

Summer Internship Project Report

On

“Market Perception of JK Lakshmi Cement and Customer Feedback.”



By

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2019MBA015**



Under the Supervision of

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

DECLARATION

I Miss. PAVITRA SHARMA student of J.K LAKSHMIPATH UNIVERSITY, Jaipur batch 2019-2021 declare that the project report “Market perception of J.K Lakshmi Cement and customer feedback in Jaipur” is based on my own work carried out during the course of our study under the supervision of Mr. Vineet Singh.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- I.** The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- II.** The work has not been submitted to any other Institution for any other degree/diploma/certificate in any other University of India or abroad.
- III.** I have followed the guidelines provided by the university in writing the report.

Pavitra Sharma

2019MBA015

Industry Certificate

ACKNOWLEDGEMENT

I present my gratitude to **JK Lakshmi Cement Limited** for giving an opportunity to practical exposure of corporate.

I am thankful to **Mr. Amit Mathur** (Head of Marketing- Central Zone) for giving me an opportunity to learn in this Organization.

I am grateful to **Mr. Vineet Singh** (Deputy General Manager) who not only helped me in the project but also share his various personal experience and knowledge with me. Through his guidance, I am ably and successfully completed this project.

My sincere thanks to my faculty mentor **Dr. Punam Mishra** (Assistant Professor-Marketing) for her continuous support and guidance in this report.

Last but not the least I am thankful to all my family and friends who came forward and guided me in best possible manner and provided me the environment to complete this project.

Pavitra Sharma

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1. EXECUTIVE SUMMARY

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

I got the topic for my project on “Market Perception of JK Lakshmi Cement and Customer Feedback” I was guided by my Mentor Mr. Vineet Singh. They 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 Organisation. It was helpful in enhancing academic knowledge to put into a practical application in a working environment.

Through this assigned project we came to know about How Market Perception is being analysed in practical terms. How Predefined Questioner is made. How important is to make Predefined Questionnaire in a correct manner to reach for meaningful finding.

I have done telephonic interview to know the Market Perception of JK Lakshmi Cement with comparison to its competitors. Asked question from the Predefined questionnaire to JK Lakshmi cement’s Promoters, Dealers, Retailers & Customers and from Non-JK Lakshmi Cement’s Promoters, Dealers, Retailers & Customers and Multi brand for the purpose of survey. It was very difficult to convince them, to give some time for the valuable feedback. Since it was very interesting and challenging task.

This period gave me a fair exposure of the corporate world and I got an idea of how much and what will be the expectation of a hirer from us as an employee so that we can prepare ourselves accordingly. Other than these learning’s there were various practical and conceptual learning’s I gained under my mentor which I may or may not be able to mention in this project report.

2. COMPANY OVERVIEW

2.1 JK Organisation

J.K. Organisation has a multinational group head-quartered in India with a heritage of more than 125 years. The Group has multi-business, multi-product, and multi-location operations, with its footprints in various countries across the globe. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal, and UAE.

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

JK Organisation's Vision and Values

2.1.1 We are

- A dynamic business organisation
- A Socially valued conglomerate

2.1.2 Our core values

- Caring for people
- Integrity, openness, fairness & trust
- Commitment to excellence

2.1.3 Brands of JK Organisation

- JK Tyre & Industries Ltd.
- JK Paper Ltd.
- JK Lakshmi Cement Ltd.
- JK Fenner India Ltd.
- Umang Dairies Ltd.
- Global Strategic Technologies Ltd.
- JK Agri Genetics Ltd.
- JK Risk Managers & Insurance Brokers Ltd.
- CliniRx Research Ltd.

2.2 JK Lakshmi Cement Limited is a part of over 132 years old JK Organisation. 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.



Fig.1

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 tonnes per annum.

JK Lakshmi Cement is the strength behind structures that India is proud of – Indira Gandhi Nahar Pariyojna, Sardar Sarovar Project, Golden Quadrilateral, Mundra and Kandla Port stands to name a few. It partners India’s leading corporations such as L&T, Reliance, NTPC and Essar to create the new India’s success story. It is the brand choice across all section of customers such as housing projects, roads and bridges, airports, factories and as well as the individual house builder (IHB). Behind these numbers and achievements lies a story of grit, perseverance and a thirst to excel through innovations in products ,using world-class technology , excellence in manufacturing by being the least cost producer, a robust marketing and distribution network ; and the heart to give the society an opportunity to grow.

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.

Value Added Products which further fulfilled consumer needs from JK Lakshmi Cement’s innovative ideas basket have been:

- Ready Mix Concrete (RMC) under the brand name ‘JK Lakshmi Power Mix RMC’
- India’s first premium branded Plaster of Paris (POP), JK Lakshmiplast.
- Introducing OPC 43 grade cement in North India.

For long, JK Lakshmi Cement is felt that traditional red bricks needed to evolve.

Hence, it came up with JKSmartBlox - Autoclaved Aerated Concrete Blocks.

A green product- it replaces traditional bricks, which uses cultivable topsoil and also consumes very high energy during its manufacturing process.

JKSmartBlox is manufactured using fly ash, a waste product and is manufactured using world-class German Technology.

They weigh less, are larger than traditional bricks and easy to work, with their unique tongue and groove feature.

Projects can be completed faster and with a better economy. JK SmartBlox is also environment friendly as it offers better insulation allowing substantial energy saving.

2.2.1 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 (Chattisgarh)
- Kalol (Gujarat)
- Jharli (Haryana)
- Surat (Gujarat)
- Orissa
- Sikandrabad (Uttar Pradesh)
- Kathua (Jammu and Kashmir) and
- Palanpur (Gujarat)

2.2.2 PRODUCTS THROUGH BETTER TECHNOLOGY

JK Lakshmi Cement proves it with "JK Lakshmi PRO+ Cement" in an all new avatar. The idea to develop cement with superior qualities germinated in early 2014. A team of experts was put together to analyse what the consumer wants. Once the latent needs of the consumers were identified, the team further studied best manufacturing practices across the globe to fulfil this need. A cement with 7+ astounding benefits in terms of strength, durability, finish, setting speed, quality assurance, service, and economy.

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

2.2.3 PRODUCTS WITHIN CONSUMER'S REACH

The company's wide network of 200-220 cement dumps and over 7000 dealers across the states of Rajasthan, Gujarat, Haryana, Delhi, Uttar Pradesh, Punjab, Jammu and Kashmir, Madhya Pradesh, Chattisgarh, Odisha, South Bengal, Vidharbha, Mumbai and Pune, ensure that its products and services reaches millions of customers. It has been named as amongst top 100 most Admired Asian brands and has won the MTM Corporate Star Award for programmes for its business associates.

The company has come up with various innovative initiatives in rural marketing which won several accolades from RMAI (Rural Marketing Association of India).

JK Lakshmi Cement not just reaches the doorsteps of the consumer, but also has been able to build an emotional connect with them through its various media campaigns. JK Lakshmi

Cement's baseline 'Mazbooti Guaranteed' brings alive the company's motto and builds an instant connect with the consumer.

