

Summer Internship Project Report

On

**“Creating SWOT Analysis of Competitors’ Brands and
working on their Weakness”**

By

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**Under the Supervision of
Mr. Praveen Arora**

(Submitted in partial fulfillment of the requirements for MBA degree)

**Institute of Management
JK Lakshmipat University, Jaipur
(2019-20)**

CERTIFICATE

It is certified that the Summer Internship Report titled “**Creating SWOT analysis of competitors’ brands and working on their weakness**” submitted by **Megha Bansal** is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide
Mr. Praveen Arora

Declaration

I declare that this report is my own unaided work. It is being submitted in partial fulfilment of the degree of Master business Administration, JK Lakshmipat University (Jaipur). This research is done by me under the guidance of **Mr. Ajay Singh Hada** in JK Lakshmi Cement. It has not been submitted to any other institution for any other degree/diploma/certificate in this university or any other university of India or abroad.

We have followed the guidelines provided by the university in writing the report.

The work contained in the report is original and has been done by me under the guidance of my company mentor.

Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them in the text of the report and giving their details in the references.

Date of project submission 28/July/2019

Signature

Mr. Praveen Arora

Faculty Mentor

Acknowledgement

The success and the outcome of this project required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. all that I have done is only due to such supervision and I will not forget to thank them.

I respect and thank **Mr. Ajay Singh Hada**, for providing me an opportunity to do the project work in JK Lakshmi cement and giving us all support and guidance, which made me complete the project duly.

I would also like to acknowledge my faculty mentor **Mr. Praveen Arora** for their valuable suggestions and timely support in my research work.

It had been great experience to interact to dealers and distributors towards making this report.

Megha Bansal
Pinnacle MBA

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EXECUTIVE SUMMARY

This summer internship project report based on the two months internship program that I had completed in the J.K Lakshmi Cement.

I got the topic for my project on “**Creating SWOT Analysis of Competitors’ Brands and working on their Weakness**” I was guided by my mentor Mr. Ajay Hada. He gave me great confidence to do work sincerely and efficiently. The purpose of Summer Training is not only doing a project but to have a first- hand insight and exposure to the Organization. It helpful in enhance academic knowledge as well as also to let me know how to put academic knowledge into a practical application in a working environment.

I got an opportunity to interact with dealers from different areas, how to do market research I have done market research in Jaipur, Bharatpur, Alwar Rajasthan, in this I have taken the perception of dealers, retailers, promoter and customer to take an actual scenario of J.K Lakshmi Cement, I have done telephonic interaction.

During my internship I learnt how to find the perception of market from (dealers), what people are facing the problem while purchasing J.K Lakshmi Cement Also I learnt how to communicate with them and convince them to give the actual feedback.

I also learnt that in market research, we must be calm and patient. It was very difficult to convince them, to give some time for the valuable feedback. hence it was very interesting and challenging task.

INDUSTRY OVERVIEW

Cement industry market size-**India** is the second largest **cement** producer in the world and accounted for over 8 per cent of the global installed capacity as of 2019. Indian cement industry plays a vital part in India's economy, providing employment to more than a million people, directly or indirectly. **Cement production** reached 334.48 million tones (MT) in FY20. The **cement production** capacity is estimated to touch 550 MT by 2020.

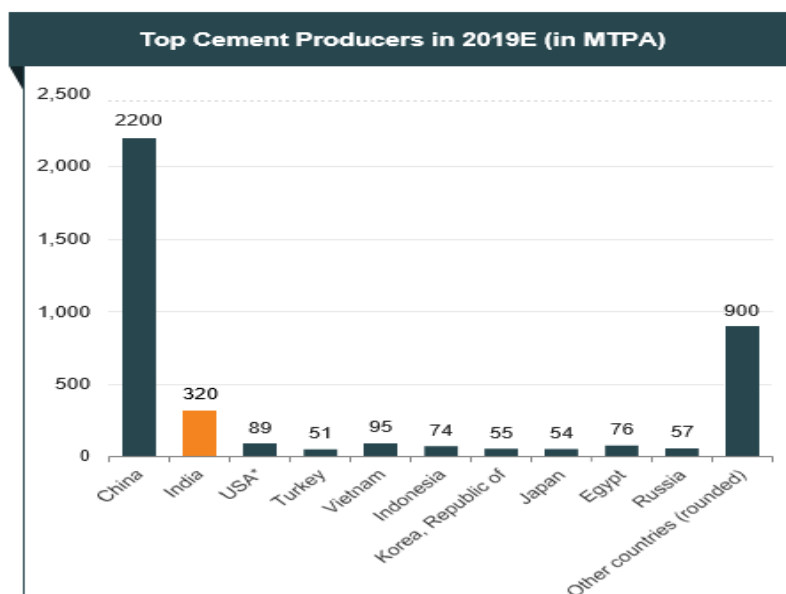
For a developing and transitioning economy such as India, the value proposition of the cement industry is even greater given the immense infrastructure requirements of a growing and urbanizing country, as well as its contributions by way of direct and indirect employment. The Government of India has emphasized its focus on infrastructure development with the announcement of several schemes that cut across manufacturing, housing and education.

The Indian cement sector is the second largest cement industry in the world, second only to china. It plays a binding and pivotal role in both the infrastructure and socio-economic development of the country; moreover, the Indian cement industry is the fourth-largest revenue contributor to the exchequer and the second- largest revenue contributor to the Indian railways.

On world environment day, at a CMA driven expo in new delhi co-hosted by UNEP and the government of India, the cement association was the only industry body in the country to pledge to use all the segregated plastic waste made available to it to the tune of 12 million tonnes of plastic waste in its cement kilns annually by 2025. This would

result in conservation of considerable quantities of conventional fuels such as coal.

