

Internship Report on the Marketing Strategy of Great Wall Ceramic Industries Ltd.

By

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on the Marketing Strategy of Great Wall Ceramic Industries Ltd.

Submitted to:

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Letter of Transmittal

Dr. Seyama Sultana

Associate Professor,
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Madani Avenue, Dhaka 1212

Subject: Submission of the Internship Report.

Dear Ma'am,

I am writing to turn in my internship report entitled " Internship Report on the Marketing Strategy of Great Wall Ceramic Industries Ltd ." I've tried to take your suggestions into account and provide the information in an understandable and concise format. Please accept my deepest appreciation for all of your help, collaboration, and direction during my internship. This report would not have been possible without your thoughtful comments and suggestions. I'd be grateful if you could look over the report and let me know whether it's adequate. In case you have any other questions, please let me know and I'll be pleased to answer them.

Thank you for giving me this chance to learn and improve, and I hope the report satisfies your expectations.

Sincerely yours,

Mazharul Islam

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Date: 26th December 2024.

Declaration

It is hereby declared that

1. I myself have vested my time and effort to the completion of this report as I finished my degree at United International University.
2. The report doesn't have any properties that has been published elsewhere to my knowledge and proper citations were provided.
3. This report was not submitted to any other institution or used for any other degree at any time.
4. I have acknowledged any and all sources of assistance.

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Acknowledgement

I, Mazharul Islam would like to start by expressing my gratitude towards the fine group of people who have helped me tremendously on my journey to complete my internship at Great Wall ceramics limited and subsequently in completing this report. To begin with I must Express my heartfelt thanks to my academic advisor Dr seyama sultana for the guidance and assistance. I would also like to express my gratitude to Mr Zakaria Ahmed Jony, senior sales and marketing executive of Great Wall ceramics limited, sylhet division who have been there for me as a mentor and an excellent supervisor since day one of my journey as an intern at GWC Ltd. Under whose guidance I've learned the ins and out of the corporate world and got the real picture of the marketing of GWC. I would also like to thank Mr Protik Chaklader, senior corporate sales executive of GWC sylhet division, who's help in gathering crucial facts and statistics was vital for the completion of this report. Last but not least I thank Ms Tasnim Liana, head of HR at GWC sylhet division who have constantly seen to it that a friendly work environment is present for all the employees at GWC Sylhet division. And finally I would thank all the peers and stakeholders of GWC that came into my contact during my short stay as an intern at GWC, all of them have given me a better perspective and insight.

Executive Summary

This internship report on the marketing strategy of Great Wall Ceramic Industries Ltd. gives a top-to-bottom examination of the organization's way to deal with accomplishing the upper hand in the ceramic tile market. The report starts by illustrating the foundation, targets, and extent of the review, close by the inspiration for directing it. It makes sense of the technique utilized for gathering and examining information, while likewise tending to the review's limits. The organization outlines features of the beginning, mission, vision, and development patterns of Great Wall Ceramic, stressing its devotion to quality and consumer loyalty. The report inspects the hierarchical design, including the executives and execution evaluation frameworks, and the expert ability driving the organization's prosperity. The item examination covers the cost range, item limit, and dissemination channels, exhibiting the organization's essential market situation. The center of the report circles around the marketing strategy utilized by Great Wall Ceramic. This incorporates the choice of the fitting ceramic tile marketing strategy, serious valuing to match market requests, successful market division, and the reception of generally safe systems to guarantee supportable development.. A near investigation with contenders, for example, RAK and MIR Ceramic features Great Wall's creation limit and cutthroat deal execution. The significance of value norms, natural strategies, and social obligation is accentuated as key elements adding to the organization's market notoriety. The internship experience area subtleties the position, obligations, and obligations embraced during the internship, including the preparation and commitments made to departmental capabilities. It considers the abilities applied, new abilities created, and the use of scholastic information in an expert climate. The last section presents discoveries on Great Wall Ceramic's marketing procedures, recognizing qualities and regions for development. Suggestions are given to upgrade consumer loyalty, streamline marketing systems, and work on functional proficiency. The report finishes by summing up the key bits of knowledge acquired and supporting the organization's true capacity for proceeding with development through essential marketing drives. This extensive review fills in as an important asset for grasping the marketing systems of Great Wall Ceramic Industries Ltd. Furthermore, offers reasonable experiences for further developing marketing rehearses in the ceramic business.

