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Internship Report on Brand Establishment

BUS- 400



SUBMITTED TO

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Brand Establishment of Premier Cement



Letter of Transmittal

September 11, 2011

Abdul Alim Baser
Internship Supervisor
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Subject: Submission of Internship Report

Dear Sir,

This report is based on “Premier Cement Mills Limited” as I worked for three months on this organization. As per university requirement I compiled all my working experience of branding department on this report for your kind consideration.

As I worked with branding team, so this report will cover brand related activities and hope this will satisfies you.

However, I would be glad if you are enlightened with your thoughts and views regarding the report. In addition, if you wish to enquire about any aspects of this report, I would be glad to answer your queries.

Sincerely Yours,

MD. Nazmul Hassan
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Acknowledgement

First of all, I would like to thank the Almighty Allah for blessing me with the strength and patience for successfully completing my internship and this report.

I would like to thank my faculty Advisor, “Mr. Abdul Alim Baser” for giving me the opportunity to work with him during my internship period. Along with him, I would like to thank “Muhammad Intisar Alam” for his kind helps for compiling this report. I haven’t been able to complete this report in a comprehensive manner without their guidance, support, and counseling that they have provided to me during this period. I have tried my best to implement their constructive suggestions while doing my report.

I would also like to take this opportunity to acknowledge the help provided to me by some personnel’s of the company. My sincere gratitude goes to Mr. Khurshed Alam; General (Manager; Marketing, Sales and Distribution), Mr. Shajamal Sikhdar, Manager (Dhaka Division), Mamunur Rashid, Manager (Out Dhaka), and Abdul Ahad (Corporate). And also this gratitude goes to Tanvir Bin Jamil, Sr. Brand Executive, Chawdhury Saifuddin Hyder, Sr. Brand Executive and Chawdhury Imtiaz Uddin Ahmed, Jr. Brand Executive with whom I worked throughout my whole internship period.

Finally I would like to add a few more words saying that, this report is prepared by novice and naturally there would be unwilling errors.

Executive Summary

Premier Cement Mills Limited is one of the leading manufacturing cement companies in Bangladesh. Among 120+ Cement Company it has established its brand name at a certain height.

World class machine and quality product ensured by BUET test in every three months has give them a strong position in the market, along with river side production house in Muktarpul, Munshiganj. They are now producing Ordinary Portland and Portland Composite cement, and to sell their product they are using direct and indirect channel, and currently they have 8% market share in Bangladesh.

To create brand awareness and brand association with the brand they basically use different kinds of promotional activities like-leaflet, mini leaflet, banner, poster, and electronic media, Mesban, Mason and Engineer Meeting, Newspaper Advertising etc. Among promotional activities Cash++ and Eid 2 Eid offer are most popular in which they are giving discount based on scratch card and gift items based on raffle draw.

Evaluate brand performance depending on three months working experiences of brand department is not an easy task. Even then through brand audit, four steps of Brand Building, Perceived quality, Brand Power Grid Model, I tried to high light the position of Premier Cement Mills Limited's Brand position. I also add some finding of Premier Cement Mills Limited, depending on my practical knowledge I gave some recommendations at the end of the report.

PCML is conduction their business successfully in Bangladesh. Depending on my experience and field visit, it is clear that they are in a good brand position. But though are exporting 8% of their productions to India and having a good increasing market in Bangladesh, they should give more emphasis on creating a stronger brand in Bangladesh first. For this they have to add more branding activities which will helps them to increase brand image.

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Chapter 01

Introduction

1.1. Origin of the Report

The purpose of this report is to explain what I did and learned during my internship period with Premier Cement Mills Limited (PCML). The report is also a requirement for the partial fulfillment of Premier Cement Mills Limited internship program. The report focuses primarily on the working environment, successes and shortcomings. And secondarily, it focuses on Brand Establishment of Premier Cement Mills Limited. Among all my proposals my advisor MR. Abdul Alim Baser has selected **“Brand Establishment of Premier Cement Mills Limited”** as my internship report topic.

1.2. Overview of the Report

This report is all about the brand department, on which I tried to discuss about the brand establishment of Premier Cement Mills Limited which also includes-

- ✚ Company Profile
- ✚ Products
- ✚ Distribution Channel
- ✚ Current Promotional Activities
- ✚ Evaluation
- ✚ Recommendations
- ✚ Conclusion, and other related topics.

1.3. Objectives

This report is a scope to me through which I can relate my theoretical knowledge with my practical knowledge. These three months while I worked on “Premier Cement Mills Limited”, I had an opportunity to work in a real business field and those experiences which I gathered will be shared in this report along with theoretical collaboration. The report is based on the brand establishment of Premier Cement Mills Limited and the objectives of this report are given below-

- ✚ Had an opportunity to see how the company really works.
- ✚ Facing real life problems and observe how this can be handled or maintained.
- ✚ How company go for building branding image.

- ✚ Had an opportunity to relate theoretical knowledge with real field experiences.
- ✚ Got practical experience of real job field.
- ✚ Has real life experience and problems that occurs in the workplace.
- ✚ To gain an in-depth knowledge about how a company functions.

1.4. Scope

I worked my entire internship period with the branding team of Premier Cement Mills Limited. I basically worked with their Cash++ offer. Due to time constrain and company policy, I was not able to work with other department. So, this report only focuses on Premier Cement Mills Limited's branding activities.

1.5. Methodology

To make this report resourceful I had to collect lots of information about the cement industry along with the Premier cement Mills Limited's branding activities. For this I used primary data along with secondary data and the research methodology is given as followed:

Primary Data: Primary data is collected by practical experiences while working on Premier Cement Mills Limited's brand department and interviewing some other topic related personnel.

Secondary Data: Secondary data is collected by visiting relevant websites, books and published journals.

1.6. Limitations

During doing this report I face some difficulties like-information gatherings, limited access to other departments, restrictions on some internal data to use in this report. The limitations are given below:

- Information unavailability due to confidentiality.
- Short time span.
- Inconsistent information.
- Had limited access to other related department during my working period.
- Lack of experience.