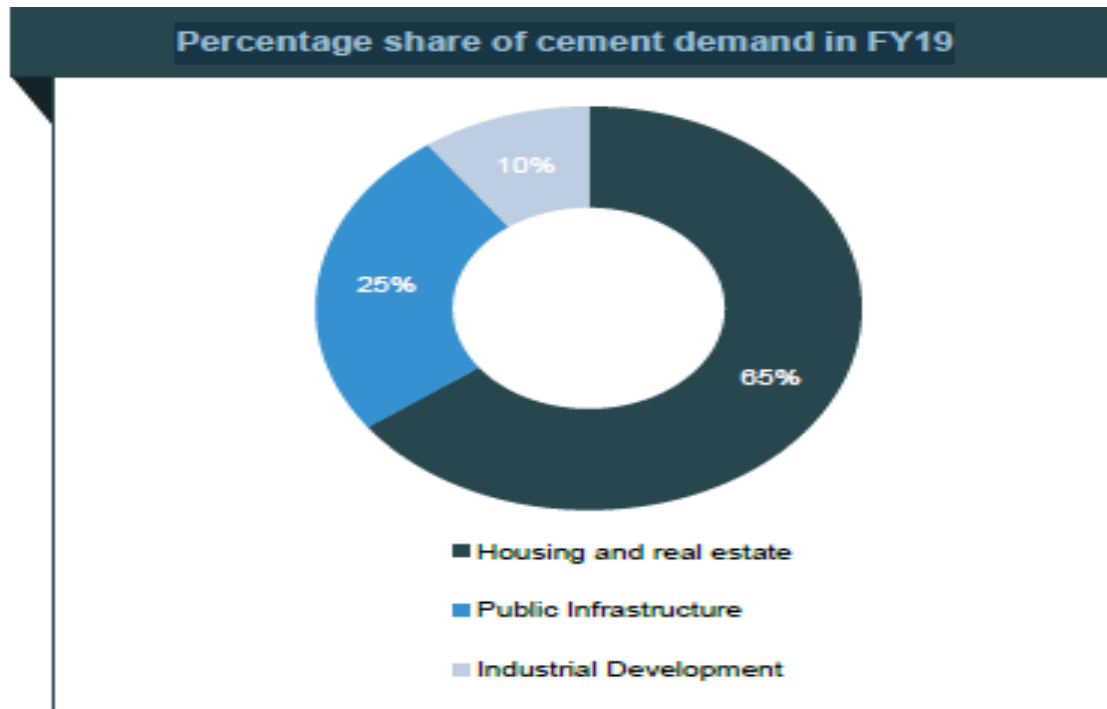
To meet the rise in demand, cement companies are expected to add 20 million tons (MT) capacity from FY19-FY21. The cement production capacity in India may register a growth of 5-7 per cent by next year end.



List of The Top Cement Companies in India in 2020

- UltraTech Cement.
- ACC.
- Shree Cements.
- Ambuja Cements.
- Prism Cement.
- India Cements.
- Ramco Cements.
- J. K. Cement.
- Birla Cement.
- JK Lakshmi Cement.

Market Size



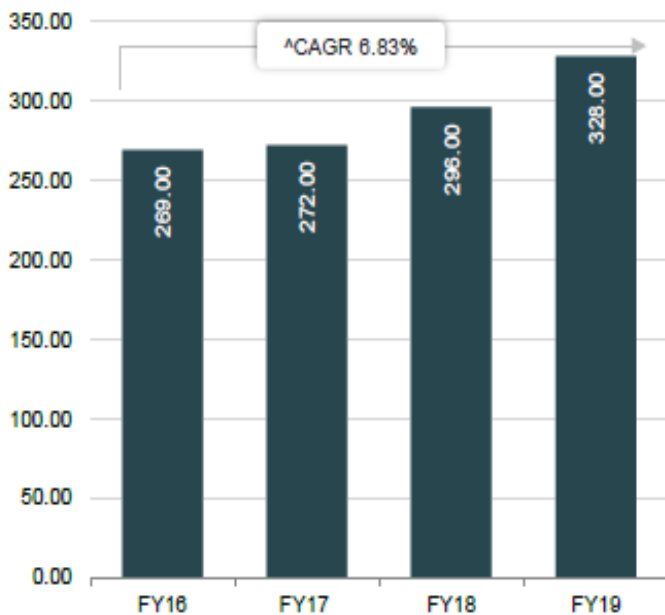
Factors That Influence the Cement Industry

1. **Economic scenario-** Phases of growth in the economy are positively linked to cement company growth.
2. **Cost structure and completeness:** There is not much that cement companies can do regarding the cost structure because the margins are comparatively less. cost advantages are usually due to companies having access to a cheaper power source, a quality limestone reserve, or being close to bigger markets.
3. **Legal, regulatory and environment scenario:** The cement industry is affected by regulatory norms. this adds to the company's costs.
4. **Technological advancements:** A disruptive innovation can give the innovating company an advantage.

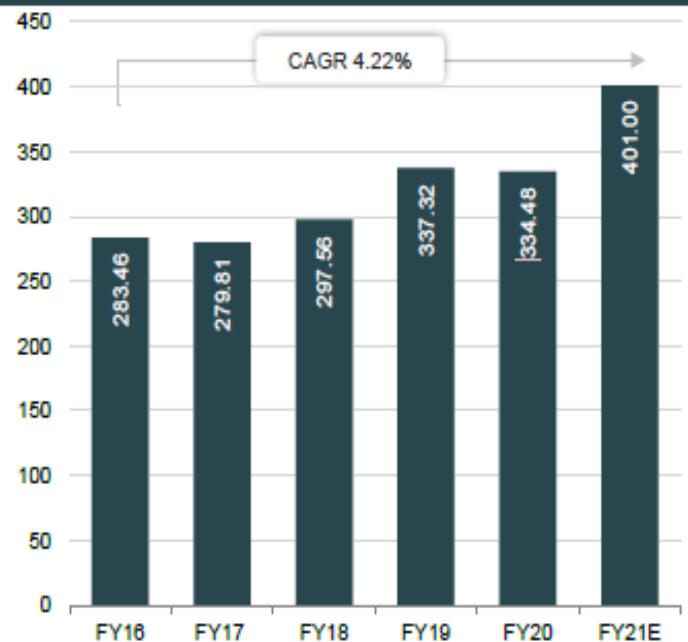
5. **Geographic advantages:** It is an advantage for companies to be near limestone mines or waterways. ease of transportation is another advantage.

Production and Consumption of cement

Cement consumption (million tonnes)



Cement Production in India (million tonnes)



Source: IBEF (Indian Brand Equity Foundation)

With 520 million tonnes (MT) of cement production capacity, India is the second largest cement producer in the world and accounts for 8 per cent of world's cement output.

Of the total capacity, 98 per cent lies with the private sector and the rest with the public sector. The Indian cement industry is dominated by a few companies. The top 20 companies account for around 70 per cent of the total production.

COMPANY OVERVIEW

JK Lakshmi Cement Limited is a part of over 132 years old JK Organization. An eminent industrial house, with operations in India and abroad and having a leadership presence in the fields of tyre, cement, paper, power transmissions and sealing solutions, dairy products and textiles.



JK Lakshmi Cement (JKLC) was set up in 1982– in a village in District Sirohi, Rajasthan. Today, the company stands tall with an annual turnover of about Rs. 4000 Crores and an impressive production of 13.30 million tons per annum.

Chairman & Managing Director- Shri Bharat Hari Singhania

Subsidiaries- Udaipur cement works, Hansdeep industries & trading company limited.

Vision

- To be a profitably growing, innovative & caring company

- To become a significantly relevant player in the mind of consumers

Mission

- Achieve growth in Sales & Profit, higher than comparable sized players
- Achieve Operational Excellence
- Be a workplace of choice-Attract, Retain and Grow Talent Pool of change leaders
- Create superior value for the customer through Premium Products & Brand Positioning
- Continuously enhance shareholders' wealth and be a preferred portfolio among investors

The further firsts in JK Lakshmi cement's innovative ideas basket were:

- The concept of coloured bags for product differentiation.
- A waste heat recovery power plant.
- Introducing OPC 43 grade cement in North India.