Keywords

- ★ **Ceramic Industry.**
- ★ **Kiln**
- ★ **Homogeneous**
- ★ **Mass market**
- ★ **Intensive rivalry**
- ★ **Production line**
- ★ **Manufacturing apparatus**
- ★ **Bottleneck**
- ★ **Target market**

List of Abbreviation

- ★ **GWC**- Great Wall Ceramic Industries Ltd.
- ★ **RAK**- Ras Al Khaima.
- ★ **DBL**- Dulal Brothers Limited.
- ★ **B2B**- Business to business.
- ★ **B2C**- Business to consumers.
- ★ **R&D**- Research and development.
- ★ **SACMI**- Società Anonima Cooperativa Meccanici Imola.
- ★ **BSTI**- Bangladesh Standards and Testing Institution.
- ★ **QC**- Quality control.
- ★ **LC**- Letter of credit.
- ★ **PWD**- Public works department.
- ★ **MES**- Military Engineer Services.
- ★ **EED**- Education Engineering Department.
- ★ **LGED**- Local Government Engineering Department.
- ★ **ISO**- International Organization for Standardization.
- ★ **NGO**- Non Governmental organization.
- ★ **CRM**- Customer Relationship Management.

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Chapter-1

Introduction to the Report

1.1 Background of the Report

Tiles play had a significant impact on mankind's set of experiences, offering both stylish allure and practical solidness to living spaces for centuries. The specialty of tile production traces back to 4000 BCE, with delightful tile surfaces found in old designs like the pyramids of Egypt, the vestiges of Babylon, and the remains of Greek urban areas, representing their perseverance through importance. The specialty of tile production arrived at new levels during the Islamic time frame, with Persian craftsmen idealizing perplexing strategies for tile adornment, which set new principles for magnificence and craftsmanship. In Europe, beautifying tiles acquired prominence past Moorish Spain just in the late twelfth 100 years. This period saw the ascent of impeccable tilework across different locales, including the brilliant mosaics of Spain and Portugal, the intricate Majolica floor tiles of Renaissance Italy, and the finely created Faiences of Antwerp. The imaginative tile iconography that arose in England and the Netherlands, alongside the creative ceramic tiles of Germany, became enduring images of Europe's rich social legacy.

The nineteenth century denoted a groundbreaking period for tile creation, with Britain spearheading the improvement of efficiently manufactured tiles during the Modern Insurgency. Progresses in assembling advancements considered the quick development of English tile creation, with request topping in the last part of the 1800s as tiles turned into an open and popular component in homes, public structures, and business spaces. Be that as it may, this blast in tile creation eased back not long after the turn of the twentieth hundred years. Notwithstanding this downfall, the tradition of nineteenth-century development laid the foundation for current tile fabricating works, impacting plans, creation productivity, and the worldwide accessibility of great ceramic tiles. Today, tiles keep on encompassing us, mixing verifiable masterfulness with contemporary innovation, and filling in as a demonstration of mankind's perseverance through longing for spaces that are delightful, viable, and strong.

1.2 Objectives of the Report

The primary reason for this report is to find out about the Marketing Plan and strategy of Great Wall Ceramic Enterprises Ltd. What's more, make an industry investigation on the ceramic companies of Bangladesh.

Specific Objectives

- To analyze the near exhibition of Great Wall Ceramic Ventures Ltd. also, another chose ceramic industry.
- To figure out the place of Great Wall Ceramic Enterprises Ltd. in the ceramic industry.
- To figure out how its current methodology.
- To analyze the venture's execution in a few vital regions and existing issues of ceramic enterprises.
- To figure out an alternate course of action as a shield for evolving circumstances.
- To suggest a few improved answers for taking care of the issues.

