

Summer Internship Project Report

On

**Sales Management & Marketing**

By

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2018BBA021



Under the Supervision of

Dr. Punam Mishra

(Submitted in partial fulfilment of the requirements for BBA degree)

Institute of Management  
JK Lakshmipat University, Jaipur  
(2020)

## **DECLARATION**

I declare that the project work titled “**Sales Management & Marketing**” is towards the partial fulfilment of the university regulations for the award of degree of Bachelor of Business Administration by JK Lakshmipat University, Jaipur.

I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institute.

Madhav Bansal  
2018BBA021

## INDUSTRY CERTIFICATE



### *Certificate of Achievement*

We hereby give this to

**MADHAV BANSAL**

for successfully completing his project on  
Sales Management & Marketing (Increment in Sales)  
for a period of 50 days on 7<sup>th</sup> July 2020.

*Gaurav*

**GAURAV BANSAL**  
Managing Director

*Lalchand Agarwal*

**LALCHAND AGARWAL**  
Managing Director

## **CERTIFICATE**

It is certified that the summer internship project report on “Sales Management & Marketing” submitted by Madhav Bansal is an original piece of research work carried out by the candidate under my supervision.

(Dr. Punam Mishra)

Faculty Guide

## **Acknowledgement**

The success and 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 assistance and I would not forget to thank them.

I would like to thank my faculty advisor Dr. Punam Mishra for giving me the opportunity to work with her during my period of internship. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counselling that she has provided me with during this period. I have tried my best to implement her constructive suggestions while doing my report.

I would also like to take this opportunity to acknowledge the help provided to me by some personnel of the company. My sincere gratitude goes to my industry guide Mr. Lokendra Singh, (Sales Manager) for giving me time from their busy schedule, providing me with information that was required to complete the report and for guiding me properly throughout the period of my internship. I would also like to thank all the employees of LC CEMENT WORKS LLP who has supported me and co-operated with me during my internship period.

Madhav Bansal  
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## **1. Project Summary**

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This study was conducted LC CEMENT WORKS LLP and its aim is to determine the new sales and marketing areas of the company.

The report gives an overview of the various aspects of the Cement industry of India. In this report you will find different types and grades of cement. And also, the different stages of the cement industry. Some information about the Grinding Cement plants is provided.

This report also contains the qualitative survey reports for the PPC cement. This is the grade of cement which is manufactured by the company i.e. LC CEMENT WORKS LLP.

This study is important to know the consumption and different areas of sales concerned with the company and how the company can increase the sales.

The report mainly focuses on the new market determination of the cement of the company and the different uses of cement. Then the analysis of the Grinding cement plant-based markets and the major uses of the grades produced by Grinding Cement plants. In last we will know some new possibilities where the company can increase its sales and market capture soon.

## **2. INDUSTRY AND COMPANY OVERVIEW:**

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India is the second largest cement producer in the world, as of 2019. India's cement production capacity is expected to reach 550 million tonnes by 2025. Of the total capacity, 98% lies with the private sector and rest with the public sector. 210 large cement plants accounts for a cumulative installed capacity of over 410 million tonnes, while over 350 mini or grinding cement plants have an estimated production capacity of nearly 11.10 million tonnes. Of the total 210 large cement plants in India, 77 are situated in the states of Andhra Pradesh, Rajasthan & Tamil Nadu.

### **3. About Indian Cement Industry**

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Cement Industry is one of the largest industries of the world and occupies predominant place as one of the basic industries for development and its employment generation capacity. Cement ranks next to steel in construction material and so is the basis of all modern construction.

#### *First Cement Factory of India*

India entered the Cement Era in 1914, when the Indian Cement Company Ltd. started manufacturing Cement in Porbandar in Gujarat.

However, even before that a small cement factory was established in Madras in 1904 by a company named South India Industrial Ltd.

Indian Cement Company Ltd produced only one type of cement which was designed by the British standard committee as “Artificial Portland Cement”. This company marketed its product in Mumbai, Karachi, Madras and other parts and became a financial success.

At that time India had to import cement from England. The price of the imported cement was higher. Some other factors such as increase in domestic demand, reduction in supply from abroad (due to war), availability of Indian Capital, ample raw material, Cheap labour, support of the government etc. made it a leading industry in India in a short period of time.

- In January 1915, a cement unit was started at Katni in Madhya Pradesh
- In December 1916, another unit at Lakheri in Rajasthan was started.

During the First World War period, cement production in these three important factories was taken under control of the government and later the control was lifted once the war was over. After the war, 6 more units were launched in India.