Products of the JK Group have a strong brand recall and enjoy a significant market share in their respective segments. the strong brand equity of the group has been built through use of latest technologies, continuous research & development and innovation. the organization has set up highly reputed research and development institutes in various fields.

Today, JK Lakshmi Pro+ cement is the talk to the town by being the best-in-class product and has become the first choice among the customers. dealers across India have shown an unprecedented enthusiasm and excitement towards this product.

Real strength lies in our manufacturing units and people
The real fuel that keeps alive JK Lakshmi cement's fire to perform better, lies in its manufacturing plants spread across India at:

- Sirohi (Rajasthan)
- Durg (Chhattisgarh)
- Kalol (Gujarat)
- Jharli (Haryana)
- Surat (Gujarat)
- Orissa
- Sikandrabad (Uttar Pradesh)
- Kathua (Jammu and Kashmir) and
- Palanpur (Gujarat)

Here are some of jklc initiatives:

- Naya Savera, a basic health care center.
- Akshaya Kaleva, a food distribution programs.
- Adult and women literacy programmers for families in Sirohi Rajasthan.
- Sahyogi Sanrakshan club for masons.

JKLC Award-

- National CSR golden peacock award,2013.
- The national award for environment.
- Gold award
- Safety innovation award
- leading businesswomen of the year.
- Make in India awrd-2015.

Marketing Strategy of JK Lakshmi cement Ltd-

SEGEMENTATION-the company has segmented the market geographically.it sells its products all over India with major presence in northern region.

PRICING STRATEGY-Before deciding the price of the cement company has considered the following points-

- Manufacturing cost
- Transporting cost
- Storing and material handling.
- Other cost
- Tax and interest
- Administration.
- Competitor price and offers.

DISTRIBUTION STRATEGY-

The company is distributing cement by following ways-

1. Wholeseller
2. Retailer
3. corporate and bulk buyers.

Products of JK Lakshmi Cement

1. Platinum heavy duty cement
2. JKLC sixer
3. JKLC (Mazbooti guaranteed)
4. JK Lakshmi PRO+ Cement
5. JK Lakshmi plast gypsum plaster
6. JK Lakshmi power mix (ready mix concrete)
7. JK smart BLOX (autoclaved aerated concrete)

Organizational Structure-



Management philosophy-

- Customer satisfaction.
- Always invest in latest technology.
- Huge distribution network creation.
- Constant focus on cost control and quality.
- Invest in manager & develop employee's skill

Marketing is the study of a market.

- A market exists when there is an exchange between 2 partners frequently a buyer & a seller.

➤ Difference between marketing & Selling

- Selling is preoccupied with the seller's need to convert the product into cash
- Marketing focuses on satisfying the needs of the customer by means of the product. Truly marketing minded firm tries to create value-satisfying

goods and services that customers will want to buy

The Three Principles of Marketing

- Principle of Customer Value
- Principle of Differentiation
- Principle of Segmentation, Targeting and Positioning

Product Strategy

- Technically a product is anything that can be offered to the market to satisfy a want or need.

- The 4 Ps of Marketing

- Price
- Place
- Promotion
- Product

Product- Brand Name, variety, quality, features, packaging, sizes, services, warranties, returns.

Place-Distribution channels, coverage, assortments, inventory, transport, locations, shelf space.

Price-MRP, discounts, allowances, payment period, credit terms.

Promotions-Trade promotions, consumer promotions, sales force, Direct marketing, public relations.

Segmentation & Targeting-

A market segment is a group of customers who share a similar set of needs and wants.

Brand Positioning-Brand positioning is the act of designing a brand's offer and image so that it occupies a distinct and valued place in the target consumer's mind."

Target audience - behavioural, demographic, psychographic, geographic.

Marketing Research-It is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the **identification** and **solution** of problems and opportunities in marketing.

There are 2 main types of research

- **Problem-identification research:** • market potential research • sales analysis research • business trends research • market share research.
- **Problem-solving research:** • segmentation research • product research • pricing research • promotions research.
- Research can be either **Qualitative** or **Quantitative**.

Research Design

Definition - It is a framework or blueprint for conducting the marketing research project.

Components of research design: -

Define information needed • design the phases of the study - exploratory, descriptive, causal • specify the measurement & scaling procedures • design & pre-test questionnaire or form for data collection • Specify sampling process and sample size • develop plan for data analysis

Components of A Marketing Research Proposal-

1. Executive Summary 2. Background 3. Problem Definition/Research Objectives 4. Approach to the Problem 5. Research Design 6. Fieldwork/Data Collection 7. Data Analysis 8. Reporting 9. Costs and Time 10. Appendices

Population is the total of all elements sharing some common characteristics that comprises the universe for the marketing research

problem.

The population can be obtained in 2 ways:

- Taking a **census** - a complete listing of all the elements of the population.
- Taking a **sample** - select a sub-group of the elements of the population.

Online Sampling Techniques

1. Online Intercept Sampling.
2. Recruited Online Sampling.

SWOT stands for Strengths, Weakness, Opportunities, and Threats.

SWOT Analysis is a technique for assessing these four aspects of the business.

Strengths-

Strengths are things that your organization does particularly well, or in a way that distinguishes you from your competitors. Think about the advantages your organization has over other organizations. These might be the motivation of your staff, access to certain materials, or a strong set of manufacturing processes.

Weaknesses-

A SWOT analysis will only be valuable if you gather all the information. weakness, like strengths are inherent features of the organization so focus on people, resources, systems and procedures. Think about what company could improve, and the sorts of practices should avoid.

Opportunities-

Opportunities are openings or chances for something positive to happen. they usually arise from situations outside the organization and require an eye to what might happen in the future. they might arise as developments in the market company serve, or in the technology company use. Being able to spot and exploit opportunities can make a huge difference to the organization's ability to compete and take the lead in your market.

Threats-

Threats include anything that can negatively affect business from the outside, such as supply chain problems, shifts in market requirements or a shortage of recruits.

Project Summary

Scope-

- a) This research will help me get the know more about the cement industry.
- b) I will also understand how key players perform in the industry and what are their unique sales propositions to the cement dealers/ end customers and their strengths and weaknesses.
- c) I will also compare JKLC with key competitors on above researched parameters.

Research Methodology-

- a) Research into cement industry through reviewing
 - 1) Research reports on industry
 - 2) Research report of key industry player
 - 3) Bond and debt rating reports key industry players by CRISIL, ICRA or Fitch ratings
 - 4) Any other research report and recommendation of any ministry in the government of India
- b) How do key player perform in the market?
 - 1) Connect with the channel partners e.g. cement dealer to understand how various cement player are viewed by them
 - 2) Given lock-down and possible lack of availability of digital medium, this survey will be conducted telephonically by me.
 - 3) I will design a small questionnaire that will cover pricing of various players, dealer commissions, additional dealer incentives, logistics support, after sales service, perceived product quality, any consumer preferences for brand or the dealer is the key influencer and impact of various advertising and marketing campaigns by key players.

