

A STUDY ON
MARKET ANALYSIS OF CONSTRUCTION
CHEMICALS

Internship report
on
Market Analysis of Construction Chemicals:
A Perspective from AKSID Corporation Ltd., Bangladesh



SUBMITTED TO

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SUBMITTED BY

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DATE OF SUBMISSION

21st October, 2024

UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

To

Sarker Rafij Ahmed Ratan, Ph.D.

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Subject: Submission of internship report on “Market Analysis of Construction Chemicals: A Perspective from AKSID Corporation Ltd., Bangladesh”.

Dear sir,

I have successfully created my internship report on AKSID Corporation Ltd. Bangladesh, which plays an important role as a platform for business promotion. The title of my report prepared for this study is “Market Analysis of Construction Chemical: A Perspective from AKSID Corporation Ltd., Bangladesh”. This report allows me to reflect on the methods and abilities I've picked up over my internship, which has lasted for four months. Due to my lack of relevant work experience, I acknowledge that my report may have some errors and needs to be flawless. Some of the ideas I had while researching this report may seem unnecessary now, but they proved invaluable when I put them into action. I can't wait to use this internship program's lessons.

In this report, I analyzed AKSID Corporation Ltd. and worked in their head office with the marketing team. Thank you for your encouragement and support, which motivated me to work hard. I would be happy to answer your questions about the report.

Your obedient student,

Anjum Ahamed Rahat

ID: 111 201 271

School of Business and Economics

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Date of submission: 21st October, 2024

Declaration of Student

I, Anjum Ahamed Rahat, confirm that the internship report titled “Market Analysis of Construction Chemicals: A Perspective from AKSID Corporation Ltd., Bangladesh.” is available. This report is unique and has not been archived or published anywhere. This report was prepared as part of my academic program in partial fulfilment of my B.B.A degree.

Signature: _____

Anjum Ahamed Rahat

Student ID: 111 201 271

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Acknowledgement

First of all, I thank Almighty Allah and my parents for giving me the patience, strength and courage to pursue the BBA degree from United International University and for making it possible for me to finally complete them.

I am pleased to express my deepest gratitude to everyone who provided data to complete this report. Special thanks to my internship supervisor Sarker Rafij Ahmed Ratan, Ph.D., Associate Professor - School of Business and Economics, United International University, whose suggestions and efforts motivated me to prepare the report.

Next, I would like to thank Md. Ataur Rahman, Marketing Department Head; for his great support. I can't thank everyone at AKSID Corporation Ltd. enough. They explained everything I asked for in detail. Over time, they were never impatient. I would also like to thank AKSID Corporation Ltd.'s human resources department for the opportunity to do my internship in this organization.

Last but not least, I would like to thank all my friends and classmates who supported me when I was stuck in any conceptual theory. With cooperation and mutual support, it is possible to complete all tasks.

Finally, I sincerely thank the United International University authority for organizing this program of student projects. It truly allows students to apply their theoretical knowledge on a practical platform before entering the business world.

Executive Summary

This internship with AKSID Corporation Ltd. focused on Sika Construction Chemicals Distribution in Bangladesh. Over the internship, market analysts supported operations, sales, and marketing. Main assignments were market research, consumer profiling, competitive analysis, product positioning and sales strategies. Emphasizing inter-departmental cooperation, the internship also taught supply chain management and inventory control. Over the internship, data analysis, market research, and CRM training dominated. These are skills needed in presentations, marketing campaign assessments, and promotional strategies. The experience demonstrated the need of market innovation and the worth of customer loyalty. AKSID should set up ERP system to simplify operational effectiveness and inventory control and enhance interdepartmental communication. Advanced data analysis and demand forecasts should also be used by the company to enhance stock control and client service.

Additionally, recommended was focusing on younger building professionals using content marketing and internet platforms. Based on the studies, AKSID has to be competitive by innovating, adjusting to changes in the market, and applying sustainable building techniques. Maintaining expansion calls for workforce development, CRM, and customer satisfaction. Furthermore, data processing employing artificial intelligence would enable the company to compete. The internship underlined the need of using academic knowledge in business strategy, operations, and marketing management. It is also important to place emphasis on the modern methods of marketing to further improve the marketing management in the AKSID Corporation Ltd with particular attention paid to the construction chemical distribution market. Customer relationship management (CRM) should also be further improved using data analytic techniques in identifying the customer needs, wants and buying behavior. Such understanding will assist the marketing department in developing new, focused campaigns and guarantee a higher level of sales, as well as customer satisfaction and retention. Moreover, it can use the strategies related to influencer marketing: one of the effective ways to promote AKSID's products is establishment of

cooperation with industry's specialists and construction professionals. With such a strategic approach the AKSID will be able to remain relevant in the marker and expand its market share.

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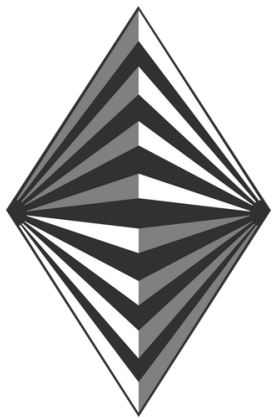
Name	Abbreviation
UIU	United International University
BBA	Bachelor of Business Administration
B2B	Business to Business
B2C	Business to Consumer
FB	Facebook
SCC	Supply Chain Coordination
GDP	Gross Domestic Product
ISO	International Organization for Standardization
PMI	Project Management Institute
IoT	Internet of Things
AI	Artificial Intelligence
SWOT	Strengths, Weaknesses, Opportunities, Threats
LCA	Life Cycle Analysis
R&D	Research and Development
SPSS	Statistical Package for the Social Sciences
TCO	Total Cost of Ownership
HRM	Human Resource Management
TQM	Total Quality Management

ROI	Return on Investment
BPR	Business Process Reengineering
SLA	Service Level Agreement

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AKSID
BUILDING THE NATION



BUILDING TRUST

Chapter I: Introduction

1.1 Background of the Report

The report centers on assessing construction chemicals, particularly regarding Sika, the global participant in construction equipment manufacturing and construction chemicals supplies. Sika has played a crucial role in providing products like concrete admixtures, sealants, adhesives, and coatings (Sika Bangladesh, 2024). It operates widely in numerous markets globally and is also established in Bangladesh. AKSID Corporation Ltd., the local partner that supplies Sika products to Bangladesh, fulfils the construction industry's needs for these materials (Construction Chemical in Bangladesh, 2024). With the role of connecting Sika's products and needs in local markets, AKSID plays a positive role in developing the construction industry. The nature of this report is an examination of Sika's global strategies and how they play out in Bangladesh through the local subsidiary AKSID. These will include the market coverage area, clients, and the product's ability to penetrate a region. The following market analysis is built on this background. This background provides the basis for a better understanding of how company strategies developed at the global level affect local environments, especially in could-be-developed regions such as Bangladesh. The construction chemicals essential for any structure construction, like admixtures, sealants, adhesives and coating, are necessary for infrastructure created through the construction Industry. For this reason, Sika's reputation as a global provider of these solutions enables it to deploy its technologies and practices in a range of circumstances within the market (Dey, 2024). One of the analysis points in this report is to evaluate the impact of Sika's engagement through AKSID Corporation Ltd. on Bangladesh's construction sector. In this manner, AKSID works like a mediator between international suppliers and local demand to promptly satisfy the demand for quality products. The ability to meet local demand for these standards is the key to the industry's success in the region. In addition, through funding local industries, Sika, through AKSID, gets to contribute to economic development and infrastructure.

Establishing Sika products in the Bangladeshi market shows how efficient the firm's distribution channels and market segmentation are (Potton and Baharuddin, 2024). These dynamics have more useful implications for global firms' marketing strategies to overcome threats in issuing markets, including regulatory forces, rivals, and changing customer demands. The construction industry has remained another primary growth sector in developing economies like Bangladesh, where infrastructure is critical to the country's developmental strategies. This has been due to the increasing pace of urbanization, industrialization, and investment in infrastructure industries

through the government and private sectors. Apart from offering such materials, firms such as Sika also introduce their products through local distributors like AKSID, which brings know-how and best practices in upgrading construction standards locally. This win-win relationship enhances competition advantage and supports the sustainable development of domestic and multinational firms in rapidly growing markets.

