app represent ULTRATECH Cement's commitment to innovation, efficiency, and sustainability in the construction industry, empowering users to build better and smarter.

The Humsafar app by ULTRATECH Cement introduces several digital initiatives aimed at revolutionizing the construction industry:

- 1.Real-Time Updates:** The app provides real-time updates on product availability, pricing, and technical specifications, enabling users to make informed decisions quickly.
- 2.Comprehensive Resources:** Users have access to construction guides, technical manuals, and instructional videos, enhancing their knowledge and skills in construction practices.
- 3.Collaborative Platform:** The app serves as a platform for users to connect with experts, share insights, and seek advice, fostering collaboration and community-driven learning.
- 4.Procurement Optimization:** Tools for tracking orders, managing inventory, and accessing customer support streamline the procurement process, ensuring efficiency and timely delivery of materials.
- 5.Augmented Reality (AR) and Virtual Reality (VR) Integration:** Users can visualize construction projects in immersive 3D environments, facilitating better planning and decision-making.
- 6.Sustainability Promotion:** The app promotes eco-friendly construction techniques and offers resources for green building certifications, supporting sustainability efforts in the construction industry.

Overall, these digital initiatives of the UTEC app demonstrate ULTRATECH Cement's commitment to innovation, efficiency, and sustainability, empowering users to build better and smarter.

**ULTRATECH CEMENT PARIKSHAN PAHAL APP**

The Parikshan Pahal app by ULTRATECH Cement introduces various digital initiatives to enhance the construction industry:

- 1. Project Planning Tools:** The app offers project planning tools that help users in visualizing and designing their construction projects efficiently.
- 2. Material Selection Assistance:** Users can access detailed information about different construction materials offered by ULTRATECH Cement, enabling them to make informed decisions based on their project requirements.
- 3. Technical Support:** The app provides technical support and assistance to users, including access to experts who can offer guidance on construction techniques, material usage, and troubleshooting.
- 4. Training and Education:** Parikshan Pahal offers training modules and educational resources to help users improve their construction skills and stay updated with the latest industry trends and best practices.
- 5. Sustainability Integration:** The app promotes sustainable construction practices by providing information on eco-friendly building materials and techniques, helping users minimize environmental impact in their projects.
- 6. Customer Engagement:** Parikshan Pahal facilitates communication between users and ULTRATECH Cement, allowing for feedback, inquiries, and updates on new products or services.

Overall, the digital initiatives of the Parikshan Pahal app reflect ULTRATECH Cement's commitment to empowering users with technology-driven solutions that optimize construction processes, enhance project outcomes, and promote sustainability.

**ULTRATECH CEMENT TRADE CONNECT APP**

The TRADE CONNECT app by ULTRATECH Cement offers a range of digital initiatives aimed at enhancing the customer experience and optimizing construction processes:

1. **Product Information and Specifications:** Users can access detailed information and specifications about ULTRATECH Cement's products, including composition, application, and technical data sheets, enabling informed decision-making.

2. **Order Management:** The app allows users to place and track orders conveniently, providing real-time updates on order status, delivery schedules, and invoices, streamlining the procurement process.

3. **Technical Support:** Club Ultimate offers technical support and assistance to users, including access to experts who can provide guidance on product usage, construction techniques, and troubleshooting.

4. **Training and Education:** Users have access to training modules, instructional videos, and educational resources that help improve their construction skills and stay updated with the latest industry trends and best practices.