Chapter 02

Job

During my internship period from June 2011 to August 2011 in Premier Cement Mills Limited, I basically worked with the brand team. In this department, all types of planning and forecasting are made. I also learned how to forecast, planning, how to evaluate past weeks work. Moreover, I learned how to take foreword steps to meet the monthly sales target through weekly meeting. I had an opportunity attain a “Halkhata” in Tangail along with Dhaka sales manager during my field visit.

2.1. Specific responsibilities: During this period, I basically work with the offer called Cash++. In this offer they give discounts for their customer through scratch card and lottery depending on the scratch card number. In this project-

- I had to maintain the cards along with my supervisors,
- Keep records about the outstanding numbers of the scratch cards,
- Distribute the cards,
- Observe the delivery of the supporting materials of the offer like- leaflet, festoons, mini leaflet.
- Field visit and reporting (one model report is attached with this report in appendix)
- Had to attend in the weekly meeting of the marketing and sales department for planning and had to make the meeting minutes.

2.2. Observations

- They should give the opportunity to the intern to visit their production house.
- Intern should have the right to sign in the record book, so that they can feel more professional.
- As an intern, they should be given the opportunity to work with other department beside their own department for short time.
- But overall process and handle was good along with very friendly environment.

Chapter 03

Overview of the Industry and Organization

3.1. Cement Industry in Bangladesh

Cement industry is an increasing sector in Bangladesh. There are 120+ cement factory in Bangladesh and daily production capacity is 16.687 Million MT. some of them are-

- Holcim (Bangladesh) Ltd.
- Lafarge Surma Cement Ltd.
- CEMEX Cement (BD) Ltd.
- MTC Cement Industries Ltd. (TIGER BRAND Cement)
- Unique Cement Industries Ltd. (MEGHNACEM and FRESH Cement)
- Heidelberg Cement Bangladesh Ltd.
- Seven Circle (Bangladesh) Limited
- Emirates Cement
- Aramit Cement
- Dubai Bangla Cement
- Muslimia Cement Ind
- A R Cement Mills Ltd.
- Shah Cement Industries Ltd.
- Metropolitan Cement Ind.
- Confidence Cement Limited.
- Premier Cement Mills Limited.

After fulfilling the demand of Bangladesh, they are now exporting cement to other countries like India. As fact, it is actually bringing a lot of revenue and if it is fully and properly maintained, we have a bright future on this sector.

So, in my internship report I tried to find out brand condition of our cement industry. To do this I basically take a cement manufacturing company named “**Premier Cement Mills Limited**”, as it is one of the leading companies and have some exceptional facilities.

3.2. Company Profile

“Premier Cement Mills Limited” was founded in 2001 as the private cement producer in Bangladesh, with a factory in Muktarpul, Munshiganj. The factory is equipped with world-class European technology built in Denmark and Germany. The Company started production in March, 2004 with Unit 1, which had an installed capacity of 730,000 tons of cement per year, and would be followed by Unit 2, also at 730,000 tons of cement per year, by the mid of 2005. Within the span of first 5 months, the company has achieved the ISO 9000-2001 certification from TUV, with highly skilled employees for its quality product, technology and machine.

It has a capacity of almost a million tons per year. The Company is recognized as a leading cement producer with abundant supply of raw materials, low production cost and an energy efficient operation. The Company has an extensive distribution system throughout the country. Their transports operate a large fleet of trucks to distribute cement products in bags almost anywhere in the country.

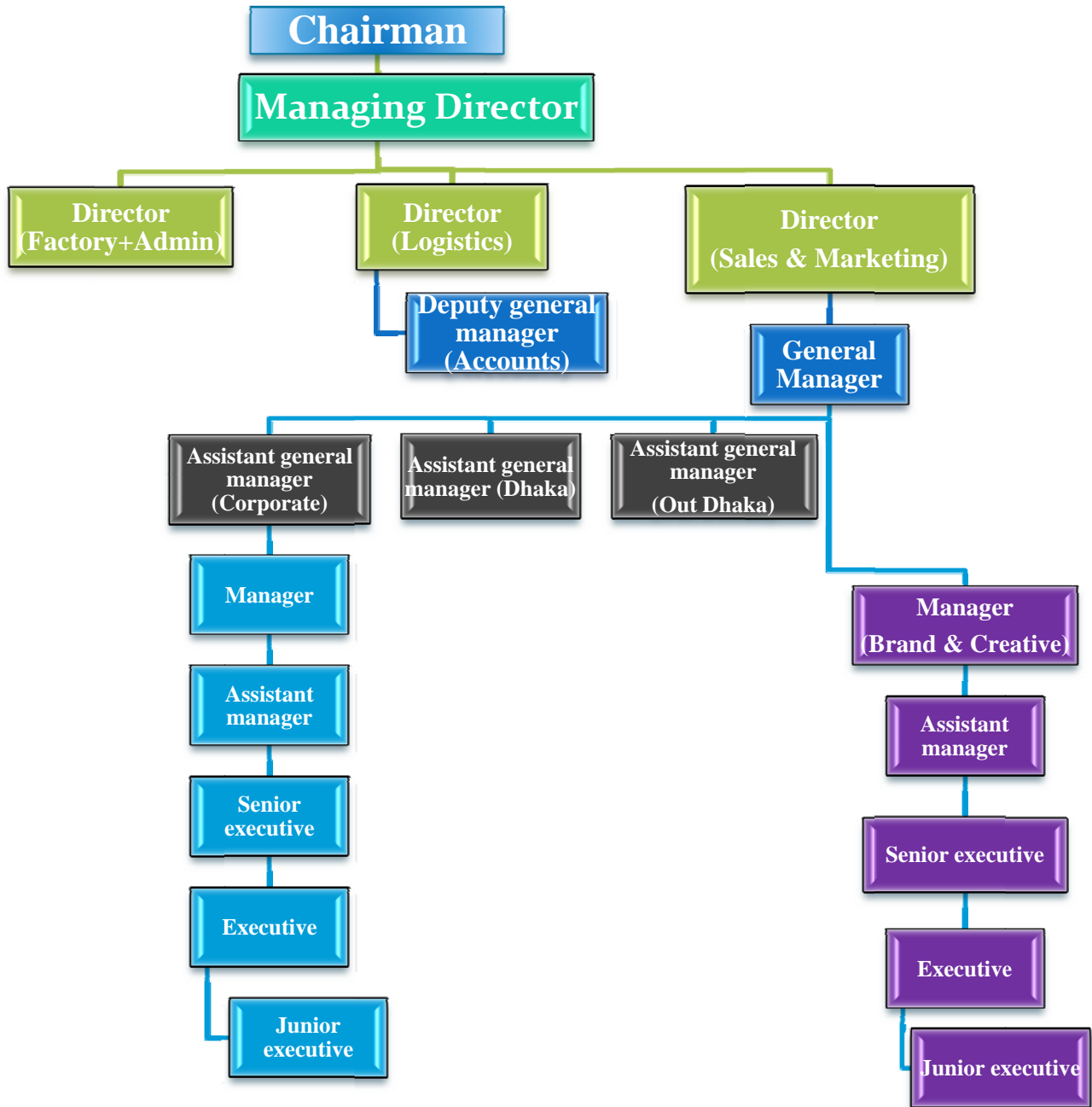
Logo: Brand color plays a very vital role in branding. By brand logo consumer can recognize the brand.