1.2 Objectives of the Report

The primary purpose of preparing this report is to assess the market situation and success of AKSID Corporation as the distributor of Sika's construction chemical products. Specifically, the report aims to look at the customers served and the demography of AKSID satisfied customers. Consider current trends and prospects of products in the local environment and potential difficulties for Sika. Identify the competition faced by this company and AKSID's approaches to expansion. This analysis will give a general perception of how AKSID operates and how Sika has embraced the Bangladesh market.

1.3 Motivation of the Report

This market analysis is essential for AKSID and Sika because it provides information on their situation in Bangladesh's construction chemicals market. Consequently, for AKSID, the evaluation reveals opportunities and challenges for popularizing Sika products. For Sika, it leads to understanding the result of their products in a local market, which can help elaborate on the best strategy on a global scale. Market analysis of both companies' strategies will enable them to identify various trends, customers' moods, and competitors, which are essential in fulfilling the needs of the construction industry in Bangladesh.

1.4 Scope and Limitations of the Report

This report aims to provide an overview of Sika's construction chemicals market in Bangladesh, specifically concentrating on AKSID Corporation's distribution plan (Noyum, 2024). It considers an analysis of the customers' demographic characteristics, changes in the market, and the customers' reception of the product in the particular country. However, some constraints that arose during the internship include limited access to some financial information and detailed customer information on their opinions.

1.5 Definition of Key Terms

- **Construction Chemicals:** Chemicals related to improving construction material in endurance, potency, and sustainability aspects.
- **Admixtures:** Materials incorporated in concrete or mortar to change some characteristics of concrete or mortar, like setting time, workability, and strength.
- **Sealants:** Sealing materials installed onto surfaces to prevent the flow of fluids, particularly in construction joints where leakage may occur.
- **Distributors:** The businesses managing the supply chain of products from producers to distributors or consumers.
- **SWOT Analysis:** A flexible planning tool used to assess the competitive position of a business by evaluating its strengths, weaknesses, opportunities, and threats.

1.6 Data Sources

Both qualitative and quantitative studies are used, with the adoption of direct observation, interviews with key staff at AKSID Corporation Ltd., and secondary data analysis.

- ✓ **Primary data:** Interviews with supply chain managers, logistics coordinators, and marketing professionals within the AKSID Corporation Ltd. are used to gather this information, as are process maps, communication shots, time maps, and visits within the organization. A lot of the data was collected by direct observation.
- ✓ **Secondary data:** These include industry reports and academic research on CRM in the Chemical and Infrastructure field, data from the Internet, published journals and research reports, and government sources.

Chapter II: Company and Industry Preview

2.1 Company Analysis

2.1.1 Overview and History

AKSID Corporation Ltd., formerly known as a leading distributor in Bangladesh, has been an authorized distributor of Sika Construction Chemicals for a few years. AKSID plays a central role in Sika's conversion of international products to local requirements for worldwide clients. Sika is a Swiss company founded over 100 years ago that supplies construction solutions. For this reason, Aksid has established a good relationship with Sika since it is a potential supplier of performance construction materials in Bangladesh to attain advanced construction solutions. Construction chemicals are an essential commodity in today's construction development projects since they improve the characteristics of the structures (Kydyrbay et al., 2024). Concrete admixtures, sealants, adhesives, and waterproofing materials meet various complicated issues during construction. These chemicals are now on the rise because construction firms and developers are emphasizing sustainability as well as the market and standards need it. They also help to enhance the basic characteristics of construction products; and they are preferable when it comes to reducing life cycle costs which include future maintenance needs since they enhance the ability of structures to last longer in the natural environment. Sika's Bangladesh based distributor AKSID offers construction chemicals to meet construction needs that includes products from the Sika range of construction chemicals. With products as concrete admixtures that influence the setting time and strength of concrete, excellent quality waterproofing system meant for avoiding water seepage into buildings, AKSID guarantees any local building firm quality products. Hence here is the list of these construction chemicals that are available satisfying the quality, safety and sustainability aspects of the builders of Bangladesh.

Furthermore, distribution is not the only function in AKSID since the company also offers proper technical support services. These services are essential in a given market, given that there could be instances when technical know-how about international standards may be needed. By helping the client use these chemicals and informing them on how to use them, AKSID is well placed to ensure that its customers get the most out of the products. This active approach to treating the clients also sets AKSID apart from its competitors, and it does the same for Sika in the construction chemical industry. Further, the construction chemicals market is competitive and growing to meet new construction problems and issues. Such inventions include self-healing concrete, ultra-

lightweight insulation material, and green sealants. Reacting to the hostilities detailed above, by introducing these innovative solutions to the Bangladeshi market, the role of AKSID is to guarantee that the local construction firms remain leading in technology matters. The essential advantage of this strategy is its ability to deliver innovative solutions, which places AKSID in a strong distributorship category, with the capacity to supply customers with the products they require now and in the future. AKSID understands customers' needs and has a broad enough range of services for the company to participate in construction work of any size, from buildings for individual homeowners to significant facility construction (Putra, 2023). Over the years, Bangladesh has been developing its infrastructure by implementing mega projects like Padma Bridge and Dhaka Metro Rail construction; then, the Construction Chemicals Market has had high demand. AKSID is well-placed to take advantage of this growth since it focuses on providing solutions compatible with the needs of such large-scale projects.

AKSID plays a vital role in construction industries in Bangladesh, both public and private sectors, due to its ability to offer long-lasting, efficient, and sustainable products. The position of AKSID to supply the Sika construction chemicals helps advance the construction industry in Bangladesh. Because along with products, technical support, and direct access to innovations from all over the world are delivered to local construction firms, AKSID guarantees the fulfilment of domestic and international requirements. This allows AKSID to enjoy a competitive edge and puts it in a strategic place to benefit from a progressing and developing market. Having been established as a specialized construction company in Bangladesh, AKSID's key strength will be its capacity for innovation as new construction needs arise in the country.



Figure 01: Company Logo

2.1.2 Trend and Growth

AKSID has also expanded significantly since the market for construction chemicals in Bangladesh has grown with the increasing rate of urbanization and development. The company recently opened its selling network to other parts and developed new products. Of equal importance is Sika, whose quality has ensured it penetrates public and private constructions, while AKSID has provided efficient ways of distributing its products (Raza, Khan and Zhong, 2024). Continued focus on adopting sustainable construction practices has added greater impetus to AKSID's expansion as Sika delivers solutions that conform to sustainable building regulations.

2.1.3 Customer Mix

The customers of AKSID are large civil construction organizations, government departments, and local contractors mostly engaged in residential and commercial construction. This indicates the wide variety of industries that adopt Sika products, from constructing bridges and highways to constructing commercial and residential buildings. The most relevant answer among the survey participants was the concern with sustainability trends, with fifty-five per cent of the respondents stating that they are the significant drivers of demand for construction chemicals. This result has resonated with the current development of adopting environmentally friendly materials and incorporating sustainability in construction. Hence, with ever-growing regulations and customers' demands toward environment-friendly solutions, such as those provided by AKSID Corporation, a firm must aim to provide environmentally friendly solutions. Sustainability was followed by Technological advancements at twenty per cent, economic conditions at fifteen per cent, and government regulations impacted ten per cent. This shows that there is a need for the company to focus its efforts on manufacturing and selling green products to cope with increased competition in the construction industry (Rattanaponsakun, Tantitumrongwut and Silpcharu, 2023). Pie chart analysis shows that competition from local brands constitutes forty per cent of the significant challenge facing AKSID in expanding its market. Local competitors are more likely to understand customers in a particular region and are easier to adapt to the environment (Kowalik et al., 2019).