Project output-

- a) Detailed swot analysis on key players as well as JK Lakshmi Cement
- b) Potential areas of opportunity for JKLC.

DATA INTERPRETATION

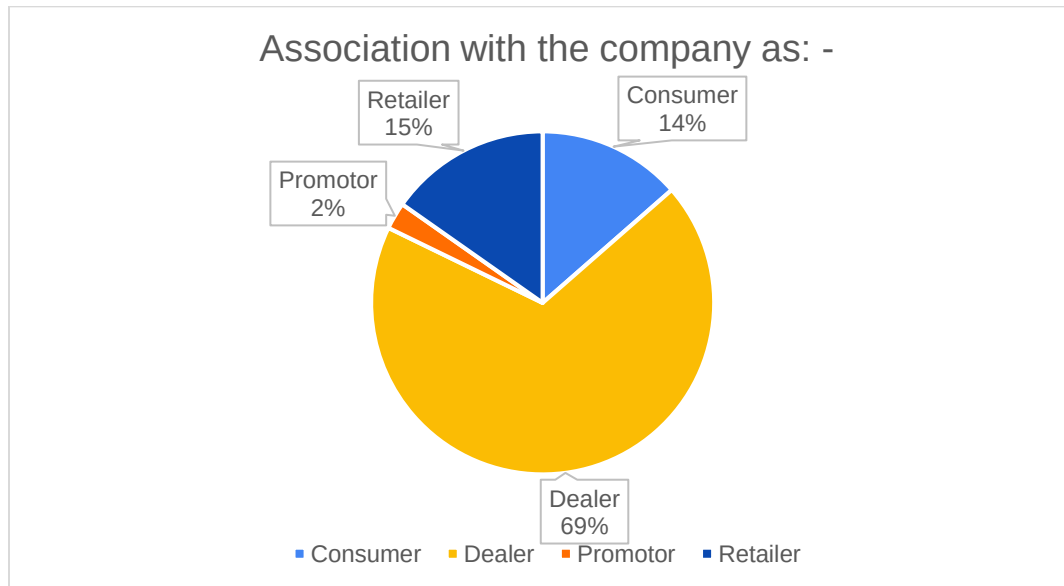


Figure 1

Figure 1:-This survey that we have conducted to know about the SWOT of JK Lakshmi Cement, I have taken a sample size 118 out of that 81(69%) of them are dealer, 18(15%) of them are retailers, 16(14%) of them are customer and 3(2%) of them is promoter.

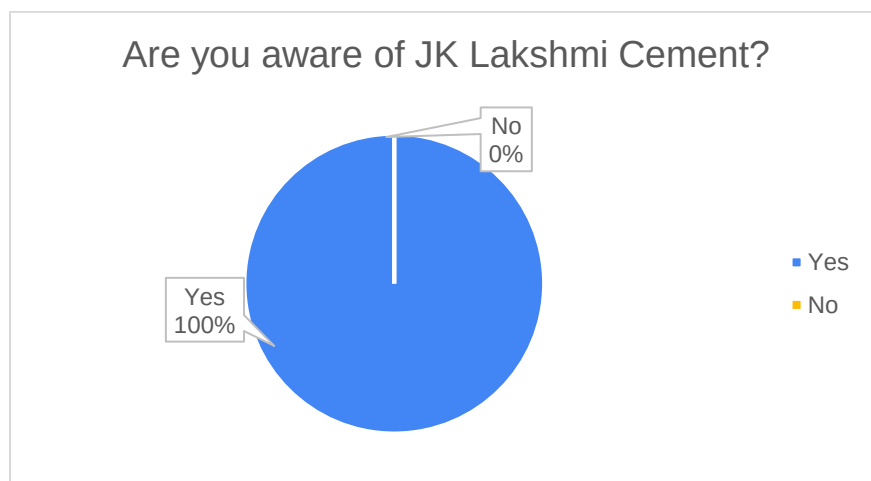


Figure 2

Figure 2: -In Bharatpur, Alwar, Jaipur and Dholpur everyone is aware of JK. Lakshmi cement.

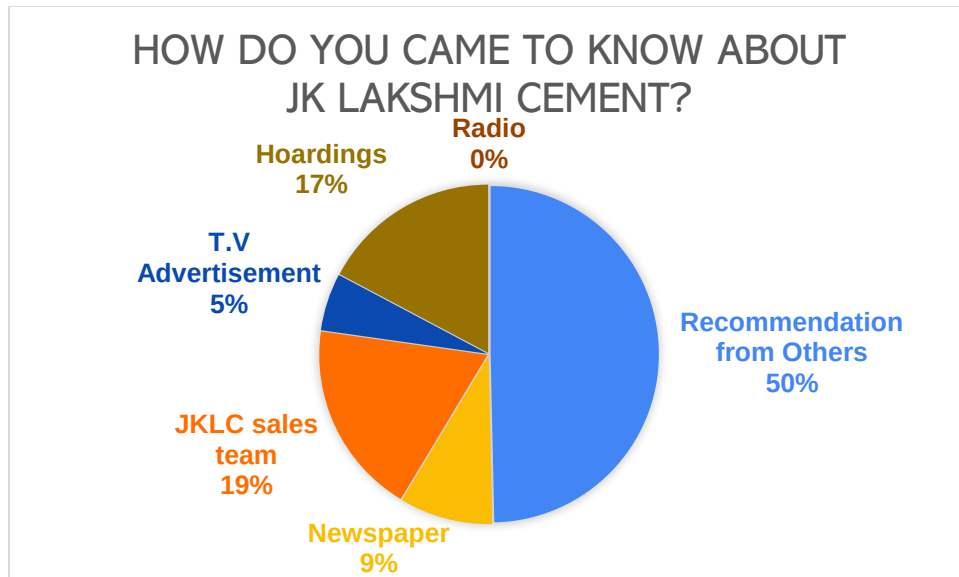


Figure 3

Figure 3- Most of the respondent came to know about JK Lakshmi cement from others recommendation that shows word of mouth publicity is more effective and JKLC sales team also do their work in effective manner.

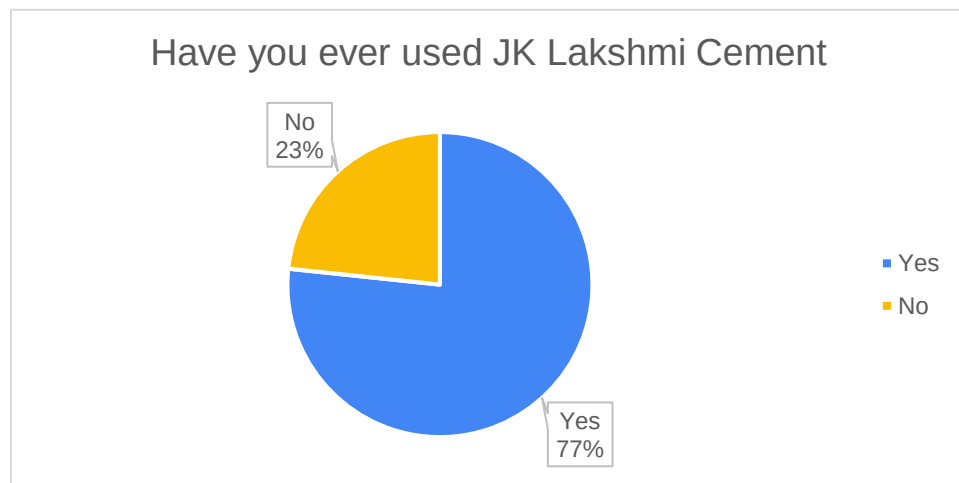


Figure 4

Figure 4: -This chart shows 77% of respondent have used J.K Lakshmi Cement, and 23% respondent have not used J.K Lakshmi Cement.