In 1924, India's cement production was 267000 tons. However, initially this increased production could not reduce the imports and the industry suffered a rate war. This led to closure of many indigenous units. The Indian companies which were away from ports or commercial centres faced the locational disadvantage.

The above incidents led to the industry stakeholder approach to the government for protection. The British government constituted a Tariff board, which recommended protection of the indigenous industry against the dumping of the imported cement. It recommended raising of the customs duty to 41% which was around 15% at that time, but this recommendation was not accepted by the government.

#### *Key Other Landmarks in History of Cement*

- In 1925, first association of the cement manufacturers was formed as “Cement Manufacturers Association “.
- It was followed by “Concrete Association of India” in 1927.
- In 1930 “Cement Marketing Company of India” was started and this was followed by a quota system based on installed capacity of the factories.
- In 1936, all the cement companies except one i.e. Sone valley Portland Cement Company agreed and formed Associated Cement Companies Ltd. (ACC). This was the most important even in the history of cement industry in India. Many more companies were established in the following years.
- Before partition India had 24 factories, out of which India retained 19 factories, which annual production of 2.1 million tons. Pakistan faced a problem at the supply side as it had problem of disposal of the cement produced and India faced a problem in demand side as production fell to 2.1 million tons from 2.7 million tons.
- After Independence, the partition of the country had a bad impact on the cement industry.

#### *Cement Expansion Scheme*

In 1948, the government adopted the Cement Expansion Scheme which envisaged new factories to increase the production. New factories were established at Bagalkot, Jaipur, Orissa, Travancore etc. In 1950-51, there were 22 operating units with an installed capacity of 3.3 million tons. Cement industry was given a great importance in all the initial five-year plans. The target of the first five-year plan was to raise the installed capacity to 5.4 million tons which was achieved. The industry has grown to manifold since then.

#### **4. Cement Grinding Plant**

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The cement clinker grinding plant or cement grinding station acts as an individual production line in the last period of the cement production process. In the finished product period, the cement clinker is ground by adding moderate mixing materials and then forms the finished cement. The following are the broader features of Grinding Clinker Cement plants:

1. The batching system have been adopting automatic quantitative feeding and measuring device, which have increased the material batching accuracy and also stabilizing the production's quality.
2. Adopting tube mill or vertical roller mill to producing qualify cement according to the raw material's condition of clients.
3. Producing system have adopt closed circuit to reduce the energy consumption of cement grinding. The single line scale can be from 15tpd to 1500tpd, which have been covered the cement factory's different manufacture demand.
4. Adoption of High efficiency air classifier and pulse type bag filter have created the circumstance for energy saving and energy consumption reduction.
5. The mill and air classifier have adopt 3D computer design, which have reasonable structure and reliable operation.
6. The grinding system have adopted best ventilation air volume design, which will reduce the installed capacity.
7. Plant have high automation level, the operating process will adopt DCS central control system for adjustment, control and alarm in master control room, then the whole plant has less operator and also increase the working efficiency.

The cement grinding technology is adopted by investors as circuit cement grinding processing, which have various advantages like high manufacture ability, high automation level, good production quality, less energy consumption, more industry waste using quantity, so have been as the main technology of world-wide cement manufacture.

The cement manufacture process of grinding station , have be adopt open circuit manufacture process, and mostly application is closed circuit manufacture process which meaning ball mill grinding system match with air classifier.

As for the cement producing scale is bigger and bigger, the roller mill is widely used in the grinding system, which will reduce the feeding size of ball mill, greatly increase the producing capacity and decrease grinding energy consumption.

## **5. About the Company**

### **5.1 LC CEMENT WORKS LLP**

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**LC CEMENT WORKS LLP** is one of the few grinding cement plants operating in Rajasthan.

LC cement is established by Mr. Lal Chand Agarwal, he is LLB graduate. He is working in the industry of slaked lime since 1984.

Now with his expert experience and knowledge he has stepped into the cement grinding and manufacturing business and set up a complete cement grading and manufacturing unit at Merta city of Rajasthan. Currently, the company runs with an annual production capacity of 50000 metric tons, having production capacity of 150 Mt. per day. The company manufactures only Portland Pozzolana Cement till date and will soon introduce OPC too . Company have also collaborated with a marketing company **JK SHIAN**.

**5.2 Vision:** Working towards the development of the society through sustainable growth and high-quality performance.

**5.3 Mission:** Our mission is to deliver best quality cement at the cheapest rate, so it doesn't affect your budget. We believe that with every new construction our country grows, so we want you to grow and build your dreams.