The subsequent risk is the changes in the cost of raw materials thirty per cent since they directly impact product consumption and yield. Another is limited skilled labor, particularly for future expansion at fifteen per cent; there is also reliance on Sika at 15%. AKSID should develop better competitive initiatives by presenting improved products, developing supply chain alliances, and

improving internal processes to reduce the effects of these challenges (Awad, Guardiola and Fraíz, 2021). At the same time, the flexibility of the targeted sectors' serves shows that AKSID delivers Sika's products as widely as possible, which makes the company one of the most significant actors in Bangladesh's construction industry. These diverse customers contribute positively to AKSID's market position and enable them to minimize market risks. General market risks mean that there may be various factors that threaten a market, such as market demand instability, economic recession, political instability, or any changes in construction laws. These risks are considerably controlled as AKSID operations cover many large civil construction organizations, governmental departments, local contractors, and partnerships with all of them. A huge network of clients also guarantees that it does not overly depend on a particular industry; it is essential in construction, as it is a very vulnerable industry highly dependent on macroeconomic factors. Respondents described digital marketing as the best strategy for the growth of AKSID, which was supported by fifty per cent of the respondents. Contemporary tools, including SEO, social media, and content marketing, may help amplify AKSID's audience and attract new clients. While traditional marketing and strategic partnerships remain essential, the responses indicated considerably less emphasis was placed on both, with fifteen per cent each. Direct sales and promotions are somewhat applicable up to the present twenty per cent but contribute fewer positive results compared to digital campaign efforts. AKSID must utilize the Internet as a marketing platform to attract tech-savvy clients in the digitalized construction industry (Ju, Xing and Shinwari, 2024). The sub-area that needs the most attention at AKSID is market research and analytics, with forty-five per cent. Market research is essential for identifying customer needs, future trends, and competition. Customer relationship management was also established, and AKSID should combine efforts to maintain consistent and long-term relationships with its clients. It was revealed to be another area that needs to be enhanced, with a percentage of twenty-five per cent. Concisely, twenty per cent simple importance was given to supply chain management while product training for employees was given ten per cent simple importance, though it is not considered complexly necessary.

AKSID will likely enhance its productivity and customer satisfaction by comprehending the market trends and customers. Regarding Sika product usage, concrete admixtures emerged as the most used product in Bangladesh, capturing half the proportion of the feedback given. This highlights the importance of concrete in construction projects, irrespective of the size and nature of the project in the country. The two higher percentages, twenty per cent, were found for

waterproofing products and adhesives and sealants since these are used in specific applications. In contrast, only ten per cent were recorded for repair mortars, utilized less frequently. Considering that concrete admixtures remain in high demand, AKSID should pay more attention to the supply of this product division and its promotion tools to satisfy market demands and strengthen the company's presence in the market. For instance, while private sector construction projects may slow down during downturns, public infrastructure projects can persist because those projects contribute to development frameworks. AKSID can count on its cooperation with government bodies for stable revenues in such instances, although the rest of the market may be shrinking. This maintains a working balance in which AKSID can be competitive and viable, irrespective of prevailing market trends. In addition, the customer base of AKSID, including contractors in residential and commercial builds and those in specialized civil infrastructures such as bridges and highways, puts the company in a competitive market selling construction chemicals. This diversity not only spreads risk but also gives the company precious insights into the market. AKSID can maintain a competitive advantage and be aware of trends, innovative solutions, and regulatory changes while the construction industry's sectors constantly interact. This enables it to bring in this notion of following the client's needs and bringing in solutions relevant to the existing market requirements, such as sustainability. Furthermore, the flexibility of AKSID to service many types of clients strengthens its position in the market, achieving long-term partnerships and dependability backed by quality products. This, in a way, of approaching diversification assists in avoiding the issue associated with a reduction in the size of a chosen market or losing a client by ensuring that at no one point will AKSID be heavily reliant on a specific economic sector or type of project. No matter how big the project is, an infrastructure project or numerous constructions demands in a residential area, AKSID has proved to be capable of satisfying the demands of every construction sector by coming up with appropriate solutions that make it the most preferable construction chemical supplier in Bangladesh. At the same time, such diversification allows AKSID to present an expanded range of offerings and services and meet the specific needs of diverse client categories. For instance, civil construction organizations are likely to need large quantities and may have particular support needs; therefore, their needs and those of other small contractors are quite different. Managing these expectations helps enhance AKSID's strong position in the Bangladeshi market and allows it to maintain a competitive advantage. Indeed, by

diversifying the customer base, AKSID will be well-defended against future market shocks as the construction industry develops over time, ensuring sustainable growth in the coming years.

2.1.4 Product/Service Mix

It provides various Sika products, such as concrete admixtures, waterproofing products, adhesive sealants, and repair mortars (Sawant et al., 2024). These products are essential in exploiting construction projects' life span and performance concerning sustainability. AKSID also offers technical support services to ensure clients perform optimally from all Sika products. It includes all these product ranges to meet all the construction needs from simple concrete modification to sophisticated high-performance for emergent construction problems, making AKSID one of the sought-after total solution providers in construction chemicals.

2.1.5 Marketing Mix

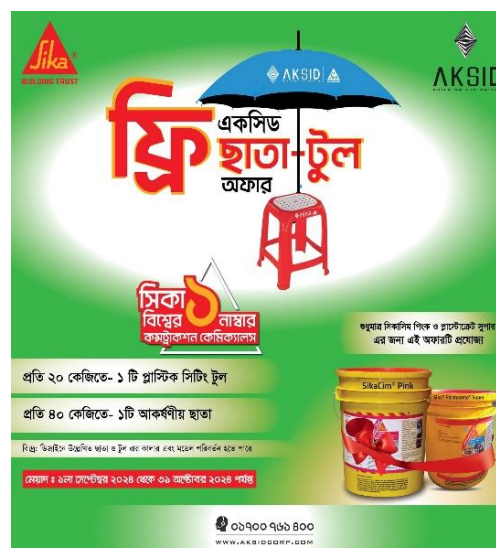


Figure 02: Marketing Mix of AKSID Corporation

1. **Product:** AKSID Corporation specializes in distributing a wide range of construction chemicals, including adhesives, sealants, concrete admixtures, and water-resistant coatings from Sika. These products cater to various customer segments such as real estate developers, construction companies, and individual contractors. The company emphasizes product quality and innovation, leveraging Sika's expertise to offer solutions like self-healing concrete and

environmentally friendly chemicals, which align with the growing trend of sustainable construction.

2. **Price:** AKSID positioned its products at relatively cheaper prices in Bangladesh and this has supported the value for money and market penetration strategy targeting various consumer segments. In terms of pricing, the firm aims at charging reasonable price for the products, but this price is open to negotiations especially for the large construction firms or any loyal client. Concerning the prices, at AKSID it was understood that the prices encouraged the brands, but at the same time the cost did not cut across the standard of quality of products as the company desired to project.
3. **Place:** AKSID has built up a good distribution channel all over Bangladesh so that construction chemicals can be provided to urban as well as rural buyers. Various customers are targeted through direct selling and channel intermediaries' types. AKSID has a broad distribution network that can quickly address ever-growing market requirements and its multiple-location strategic position contributes to the strengthening of market access.
4. **Promotion:** AKSID essentially uses offline marketing techniques it arranges direct communications with the clients, face-to-face selling and product demonstrations. However, the company has gradually started to move to digital media and at the moment is using social tools, articles, and SEO to target young construction professionals. Also, advertisement messages stress the tangible and intangible aspects of product quality, technical support and helpful customer service making it clear that AKSID is ready for cooperation as a reliable external partner in constructional solutions.



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2.1.6 Operations

AKSID's supply chain management timely and effectively provides the Sika product all over Bangladesh (Shishehgarkhaneh et al., 2024). The material management, with its strategic warehouse outlets, and a committed logistics group guarantee favorable results and customer satisfaction. Its main areas of functional activity cover the delivery of great services and customer service to clients.

2.1.7 SWOT Analysis

Strengths

1. **Strategic Partnership with Sika:** AKSID enjoys a strong partnership with Sika Company, one of the largest manufacturers of construction chemicals so as to acquire the latest products and more advanced technologies.
2. **Comprehensive Product Portfolio:** The company offers a variety of construction chemicals to meet the needs of various target clients, ranging from real estate developers to independent contractors.
3. **Established Distribution Network:** AKSID has a broad distribution network, as per the region's requirements, so product availability is also perfect in Bangladesh.
4. **Expertise in Market Analysis:** The organization has particularly outcompeted in gaining market insight, which enables it to better understand its clients and, hence, position its products correctly.