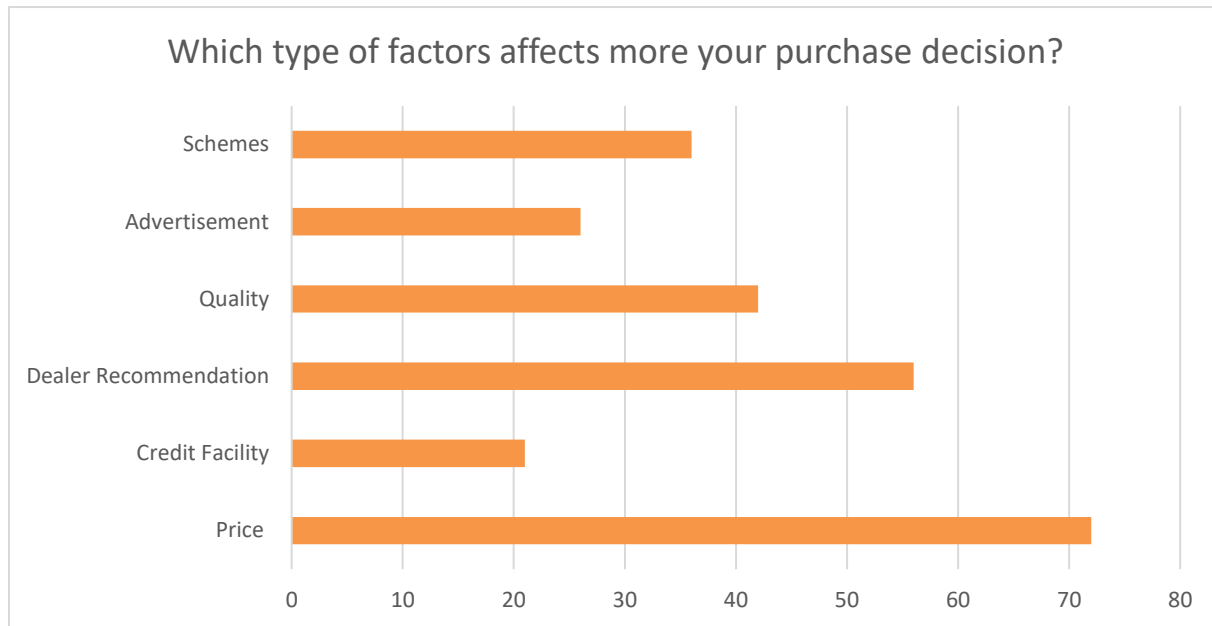


Figure 5

Figure 5: - The factors which most affects the buying decision are price, quality, schemes and brand Image of the company affects more your purchase decision as compared to schemes, supplies and credit facility.

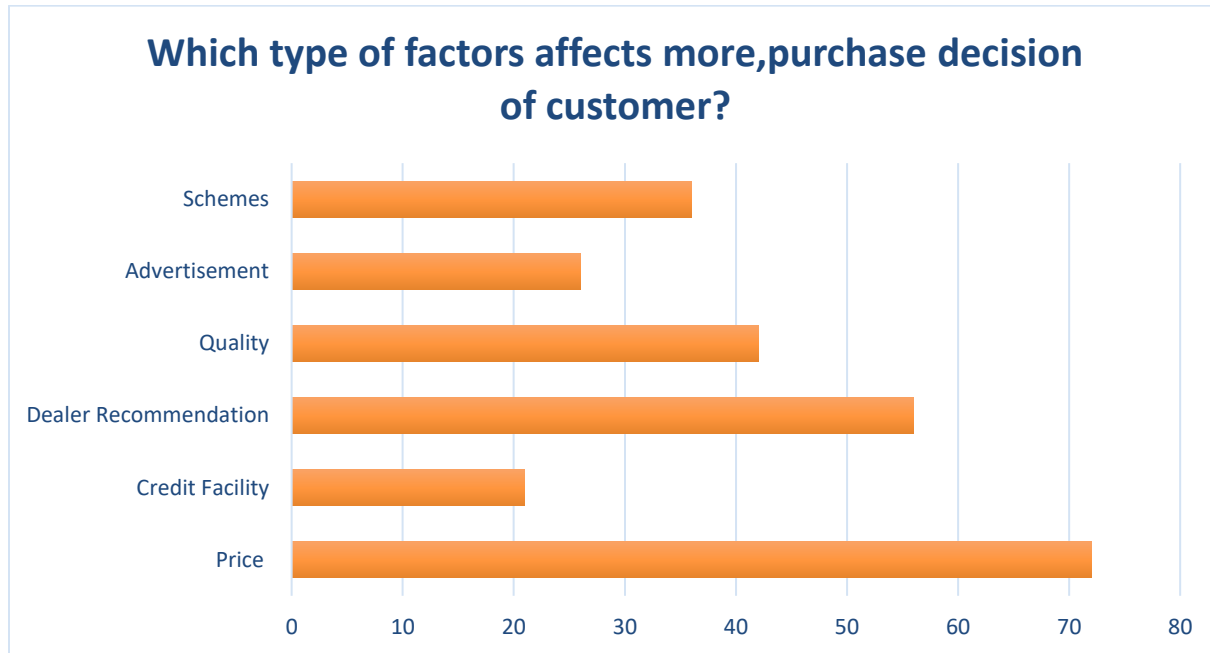


Figure 6

In Figure 6: - The factors which most affects the customer buying decision are price, dealer recommendation and quality as they receive higher from respondent and it can be seen in above figure.