Logos of Premier Cement Mills Limited

Slogan: Slogan helps a company to increase their brand awareness. By a good slogan consumer can recognize the brand and recall it easily. A powerful slogan can contribute to increase brand equity in different ways. Slogan of Premier Cement Mills Limited is “... আমাদের সিমেন্ট”.

3.3. Organization's Hierarchy



Premier Cement Mills Limited Organization Hierarchy (Sales & Marketing)

3.4. Products

With their automated manufacturing facilities and fully equipped laboratory with dedicated team Premier Cement Mills Limited ensure quality of each batch of production. Currently they are manufacturing two types of cement and they are-

- Ordinary Portland cement
- Portland Composite Cement

Ordinary Portland cement: Portland cement (often referred to as OPC, from Ordinary Portland Cement) is the most common type of cement in general use around the world because 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 (more than 90%), a limited amount of calcium sulfate (which controls the set time) and up to 5% minor constituents.

Portland Composite Cement: Hydraulic cement produced by milling 94-80 parts (by weight) of Portland cement clinker together with a corresponding amount of at least two kinds of additives (6-20 parts) and a quantity of gypsum.

Fields of use include

- General purpose
- All kinds of concrete structures
- High Buildings
- Road pavements
- General purpose prefabricated concrete components
- Bridges and Viaducts
- Water Storages
- Concrete Briskets
- Wall and plaster
- Concrete sewage pipes

3.5. Distribution

Premier Cement Mills Limited believes in delivering door-to-door on time. To ensure uninterrupted supply of raw materials, they have their own Mother Vessels carrying raw materials from abroad. To ensure smooth carrying from Mother Vessels to factory, they have their own fleet of Lighter Vessels.



Premier Cement Mills Limited has their distribution network through their dealer around Bangladesh.

1. 85 own cover van at present.
2. New 20 cover van will be additional which is under process.
3. 4 bulk carriers is also providing bulk cement to the customer door by door.

The whole country is divided into two parts and they are-

✚ Out Dhaka

✚ Dhaka

These two zones are consistent of one or more zones like-

Dhaka Division-

- Dhaka North
- Dhaka South

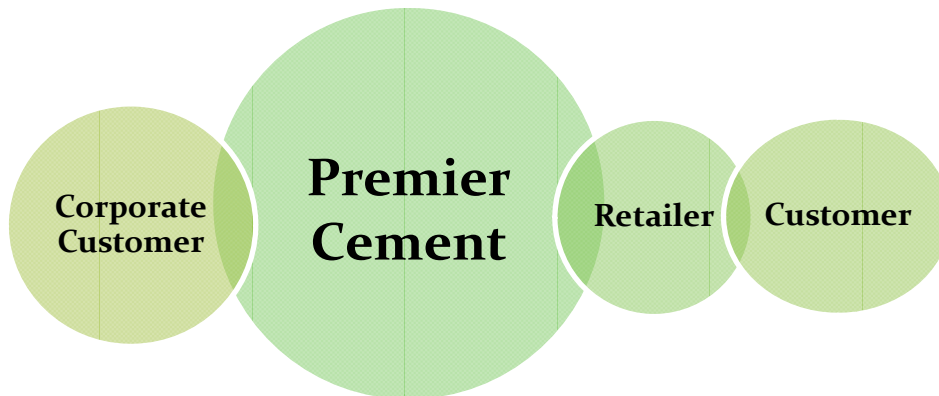
Out Dhaka Division-

- Faridpur
- Mymensing
- Tangail
- Bogra
- Nilphamari, etc

Each zone has one or more dealer who basically maintains his zone or area and deals with his sub dealer and retailer. From the company site there are employees assigned to help them called “Area in Charge” and “Brand Promoter”.

Distribution Channel: Premier Cement Mills Limited use both direct and indirect channel, because they has retail shop as well as direct sales person (for Corporate) and whole seller.

Diagram of distribution channel-



3.6. SWOT analysis of Premier Cement Mills Limited

With the help of SWOT analysis, now I will try to find out the facts of Premier Cement Mills Limited through its strengths, weakness, threats, and opportunity. After this a SWOT matrix is provided which will help to understand those facts.

SWOT analysis:

Strengths:

- Under a strong brand (T.K group)
- Quality control
- Own power supply plant
- Own Mother vessel and Inner vessel
- Improved management practice
- Large riverfront and own jetty
- Strong logistic support

Weaknesses:

- Distribution set up cannot cover the whole country yet

- Company cannot achieve their target market share yet
- Conservative management policy.

Opportunities:

- Opportunity for expand the production.
- Opportunity to spread marketing & distribution channel.
- Great potential for growth and profitability
- More export operation in India.