Weaknesses

1. **Dependency on a Single Supplier:** AKSID's strong dependence on Sika as the sole supplier poses operational rigidity and supply risks due to supply disruption.
2. **Lack of Advanced Data Analytics:** AKSID still has not synchronized its operations with commonly used modern data analysis tools, such as artificial intelligence, which results in low efficiency in analyzing market trends and customers' behaviors.

3. **Inconsistent Training Programs:** Though consistent and strategic training exists as part of the company's policies, it reduces understanding by employees and customers about the correct usage of products.

4. **Limited Digital Marketing Presence:** Even now, AKSID uses traditional advertising methods, which allows it to target young, computer-oriented professionals working in construction.

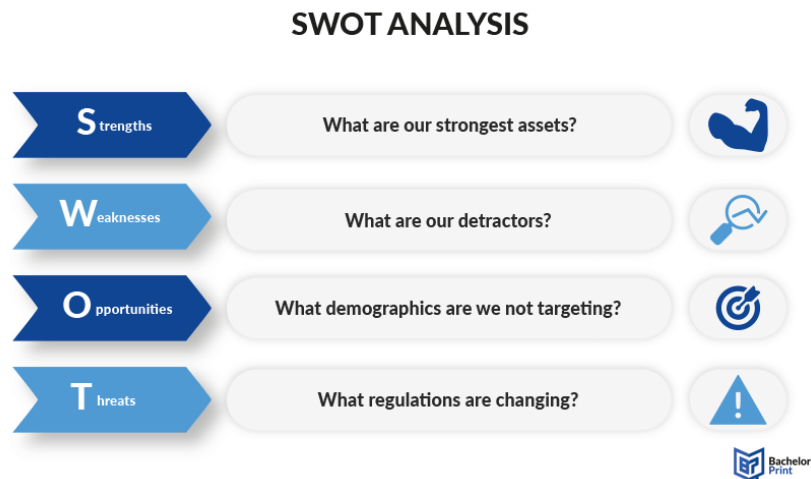


Figure 03: SWOT analysis of AKSID Corporation

Opportunities

1. **Growth in Sustainable Construction:** The current growing trend for green buildings constitutes a great potential market for the sale of Sika's environmentally friendly products to AKSID.
2. **Digital Transformation:** The growth of SEO, social media, and content experiences can help companies enter new markets and enhance brand awareness.
3. **Expansion to New Geographies:** The company has the potential to expand its distribution centers more than it is currently doing, especially in rural areas where infrastructure development is emerging.
4. **Product Innovation:** At Sika, the Corporate R&D Centre can then assist AKSID in bringing in superior, modern products, such as crack-self-healing concrete and water-proof chemicals.

Threats

1. **Intense Market Competition:** The marketing of construction chemicals is relatively competitive, with other local and international players competing for the market, thus putting pressure on the AKSID to develop new products.
2. **Fluctuating Raw Material P rates** The prices of raw materials used in construction chemicals always vary, which affects product prices or profit.
3. **Customer Switching:** Inconsistent supply or lack of product innovation can lead to customers switching to competitors that offer better deals or more advanced products.
4. **Economic Instability:** Economic downturns or changes in government policies regarding the construction industry could reduce demand for AKSID's products and slow growth.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Bangladesh's construction chemicals manufacturing industry is significantly positioned to improve the quality and durability of construction works. It offers value-added products, including concrete admixtures, sealants, waterproofing, and repair mortars. This is due to the ever-increasing construction industry in Bangladesh triggered by rapid urbanization and infrastructural developments. The construction chemicals industry is more of a supporting industry, especially to multilateral sectors such as residential, commercial, and infrastructural projects. The products and solutions offered in this industry make construction efficient, durable, and environmentally sustainable in the long run. In the long run, Bangladesh's construction chemicals industry has the potential vision for sustainable development. Over the years, the international community has directed its attention toward a greener and more efficient building process; hence, the construction industry will have no choice but to turn to more sophisticated chemical systems. Products like low-VOC synthetic adhesives and green waterproofing agents are less environmentally hazardous. They are better suited to the industry's products for construction undertaking. Additionally, construction chemicals are long-lasting and reduce recurrent repairs and construction activities; hence, the lifecycle costs of construction are minimized. They also foster sustainability and provide supplemental economic value by enhancing the capability and reliability of constructed entities. In Bangladesh's advancing infrastructure scenario, incorporating such high-performance materials

will contribute to its strength and sustainability in coming national projects. Besides, construction chemicals can easily fit in the solutions to some of the difficulties experienced or likely to be faced due to the effects of climatic change and increase in temperatures. Weatherproof paints, heat-absorbing and heat-emitting paints, and moisture-repellent varnish keep the structures safe from weather vagaries While also guaranteeing the sustainability and validity of constructions in the long run. Due to the emerging effects of climate change on the structures, the practical use of construction chemicals will be even more essential. The industry's contribution to the Bangladesh economy will also likely grow due to the increasing demand for higher-quality building materials. With the increased rate of urbanization, the construction industry will be under pressure to deliver consumption, business, and social amenities. This construction chemical will assist in increasing the efficacy of these projects by augmenting the performance of the materials used and improving the standards of built structures. Also, with the emergence of the new construction industry, the global market for construction chemicals is increasing, giving the local manufacturers in Bangladesh a chance to join the global supply chain. Given this, big firms are searching for goods manufactured from fresh economies, so an increase in exports may be helpful for the construction chemicals industry of Bangladesh, which adds to national economic growth. This means local production may readily serve the domestic market and augment exports to foreign markets, which is the basis for the industry to be considered a critical strategic sector in the future industrialization of the country. Finally, applying construction chemicals will continue to be crucial in helping Bangladesh realize a contemporary version of sustainable and affordable infrastructure development. These initiatives range from using environmentally friendly materials to creating products that increase the durability of the built environment. This report has highlighted how the construction chemicals industry will be a crucial driver of Bangladesh's continued socio-economic development as it trends towards the status of a middle-income country.

2.2.2 Size, Trend, and Maturity of the Industry

The construction chemicals industry in Bangladesh is relatively in the growth stage and still has a considerable prospect of growth. The industry has grown moderately over the last few years with infrastructure growth, government spending on public constructions, and real estate development. The desire to construct environmentally friendly and sustainable structures has played another role in boosting the market of sophisticated chemicals. Although the industry is expanding, it is still far from being considered mature. In general, there are vast opportunities for improvement in

the technological development of products, the integration of new technologies, and market extension towards rural territories. The industry has vast prospects for market extension towards the rural area of Bangladesh. Since the government is targeting spending money to fix most of the infrastructures in rural areas, such as roads and bridges, schools, and clinics, the market for construction materials that will last long will be in demand. Construction projects in rural areas are complex in that they require complex construction chemicals because of rugged terrains and changing climatic conditions. These two areas extend the industry's customer market and assist in promoting inclusive economic development. Moreover, the design and implementation of frameworks specific to obtaining solutions to issues with infrastructure in rural areas will readily prepare the industry and markets in these areas for consistent future growth.

2.2.3 External Economic Factors

Exchange rates often affect an organization's stock's earnings, prices, or value. The construction chemical industry is susceptible to prevailing market forces such as inflation rates, currencies, and fluctuations in raw materials prices in the global market. Fluctuations in the prices of polymers and chemicals and governmental policies on taxation affect the cost flow and returns of firms involved in this sector's operations. These external economic factors influence many aspects of the Sector's operations, affecting the profitability and solvency of organizations active in the construction chemical business. For instance, raw material costs, including polymers and specialty chemicals, tend to increase, which could lead to a push-up in production costs in the consumption value chain. Also, there are uncertainties regarding exchange rate movements that translate into huge costs should a firm import raw materials into the foreign market. Other characteristics include policy factors, including changes in tax rates, import tariffs or any other government policy measures that act as a source of risk in the economic system and affect investment strategies, expansion activities and operations, among others, in the supply chain sector.