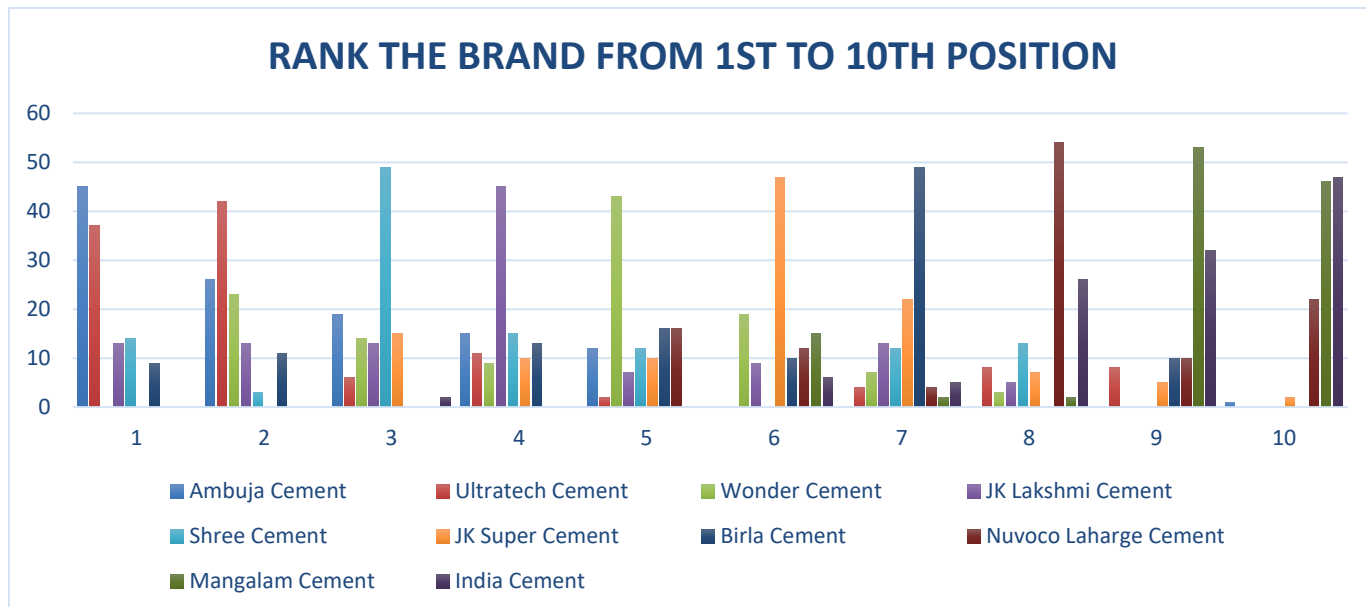


Figure 7

Figure 7: -When respondents that include dealers, retailers, consumers and promoter asked to rank the various cement companies including JK

Lakshmi cement. So according to them ranking of the brand from 1st to 10th position on the bases of branding, quality, positioning is-

- I. Ambuja Cement
- II. Ultratech Cement
- III. Shree Cement
- IV. JK Lakshmi Cement
- V. Wonder Cement
- VI. JK Super Cement
- VII. Birla Cement
- VIII. Nuvoco Laharge Cement
- IX. Mangalam Cement
- X. India Cement

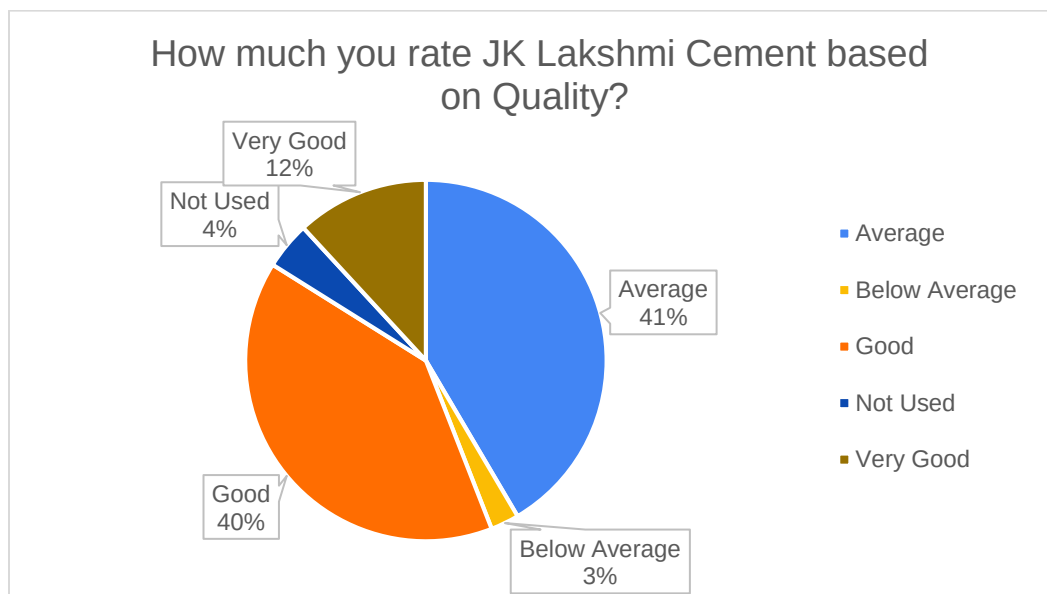


Figure 8

Figure 8:-The experience regarding brand J.K Lakshmi cement is good, as 40% of respondent say good and only 04% of respondent say not used

for the and 41% say average, 12% say very good and 3% say below average for J.K Lakshmi cement.

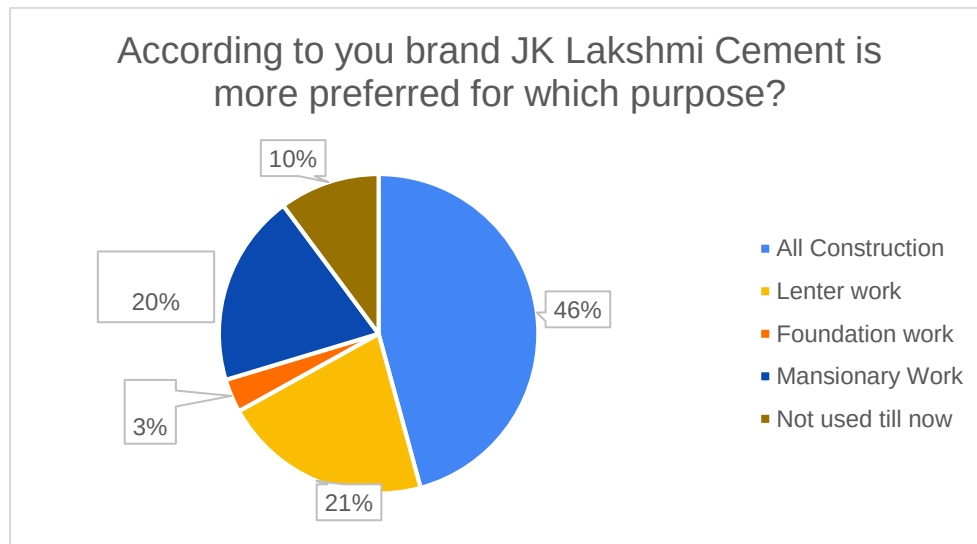


Figure 9

Figure 9:- According to the respondents J.K Lakshmi cement is mostly preferred for all construction work, 46% of respondent are using J.K Lakshmi cement for all construction activities and 10% of respondent have not used till now, 21% for lenter work, 3% for foundation work and 20 % for masonry work.

