



Competitor Analysis of Ultratech Cement in BPD Segment

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ABSTRACT:

Infrastructure is crucial to India's economic development because it is a developing nation, and there is a constant need for planning and building new infrastructure. The GDP and exports of our nation are significantly impacted by the cement industry, which is at the heart of building. This study was conducted to evaluate Ultratech Cement's competitors in the BPD area, which is a significant market for the building industry. The purpose of this study is to inform the contractor or store owner about this specific segment and to gather information about competitors and their market share for UltraTech. By simple and random sampling, this study was carried out in Noida and Greater Noida cities of Uttar Pradesh. For this survey, almost 200 outlets were contacted. The results suggest that the shopkeepers didn't know much about the building products category.

Keywords –Building, Competitor, Development, Infrastructure, Product

1. Introduction

A competitor analysis, also known as a competitive analysis or competition analysis, is the process of looking at companies that are similar to yours in your industry in order to learn more about their products, branding, sales, and marketing strategies. If you're a business owner, marketer, start-up founder, or product developer, it's critical to understand your competition in business analysis.

The advantages of competition analysis

A competitor analysis has various advantages, such as:

- Being aware of industry norms so you may go above and beyond them.
- Finding untapped niche markets
- Making products and services stand out from the competition
- Differentiating your brand
- Making a statement with your marketing
- Meeting clients' needs and resolving their issues better than rivals

2. COMPANY PROFILE

The largest producer of grey cement, Ready Mix Concrete (RMC), and white cement in India is UltraTech Cement Ltd. Moreover, it is among the top cement producers worldwide. The brand UltraTech stands for "strength," "reliability," and "innovation." Together, these characteristics motivate engineers to push the boundaries of their creativity to design residences, structures, and buildings that characterise the new India. In order to meet the demand in nations around the Indian Ocean and the Middle East, UltraTech Cement is also India's largest cement exporter. Our Building Products division is a centre for innovation, providing a range of products that have been carefully designed and engineered to fit the needs of modern projects. Aerated Autoclaved Concrete (AAC) blocks are affordable, lightweight blocks perfect for high-rise structures, while Dry Mix Products include waterproofing, grouting, and plastering solutions made for projects to be finished more quickly. Customers may get a variety of building supplies under one roof thanks to UltraTech Building Solutions' retail model. UltraTech is the one-stop shop for all essential construction

requirements thanks to its sizeable presence in the grey and white cement, concrete, and building supplies segments as well as its ability to offer 360 degree building solutions. Its quick ascent to become the biggest cement brand in India is a reflection of the company's emphasis on cutting edge technology, research, and technical services. From the foundation to the finishing touches, UltraTech Cement offers a variety of solutions to meet the needs of the building industry. These include AAC blocks, waterproofing solutions, grouting solutions, and plastering solutions under UltraTech Building Products; ordinary Portland Cement, Portland Blast Furnace Slag Cement, and Portland Pozzalana Cement under grey cement; white cement, Wall Care putty, and white cement-based products under Birla WhiteReady Mix Concrete; and a variety of specialty concretes with specific functional properties under UltraTech Concrete. The subsidiaries of UltraTech include PT UltraTech Mining Indonesia, PT UltraTech Investments Indonesia, Dakshin Cements Limited, Harish Cement Limited, Gotan Limestone Khauj Udyog Private Limited, Bhagwati Limestone Company Private Limited, UltraTech Cement Lanka (Pvt.) Ltd., and UltraTech Cement Middle East Investments Limited.

3. Literature review

Wiley, 11 October 2013 - Business & Economics - David A. Aaker To keep their businesses relevant, marketing professionals must be ready to adopt new techniques. They are guided by Aaker through the tactical difficulties brought on by the modern markets' dynamism. The 10th Edition of Strategic Market Management places a strong emphasis on the customer's viewpoint and the idea that each strategy should have a value proposition that matters to the target market. There are sections on reviving the company and how to get beyond the obstacles that strong organisational silos erect to prevent collaboration and communication. Case studies that are specific dive into interesting, relevant themes. After a brand has been understood, the question of what marking is now becomes apparent. Marking "is the most prevalent means of infusing things and services with the effect of a brand," according to Kotler and Keller (2016, p. 323). In any case, marking involves much more than just providing a brand name, according to Kapferer, Jean-Noel (2012, p. 31). To become the referent, a company must make an extended commitment and have superior resources and skills."