Keeping up with the digital revolution, JK Lakshmi Cement was among the first cement companies to get into this area. In fact, its Facebook page has almost 2.5 lakh likes, one of the largest among all cement companies in the country and abroad. Apart from Facebook, the company also reaches out to its valued customers through different digital media.

2.2.4 Manufacturing Technology

JK Lakshmi Cement is a name synonymous with quality and strength. Our cement manufacturing technology ensures that the final product adheres to the latest and globally established standards of quality and performance.

Award-winning cement manufacturing facility in Sirohi (Rajasthan) has an annual production capacity of 3.5 million tonnes. The quality of limestone used as raw material is of such superior quality that even without the addition of clay or any other material, the quality of cement produced is comparable to the best in the world. Depending on the composition and overall method to manufacture it, there can be different quality of cement products.

2.2.5 Types of Cement

JK Lakshmi Cement comes in three variants:

- PPC (Blended)
- 53 Grade OPC
- 43 Grade OPC

Ordinary Portland Cement (OPC) is the common grey cement widely used and it is known as the basic form of cement. The key components of this type of cement are Iron (Fe_2O_3), Magnesium (MgO), Silica (SiO_2), Alumina (Al_2O_3), and Sulphur trioxide (SO_3). The OPC cement is further divided into different grades, each with their own unique properties and features.

Another type of cement, the Portland Pozzolana Cement (PPC) helps in preventing cracks and hence it finds wide usage when there is a requirement of casting huge volumes of concrete. The key components of this type of cement are fly ash, burnt clay or coal waste.

While OPC Cement achieves early strength and is fast setting, PPC Cement is required when extra durability is needed, and construction is on a mass scale.

Only JK Lakshmi Cement comes with the unique Mazbooti Guaranteed advantage. The Mazbooti advantage means consistency in strength, fineness, setting time, weight, and colour.

3. INDUSTRY OVERVIEW

3.1 Introduction

India is the second largest producer of cement in the world. No wonder, India's cement industry is a vital part of its economy, providing employment to more than a million people, directly or indirectly. Ever since it was deregulated in 1982, the Indian cement industry has attracted huge investments, both from Indian as well as foreign investors.

India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent initiatives, such as development of 98 smart cities, is expected to provide a major boost to the sector.

Aided by suitable Government foreign policies, several foreign players such as Lafarge-Holcim, Heidelberg Cement, and Vicat have invested in the country in the recent past. A significant factor which aids the growth of this sector is the ready availability of raw materials for making cement, such as limestone and coal.

3.2 Market Size



Fig.2

Cement production reached 334.48 million tonnes (MT) in FY20. The cement production capacity is estimated to touch 550 MT by 2020.

The Indian cement industry is dominated by a few companies. The top 20 cement companies account for almost 70 per cent of the total cement production in the country. A total of 210 large cement plants account for a cumulative installed capacity of over 410 MT, with 350

small plants accounting for the rest. Of these 210 large cement plants, 77 are in the states of Andhra Pradesh, Rajasthan and Tamil Nadu.

Sale of cement in India stood at Rs 58,407 crore (US\$ 8.29 billion) in 9MFY20.

3.3 Investments

According to the data released by Department for Promotion of Industry and Internal Trade (DPIIT), cement and gypsum products attracted Foreign Direct Investment (FDI) worth US\$ 5.28 billion between April 2000 and March 2020.

Some of the major investments in Indian cement industry are as follows:

- In February 2020, Nirma Group announced acquisition of Emami Cement Limited (ECL) for an enterprise value of Rs 5,500 crore (US\$ 786.95 million).
- In October 2019, UltraTech cement announced plans to invest Rs 940 crore (US\$ 134.50 million) to increase the production of premium products for strengthening its position in eastern markets.
- Emami Cement currently has three cement manufacturing assets with a capacity of 5.6 million tonnes.
- In May 2019, SEBI approved Emami Cement Ltd's initial public offering (IPO).
- JK cement planned to invest Rs 1,700 crore (US\$ 246.7 million) to increase its production capacity to 15 million tonnes by end of 2020.

3.4 Government Initiatives



Fig.3

To help private sector companies, thrive in the industry, the Government has been approving their investment schemes. Some of the initiatives taken by the Government off late are as below:

In Union Budget 2020-21, the Government of India has extended benefits under Section 80 - IBA of the Income Tax Act till March 31, 2020 to promote affordable housing in India.

The Union Budget has allocated Rs 139 billion (US\$ 1.93 billion) for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission. Government's infrastructure push combined with housing for all, Smart Cities Mission and Swachh Bharat Abhiyan is going to boost cement demand in the country. The move is expected to boost the demand of cement from the

housing segment. As per Union Budget 2019-20, Government planned to upgrade 1,25,000 km of road length over the next five years.

An outlay of Rs 27,500 crore (US\$ 3.93 billion) has been allotted under Pradhan Mantri Awas Yojana in the Union Budget 2020-21.

3.5 Road Ahead

The eastern states of India are likely to be the newer and virgin markets for cement companies and could contribute to their bottom line in future. In the next 10 years, India could become the main exporter of clinker and gray cement to the Middle East, Africa, and other developing nations of the world. Cement plants near the ports, for instance the plants in Gujarat and Visakhapatnam, will have an added advantage for export and will logistically be well armed to face stiff competition from cement plants in the interior of the country. India's cement production capacity is expected to reach 550 MT by 2025.

Due to the increasing demand in various sectors such as housing, commercial construction and industrial construction, cement industry is expected to reach 550-600 million tonnes per annum (MTPA) by the year 2025.

Number of foreign players are also expected to enter the cement sector owing to the profit margins and steady demand.

3.6 Growth Drivers and Opportunities

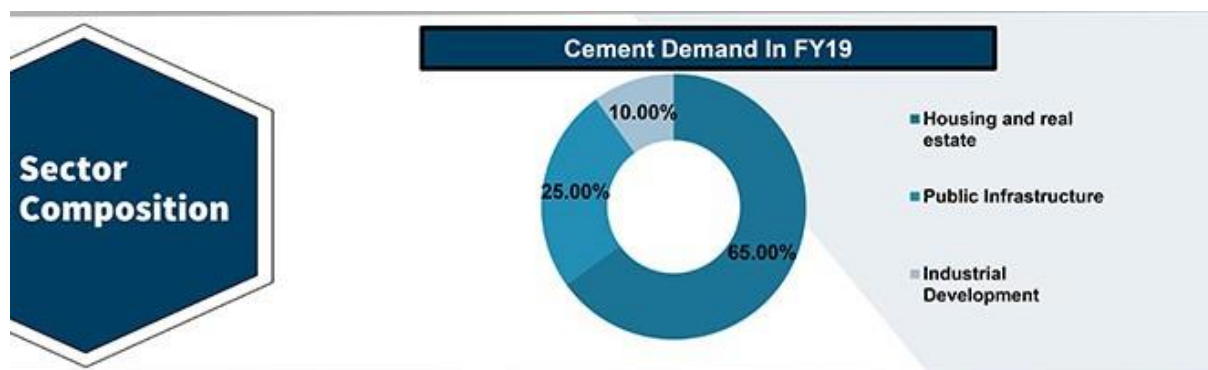


Fig.4

India's cement demand was expected to rise 8 per cent in FY20 according to rating agency ICRA.