Threats:

- Multinational competitors
- Risk of exchange rate fluctuation
- Price increase in International market
- Political instability
- Irrational duty and VAT structure
- High inflation

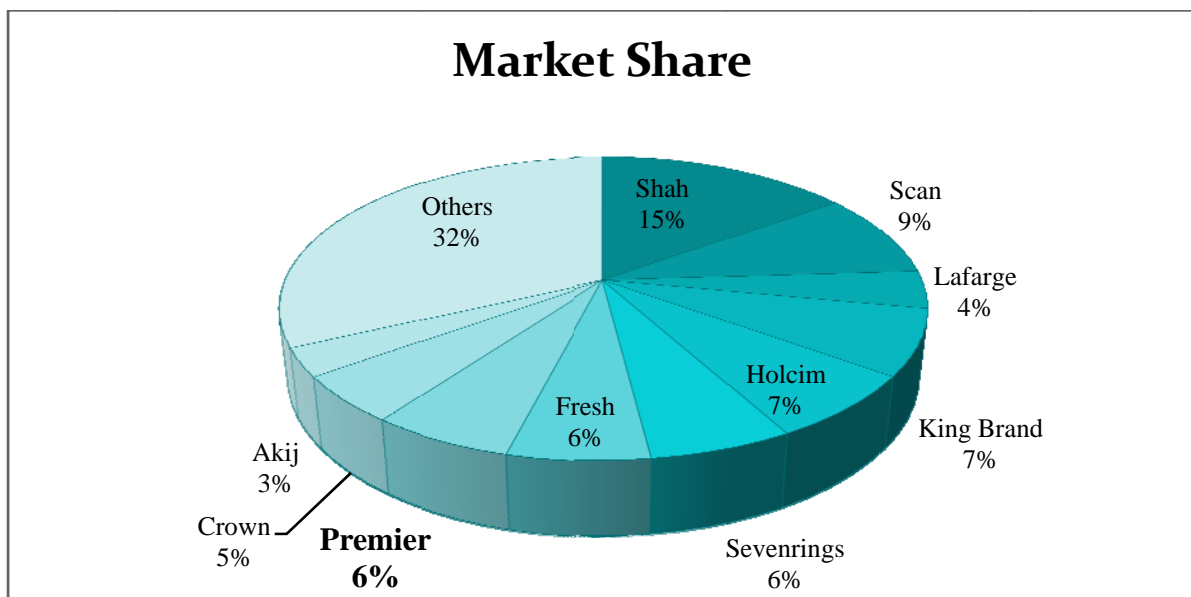
SWOT Matrix is given below-

	Strength & Opportunity	Weakness & Opportunity
1.	They can export more cement in India by building some operational stations in India and thus establish a strong brand image of Premier Cement Mills Limited and T.K. group as well.	By modified planning and new steps they can increase their distribution set up which gives them more scope to expand their business in Bangladesh.
2.	By increasing the capability of their power supply, they can actually increase their potential growth.	More flexibility should be shown interns of credit facility, through which some of their competitors are actually capturing a large market share now a day.
	Strength & Threat	Weakness & Threat
	With their strong brand image and quality, they can compete with their multinational competitors.	Due to incomplete distribution system competitors are getting stronger on that area and becoming threat.

3.7. Competitors: Currently there are many brands in Bangladesh who are selling cement. Some of them are under a strong brand group, some of them are multinational. But the cement companies which are competing or trying to compete are given below-

- Shah Cement
- Fresh Cement
- Crown Cement
- Holcim Cement
- King Brand Cement
- Akij Cement
- Lafarge Cement
- Hidelberg Cement.

3.8. Market Share: According to market players, the industry is saturated with nearly 120 companies registered with an annual capacity of 21 million tons against demand for around 11-12 million tons as per the 2010 consumption pattern. Cement consumption was nine million tons in 2009 and eight million tons in 2008, but in 2006 there was a sale of 8.4 million tons because of less demand in the construction sector. From the below chart we can see that Premier Cement Mills Limited now only serving 6% of the market and there are lots of national and multinational competitors for them. The market condition of different cement industries are given below-



Chapter 04

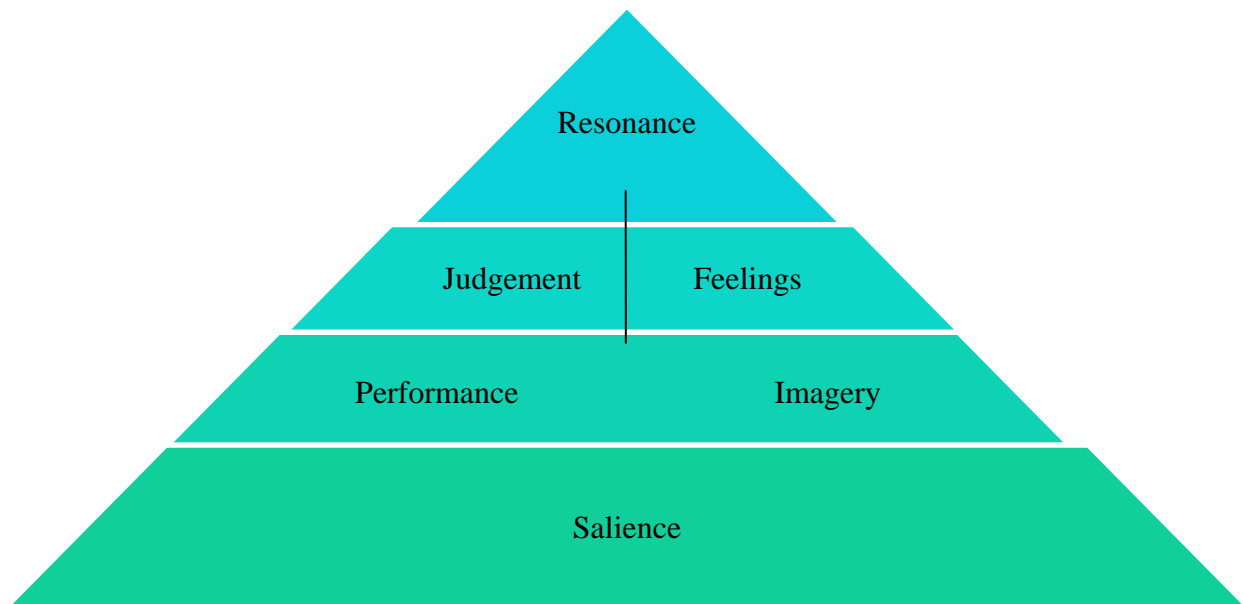
Understanding Brand

Listen to the customers: They determine a brand's true value. Pay attention to customer's feedback because, ultimately, it's the customers' opinion that counts. When it comes to building a brand, a company can incorporate everything according to their mind to create a strong brand, but at the end of the day, it's the consumer who decides what a brand is really worth.