2.2.4 Technological Factors

Enhanced technological factors, especially those within the material sciences sector, have transformed the construction chemical industry. New technologies enable creating long-lasting, sustainable, and highly efficient products (Hassan et al., 2019). Self-healing concrete and enhanced sealers lower maintenance expenses, and structure durability makes structures and firms more competitive. On the other hand, these technological developments can be utilized further by more

competitive firms to differentiate themselves in the marketplace. For instance, the invention of self-healing concrete minimizes the frequency of repairs, which are capital-intensive, but also increases the durability of structures, leading to long-term gains in value to the creators and users of such structures. Such composite materials enhance the efficiency of construction solutions through improved resistance to environmental impacts, energy efficiency characteristics, and, therefore, sustainability objectives. It enables the firms that adopt such technological improvements to deliver efficient and sustainable solutions in a fast-growing market based on innovation and environmental sustainability.

2.2.5 Barriers to Entry

The construction chemical industry analysis revealed high entrance barriers from high capital investment, governmental regulations, and technical knowledge. Industry entry barriers are high due to developed supply networks, brand reputation, and other competitive advantage structures that Sika and other large companies possess. These large companies, such as Sika, realize the cost advantages of large-scale production that make it easy for a company to spread the fixed costs over a large number of units, making the price affordable. Also, their long-time contacts with suppliers and customers give them a fixed and stable market niche that is hard for rivals to penetrate. The extensive R&D capacities of these firms also give them a sizable opportunity to deliver new products that fulfil changing market requirements, such as green or energy-efficient products. On the other hand, new entrants require tremendous investment in research, sales marketing, and organizational infrastructure to attain the necessary skills. The government regulations concerning the safety and environmental impact of construction chemicals may also prevent the new entrants as they would have to develop their products and market entry systems to expensive and complex standards. Another limitation is the technical intensity necessary to efficiently create and apply construction chemicals. It often remains exclusive and implies a high demand for qualified personnel and research capacities. These factors make it very hard to enter the market, which means that more established competitors such as Sika continue to dominate the market, leaving little room for small firms or start-ups that cannot compete based on capital or the prospect of innovation to set them apart.

2.2.6 Supplier Power

The key suppliers, particularly in the construction chemical industry, which involves raw materials such as polymers, resins, and chemical additives, possess substantial bargaining power. They still have control over the costs as their prices and supply control can determine the expense flow in manufacturers such as Sika and AKSID. However, long-term contracts can reduce business risks as they operate in uncertain markets. Long-term commitments while procuring materials from strategically important suppliers are beneficial in unstable markets for companies such as Sika and AKSID. Purchasing polymers, resins, and chemical additives through long-term contracts where prices are fixed for a specific period will also minimize the difficulties of the fluctuating price market. This also makes it easy to maintain constant production costs and assists in proper cost control and budgeting. Moreover, concentration on suppliers results in the ability to negotiate for priority in case of any supply chain disruptions, enabling a company to meet the market needs adequately.

2.2.7 Buyer Power

Purchasers like construction companies that initiate voluminous purchases have the most bargaining power (Pallant, 2020). Such buyers can bargain for cheaper prices and expect better quality goods and services. Nevertheless, their specificity determines a certain level of impact, especially in the case of premium, high-performance construction chemicals. Construction chemicals, especially high-performance premium products, may address limited specialized requirements. Therefore, while buyers may hold power resources in terms of pricing for mass purchases, they do not have much say on the specifications to be met. This is evident for technical products or those with complex formulation processes. Additionally, the fact that more and more construction projects today believe in sustainable and performing projects means buyers might consider quality and value over price. In such situations, manufacturers of high-performance chemicals can hold higher by providing better and newer products that cater to these new uses.

2.2.8 Threat of Substitutes

The threat of substitutes remains relatively moderate in the Global EV industry due to the comparatively high capital costs and returns required to substitute any current existing and innovative EV market model in the global economy. The threat of substitutes for the construction chemical industry is low as these products are specialized to provide a unique service critical to

most construction projects. Nevertheless, new ideas in subordinate and natural products might serve as threats to providing substitute solutions for traditional construction chemicals. Construction chemicals are particular products, and their composition includes substances that meet the requirements of construction works, such as durability, strength, resistance against natural vagaries, etc. Hence, the threat of substitutes is considerably low because the competitive industry can only be substituted with an offering that satisfies performance requirements and offers optimized costs. Nevertheless, there is a current trend towards bio-based chemicals, and it can become a future threat to its producers. Future developments in green chemistry, especially in the context of the new sustainable construction materials, may pressure traditional essential chemical suppliers to look for ways to stay relevant. However, these alternatives are still in development and cannot reach the scale necessary to interrupt the market.

2.2.9 Industry Rivalry

Competitor Name	Products	Strengths	Weakness	Market Presence
BASF Bangladesh Ltd	Construction chemicals, admixtures, waterproofing	Strong global brand, wide range of innovative products	Higher pricing compared to local brands	Strong urban presence in large construction projects
MB Solutions Ltd	Waterproofing solutions, concrete additives	Specialized in waterproofing, competitive pricing	Limited product range compared to international competitors	Moderate presence in urban and industrial construction
LafargeHolciem Bangladesh	Cement, concrete admixtures	Well-established in cement market, strong brand recognition	Limited focus on chemical additives, more focused on core cement products	Nationwide, especially strong in rural and infrastructure projects
Cemex Bangladesh	Concrete, mortar, and chemical solutions	Global reputation, strong R&D capabilities	High pricing, lesser focus on smaller or individual contractors	Moderate to strong presence in high-end construction

Table 01: Competitors analysis of AKSID Corporation

The competition level in the construction chemical industry in Bangladesh ranges from moderate to high due to the presence of some multinational and local firms (Lusch and Vargo, 2014). It is extensively characterized by a few buyers, of which Sika, Fosroc, and BASF are significant. Rivalry is mainly based on price, product, and customer. The price competition is intense since firms want to remain relevant and offer quality construction chemicals at fair prices to gain more business. New product development is also a significant contributory factor, with competitors such as Sika, Fosroc, and BASF putting a lot of capital into research and development to launch a new product that offers better functionality or value-added sustainability advantage. Equally important is customer relations because in the construction market, buyers make their loyalty to reliable and quality supplying companies. Therefore, it became necessary for firms within this industry to invest in reliable customer networks to achieve long-term sales and ensure the sustainability of their businesses.

Chapter III: Internship Experience

3.1 Position, Duties, and Responsibilities

Position

Market Analyst Intern at AKSID Corporation Ltd. (SIKA Limited).

Duties

- Market research, customer behavior segmentation and recommendation reports on how the Sika Construction Chemicals is performing.
- Market intelligence involves activities such as consumers' analysis, demand calculation and competitor analysis in construction chemicals.
- Reporting and reporting on trends observed in the market as a tool in decision making on the positioning of commodities and their prices.
- Supposing with the creation and management of advertising activities for Sika products.
- Working together with logistics and operations to determine supply chain issues in product delivery and inventory management.

Responsibilities

- Giving important information that helped to consider possibilities of the present distribution and sales systems.
- Reviews of the identified clients, such as construction companies, real estate developers, and individual contractors, to pinpoint product changes and additions.
- Monitoring the Sika products in the Bangladeshi market by survey among the sale representatives and customers.
- After-campaign assessment as a means of evaluating how effectively different targeted initiatives, such as sales, advertising, or public relations campaigns, generate leads, drive customer attention, and sales-pitch specifics.
- Guaranteeing the cooperation between departments for improvement of analytical thinking and use of market analysis in the development of business strategies.
- Getting an overview of how organizations analyses markets and how this information is used to shape their strategies in the context of the construction chemicals market.