The demand of Cement industry is expected to achieve 550-600 million tonnes per annum constantly by 2025 because of the expanding requests of different divisions i.e. housing, commercial construction, and industrial construction.

3.6.1 Housing and Real Estate

- Government initiatives like Housing for All will push demand in the sector.
- Real estate market in India is expected to reach US\$ 1 trillion by 2023 and attract investment worth Rs 46,000 crore (US\$ 6.5 billion) in 2020.

- Strong growth in rural housing and low-cost housing to amplify demand.

3.6.2 Public Infrastructure

- As per Union Budget 2019-20, the Government is expected to upgrade 1,25,000 kms of road length over the next five years.
- Projects like Dedicated Freight Corridors and ports under development.
- Metro rail projects already underway in most major cities.
- Government of India's push with Smart Cities Mission and AMRUT.

3.6.3 Industrial Development

- Strong economic growth is expected to lead to growth of the industrial sector and in turn increase in demand in the long run.

3.7 Market Overview

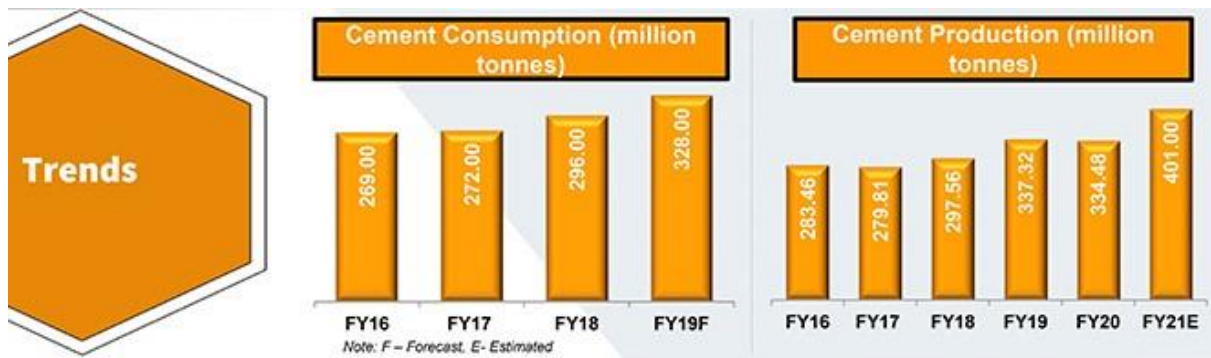


Fig.5

- India's cement production is expected to rise between 5-7 per cent in FY20, backed by demands in roads, urban infrastructure and commercial real estate.
- Cement production reached 334.48 MT in FY20.
- Sale of cement in India stood at Rs 58,407 crore (US\$ 8.29 billion) in 9MFY20.

4. PROJECT OBJECTIVE

4.1 Topic of the study:

“Market Perception of JK Lakshmi Cement and Customer Feedback”

4.2 Objective of the study:

The purpose for which the study is undertaken are:

- To understand the market perception about JK Lakshmi Cement, specifically Brand Image of the company.
- To examine the factors influencing the customer feedback and extracting meaningful data from them.

5. METHODOLOGY

Type of Data- Secondary Data

Sample Size- 148 Respondents

Data Collection- Telephonic interview & Google Forms

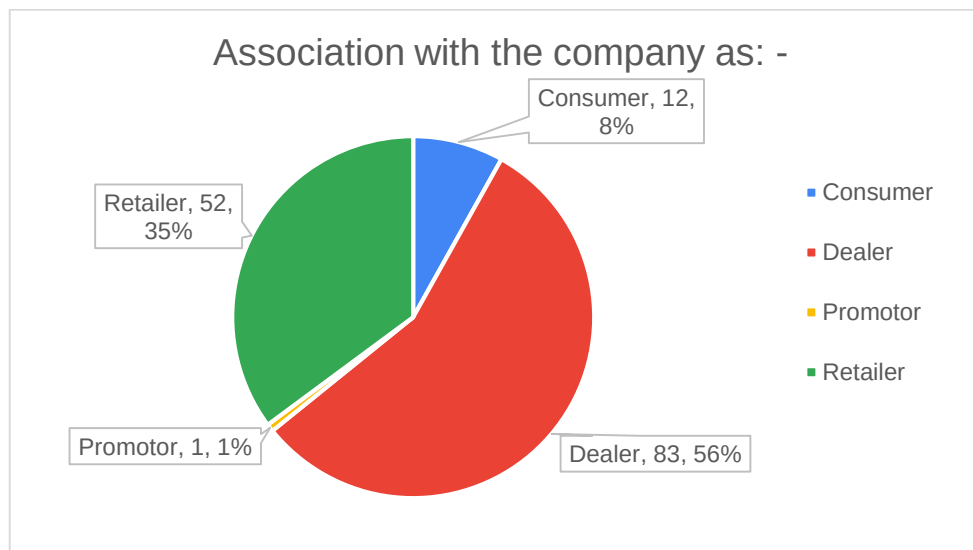
Location – Jaipur, Rajasthan

6. DATA INTERPRETATION

Table1: Association with the Company

S.No.	Association with the Company	No. of Respondents	Percentage
1	Dealer	83	56%
2	Promotor	1	1%
3	Retailer	52	35%
4	Customer	12	8%
	Total	148	100%

Chart: 1



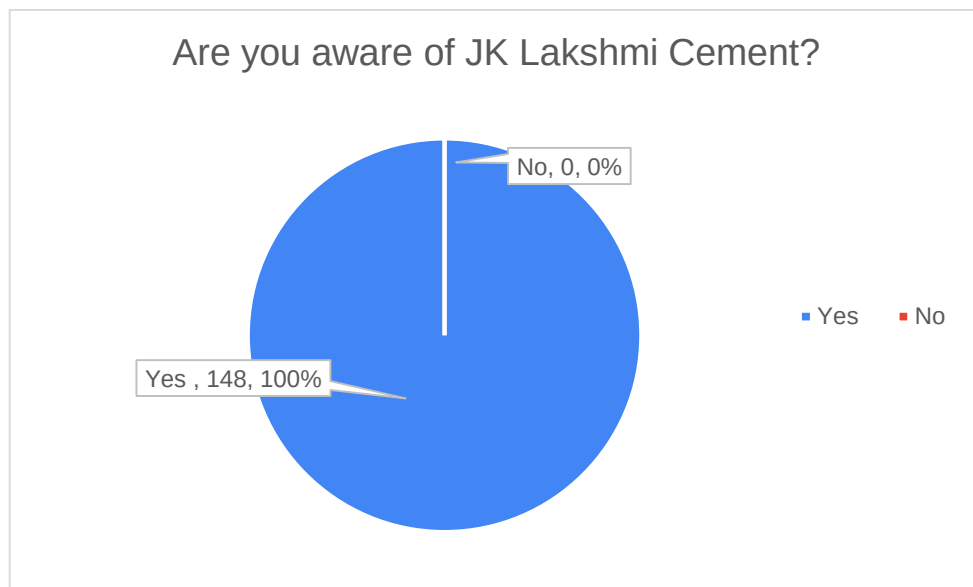
Interpretation:

For the Survey that we have conducted to know the market perception of JK Lakshmi Cement, we have taken a sample size 148 out of that 83(56%) of them are dealer, 52(36%) of them are retailers, 12(8%) of them are customer and 1(1%) of them is promotor.