1.3 Motivation of the Report

The motivation for this report emerges from my entry-level position insight at Great Wall Ceramic Industries Ltd., where I acquired firsthand openness to their marketing systems. The serious idea of the ceramic industry requires inventive marketing to keep major areas of strength for a position. This report aims to analyze the organization's marketing approach, apply scholastic hypotheses to certifiable practices, and distinguish regions for development. Moreover, it gives important experiences to both the organization and hopeful advertisers in figuring out the viability of marketing systems in a powerful business climate.

1.4 Scope of the Report

I have finished my entry-level position program at Great Wall Ceramic Industries Ltd. My venture point was "Marketing Strategy Analysis: on Great Wall Ceramic Industries

Ltd. Subsequently the functioning region of my temporary job was exclusively in Sylhet office. I learned from this study what the primary marketing strategy of the Great Wall and other ceramic industry to deal with its items.

1.5 Methodology of the Report

Research Design

Descriptive and exploratory researches have been selected to analyze this paper.

Sources and Method of Data Collection

Information has been gathered from both primary and auxiliary sources. Primary information has been gathered from face-to-face meeting with the organization workforce of Great Wall Ceramic Ventures Ltd. What's more, other chosen organizations and auxiliary information have been gathered from the organization's yearly reports, various distributions, papers, magazines, and sites.

Primary Sources

- Practical Deskwork
- Face to face conversation with officers or Manager
- Depth Interview

Secondary Sources

- Files and Folders
- Various publication of Great Wall Ceramic Industries Ltd
- Website of distinguish tiles company
- Annual Report of Great Wall Ceramic Industries Ltd

1.6 Limitations of the Report

To set up this report, I have confronted a few limitations, which are referenced below.

Limitation of time:

It was one of the principal requirements that obstructed to cover all parts of the review.

Lack of Secondary source of data

The annual report was the vitally secondary Data wellspring of data that was sufficient not to finish the report and confidential the peruser a reasonable thought regarding the ceramic industry.

Limitation of the Scope

While gathering information, they didn't reveal a lot of data because of the secrecy of the association.

Chapter-2

Company Preview

2.1 Company Analysis

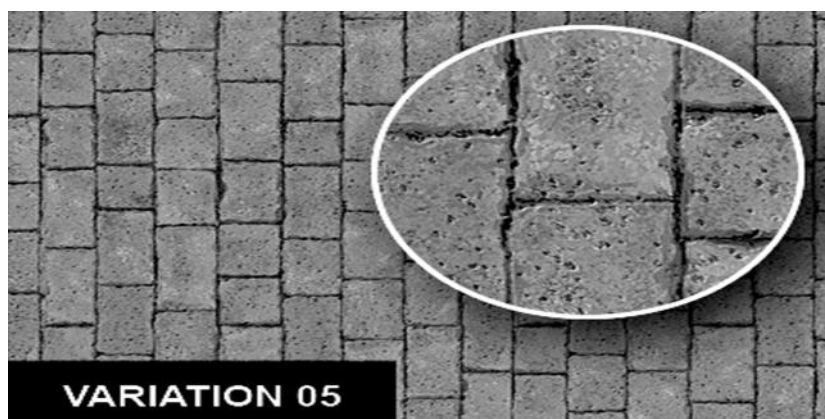


Great Wall Ceramic Industries Ltd. is a leading manufacturer of high-quality ceramic tiles and sanitary products in Bangladesh. Founded with the mission to deliver innovative and durable products, the company has established a strong foothold in the local ceramic industry. With state-of-the-art manufacturing facilities and an extensive distribution network, Great Wall Ceramic ensures its products are easily accessible nationwide. The company offers a diverse range of ceramic tiles, porcelain tiles, and sanitary ware, catering to both residential and commercial markets. Committed to sustainability, Great Wall Ceramic integrates eco-friendly practices into its production processes, employing energy-efficient technologies and minimizing waste. The company has earned a strong reputation for consistently delivering products of exceptional quality and design. In addition to its wide product range, Great Wall Ceramic prioritizes customer satisfaction by providing excellent after-sales services and ensuring timely deliveries. Its success is fueled by a commitment to quality, customer satisfaction, effective leadership, and continuous improvement in both product development and service. Moreover, Great Wall Ceramic has cemented its position as an industry leader through strategic partnerships, innovative marketing, and a dedicated workforce, positioning itself for continued growth in the competitive ceramic market.