3.2 Training

While working as an intern at AKSID Corporation Ltd, I received extensive training and witnessed substantial growth in my practical and theoretical knowledge of the construction chemicals sector (Ivanov and Dolgui, 2020). The training started with an orientation program that showed me the entire product line, including the range of Sika products that AKSID distributes. This gave me a good background on construction chemicals and their roles and uses in constructing structures within the infrastructural and real estate sectors. I, too, got privileged training on market research methodologies and supporting data analysis tools (Sadar Din and Ishak, 2024). This training involved improvements in gathering, compiling, and processing market information sensibly, which was very important to me. It also taught me how to utilize other software used in the business, like Microsoft Excel and SPSS, to analyze results that would enable me to discover market trends and customer preferences (Kumar et al., 2024). Also, I received training in writing reports and presenting skills to communicate my findings to the marketing department and management competently. Besides, I was involved in several sales and customer interaction-related training that exposed me to the front end of the business. These workshops taught me how to communicate and negotiate, which helped me a lot while collecting client feedback and working with the sales department.

3.3 Contribution to Departmental Functions

As an intern at AKSID Corporation Ltd., I ensured I directly participated in input and was helpful in the marketing sales and operations departments (Grand View Research, 2020). My position involved assisting the marketing department in recommending approaches to increase awareness and sales of Sika products within Bangladesh's construction chemicals sector. I conducted market research, processed customers' data, and distinguished helpful company decision-making trends. In the marketing department, I delivered market analysis reports that afforded insight to the marketing department regarding the demand for construction chemicals. I reported directly to the top marketing managers to help monitor the KPIs and determine the efficiency of the ongoing marketing promotions (Shlepneva and Maletina, 2021). I also provided more specific support for addressing gaps in market coverage by highlighting areas for possible expansion, such as in new geographical regions or with new types of customers. This enabled AKSID to adjust its promotional techniques to meet customer requirements adequately. Working in the sales

department, my primary duties included the preparation of sales reports and the analysis of feedback from customers in favor of the sales representatives. I contributed to creating special PowerPoints for client sessions, illustrating the advantages of Sika products and how these products could be used to solve particular construction issues. My efforts helped the sales employees modify how they handled critical client situations so that the sales strategy would be based on detailed facts and customized to the client's requirements. Furthermore, I assisted the team in reviewing competitors' prices and developing changes that would make the prices more market-competitive. In the operations department, I also helped regularly manage inventory issues on the production line. One of the tasks I was assigned was to study sales data to predict the likely demand for various products to avoid stocking or having a deficiency in multiple products. This was especially so during busy construction periods, as there was always the likelihood of demand for specific chemicals going up. Due to effective demand forecasting, I achieved the following for the team: availability of products as prepared to meet the needs of the consumers without posing challenges such as delay in getting them due to unexpected challenges such as lack of stock (Ofori, 2020). Additionally, since customer service was a significant part of the company, I worked closely with them to obtain information from the clients, especially what they felt about the products they had purchased and whether they met their expected performance. It was beneficial for the marketing and the salespeople to get this feedback to enhance the presentation. I was able to compile customer feedback in a way that enabled the company to improve its customer relationship management and make intelligent choices regarding its products. I am proud of my efforts for all these departments and have contributed positively to ensuring that AKSID fulfils its overall business goals. I utilized data and market analysis to ensure the company made the right move and enhanced its performance. That way, I obtained experience in cross-departmental functions. I realized how each department can contribute to the business's success and how I can use the acquired knowledge in the real business world.

3.4 Evaluation

Looking at my supervisors' and colleagues' replies at AKSID, I consider my performance impressive (Wang et al., 2019). This is why I was offered the position, as their continuous construction chemical market analysis would require me to grasp all its specifics, and the recommendation confirmed my proficiency at it. Several supervisors recognized my contributions to the marketing and sales department and the analysis of the data compiled to make

presentations to the clients. I have received compliments regarding my aptitude to work independently and be prominent in prospecting initiatives comprised of various assignments. Such feedback can generally be summarized with the leading points mentioned during the internship: personal and professional development and successful incorporation into the company's departmental roles.

3.5 Skills Applied

In my internship program, I used several course concepts I have learned throughout my academic year (PWC, 2021). These were data analyses in which I could use Excel to analyses market and sales data and presentation skills in presenting my findings to the marketing and sales departments. Also, I used my communication and teamwork skills to deal with various departments and clients. I was also able to use problem-solving in responding to issues concerning the markets and the customers and matters concerning stocks within the organization.

3.6 New Skills Developed

During my internship, I discovered several new skills that helped enrich my professional competencies at AKSID. Another vital skill I valued most was market research; I learned how to collect market data and how it should be processed to influence the company's management decisions (Kleemann et al., 2020). I also enhanced my report writing and presentation skills, considering how best to lay down information effectively to affect my target audience. Moreover, customer relationship management skills were nurtured due to interaction with the sales and customer service departments about receiving and addressing the customers' opinions and managing relations with other clients.

3.7 Application of Academic Knowledge

The course allowed me to use both oral and written communication skills in a practical manner, which was very helpful. The fact that I received academic instruction in writing professionally proved invaluable during my internship at AKSID (Sika Group, 2022). The courses in marketing, business analytics, and operations management were more beneficial to me. In marketing management, I understood market segmentation, customer behavior, and types of promotions used when analyzing market trends and preparing marketing reports. The business analytics courses helped me to sharpen the instrument for processing enormous amounts of data, which

allowed me to predict demand and evaluate market potentialities. During my semester in operations management, I learned about crucial supply issues such as supply chain management, inventory management, and demands for forecasting, which have been helpful to me (Christopher, 2019). This knowledge was valuable in contributing to the operations team by proactively identifying the most effective inventory management and delivering products on time to the clients. Also, the theoretical knowledge I have in business strategy was helpful when assisting the two groups of marketers and sellers to devise ways of surviving high competition from other companies in the market (Li, Yu and Deng, 2024).

Chapter IV: Conclusion and Key facts

4.1 Recommendations for Improving Departmental Operations

- ❖ **Enhance Communication Across Departments:** Integrate core functional departments like supply chain, marketing, and operations. A centralized communication system will minimize the delivery time and ensure department cohesiveness.
- ❖ **Implement Integrated ERP Systems:** Present an Enterprise Resource Planning (ERP) system to help link inventory in its different departments with the sales section and customers (Nwokediegwu et al., 2024). This system will provide real-time information, assist decision-making, and improve operations procedures.
- ❖ **Optimize Data Analysis with Advanced Tools:** Transition from legacy approaches to data processing to modern technologies affiliated with artificial intelligence. This will allow departments to obtain accurate information about customers and their trends, which is necessary to facilitate better positioning of products and customers' demands.
- ❖ **Improve Customer Demand Forecasting:** Invest in an improved ability to predict and model customers and market conditions. These recommendations will help the company better forecast market patterns and make sufficient stocks to cut wastage.
- ❖ **Enhance Employee Training Programs:** Create clear employee training modules that raise awareness of construction chemicals and their use. Sustaining the workshop will ensure that all staff and clients understand how to use the products, increasing their effectiveness.
- ❖ **Conduct Client Training and Awareness Programs:** Schedule orientation programs for contractors and customers to enhance their understanding of the proper methods of using advanced chemicals. These sessions will address the issue of strengthening the product's efficiency by reducing the misuse of chemicals and ultimately improving customer satisfaction.
- ❖ **Modernize Marketing Strategies:** Introduce a higher level of digital marketing than traditional marketing. Utilize LinkedIn, Twitter, Facebook, SEO, and content marketing to reach potential clients, mainly young and energetic professionals in the construction industry.
- ❖ **Expand Digital Outreach:** There is a lot of interaction through online seminars, online tutorials, and virtual product demonstrations for potential clients. This will also expand the

company's customer base and can successfully inform clients of new products that are out there in the market, especially for those in rural or hard-to-reach areas.

- ❖ **Streamline Promotional Activities:** Design marketing promotions guided by statistics. Customer data can help the company understand popular tendencies and promote them to different types of customers to achieve better outcomes.
- ❖ **Invest in Continuous Improvement Initiatives:** Monitor and maintain the systems to reinforce operational processes and promote feedback from personnel and clients (Segura-Henríquez et al., 2021). This helps the company remain adaptable by allowing it to watch out for more potential problems as the sector and tools develop.