Table2: Are you Aware of JK Lakshmi Cement

S.No.	Are you Aware of JK Lakshmi Cement	No. of Respondents	Percentage
1	Yes	148	100%
2	No	0	0%
	Total	148	100%

Chart:2



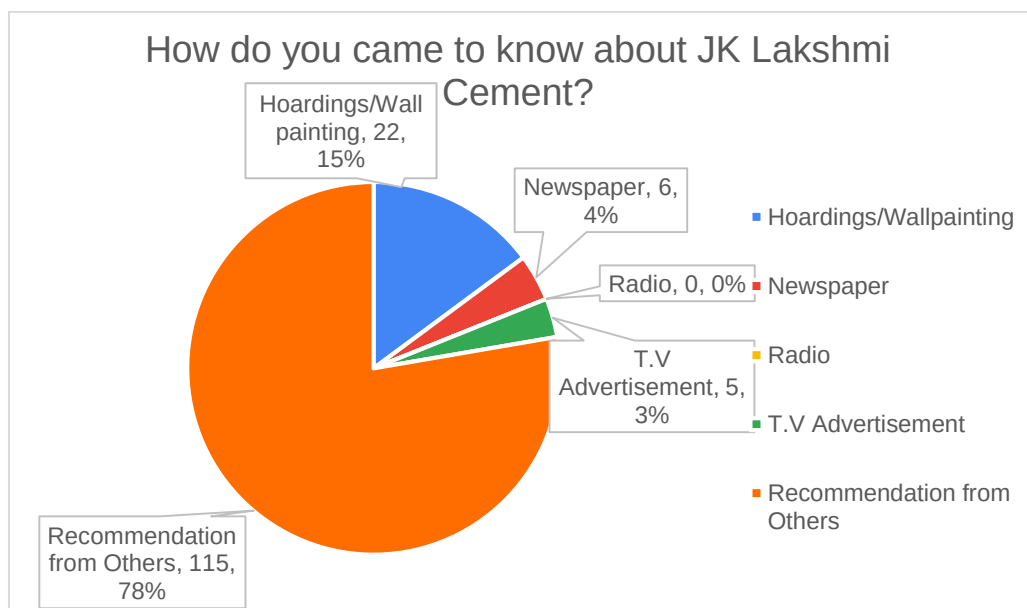
Interpretation:

In Jaipur, there are 100% of respondent who are aware of JK Lakshmi Cement. As JK Lakshmi Cement have been there in market from last 132 years, that's why impact have been seen in this market.

Table3: How do you come to know about JK Lakshmi Cement

S.No	How do you come to know about JK Lakshmi Cement	No. of Respondents	Percentage
1	Hording	22	15%
2	Newspaper	6	4%
3	Radio	0	0%
4	T.V Advertisement	5	3%
5	Recommendation	115	78%
		148	100%

Chart:3



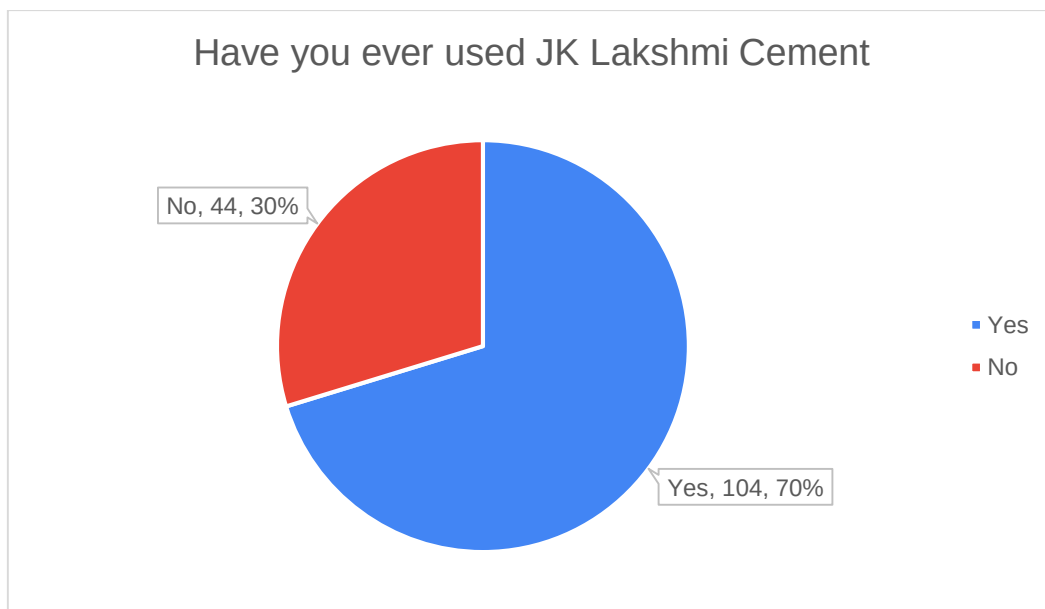
Interpretation:

As we can see in chart.3 that most of the respondent came to know about JK Lakshmi Cement from others recommendation that implies that word of mouth publicity is more effective than Hoarding, Newspaper, Radio, and TV Commercial.