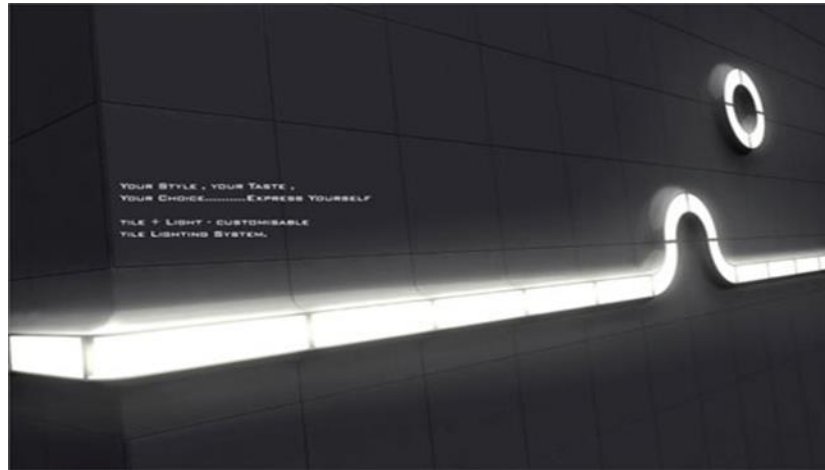
2.2 Origin of Great wall Ceramic Ind. Ltd

Alhaj Mohammed Shamsul Huda, the Managing Top of the association and beneficiary of the renowned "THAILAND Dearest Friend" grant, embodies the characteristics of a genuine visionary pioneer. His pioneering venture started a long time back as a structure

materials vendor, driven by a desire to one day adventure into assembling. His business, broadly perceived as Bengal Offices, has developed to incorporate 12 decisively found outlets across Dhaka, Chittagong, and Sylhet. Through this venture, he obtained and provided top-notch white concrete, sterile items, mosaic chips, and prestigious ceramic tile brands from numerous nations around the world, constructing a standing for greatness and dependability. In his quest to extend his insight and understanding of the worldwide tile and concrete industries, he visited various regarded manufacturing plants abroad. These visits permitted him to observe firsthand the progressions in tile creation and the adaptable uses of white concrete, furnishing him with important bits of knowledge. At the point when he felt furnished with vital skill and market understanding, he quickly settled Knickknack Brand White Concrete, a cooperative exertion between SIAM Concrete Industry, Thailand, and SIAM BANGLA INDUSTRIES LTD, Bangladesh. The outcome of this adventure powered his desire to enter tile fabricating, coming full circle in the foundation of Great Wall Ceramic Industries Ltd. in late 2005. Under his authority, the organization has thrived, joining development, quality, and a promise to greatness, mirroring his commitment to changing the structure materials industry in Bangladesh. His story is a demonstration of constancy, vital vision, and the tenacious quest for development and greatness.



2.3 Trend and Growth



Great Wall Ceramic Industries Ltd. has encountered huge development in Bangladesh's serious ceramic industry by gaining and developing business sector patterns like expanding urbanization, rising development exercises, and developing interest in great ceramic items. The shift towards the current home stylistic layout, alongside an inclination for solid and maintainable items, has supported deals for the organization's different product offerings, including ceramic and porcelain tiles and sterile products. A critical pattern as of late has been the developing shopper interest in eco-accommodating and energy-effective items, to which Great Wall Ceramic has answered by integrating maintainable practices into its assembling processes, interesting to naturally cognizant clients. The ascent of computerized marketing and Internet business has likewise extended the organization's span, permitting it to interface with a more extensive client base, especially through web-based channels. Besides, the developing working class and further land area have filled interest in premium ceramic items in both private and business development projects, empowering the organization to extend its market presence in metropolitan regions along with more modest towns and rustic locales. To help this development, Great Wall Ceramic has made critical interests in overhauling creation offices, upgrading item plans, and growing its appropriation organization, which has further developed creation productivity and reinforced its strategic advantage. With a proceeded with center around development, quality, and consumer loyalty, the organization is strategically situated for supported development later on.