A methodology for classifying industrial markets according to functional involvement in different stages of the purchase decision process is presented by Jean-Marie Choffray and Gary L. Lilien in their article from October 1980. Johan Arndt's market segmentation study has been reviewed (Jan 1975) There is a comprehensive assessment of the literature (about 140 items). In a similar vein, White, P.D. (1992), published Market segmentation: overcoming the challenges to realise the opportunities. In his 1978 article, Wind, Y., covers the problems and developments in segmentation research. According to Green P.E. (2001), segmentation, targeting, and positioning form the foundation of every marketing strategy. Market segmentation is discussed by Camille P. Schuster and Charles D. Bodkin in their May 1987 article. to investigate the marketing segmentation strategies used by industrial firms that already export their goods. John T. Bowen discusses changes in market segmentation linked to hospitality and tourism in his 1998 article, "Market segmentation in Hospitality Research: No Longer a Sequential Process." The three sections of the literature are market segmentation, market targeting, and marketing positioning. In his explanation of the market segmentation strategies utilised by industrial marketers, Russell Abratt (May 1993) notes that the majority of research on market segmentation has been on techniques for segmenting markets rather than on the actual use of market segmentation. An approach to industrial market segmentation by Jay L. Laughlin and Charles R. Taylor (May 1991) notes that models of industrial market segmentation have come under fire for failing to take managerial requirements and implementation challenges into account. According to Doyle P. (2002) in his book "Marketing Management and Strategy," a market is made up of customers who have comparable wants. Yet, the market's consumer base is never uniform. Their goals for the advantages varied. Very few goods or services are able to completely please all the market's consumers. Not all clients desire the same thing or are willing to pay the same price. The goal, according to Jobber, D. (2007), is to identify client groups with comparable needs so that they may be efficiently served and are big enough to receive enough goods or services. Geographic, Demographic, Psychographic, and Behavioral segmentation variables are the four main segmentation factors presented by Kotler (2002) for consumer markets. Market segments must be measurably significant, readily accessible, differentiable, and practicable. According to Doyle (1998), a firm must choose how many and which market segments to target after determining its market opportunity. Target marketing is accomplished through market segmentation.

4. Objectives

Market analysis is a diagnostic procedure to find the underlying causes of why markets underperform for the poor, not simply the symptoms. You can better grasp how the market functions and how it impacts the poor by conducting a thorough market analysis. Choose which restrictions are most important. Concentrate on the issues that are most urgent and that can be resolved throughout the course of the programme. Determine system-level restrictions. Recognize the cause of the system's poor performance. Systematize the market. By learning how important market system(s) function, who the key players are, and how the market system is evolving, you can look at chances to influence the target group.

5. Limitations

All research has its limitations, and this research is no exception. Research is a never-ending process. Data collection in the market was quite challenging since some of the business owners would not talk. Some of them don't actually provide the information about what they are selling, such as the product and the amount. The biggest issue was that they had a preconceived notion of Ultratech as a cement company, and they wouldn't talk to me because they believed I was a scam and didn't work for Ultratech. They are unaware of Ultratech's BPD product. The majority of store owners reject the UltraTech product because it is more expensive than those of their competitors. The company's lack of digital product promotion meant that everyone was already familiar with the BPD market, which was the main issue.

6. RESEARCH

Research methodology: Research methodology refers to the exact steps or methods used to locate, pick, organise, and assess data on a subject. The methodology section of a research paper gives the reader the chance to assess the general validity and dependability of a study. How was it examined?

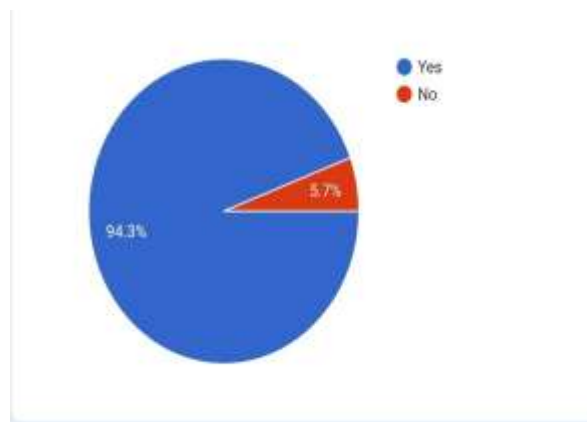
Descriptive research: A population, circumstance, or phenomena is described in descriptive research, a subtype of study. It is concentrated on addressing the how, what, when, and where issues. if a research issue, as opposed to the why.

Sample size: The number of subjects involved in a sample size is referred to as the sample size in market research. A set of people chosen from the general community who are thought to be a representative sample size for that particular study is referred to as the sample size.