Table4: Have you ever used JK Lakshmi Cement

S.No	Have you ever used JK Lakshmi Cement	No. of Respondents	Percentage
1	Yes	104	70%
2	No	44	30%
	Total	148	100%

Chart:4



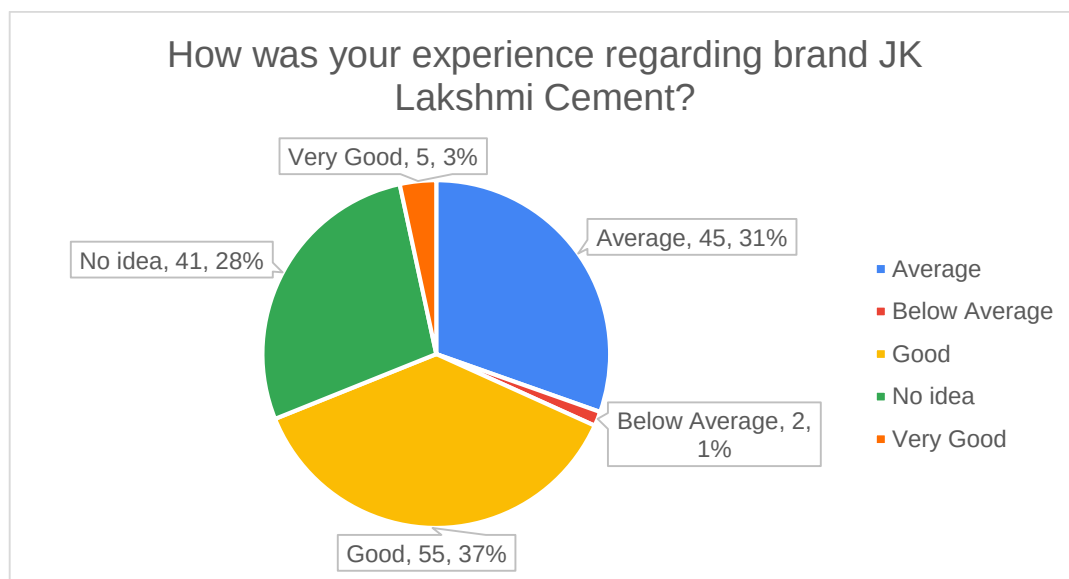
Interpretation:

In chart.4, we can see 70% of respondents have used JK Lakshmi Cement, and 30% have not used till now.

Table5: Your experience regarding brand JK Lakshmi Cement

S.No	Your experience regarding brand JK Lakshmi Cement	No. of Respondents	Percentage
1	Very Good	5	3%
2	Good	55	37%
3	Average	45	31%
4	Below Average	2	1%
5	No Idea	41	28%
		148	100%

Chart: 5



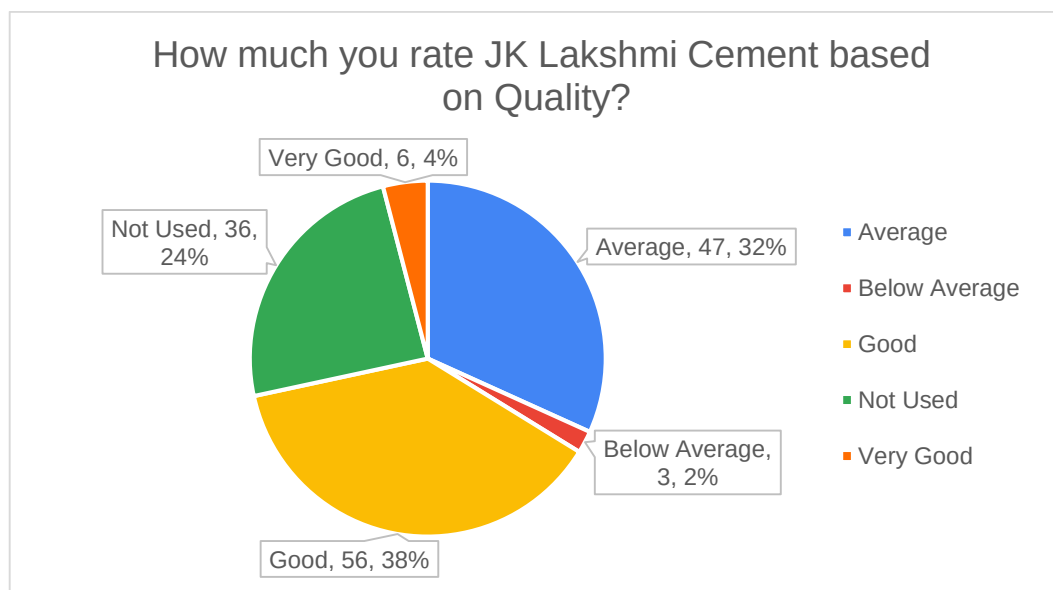
Interpretation:

In Chart.5 we can see that experience regarding JK Lakshmi cement is good as most of the respondent rate JK Lakshmi Cement as Good (55) and Very Good (5) out of 148 But there are respondent (41) who didn't have experience it.

Table6: How much you rate JK Lakshmi Cement based on Quality?

S.No	Your experience regarding brand JK Lakshmi Cement	No. of Respondents	Percentage
1	Very Good	6	4%
2	Good	56	38%
3	Average	47	32%
4	Below Average	3	2%
5	No Idea	36	24%
		148	100%

Chart: 6



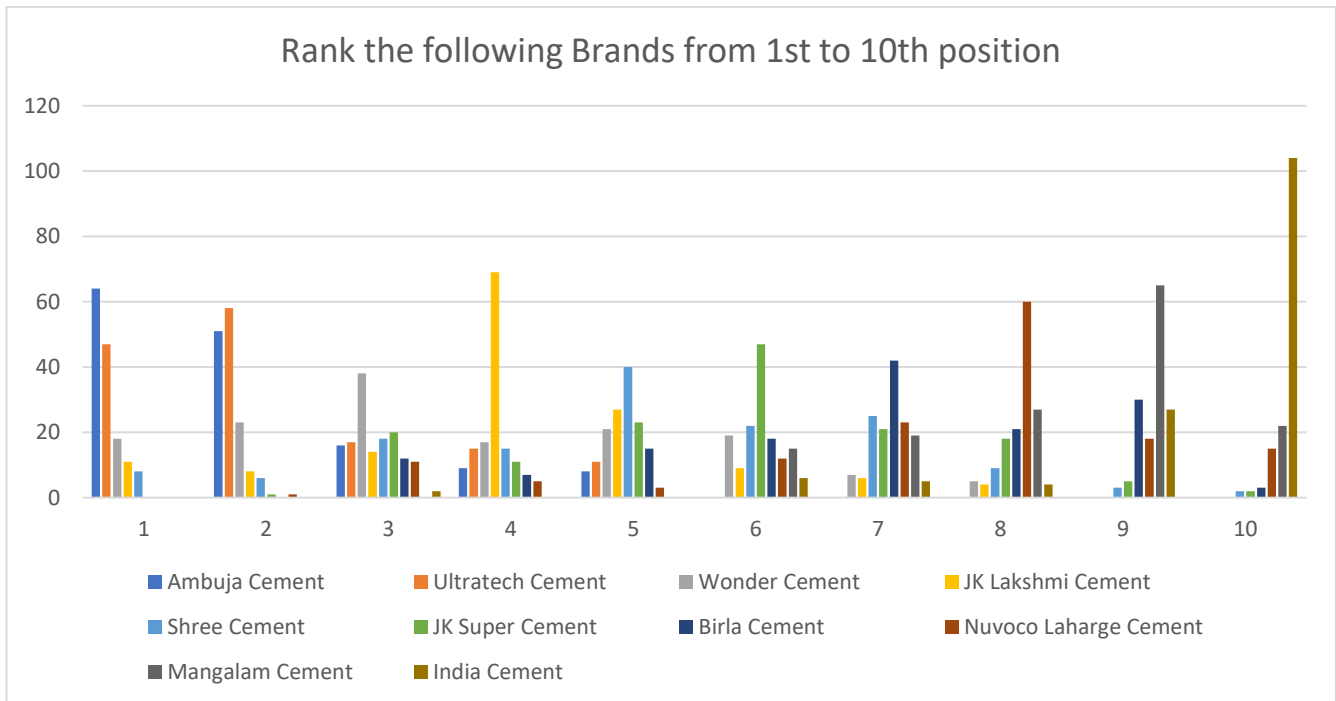
Interpretation:

In Chart:6 we can see that Quality of JK Lakshmi cement is considerably good as most of the respondent rate JK Lakshmi Cement as Good (56) and Very Good (6) out of 148 But there are respondent (36) who didn't have experience it.