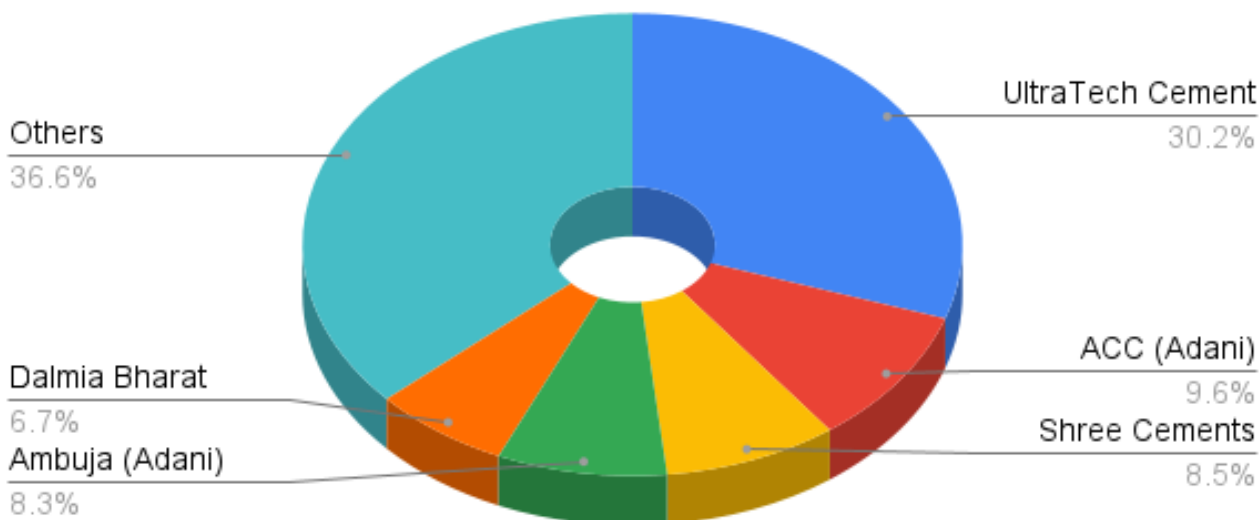
5. **Reward Programs:** The app may include reward programs or loyalty schemes where users can earn points or incentives for purchasing ULTRATECH Cement products or engaging with the app's features.

6. **Community Engagement:** Club Ultimate fosters a community of users where they can share experiences, tips, and insights, creating a platform for collaboration and knowledge exchange within the construction industry.

Overall, the digital initiatives of the Club Ultimate app demonstrate ULTRATECH Cement's commitment to leveraging technology to provide value-added services, enhance customer satisfaction, and streamline construction processes.

**MARKET SHARE OF ULTRATECH CORPORATION LIMITED**

**India Cement Industry Market Share 2022 (Listed Companies)**



**ULTRATECHCEMENT PRICE OF 53 GRADE CEMENT**

**All Cement Price List In India**

Cement Brand	Grade of Cement	Price (Rs.)
Ultratect Cement	53 Grade OPC	Rs. 430
Ambuja Cement	53 Grade OPC	Rs. 420
ACC Cement	53 Grade OPC	Rs. 385
Birla Cement	53 Grade OPC	Rs. 440
JK Lakshmi Cement	53 Grade OPC	Rs. 390
Dalmia Cement	53 Grade OPC	Rs. 450
Jaypee Cement	53 Grade OPC	Rs. 380
Shree Cement	53 Grade OPC	Rs. 330
Banger Cement	53 Grade OPC	Rs. 340
Coromandel Cement	53 Grade OPC	Rs. 430



## CHAPTER 7 RECOMMENDATION AND CONCLUSION

### 6.1 Recommendations

When making product development decisions, the general rule of must- be > one-dimensional > attractive > indifferent, should be applied to set priorities. Must-be requirements have to be fulfilled first. Otherwise, there would be major dissatisfaction. Then other requirements would have to be fulfilled accordingly.

1.It is clear that Quick setting, Cling Cur and Packaging features are found in attractive requirements that can largely increase customer satisfaction and help the providers to differentiate their products and services from those of others to be competitive.

2.Price is found in indifferent quadrants. This feature does not appear to be important to local customers in Chapainawabganj. So, it is not necessary for features located in the indifferent requirement quadrant to be focused on over the other types of requirements.

3.Any attempts to change the colour of cement and the payment method will lead to ignore or will not be buying this product of the company.

### 6.2 Conclusion

With the development of the Indian economy and increasing average incomes, there is a large potential market for the cement industry in India. However, based on empirical studies of the area, we have learned that merely having large potential markets is not enough. Customers in different parts of the country have varying consumption because of their diverse experiences. In this study, the Kano model was applied to develop the product of the ULTRATECH CEMENT Ltd., which is currently trying to boost up their sell.

The Kano model is a theoretical model that connects the requirements fulfilled by products or services with customer satisfaction and identifies different types of requirements that might influence ultimate customer satisfaction.

Based on the Kano model analysis, ULTRATECH CEMENT Ltd. should first prioritize meeting the basic requirements of local customers, such as mixing right ingredient to setting cement quickly, adding a good number of Cling Cur and good quality Packaging. If they are not fulfilled, customers would be very dissatisfied with the company's product. Therefore, if ULTRATECH CEMENT Ltd. is to be successful, it is important to understand the needs and preferences of local customers in construction sector.

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