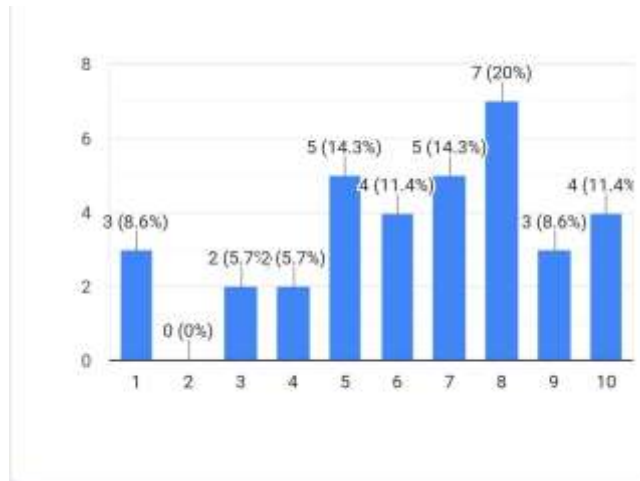
DATA COLLECTED METHOD	Primary and secondary
SAMPLING UNIT	Shopkeepers
TYPE OF SAMPLING	Random Sampling
SAMPLE SIZE TAKEN	150
RESEARCH TOOL	Questionnaire
TYPE OF RESEARCH METHOD	Descriptive
DATA COLLECTION METHOD	Survey
SURVEY AREA	Market of Noida & Greater Noida

7. DATA INTERPRETATION

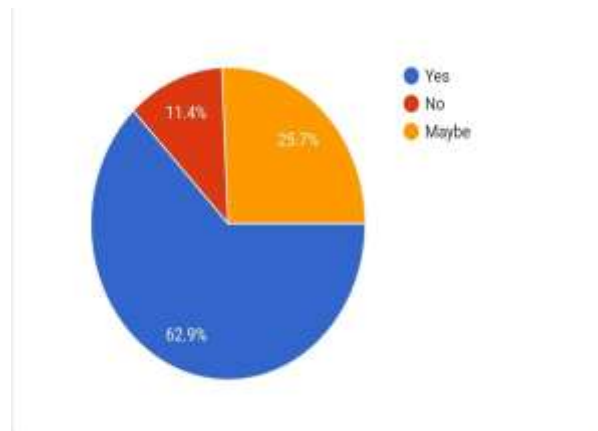
Ques.1 = Do you know about UltraTech?



Here I asked people to know that how many people are aware about the UltraTech. Do they actually know the name of this company or not. So around 94% said yes.

Ques.2 = How much you are familiar with UltraTech product?

Here I asked people to know that how many people are familiar about the UltraTech product. So most of the people are aware about the product of UltraTech.

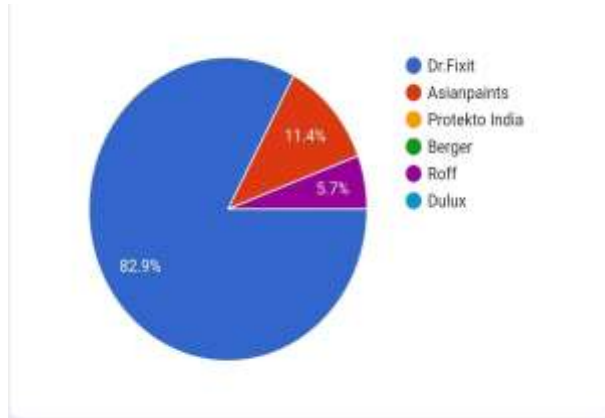
Ques.3 Do you know about Building Product Division of UltraTech?

Here I asked people to know about the Building Product Division of UltraTech. So around 63% people are in favor that they know about this segment.

Ques.4 How you get to know about BPD segment of UltraTech?

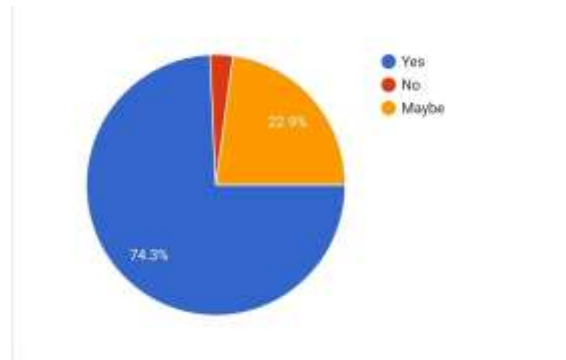
In this question I got to know that around 53% people are aware about BPD segment by reference by someone and around 37% sales person.

Ques.5 According to you who is the main competitor of UltraTech in this segment?