Table7: Rank the Brands from 1st to 10th Position

	Am buja Cem ent	Ultra tech Cem ent	Won der Cem ent	JK Laks hmi Cem ent	Shr ee Ce men t	JK Sup er Ce men t	Birl a Ce men t	Nuv oco Lah arge Cem ent	Mang alam Ceme nt	Indi a Ce men t	
1	64	47	18	11	8	0	0	0	0	0	148
2	51	58	23	8	6	1	0	1	0	0	148
3	16	17	38	14	18	20	12	11	0	2	148
4	9	15	17	69	15	11	7	5	0	0	148
5	8	11	21	27	40	23	15	3	0	0	148
6	0	0	19	9	22	47	18	12	15	6	148
7	0	0	7	6	25	21	42	23	19	5	148
8	0	0	5	4	9	18	21	60	27	4	148
9	0	0	0	0	3	5	30	18	65	27	148
10	0	0	0	0	2	2	3	15	22	104	148
	148	148	148	148	148	148	148	148	148	148	

Chart:7



Interpretation:

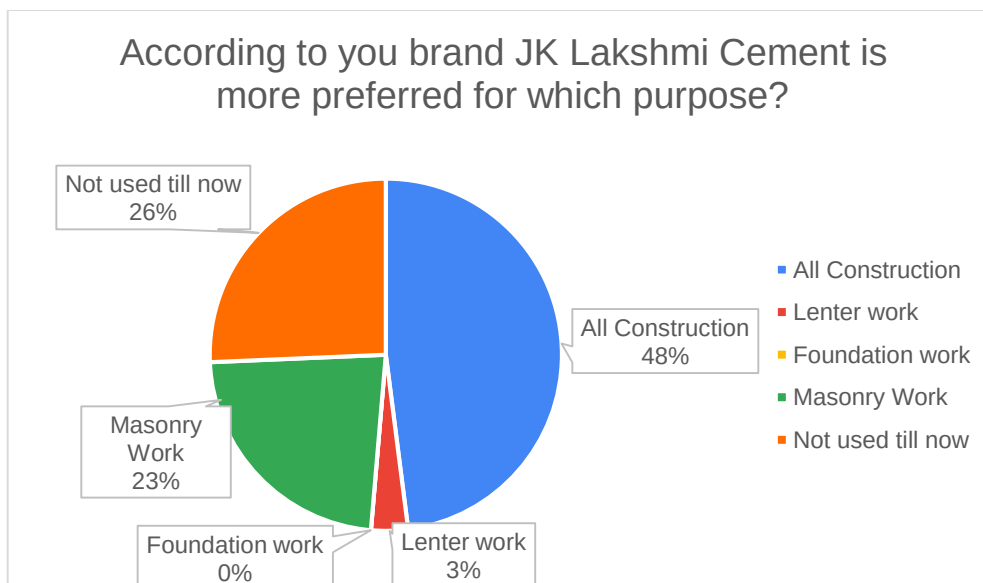
When respondents that include Dealers, Retailers, Consumers and Promoter asked to rank the various cement companies including JK lakshmi Cement.

Most of respondedent rank JK Lakshmi cement on 4th positon as they think that Wonder, Ultratech , Ambuja Cement has more brand awarness, Advertisements and profitability.

Table8: According to you brand JKLC is more preferred for which purpose?

S.No	According to you brand JKLC is more Preferred for which purpose	No. of Respondents	Percentage
1	All Construction Activities	71	48%
2	Masonry Work	34	23%
3	Foundation Work	0	0%
4	Lenter Work	5	3%
5	Not Used till now	38	26%
		148	100%

Chart: 8



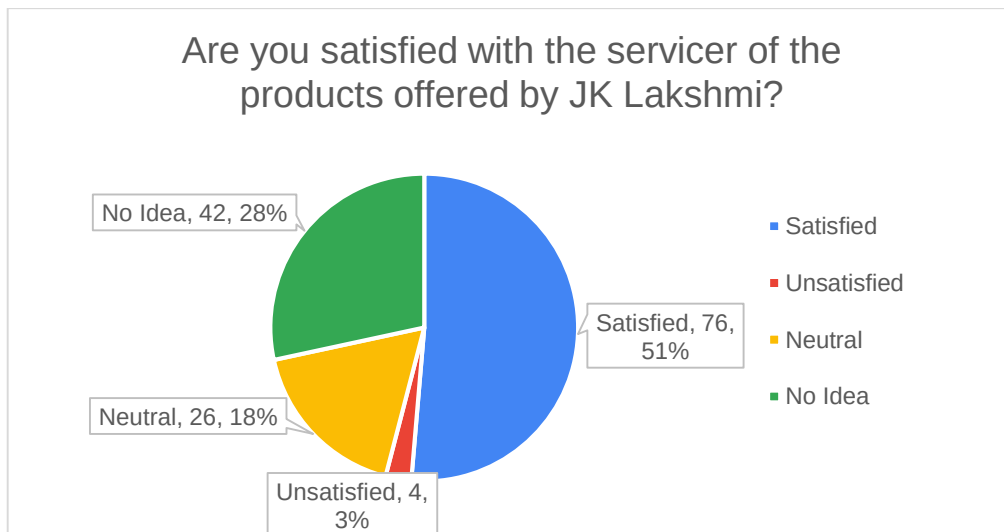
Interpretation:

In chart.8, According to the respondent JK Lakshmi Cement is mostly preferred for All construction work (71). But it can also be used for mansionary work (34) and 38 respondent not used it till now.