2.4 Mission of Great Wall Ceramic

Great Wall Ceramic Industries Ltd. serves the longings of clients and businesses in development fragments beneficially by giving:

- Quality items and administrations to our clients.
- A delightful workplace for our staff.
- Fair deferential and predictable working relations with subordinate Industries.
- Beneficial and capable development to our partners.

2.5 Vision

- Build a different prospective in tiling and fund to national exchequer.

2.6 Great Wall Ceramic Logo

The logo was commissioned by the CEO Al Haja Mohammad Samsul Huda himself. It represents the simplicity of the company but also represents the Elegance and class of their customers.



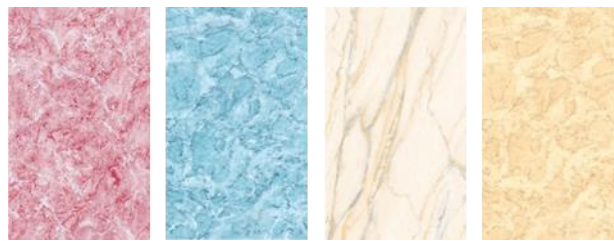
2.7 Customer Mix



Great Wall Ceramic Industries Ltd. has effectively fabricated a different client base, which assumes an essential part in its market situating and development inside the profoundly cutthroat ceramic industry. The organization's client base is separated into two key portions: B2C (Business to consumers) and B2B (Business to Business). In the B2C fragment, the organization targets center to big-time salary families, mortgage holders, property engineers, and inside planners who focus on quality, sturdiness, and tasteful interest for their private and business spaces. These clients, especially in metropolitan regions, look for premium ceramic items, for example, tiles and clean products to upgrade the inside plan of their homes or organizations. As interest in current home stylistic layout and redesign projects keeps on rising, Great Wall Ceramic has turned into a well-known decision for purchasers looking for dependable and trendy choices. In the B2B portion, the organization serves land engineers, development organizations, workers for hire, and designers who buy huge volumes of ceramic tiles, porcelain tiles, and sterile products for enormous-scope private and business development projects. These clients put huge worth on item quality, ideal conveyance, and cost viability to satisfy the needs of enormous structure projects. Great Wall Ceramic has laid out long-haul organizations with these organizations, procuring a standing as a solid provider for significant development adventures. Furthermore, wholesalers, merchants, and retailers assume a fundamental part in assisting the organization with arriving at more modest business sectors in both metropolitan and rustic regions. This wide client base guarantees a consistent progression of interest across various market portions, adding to the organization's supported development and upper hand. By fitting its marketing procedures to meet the particular requirements of every client bunch, Great Wall Ceramic has kept areas of strength on the lookout and situated itself for long-haul achievement.