4.1. Brand: A brand is a name, symbol, logo, sign, or design or a combination of all of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors.

4.2. Brand Value: Brand values are the core values represented by a brand. A brand value is something for which a consumer basically purchase a product or not at a premium price. In a word, brand value is something for which customers are willing to pay premium for their purchasing product or not.

4.3. Brand Equity Pyramid: Brand equity is based on a hierarchy of brand assets, including awareness, feelings of familiarity, brand image, interest in purchase and/or investment, and customer loyalty. The brand pyramid is described below with diagram-



Salience: It's the ability to link the brand logo, symbol, and so forth to certain associations in memory. In particular, building brand awareness which helps customers to understand the product or service category. It also ensures that customers know which of their needs the brand – through these products- is designed to satisfy.

Brand performance: Brand performance describes how well the product or service meets customers' more functional needs, how well does the brand rate on objective assessments of quality, to what extent does the brand satisfy utilitarian, aesthetic and economic customer needs and what's in the product or service category.

Customer's view performance through some elements and these are-

- ✚ Reliability
- ✚ Durability
- ✚ Serviceability
- ✚ Efficiency

Reliability means consistency of performance over time and from purchase to purchase.

Durability is the expected economic life of the product

Serviceability means the ease of repairing the product if needed.

Brand Imagery: Another important stage is brand imagery. Brand imagery actually talks about that kind of image which is achieved by the brand. In short it is actually related with the true brand image of the brand.

Brand judgments: Brand judgments are customer's personal opinion and evaluation of the brand. Customer may make all type of judgments but four are important and these are-

- ❖ **Brand quality:** Brand attitude are customers overall evaluations of a brand and often from the basis for brand choice.
- ❖ **Brand Credibility:** Customers may also form judgment about the company or organization behind the brand.
- ❖ **Brand Consideration:** Favorable brand attitudes and perceptions of credibility are important but not enough if customers don't actually consider the brand for possible purchase or use.

- ❖ **Brand Superiority:** Superiority measures the extent to which customers view the brand as unique as and better than other brands.

Brand Feelings: Brand feelings are customer's emotional responses or reactions to the brand. The emotional evoked by a brand become so strongly associated that they are accessible during product consumption or use.

Brand resonance: Brand resonance describes the nature of this relationship and the extent to which customer's feelings with the brand. Here comes the Brand Loyalty, which indicates repeat purchase but it is not sufficient for resonance to occur. More than behavioral loyalty some time resonance requires strong personal attachment. A strong sense of community among loyal users can engender favorable brand attitudes and intension.

Chapter 05

Blending Brand Concept with PCML

5.1. Current Promotional activities

To keep a product run in the market, it is important to do some promotional activities which will help customers to keep the brand in their mind. That's why Premier Cement Mills Limited is taking initiatives to establish their brand. Currently they are conducting few consumer promotions and few trade promotions. The activities that Premier Cement Mills Limited has taken are following:

5.1.1. Leaflet: Premier Cement Mills Limited has started leaflet distribution in order to grab a brand image to the customers from June, 2007 to present. Along with brand image, this leaflet will help them to inform their customer about their on going offers. Leaflet is one of the best ways to communicate directly with the customer. According to Shaun parker it is a fantastic way to build brand recognition over a period of time. It might not bring instant reaction from the target group but leaflet will create the brand recognition which might cause a future purchase.

5.1.2. Promotional Campaigns: Premier Cement Mills Limited offered 2 promotional campaigns every year starting from 2007 and this are-

1. CASH++ offer

2. Eid 2 Eid offer.: **Cash ++ offer:** In cash++ program they offer cash money back by scratch card after buying minimum (50 Bags) amount of cement bag. There was lots of gift item like Car, Motorcycle, Fridge, TV, Air conditioner etc based on the scratch card number through lottery. That was a successful campaign proved for Premier Cement Mills Limited, they achieve 98% of their sales target from this program.

Eid 2 Eid offer: After finishing Cash++ program they started another one called Eid 2 Eid offer. This was started from Eid ul Fitr and ends in Eidul Ajha. In this program they gave approximate 6 million taka (from 2009 to 2010 each) worth of gifts to the consumers.

But this year they are thinking to offer little bit different kind of offer for their customer in the place of Eid 2 Eid offer.

5.1.3. T-shirt, Polo shirt and Umbrella: The Premier Cement Mills Limited brand authority has decided to give away T-shirt, Polo Shirt and Umbrella which are designed especially for Premier Cement Mills Limited in different occasion to the wholesalers, retailers, sales team of Premier Cement Mills Limited. Promotional printed T-shirt, polo shirt and customized umbrellas enhance the company image by giving more visibility to the company's name than any other promotional item.

5.1.4. Mesban, Mason and Engineer Meeting: From the very beginning Premier Cement Mills Limited always arrange Mesban (Chittagong traditional food festival), mason and engineer meeting in whole Bangladesh. Every month they organize a mesban, mason and engineer meet program in different district. In this program they also have a training session for masons. By this, masons are came to know how to build concrete stronger and lots of related things. This program helps to improve the bondage with masons and also with engineers to Premier Cement Mills Limited.

5.1.5. Bus Painting: Premier Cement Mills Limited started the bus painting from 2008. This is an activity which falls under term Mobile Billboard. According to Bovee, Courtland L. (1995) “bus branding is a type of rolling advertisement in which a poster mounted on the side of a van.

As these micro buses visit different places all over the country so it gives a huge geographical coverage, high frequency and long exposure. Bus branding can be considered as a good initiative taken by the authority in order to establish the brand as a powerful brand.