Table9: Are you satisfied with the services of the products offered by JK Lakshmi Cement

S.No.	Are you satisfied with the services of the products offered by JKLC	No. of Respondents	Percentage
1	Satisfied	76	51%
2	Unsatisfied	4	3%
3	Neutral	26	18%
4	No Idea	42	28%
	Total	148	100%

Chart: 9



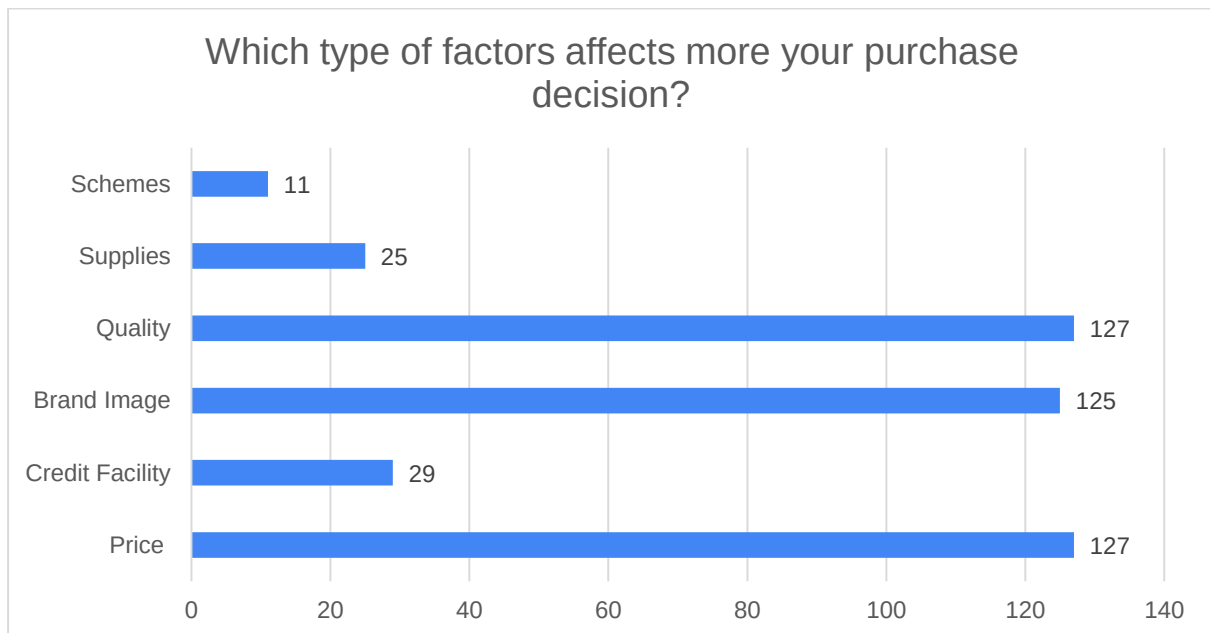
Interpretation:

Most of the respondent (76) are satisfied with the service provided by JK lakshmi Cement but 26 respondent gave neutral rating when asked about the service provided by the company and that can be clearly seen in chart.

Table10: Which type of factors affects more your purchase decision?

S.No	Which type of factor affects more your purchase decision	No of Respondents
1	Price	127
2	Credit Facility	29
3	Brand Image	125
4	Quality	127
5	Supplies	25
6	Schemes	11
	Total	444

Chart: 10



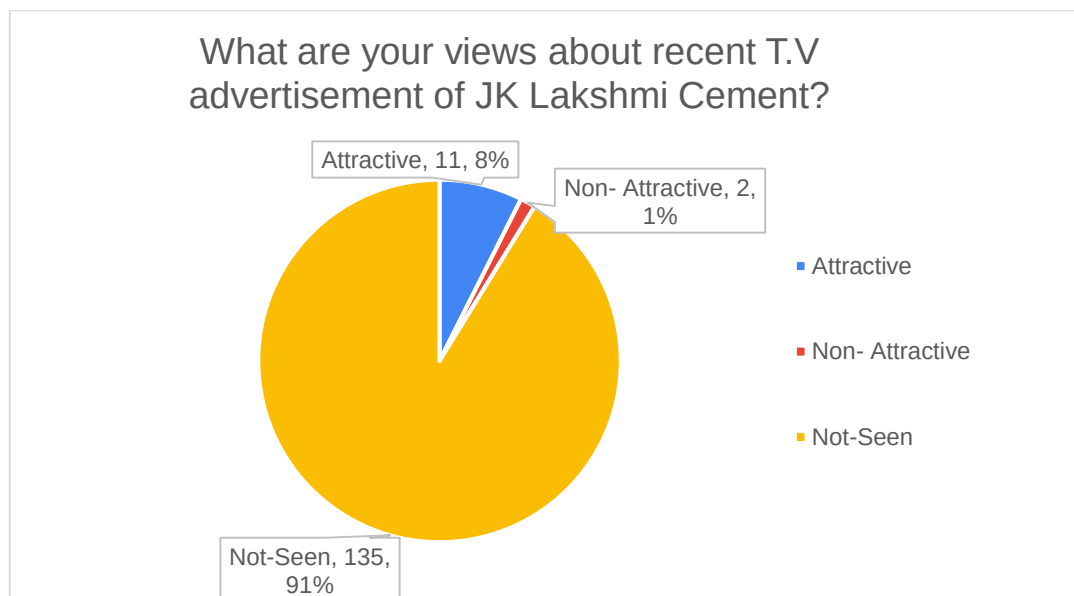
Interpretation:

The factors which most affects the customer buying decision are Price (127), Quality (127) and Brand Image (125) as they receive higher from respondent and it can be seen in above Chart.

Table11: Views about recent T.V Advertisement of JK Lakshmi Cement

S.No.	Views about recent T.V Advertisement of JK Lakshmi Cement	No. of Respondents	Percentage
1	Attractive	11	8%
2	Not Attractive	2	1%
3	Not Seen	135	91%
	Total	148	100%

Chart: 11



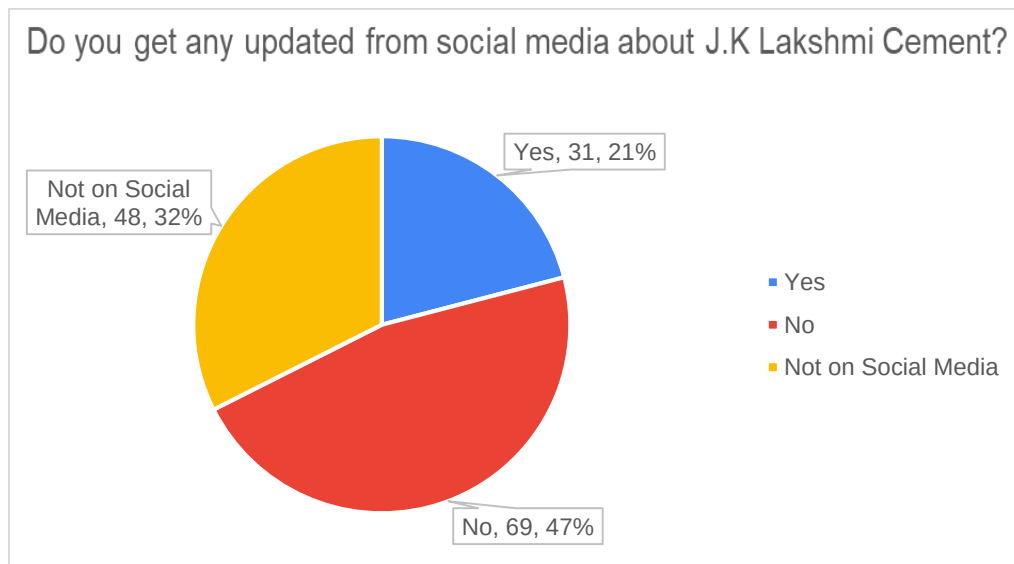
Interpretation:

While taking about view on T.V advertisements of JK lakshmi Cement, most of the respondent (135) claims that they havn't Seen any Ad on TV, 11 respondent find the TV advertisement attractive, while remaining 2 respondent find it to be Non-Attractive.