### **5.4 Product Offering:**

LC CEMENT WORKS LLP only offers a single type of cement that is PPC and equals the quality of Bigger Plants. The product offered is:

Portland Pozzolana Cement : Pozzolana is an extender a supplementary cementitious material used to enhance improve the strength and durability of the cement. The word Pozzolana comes from the word '*Pozzoluana*' which is a form of Volcanic Ash.

Volcanic Ash is the first form of Pozzolana used in PPC cement, which also includes natural and artificial siliceous and aluminous materials such as clay, slag, silica fume, fly ash & Shale. Some of these above-mentioned materials are industrial surplus by-products waste residues

produced from other processes but they are ideal in producing PPC Cement. **P**ozzolana as a material is an artificial material which possesses silica in its reactive form. Along with 20–35% of Pozzolanic materials, PPC majorly also contains Portland OPC Clinker(65–70%) and Gypsum.

## **6. Objective**

To analyse the marketing areas of grinding cement plant.

To find out the new marketing opportunities for cement plant i.e. for LC CEMENT WORKS LLP.

## **7. Methodology**

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

## **8. Analysis and Survey**

### ***Primary Data:***

- Discussions and meeting with the customers of LC CEMENT Works LLP.
- Discussions with the employees of LC CEMENT Works LLP.

### ***Secondary Data:***

- For the secondary data, databases of LC CEMENT Works LLP have been used to gather data.
- In addition, some information has been also taken from internet as well.

## 8.1 Survey from Retailers and Customers of company:

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### **Retailers:**

| <b>Name</b>               | <b>Purpose of Consumption</b> | <b>Area / Location</b>                         |
|---------------------------|-------------------------------|------------------------------------------------|
| KhanaRam Ji<br>(JK SHIAN) | Reselling                     | Many Districts like<br>Nagaur,Barmer,Jaisalmer |
| Aamin                     | Reselling                     | Borunda                                        |
| Sharma Ji                 | Reselling                     | Bayad                                          |
| Kamlesh                   | Reselling                     | Merta                                          |
| Rajesh                    | Reselling                     | Basni                                          |
| Suresh                    | Reselling                     | Bhilwara                                       |
| Vikas                     | Reselling                     | Ganthiya                                       |
| Radhakrishnan             | Reselling                     | Bakaliawas                                     |
| Akhil                     | Reselling                     | Mundwa                                         |
| Gopal                     | Reselling                     | Jobner                                         |
| Kishore Ji                | Reselling                     | Merta                                          |
| Aadam                     | Reselling                     | Kuchaman                                       |
| Shiv Ji                   | Reselling                     | Kalru                                          |
| Ramsa                     | Reselling                     | Hissar                                         |
| Paramveer                 | Reselling                     | Chandigarh                                     |
| Punit                     | Reselling                     | Merta Road                                     |
| Raman                     | Reselling                     | Ajmer                                          |
| Kamlesh                   | Reselling                     | Basni                                          |
| Ranjit                    | Reselling                     | Manakpur                                       |
| Krishan Gopal             | Reselling                     | Parbatsar                                      |

### 8.1.1 Survey from Retailers and Customers of company :

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#### Customers:

| Name       | Purpose of Consumption | Area / Location |
|------------|------------------------|-----------------|
| Rama       | Boundary of Plot       | Merta           |
| Abhilash   | For making shop        | Borunda         |
| Aman       | For Walls              | Bayad           |
| Manish     | For Floor              | Bakaliawas      |
| Yuvraj     | For making shop        | Bayad           |
| Rana       | For House              | Kalru           |
| Rajpal     | For the roof           | Ganthiya        |
| Mukesh     | For Boundary           | Merta           |
| Ram        | For House              | Merta           |
| Deepsa     | For Floor              | Gotan           |
| Sunil      | For making shop        | Gotan           |
| Khushal    | For Floor              | Merta           |
| Chintu     | For Walls              | Lamba           |
| Pintu      | For Walls              | Basni           |
| Keshav     | For Floor              | Borunda         |
| Adarsh     | For House              | Bhilawara       |
| Kapil      | For House              | Merta           |
| Akshat     | For making shop        | Merta           |
| Akram      | For Walls              | Merta           |
| Nawaz      | For House              | Gotan           |
| Hakim      | For Floor              | Borunda         |
| Gopal      | For House              | Lamba           |
| Shyam      | Boundary of Plot       | Kalru           |
| Salim      | For House              | Ganthiya        |
| Champalal  | For Walls              | Beetan          |
| Banna      | Boundary of Plot       | Bakaliawas      |
| Naveen     | For Floor              | Bayad           |
| Papu       | For packing holes      | Ganthiya        |
| Shashi     | Boundary of Plot       | Merta           |
| Wasim Mhd. | For House              | Nagaur          |