2.8 Great Wall Tiles

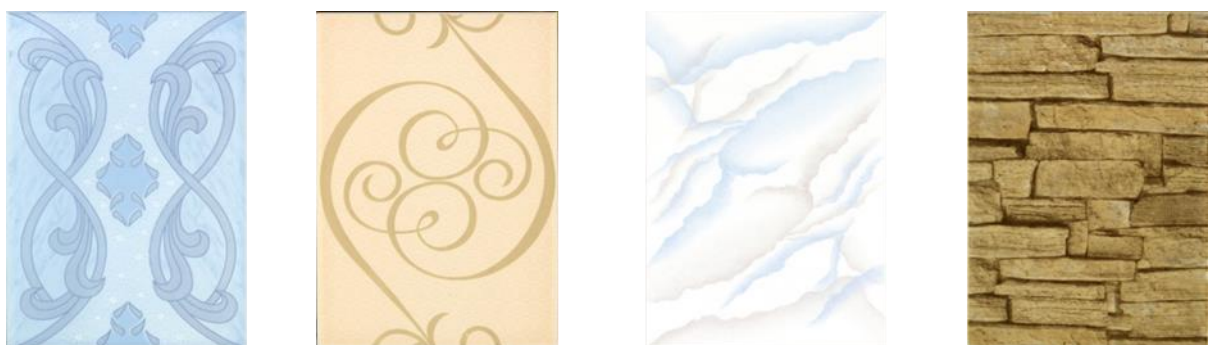
Great Wall Ceramic Ind. Ltd. gives the customers amazing chance to pick out your ideal tiles from their extensive variety of assortment of plans. Great Wall delivers more than 40 planned ceramic wall tiles in various sizes and wonderfully coordinating stylistic themes with Line. The organization additionally furnishes different porcelain floor tiles coordinating with ceramic wall tiles. Furthermore, Great Wall creates top-notch standard Homogeneous and Porcellanato print floor tiles of affable and special plans which are in distinction sizes to fulfill the client's thirst and to satisfy the client's interest and produce Homogeneous step tiles coordinating with Homogeneous floor tiles. The organization is going to create more huge sizes of 30x45cm wall and Mirror clean tiles, natural, asphalt, and different sorts of craftsmanship ceramic tiles.



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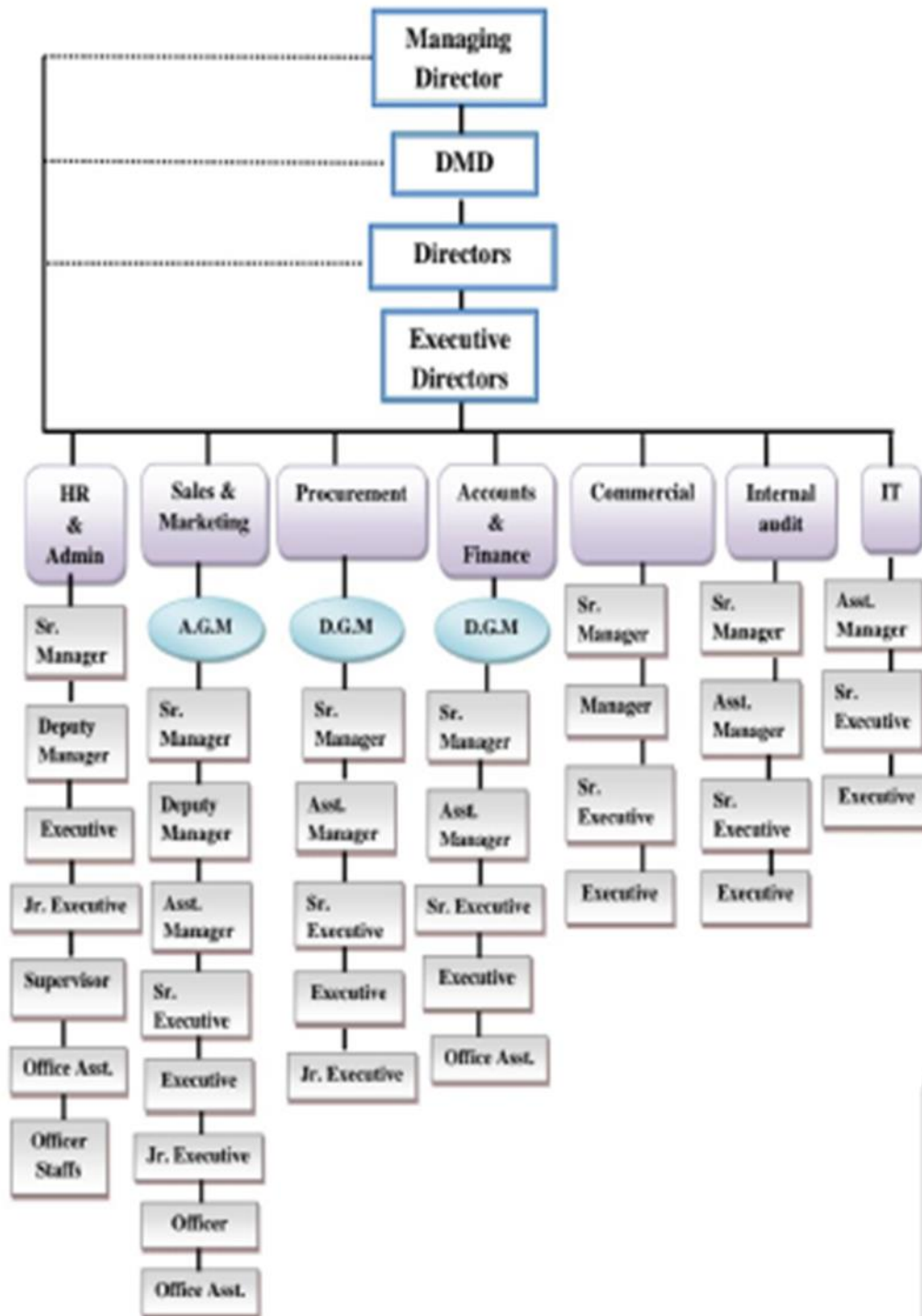