Table12: Updates from Social Media

S.No.	Updates from Social Media	No. of Respondents	Percentage
1	Yes	31	21%
2	No	69	47%
3	Not on Social Media	48	32%
	Total	148	100%

Chart:12



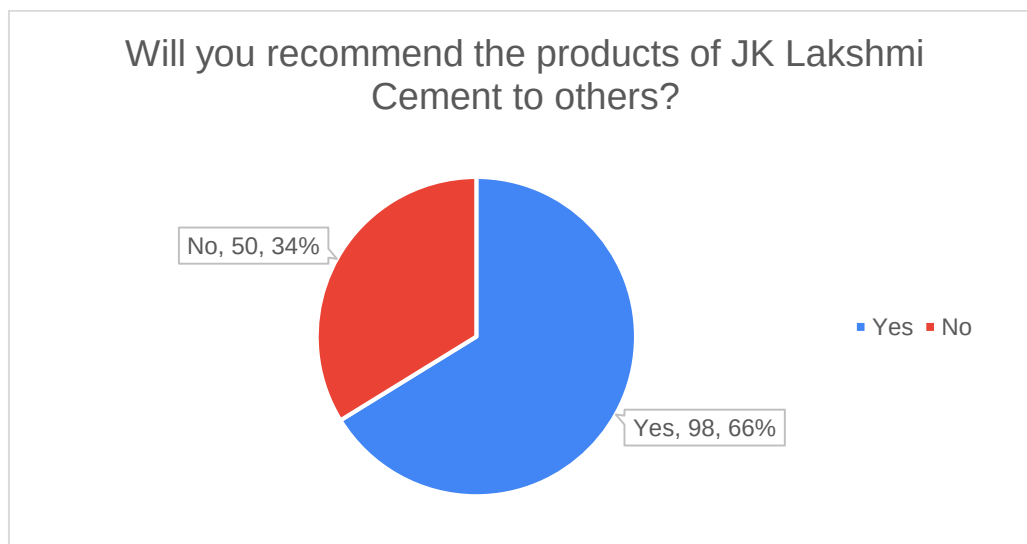
Interpretation:

As we can see in chart.12 that only 31 out of 148 respondent gets the update from social media while 117 respondents are either not on social media platform(48) or didn't get any update from social media(69).

Table13: Will you Recommend the products of JK Lakshmi Cement

S.No.	Will you Recommend the products of JK Lakshmi Cement	No. of Respondents	Percentage
1	Yes	98	66%
2	No	50	34%
	Total	148	100%

Chart: 13



Interpretation:

In chart.13, it can be seen that 98 respondent seem confident to recommend JK Lakshmi Cement to other while on the other hand 50 respondent not seem that much confident to recommend it other as they say (this) factor are good in other brand as compare to JK Lakshmi Cement.

In Questionnaire, as Q14 was asked to know the perception of respondents regarding JK Lakshmi Cement and Cement Industry. So, some of the most occurring comments are mentioned below: -

- “JK Lakshmi cement’s PPC is used for lenter work & Mansionary work and Pro+ is used for Foundation work.”
- “Marketing Campaigns should be done by focusing contractors to increase the sales.”
- “They can improve their Advertising of their products.”
- “People who focuses on quality will not see Price, and those who focuses on Price, are ready to have compromise in quality.”
- “Marketing support to dealers can be improved otherwise services like supplies and schemes are satisfactory.”
- “They should focus on Advertising part as many competitors are playing their best, while products of JK Lakshmi cement are fine with regards to Quality.”

7. CONCLUSION

- JK Lakshmi cement is on 4th rank while comparing it with 9 other competitors in Jaipur.
- JK Lakshmi cement is considered to be a Good quality product.
- Services which are being provided by JK Lakshmi Cement are in satisfactory category so far.
- Most preferred purpose for using JK Lakshmi Cement is for All Construction and then for mansionary work.
- Pro+ is considered to be the best product of JK Lakshmi Cement.
- Most affecting factors while purchasing the cement are Price, Quality and Brand Image.
- Advertisement like Television Ads and social media posts are not been reached successful to people.
- JK Lakshmi cement is likely to be recommended by people.

8. RECOMMENDATIONS

- While JK Lakshmi Cement is a well-known brand in Cement Industry in current scenario. But they need to work on Advertising sector to grasp more attention for their updated products.
- JK Lakshmi Cement can focus on TV Advertisements as they cover more area specially on News Channels.
- JK Lakshmi cement can also work on Promotional campaigns and Marketing Strategies after taking suggestion from our loyal Dealers and Retailers. As, they are direct players in market from our company which can mention the important needs for our company.
- Since, Price, Quality and Brand Image are the most important factors for affecting the purchase decision, company should give the priority in improvement with these factors.

9. REFERENCES

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10. APPENDICES

Q1. Association with the company as: -

- (a) Dealer
- (b) Promotor
- (c) Retailer
- (d) Consumer

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

Q4. Have you ever used JK Lakshmi Cement?

- (a) Yes (b) No

Q5. What is your experience regarding brand JK Lakshmi Cement?

- (a) Very Good
- (b) Good
- (c) Average
- (d) Below Average
- (e) No idea

Q6. How much you rate JK Lakshmi Cement based on Quality?

- (a) Very Good
- (b) Good
- (c) Average

(d) Below Average

(e) Not Used

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. According to you Brand JK Lakshmi Cement is more preferred for which purpose?

- (a) All Construction Activities
- (b) Masonry Work
- (c) Foundation Work
- (d) Lenter Work
- (e) Not Used till Now

Q9. Are you satisfied with the services of the products offered by JK Lakshmi Cement?

- (a) Satisfied
- (b) Unsatisfied
- (c) Neutral
- (d) No idea

Q10. Which type of factors affects more, your purchase decision? (Tick three among these)

- (a) Price
- (b) Credit Facility
- (c) Brand Image
- (d) Quality
- (e) Supplies

(f) Schemes

Q11. What are your views about recent T.V Advertisement of JK Lakshmi Cement?

(a) Attractive

(b) Not Attractive

(c) Not Seen

Q12. Do you get any updated from social media about J.K Lakshmi Cement?

(a) Yes (b) No (c) Not on Social Media

If yes, then please specify.....

Q13. Will you recommend the products of JK Lakshmi Cement to others?

(a) Yes (b) No

Q14. According to you brand J.K Lakshmi Cement is working well or needs improvement?

Mention

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