## **8.2 Analysis of the Company's Survey Report:**

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### **Analysis:**

1. There is a good demand of cement of LC CEMENT Works LLP.
2. LC CEMENT is having the business model of B2B as well as B2C.
3. The number of customers in the opening year of the company is good because of high quality cement.
4. The company have a good brand image as many people in that area know about the company.
5. The cement of company is mostly used for the purpose of making shops, house, floor, roof, etc. by the people who cannot afford the high cost cement from big companies.

## **9. Observations:**

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1. Company have a great marketing idea to showcase its presence in the market.
2. Customers buys the product because of Its Quality and it is affordable to all .
3. With its qualitative and quantitative aspects company is overtaking nearby competitors in the opening year itself.

## **10. Observations and Discussions**

During the period of my internship at LC CEMENT, I found some areas of the company while working with them. I took these observations into consideration and suggested some recommendations to the LC CEMENT authorities so that they are aware of a third person's point of view, which they might want to work with in the near future to bring about some improvements in their working areas.

### **Observation : No IT department**

LC CEMENT doesn't have an IT department. Whenever they face some technical problem and error, they require an outside technician's help.

### **Observation : Absence of recognition programs for the employees**

During my period of internship in LC CEMENT, I noticed that although the working environment of the company is very pleasant, and the employees are satisfied with their pay and the facilities that the company provides for them, however I observed that there was an absence of recognition programs for the employees. It is very important for the employer of an organization to recognize the efforts of an employee and appreciate his work. This not only helps to improve the relationship between an employer and an employee, but it also helps an employee to understand the pace of his work compared to that of his co-workers. In this way the employees will also be more satisfied with their jobs and ultimately, it will be beneficial for the organization in terms of high productivity. Skills and performance-based performance appraisal programs should also be introduced in the organization.

### **Observation : Working environment in the factory**

During my visit in the factory of LC CEMENT, I noticed that the working environment in the factory is quite organized. The factory workers also seem to be happy with the condition of their work environment. However, a very minor matter caught my attention. Cement is a dusty product and for this obvious reason, there is a lot of dust everywhere around the factory. Although it is an observation of a couple of hours but however, I noticed some of the factory workers having serious hearing problems while grinding the unpacked cement. This can lead to negatively affect the health of the workers which may lead to hearing problems; resulting to a fall in the level of productivity and a creation of an unhealthy working environment in the long run.

## 11.Recommendations

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1. Government of India is providing initiatives like housing for all to push the demand in the sector, company can join hand with house developers.
2. Company can increase its focus on trading if they are unable to achieve direct industry contracts.
3. LC CEMENT should consider having an IT department as one of the basic departments for the company. IT department can handle company's web portal and lead to smooth working of the technological operations.
4. As mentioned earlier, the HR department is in the growth stage and they are open to new ideas to improve their department. I suggested the HR manager to introduce some programs for their employees that would recognize their efforts and hence they will be rewarded for their performance. This is most likely to motivate the employees to work harder which would result to an increase in productivity of the company. Such programs should be introduced not only in the corporate office of LC CEMENT but also in their factory. Employees and workers may be rewarded for meeting a target, small crests or certificates could be given to rank the best employee/factory worker of the month etc
5. Company can have tie ups with real estate developers to boost their sales.
6. Company can set up some retail outlets nearby as such the company is new and consists of good quality which will help the company to gain a good retail market nearby.
7. Company should come up with a good marketing idea so that they can show their presence in the market.
8. The company has achieved a good level of cost cutting and now company should focus more on sales because it is now more important, company should make targets for its sales force to achieve them.
9. Company can start loyalty program for its customers to gain the loyalty.
10. Company should start motivating its employees for more productivity and about the future aspect and situation of the company.
11. The company should increase its production capacity as 9 of 12 months the demand of the company is more than its installed capacity. It will help the company in its growth. To deal this with this situation, I suggested a very simple idea to the Operations

manager of the company. From my memory of watching a part of an advertisement of a foreign cement company, I suggested the factory supervisor to provide the workers, especially the ones who are likely to have health issues with some ear covering equipment. This equipment is not only widely available but is also very affordable and useful to prevent oneself from hearing problem. I also discussed about this issue with one of the HR personals and suggested him to implement and add this point to the code of conduct or to the policies of that of the factory workers.

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