4.2 Key Understanding

- ❖ **Importance of Market Orientation:** Due to the nature of the industry, however, AKSID needs to constantly adjust its operations and products to remain competitive (Mottaeva, 2022). The construction chemicals industry depends on market share and buyer power, which requires market orientation for sustainability.
- ❖ **Customer Loyalty and Sensitivity:** Customers are essential, but their loyalty can easily be shifted to competitors. The buyers themselves are those constructing their buildings, and these clients are more faithful to their projects than their suppliers, who will switch to a particular supplier to meet their needs if their current one is not delivering a consistent quality product, a steady supply of their product, and technical support.
- ❖ **Customer Relationship Management (CRM):** It is equally crucial to ensure that clients remain loyal, which makes CRM important to companies. Customer care services such as daily interaction with customers, carrying out follow-up calls for technologically complied-upon products, and delivering the product on time can also significantly contribute to their satisfaction and customer loyalty.
- ❖ **Application of Theoretical Knowledge:** The practice mainly showed how entrepreneurial notions like SWOT analysis and supply chain management work in practice. Applying these tools facilitated AKSID's practical problem-solving and strategic development.
- ❖ **SWOT Analysis in Action:** The operations management conducted for AKSID indicated the current successes and opportunities presented by sustainable construction, as well as threats that are occurrences, such as competition from local brands and fluctuating prices

of raw materials, making it easier for customers to make informed decisions about the company.

- ❖ **Need for Innovation:** Innovation should become the key to AKSID, as the company cannot remain stable and competitive without change. The company should aim at new product development and the institution of practices related to changes in the market and the environment that affect customers.
- ❖ **Adoption of Sustainable Practices:** The construction industry is moving towards sustainable solutions. AKSID Company is in an excellent position to market Sika brand green products. Still, it must adapt to new opportunities arising from an ever-growing concern for green construction materials.
- ❖ **Timely Product Development:** The construction chemicals market is gradually changing. AKSID must develop new products periodically to meet market needs and adapt to new industry changes.
- ❖ **Enhanced Marketing Strategies:** Based on the findings, AKSID ought to implement other marketing techniques, such as online marketing and content marketing, to attract the attention of green products customers.
- ❖ **Continuous Improvement in Operations:** Ongoing training and understanding of administrative and organizational mechanisms, improvements in customer relations, and the services and products available are crucial to AKSID's ability to understand and evolve its market competition. Client feedback should also be used to update the business model for efficiency and relevance.

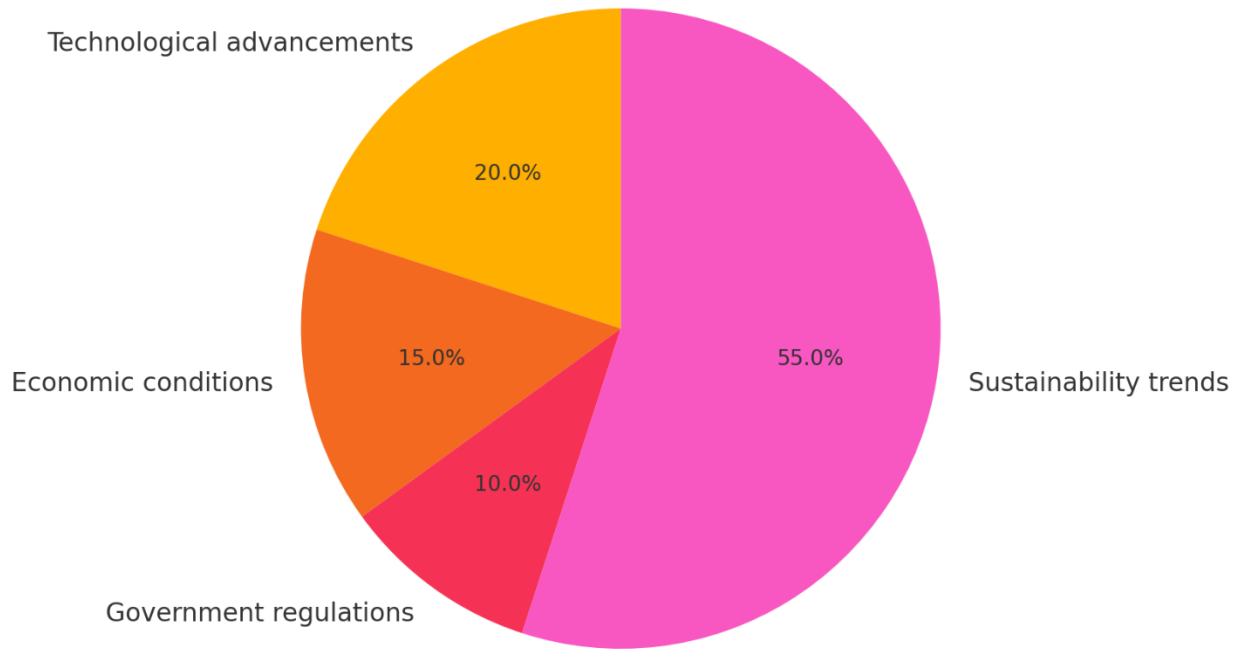
4.3 Conclusion

The report looks at AKSID Corporation Ltd.'s involvement in Bangladesh's building chemicals market, particularly with regard to Sika product distribution. The internship exposed market orientation, customer relationship management, operational procedures, and marketing policies of the organization. Working as a market analyst intern, I assisted with operations, sales, and marketing. My primary responsibilities were market research, competition analysis, and customer profiling, which let AKSID decide on product positioning and marketing strategies. To match the products of the business with the needs of the market, I assisted in market demand analysis, customer feedback evaluation, and sales projection. The study underlined AKSID's first-rate Sika product price, alliances, and distribution system. Still unresolved, though, are supplier reliance,

competition from both domestic and foreign brands, and erratic raw material pricing. Despite its large range of products and strategic relationship with Sika, the SWOT study revealed that AKSID faces external challenges from rising competition and price instability. Growth prospects are market expansion, product diversity, and better data analytics to help with decision-making. Based on the marketing mix study, AKSID also had to update its marketing strategies by leveraging digital channels and online customer involvement. The corporation has to invest in innovation if it is to keep ahead in the building chemicals sector. By means of enhanced communication, current technology data analysis optimization, and ERP system deployment, departmental operations might be strengthened. To raise customer satisfaction, additionally advised were employee and customer training courses on construction chemical use and knowledge. Ultimately, AKSID Corporation Ltd. is positioned in the Bangladeshi building chemicals sector; but, it needs to solve operational challenges, be creative, and strengthen customer relationship management if it is to keep development and competitiveness. By utilizing its strengths and overcoming its constraints, AKSID can expand its market share, adjust to industry developments, and grab building prospects. Assuring its long-term success, the paper addresses AKSID's present situation and offers strategic ideas for future expansion.