5.1.6. Gift Items: Premier Cement Mills Limited spend huge amount of money for their gift items through whole year. There are different kinds of gift items like Dinner set, T set, Fruit Set, Rice set, Glass set, Note book, Calendar, Mug, Wall clock, Shopping Bag etc. This gifts increase their brand image.

5.1.7. Program Sponsorship: Premier Cement Mills Limited brand always sponsor different kinds of program which is related to buildings and architectures. They also sponsor different kinds of cultural program like 100 year anniversary of Teachers Training College Dhaka, International Mother Language day program in Dhaka University etc.

5.1.8. Outdoor Advertising: Premier Cement Mills Limited is also engage in huge outdoor advertising. They have some billboard in Dhaka city and some billboards in different districts. They are more concentrating in High wall and low wall painting beside Highways. They have also huge number of shop paint in whole Bangladesh. Approximately 300,000 sft. of shop paint is done by Premier Cement Mills Limited around whole Bangladesh in 2009. They have more than 500,000 sft. of low wall paintings in different district in 2010. They also provide signboards and light box to the dealers and project boards for the developers. Now in 2011 they are planning to do both shop paint and wall paint along with in an extensive manner.

5.1.9. Newspaper Advertising: In order to establish Premier Cement Mills Limited as a powerful brand, the brand department of Premier Cement Mills Limited always provides their BUET test report advertisement in every week in Daily Prothom Alo, Daily Samakal, Naya Diganta, Amader Shomoy, Dainik Korotoa etc. They also go for newspaper advertisement in different occasions, which are mainly thematic advertisements. Newspaper advertisement is very much important for brand establishment. By newspaper advertisement it is possible to reach a huge number of target audiences.

Chapter 06

Performance Evaluation

Through brand marketing programs and brand activities, we can evaluate the performance the brand. Profitable brand management requires successfully designing and implementing a brand equity measurement system. It is a set of research procedures designed to provide timely, accurate and actionable information for marketers so that they can make the best possible tactical decisions in the short run and the best strategic decisions in the long run.

6.1. Brand Audit

Brand audit is a comprehensive examination of a brand to discover its sources of brand equity. To find out the brands actual condition they visit their market frequently. As a part of this, I physically visit Tangail, Jamalpur, and Mymensing market on 30th July, 2nd august and 3rd august on my internship period. One the report is attached in the appendix part.

6.2. Choosing Brand Elements

For choosing brand elements, a number of options exist and a number of criteria are relevant. In fact, a brand element is visual or verbal information that serves to identify and differentiate a product. Common brand elements like brand names, logos, symbols, characters, packaging and slogans can be chosen to enhance brand awareness or facilitate the formation of strong, favorable and unique brand associations. As different brand elements have different advantages of their own, a subset or even all of the possible brand elements are often employed.

6.3. Four steps of Brand Building

To build a brand there are four steps which helps the product to associate with the brand and these steps are given below-

- Ensure identification of the brand with customers and an association of the brand in customers' mind with the product.
- Establishing a brand association in the minds of customer tangibly and intangibly with the product.

- Link up the brand identification and brand meaning with the customer response.
- To relate customer and brand, customer response has to be used.

If I relate this four step brand building process with Premier Cement Mills Limited, the picture will be like this-

- From the beginning they have an inspiring and attractive logo, slogan and name.
- To established and link brand association with the customers, they used posters, Television ad etc.
- And they are trying to make frequent survey and making decision depending on those results. For this recently they placed a huge number of brand promoter whose job is to go to the retailer and take the notes of their points along with area in charge.

6.4. Perceived quality

Perceived quality is customers' perception of the overall quality or superiority of a product compare to other alternatives and with respect to its intended purpose. But achieving a satisfactory level of perceived quality is more difficult as continuous product improvements over time have led to heightened customer expectations. Marketer may get some idea about customer's way of thinking related to perceived quality by some dimensions and those are given below along with Premier Cement Mills Limited's research findings -

- Performance: Levels at which they performed. **For Premier Cement Mills Limited it is high.**
- Features: Secondary element of the product. **Good quality product and machine in Premier Cement Mills Limited is used to produce their product.**
- Conformance Quality: Degree to which the product meets specifications and is free from defects. **This company has BUST test result in every three months which shows its quality.**
- Reliability: consistency of performance over time and from purchase to purchase. **From the very beginning of the establishment of the company they publish their BUET test result to the public through newspaper which is good.**
- Durability: Expected economic life of the product. **Time has not passed yet to see its durability, because it is a new born company in terms of cement. But after visiting**

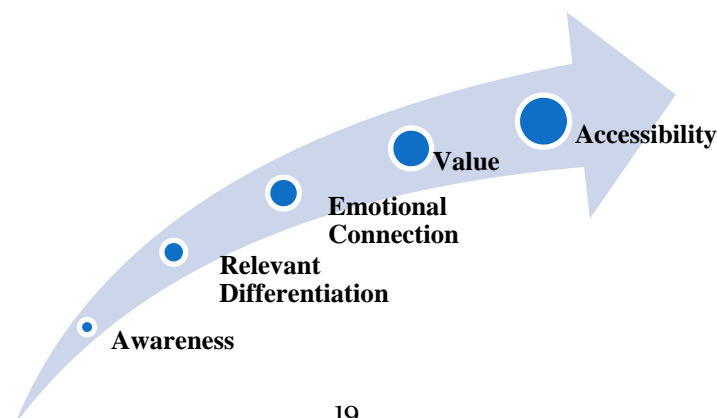
the field, I found no complain about the durability of the product. Moreover, BUET test results also show this kind of hints.