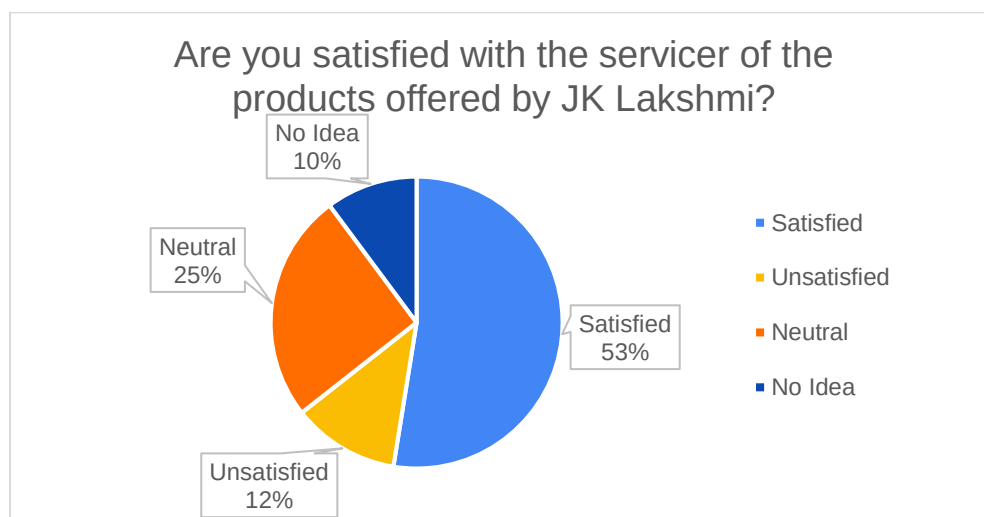


Figure 10

Figure 10: -According to survey most of the respondent 62(53%) are satisfied with the service provided by JK Lakshmi cement but 30(25%) respondent gave neutral rating when asked about the service provided by the company.

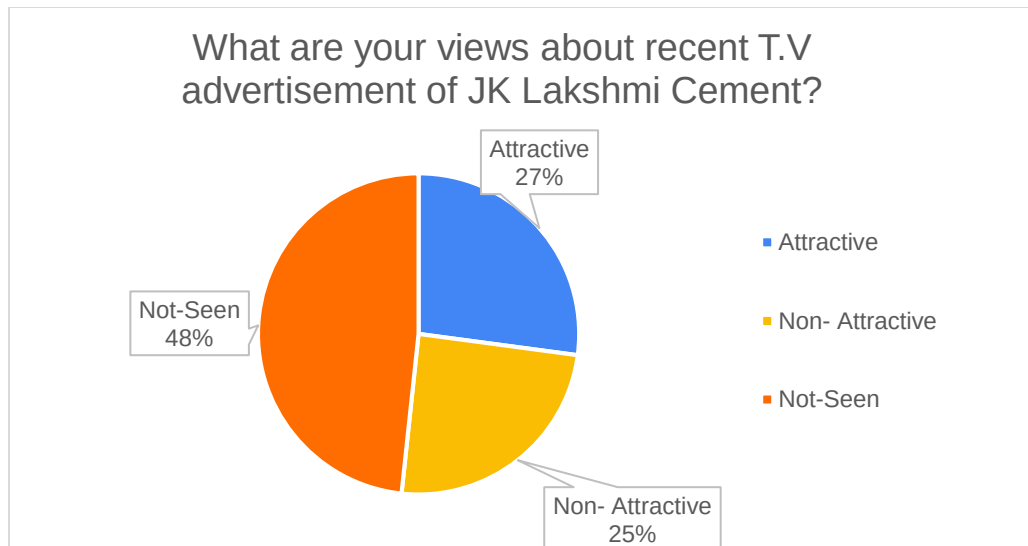


Figure 11

Figure 11:-According to the survey most of the respondent say about on T.V advertisements of JK Lakshmi cement that (57) claims that they haven't seen any Ad on TV, 32 respondent find the TV advertisement attractive and mostly they saw the advertisement on news channels, while remaining respondent find it to be non-attractive.

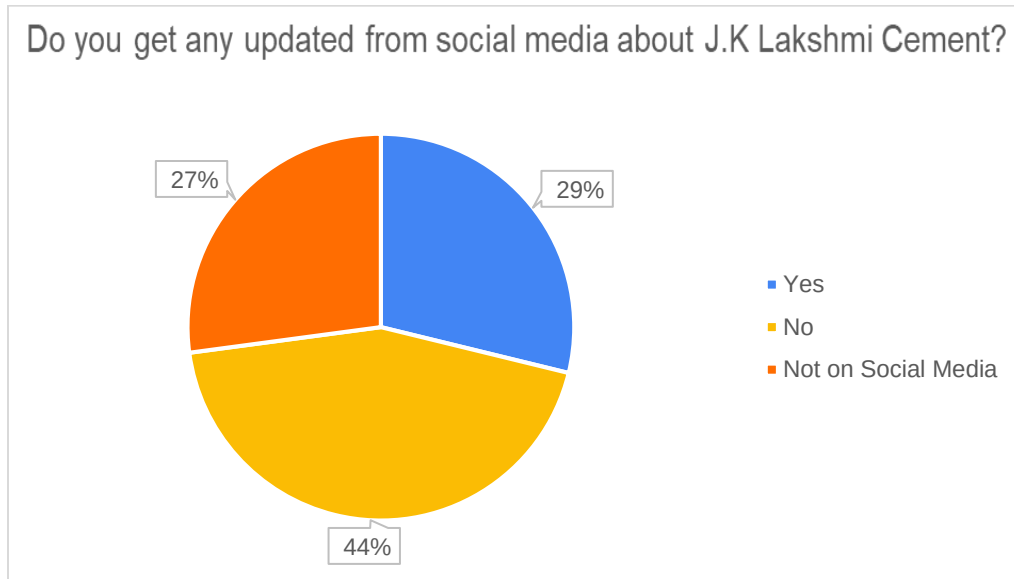


Figure 12

Figure 12: -From this chart, 29% of respondents say that they get updates from social media, 27% of respondents say they didn't get any updates from social media and 44% of respondents say they didn't use social media of J.K Lakshmi cement.