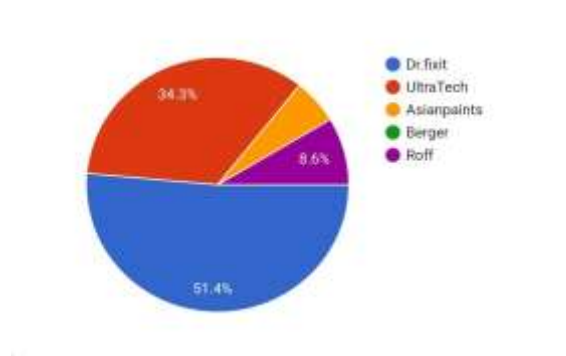
Here I have asked that who is the main competitor of the UltraTech and around 83% people says that Dr. Fixit is the main competitor of the UltraTech.

Ques.6 Would you like to take product of UltraTech?



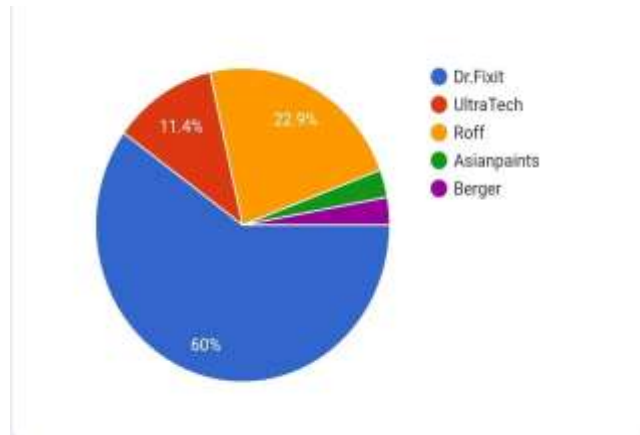
Here I have asked that people will prefer the UltraTech product or not. So around 75% says yes.

Ques.7 Which companies product did you sell most?



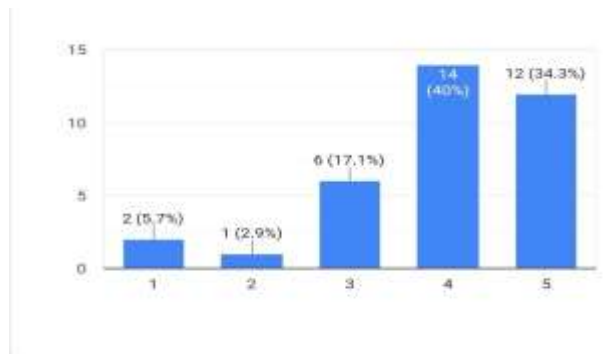
Here I have asked which company product they sell most and majority is in favor of Dr. fixit product.

Ques.8 Which company product has more in demand?



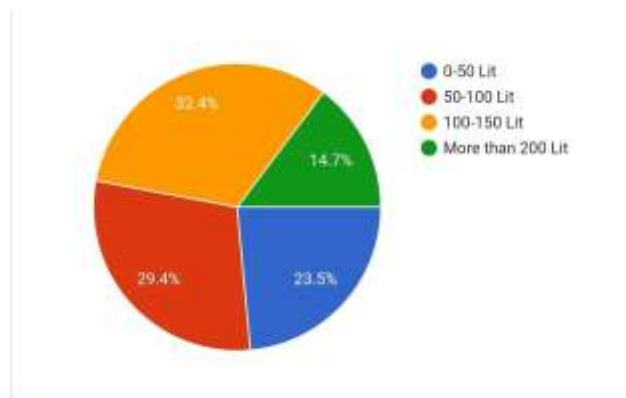
Here I got to know that Dr. fixit product has more demand in the market, as compare to UltraTech product.

Ques.9 = How likely will you recommend UltraTech product?



Here I have asked that will you recommend UltraTech product or not ? Most of the owners are in the favor to sell the product.

Ques.10 = In what quantity did you sell the product of UltraTech per month?



Here I have asked to owners that in what quantity they sell the product per month and around 32 % says that they sell the product between 100 to 150 lit.

8. Findings

1. The company should put its competitiveness as a top priority by maintaining a pricing range for survival and profit as well as by making sure that its posters and advertisements are innovative so that they draw attention from the public.
2. Dr. Fixit is the primary rival of UltraTech in this market area.
3. The business should concentrate on its pricing strategy and advertise its products online.
4. The business should concentrate on internet marketing as 90% of consumers are already aware of it thanks to company representatives or recommendations.
5. If more people are aware of the product, then sales should increase.

9. CONCLUSION

After considering potential product concepts, the first phase in the marketing process is typically market analysis. Companies carry out marketing research to learn about the market. They use it to find solutions to issues, learn about rival companies, and ascertain the requirements and preferences of paying and non-paying clients. Following data analysis, marketers create several marketing tactics.

The world is becoming more digital in the modern era, and internet usage is rising steadily. So, the corporation needs to market its goods using social media, TV ads, digital posters, etc.

This will enable the business to simultaneously target a huge number of audiences and expand its consumer base.

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