- **Serviceability: Ease of servicing the product. It is not such a product on which they can provide service to their customers. But for their customer they have 11 engineers in the field to help the customer of the Premier Cement mills Limited.**
- **Style and Design: Fell the quality. Style and design is almost same for all cement company product.**

6.5. Leveraging Secondary Associations

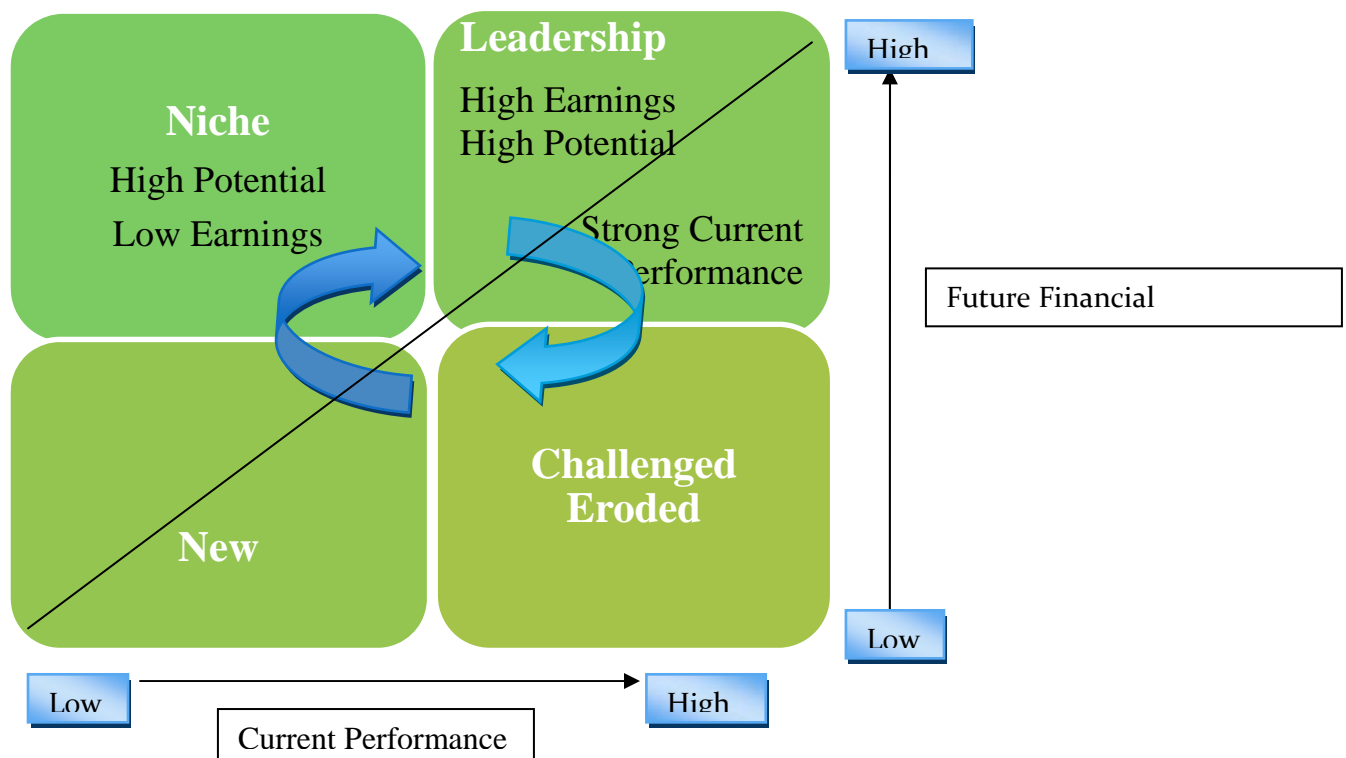
A significant way to build brand equity is to leverage secondary associations. Brand associations may be linked to other entities which have their own associations that can create secondary associations. In fact, brand association may be created by linking the brand to information in memory that conveys meaning to consumers. Brand can be linked to certain source factors, such as the company through brand strategies, geographic regions through identification of product origin and channels of distribution through channel strategy as well as to other brands through ingredients or co branding, characters through licensing, spokespeople, events or some other third party sources through awards or reviews. As the brand can become identified with another entity even though this entity may not directly relate to the product performance; consumers may infer that the brand shares associations with that entity, thus producing indirect or secondary associations for the brand. As a result, marketers are borrowing or leveraging some other associations for the brand to create some associations of the brand's own and thus help build its brand equity.

6.6. Driving the consumer from Brand Awareness to Brand Insistence:



Branding starts from the stage of creating awareness for the brand but creating only awareness is not only objective of the brand management. It takes a period of time and a constant effort of organization towards the advertisement, service quality and products offered by it, then people starts trusting on that organization in full-fledge, and starts insisting for that brand i.e. LOYALTY comes in to diagram. For restoring the Premier Cement Mills Limited brand personality, we have to revitalize all the elements in such a manner that it is able to take over the previous flaws of the past brand personality. However, the hierarchy effect must be handled very carefully in this case. Premier Cement Mills Limited is currently creating “Emotional Connection” with the customer.

6.7. Brand Power Grid Model:



Brands generally begin their life in the lower left quadrant. Where they first need to develop relevant differentiation and establish their reason for being.

Then it goes to the left side of the upper quadrant. Increased differentiation, followed by relevance, initiates a growth in brand strength. Before widely recognition of the brand these developments occur. From this quadrant new potential competitor emerged.

The upper right quadrant is known as leadership quadrant, which includes high levels of brand strength and brand stature.

Brand who fails to maintain their brand strength begin to fade and move “down” into the bottom right quadrant. If it continues, then the brand starts to decline.

Position of the Premier Cement Mills Limited according to Brand Power grid: According to my observation, due to high potential in Indian market (currently exporting in the Indian market) and demand in the Bangladeshi market, Premier Cement Mills Limited is in the top right quadrant of the figure.

6.8. Web site is the brand: “A web site is not just a communication medium,” Manning says. “It is actually a channel that must deliver on the promise.” Essentially, a web site should embody the promise that it makes to customers. If, for instance, a business claims to be innovative, the web site should look fresh and modern. Premier Cement Mills Limited has a modern website and recently they are thinking to modify it with some new features.