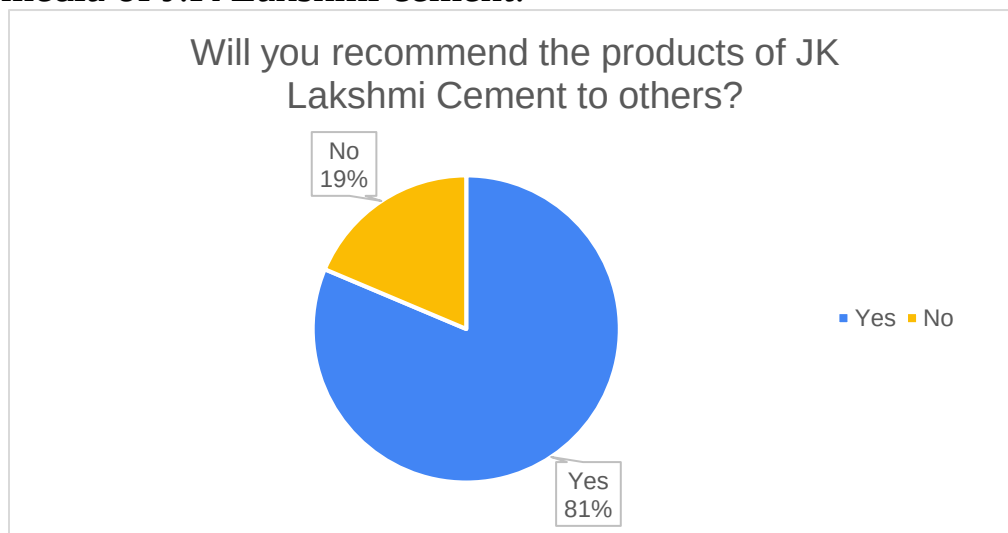


Figure 13

Figure 13: - While talking to them, 96 respondents seem confident to recommend JK Lakshmi cement to other while on the other hand 22 respondent not seem that much confident to recommend it.

Q14 What company should do for improving JK Lakshmi cement's brand image? So, some of the most occurring comments are mentioned below: -

- Marketing strategy is needs to be improved as per dealers and retailers.
- According to the respondent JK Lakshmi cement can improve their branding and advertising of their products.
- In compare to competitors JKLC price is high so customers who focuses on price are ready to have compromise in quality so price should be according to the competitors pricing strategy.
- They should focus on wall painting, holdings or banners because most of the competitors are playing their best.
- JKLC need to increase uni-poll and shop branding.
- JKLC should reach to builders by giving some gifts. Ultratech is doing it continuously and improve T.V Advertisement's.
- They should focus on Biswas program and add more contractor through advertisement.

SWOT Analysis of JK Lakshmi cement

By this survey, I get to know about the SWOT of JK Lakshmi cement. I had also taken interviews of dealers, promoters, retailers and customers.

Strength

- J.K Lakshmi cement is well known brand in India and people trust the brand.
- With a good brand name JK Lakshmi also maintain the quality of the product.
- They have good bonding with the dealers and distributors, and they are satisfied with the services provided.
- J.K Lakshmi cement is most preferred used for all construction work.
- Pro+ is the best product of JK Lakshmi cement.
- JK Lakshmi cement is likely to be recommended by people.
- JKLC has good working culture.
- It is a cash rich company and a profitable company.
- It is diversified in many groups.
- It also focusses on the customer centricity.

Weakness

- Major operation is only in Rajasthan & Chhattisgarh.
- The company has not grown as fast as others and is losing market share on that account.
- T.V advertisement of J.K Lakshmi cement is less attractive, and many respondents have not seen the T.V advertisement.
- Social media updates of J.K Lakshmi cement is not effective as compare to competitors.

Opportunity

- India is a developing country so it can expand its operation to the other parts of the country.
- Make more dealers in the market to capture the market share.

Threats

- Strong competition from the regional players or local brands.
- In compare to competitors JKLC price is high so customers may shift to other company.

RECOMMENDATIONS

- Due to increased local competition and high price sensitivity seen in purchasing behaviour, JKLC should review the overall pricing strategy of different brands and align them according to the value proposition offered.
- Make more dealers in the market to capture the market share.
- Promotion should be increased more through wall painting, hoarding and banners.
- J.K Lakshmi Cement should be active on T.V advertisement other than news channels so that more people will become aware and the cement will remain in the mind of customer.
- JK Lakshmi cement can also regular work on promotional campaigns.
- As observed from dealer surveys, JKLC media campaigns are not as visible or have recall as compared to other brands. The organisation should focus on suitable above the line, below the line and digital media campaigns to increase brand awareness.

REFERENCES

<https://www.jklakshmicement.com/>

<https://dir.indiamart.com/impcat/jk-lakshmi-cement.html>

<https://jklakshmicementsrm.com/>

<https://www.indiamart.com/jkl-cement-sirohi/>

<https://www.ibef.org/industry.aspx>

Dealers and suppliers in Bharatpur, Jaipur, Alwar and Dholpur.

BOOK REFERENCE- STATICS FOR MANAGEMENT (PEARSON)

APPENDICES

Q1. From the channel distribution, you consider yourself as: -

- 1) Bulk dealer
- 2) Wholesaler
- 3) Retailer
- 4) Customer

Mention

-the company name you deal with.....

-Business Experience (in years)

Q2. Are you aware of JK Lakshmi Cement?

(a) Yes (b) No

Q3. How do you come to know about JK Lakshmi Cement?

- (a) Hoardings
- (b) Newspaper
- (c) Radio
- (d) T.V Advertisement
- (e) Recommendation from Others
- (f) JKLC sales team

Q4. Have you ever used JK Lakshmi Cement?

(a) Yes (b) No

Q5. Which type of factors affects more, your purchase decision? (Tick three among these)

- 1) Price ☐
- 2) Credit Facility ☐
- 3) Brand Image ☐
- 4) Quality ☐
- 5) Supplies ☐
- 6) Schemes ☐

Q6. Which type of factors affects more, purchase decision of end customer? (Tick three among these)

- a) Price ☐
- b) Credit Facility ☐
- c) Dealer Recommendation ☐
- d) Quality ☐
- e) Advertisement ☐
- f) Schemes ☐

Q.7 Give the Ranking to the following Brands (based on Branding, Quality, Positioning) from 1 to 10?

- a) JK Lakshmi Cement _____
- b) Ultratech Cement _____
- c) Ambuja Cement _____
- d) Wonder Cement _____

- e) Shree Cement _____
- f) JK Super Cement _____
- g) Mangalam Cement _____
- h) Nuvoco Cement (Lafarge) _____
- i) Birla Corp (BCW) _____
- j) India cement (ICL) _____

Q8. What is your experience regarding brand JK Lakshmi Cement?

- a) Very Good
- b) Good
- c) Average
- d) Below Average
- e) Not Used

Q9. How much you rate JK Lakshmi Cement based on Quality?

- 1) Very Good
- 2) Good
- 3) Average
- 4) Below Average
- 5) Not Used

Q10. According to you Brand JKLC preferred for which purpose?

- a) All Construction Activities
- b) Masonry Work
- c) Foundation Work

- d) Lenter Work
- e) Not Used till Now

Q11. Are you satisfied with the services of the products offered by JK Lakshmi Cement?

- a) Satisfied
- b) Neutral
- c) Unsatisfied
- d) Not Used

Q12. What are your views about recent T.V Advertisement of JK Lakshmi Cement?

- a) Attractive
- b) Not Attractive
- c) Not Seen

Q13. Do you get any update from social media about the cement industry?

- (a)Yes (b) No

If yes, then please

specify.....

Q14. Will you recommend the products of JK Lakshmi Cement to others?

- (a)Yes (b) No

Q15. What company should do for improving JK Lakshmi Cement's
Brand Image?

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