Appendix-A:

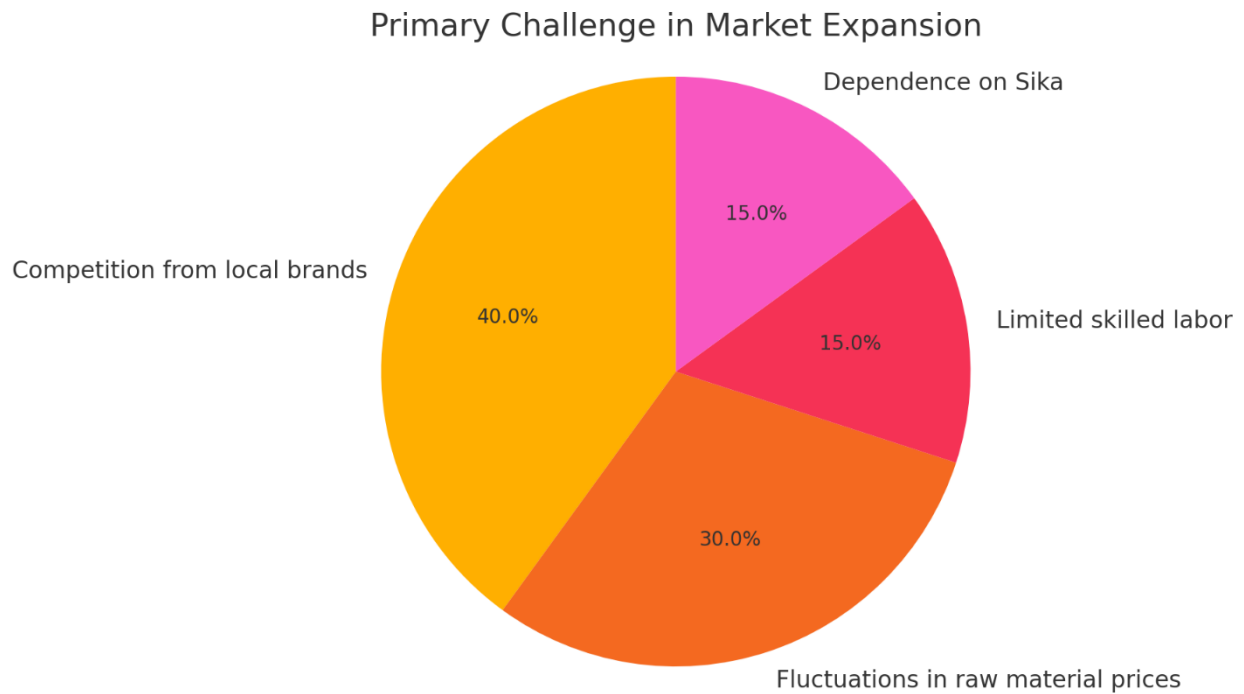
Factors Influencing Demand for Construction Chemicals



Which factor influences the demand for construction chemicals the most?

- a) Technological advancements
- b) Economic conditions
- c) Government regulations
- d) Sustainability trends

Final Answer: Sustainability trends



What is the primary challenge faced by AKSID Corporation in market expansion?

- a) Competition from local brands
- b) Fluctuations in raw material prices
- c) Limited skilled labor for applying chemicals
- d) Dependence on Sika for product supply

Final Answer: Competition from local brands

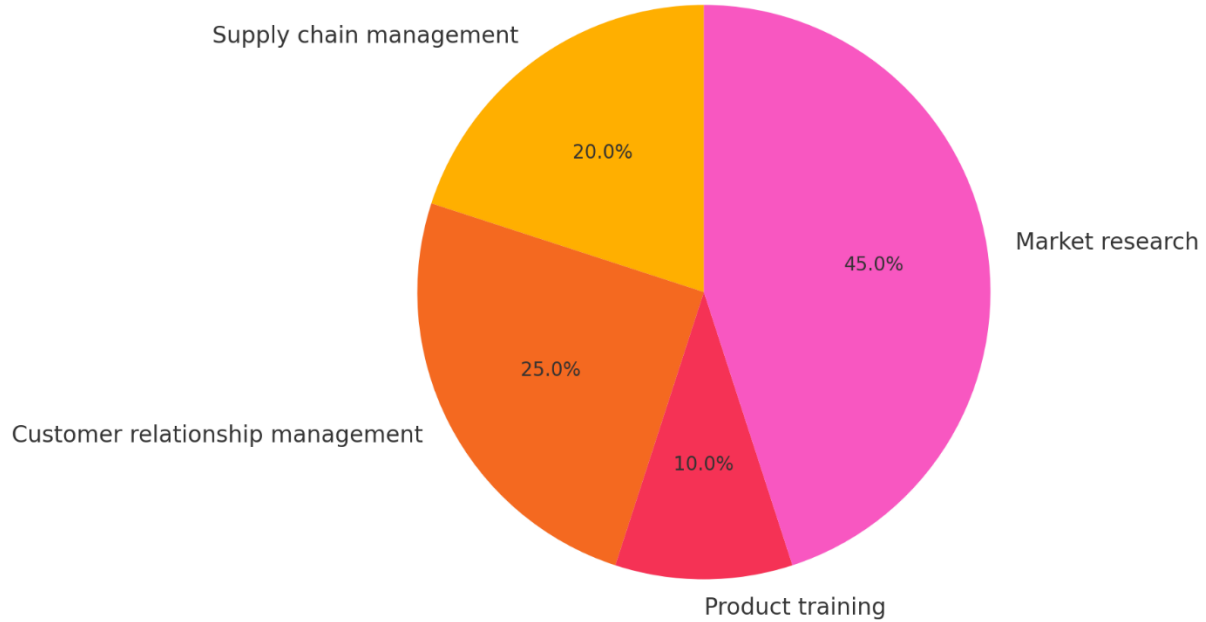


Which marketing strategy would be most effective for AKSID's growth?

- a) Traditional marketing (print, TV)
- b) Digital marketing (SEO, social media)
- c) Direct sales and promotions
- d) Strategic partnerships and collaborations

Final Answer: Digital marketing (SEO, social media)

Area Needing Most Improvement in Operations

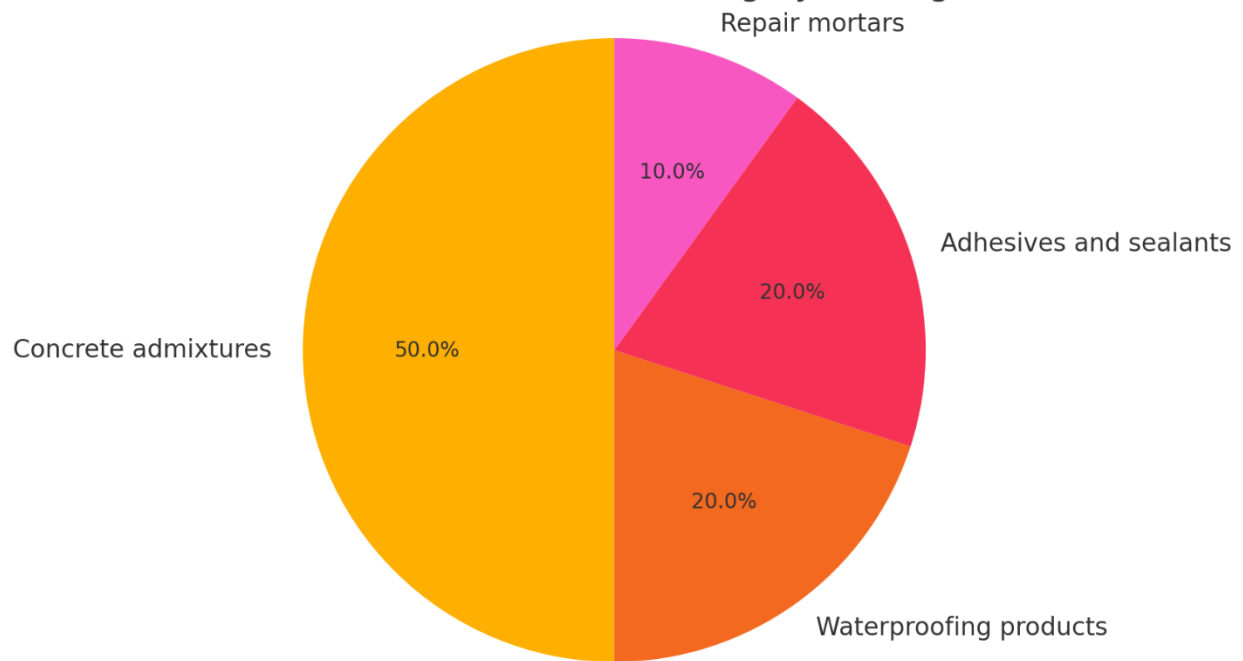


What area of AKSID's operations needs the most improvement?

- a) Supply chain management
- b) Customer relationship management
- c) Product training for employees
- d) Market research and analytics

Final Answer: Market research and analytics

Most In-demand Sika Product Category in Bangladesh



Which product category of Sika has the highest demand in Bangladesh?

- a) Concrete admixtures
- b) Waterproofing products
- c) Adhesives and sealants
- d) Repair mortars

Final Answer: Concrete admixtures

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