Chapter 07

Findings

Some important fact I have found during my internship period on which they should concentrate immediately in order to create a strong and sustainable brand. Among them some may be useless but I think some of are important for the company and these findings are given below-

- ❖ They are not using television media at present, but I think they should do it.
- ❖ They have a credit policy for their dealer which is good, but when all companies is giving more facility and flexibility to their dealers, then they should include some more credit facility to their dealers.
- ❖ Cash++ and Eid 2 Eid offer is continuing from 2009, which are successful offer compare to other company's offer. But its successful rate is decreasing day by day with customer's interest by seeing same thing again and again. So, I think they should provide a little bit different offer to their customer from next year.
- ❖ They should do some CSR activities, which will help them to add more brand value.
- ❖ They should have separate budget for branding department which will be used throughout the year except offer period. This will create a solid brand image separated from offer period branding.
- ❖ They should so some promotional activities which will introduce their brand in front of rural mason and people.
- ❖ They should provide billboard in front of big constructions that used their product on that construction along with company name and logo, which will increase their brand awareness.

Chapter 08

Recommendations

To create a sustainable and strong brand I have some recommendations which are given below-

- **Credit Facility:** To increase the facility and to compete with the strong competitor they can introduce another little bit more credit facility for their retailer so that they try to give more emphasis to this brand for their own facility. And if they do this they will help the brand to take a strong position, because without a strong brand image they could not sell the product after a certain stage.
- **Mobile Ad:** They can use mobile marketing to create a strong brand. Like- they can make a deal with the mobile operator for SMS advertisement on phone to those people who use 01711. series numbers interns of GrameenPhone. Because they are the people who use the GP from the beginning of the launch of GP and these people are more or less 35+ age years old and the target customer of Premier Cement Mills Limited. Or they can target to the star subscriber to the GP, or can give some discount through this SMS.
- **Television Advertising:** Television advertisements for Premier Cement Mills Limited brand were telecasted on the television in past. But recently, they have stopped it. In order to compete with the competitors and to create brand associations with the customer they should launch it again.
- **Endorser involvement:** They can bring a renounced Civil Engineer to their ad to make the BUET test result more reliable like Professor Jamilur ReZa Choudhury (B.Sc. Engineering).
- **Scholarship program:** To create a strong brand they can launch a scholarship program to give scholarship to the mason or civil engineer's children. Because, a large portion of cement consumer are mason and civil engineer.

- **Event marketing and sponsorship:** By event marketing and sponsorship Premier Cement Mills Limited can link their brand to events popular among the customers. Though they are sponsoring many events but they are strongly related with cement sectors. They need to sponsor different kinds of event which will make their brand stronger. The events can be chosen based on the attendees' attitudes and usage regarding certain products or brands. They can also sponsor events related to their brand to boost up the brand image. By skillfully choosing sponsorship events or activities, identification with a product and thus brand recall can be enhanced.

- **Radio:** Now a day's radio became a very useful medium of advertising. So Premier Cement Mills Limited can use this medium for building their brand.

- **Resourceful Website:** The www.premiercement.com contains less useful information for the customer related to the products and promotion. It's a world of technology, where customers try to search and gather information before buying a product. So many of them use internet as a mean of collecting information of specific product. As a result the brand is getting less focus from the internet users. The website should be well maintained where the product news and promotional news will be given. There should also be a section for feedback/reviewing for the customer where they can rate/review the product. When a customer gets his answer in the feedback section he or she feels important and valued and become satisfied. A satisfied customer become loyal to a brand and helps the brand to become a well known brand.

- **CSR Activity:**
 - 1) Before 16th December and 26th March Premier Cement Mills Limited can run a campaign where they will donate a part of the money collected from every sell in the freedom fighters welfare foundation.
 - 2) Premier Cement Mills Limited can take the initiative to light/sponsor lamp post of some busy and important areas of the country. Where it will be written that, this lighting facility is sponsored by Premier Cement Mills Limited which can be

considered as a huge boost for the brand a responsible brand. This will help to establish the brand in the mind of the customer.

- **Awareness Program:** Premier Cement Mills Limited can take an initiative to educate the people of the country about the correct use of their product. Because the wrong use of these product are causing harmful result. For this they can organize seminar, round table discussion etc. If they conduct awareness program like this than their brand image in the target customers mind will increase and they will have positive brand equity. They will be considered as a socially responsible brand. As a whole the brand will be established as a socially responsible and powerful brand as well.

Chapter 09

Conclusion

In this Term Paper I tried to give an idea of the Brand establishment of Premier Cement Mills Limited. Brand image allow consumers to buy with confidence, and provide a route map through an incredible collection of choice. The real power of powerful brands is that they meet the expectations of those that buy them or, to put it another way, they represent a promise kept. They are the connection between a seller and a buyer and customer. Building powerful brands has its rewards. There is a good opportunity ahead for Premier Cement Mills Limited to establish their brand and become the ultimate choice for the customers though it has an increasing demand in Indian and Bangladeshi market.

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Appendix

Field Visit Report-

		Market Visit (Retail Outlet)									
		Date: Thursday, 30th July, 2011, Area: Jamalpur Area In-charge: Mr. Ataur Rahman, No. of Outlet visited: 05 Conducted By: Mr. MD. Nazmul Hassan (Brand & Creative)									
Outlet Name	Address	Contract No.	Premier Brand Tools Present on Outlet						Cash++ Offer	Customer Knowledge	Objection
			Leaflet	Minileaflet	Banner	Poster	Festoon	Sticker	scale (low, avg, good)		retailer wise
S.R Enterprise	Jamalpur	01745630498	√	√	√	√	√	√	low	avg	Car problem, brand element is not working, Push sell , Complain about – sundorban.
A.K Enterprise	Jamalpur	01712980227	X	√	X	√	√	√	low	low	Late delivery, Cement is becoming black
Jual Traders	Jamalpur	01720218716	X	X	X	X	√	X	Low	low	Car Problem
Rubel Traders	Jamalpur	01731770502	√	√	√	X	√	√	low	avg	no complain
Rifat Enterprise	Jamalpur	01670211009	X	X	X	X	X	√	Low	avg	Damage bag (contain 4/5 kg less in 8-10 bags)
Recommendations:											
1. Company can change brand element like-t-shirt to the labor, shop painting, pasting, media 2. Company can increase more car 3. Delivery system should be checked to ensure inconsistent delivery.											