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2.9 Organization Hierarchy



2.9.1 Management and Organization Setup

The overall management of the association's business is vested in the Administering Body, which directs key navigation and guarantees arrangement with the association's central goal and objectives. In charge of the association is the President, who is responsible for overseeing everyday activities, authoritative undertakings, and monetary issues to guarantee smooth business processes. Supporting the Chief, the chiefs go about as co-facilitators, adding to the coordination and execution of different authoritative exercises. The Ranking director heads the creation division, guaranteeing effectiveness in assembling cycles, development, and quality control. The management structure is separated into three principal regions: Creation and Innovation, Money and Organization, and Deals and Marketing. Every division works with plainly characterized jobs, obligations, and ranges of control to guarantee smooth-out independent direction and functional productivity. Creation and Innovation center around assembling processes, mechanical headways, and item quality. The Money and Organization division handles planning, monetary reporting, and regulatory capabilities important to support the association. In the meantime, sales and Marketing center around advancing the association's contributions, client commitment, and driving income development. This organized methodology guarantees that every division works durably, encouraging joint effort and empowering the association to accomplish its essential goals.

2.9.2 Efficient and Experienced Professionals

Great Wall Ceramic values keeping an exceptionally gifted specialized group made out of both nearby ability and global specialists, guaranteeing consistent production cycles and adherence to quality guidelines. The association underlines consistent expert improvement by routinely updating their production system and training their production workers to keep up with another local and international companies for cutting-edge preparation and openness to the most recent progressions in ceramic innovation. This training improves the range of abilities of representatives as well as keeps the association at the very front of advancement and quality. The organization cultivates a cooperative and strong workplace where representatives are urged to share thoughts, add to navigation, and participate in information sharing. To advance public mindfulness, the

organization's committed experts are effectively associated with instructive drives to illuminate purchasers about the advantages and dependable utilization of solid and top-notch tiles. Great Wall Ceramic additionally esteems representative independence, offering opportunity and adaptability in their work while executing an entryway strategy to support straightforward correspondence and authority openness. This "walk-the-talk" approach guarantees management remains effectively drawn in with the labor force. Furthermore, the association keeps a strong reinforcement work supply across key segments, guaranteeing business progression and the capacity to answer really to any unanticipated disturbances. This exhaustive strategy helps construct flexibility, cultivate advancement, and keep up with functional greatness.

2.9.3 Performance Management and Appraisal

This segment expounds on the essential methodologies used to oversee execution actually during the assessment time frame and lead annual appraisals of both staff and laborers. The primary goal of these procedures is to perceive and remunerate people whose exhibition meets or surpasses assumptions, cultivating a culture of greatness inside the association. Simultaneously, the procedures give an organized system for tending to underperformance by offering clear rules for remedial measures. The presentation management process is intended to guarantee arrangement with hierarchical objectives and goals while advancing straightforwardness and reasonableness. It incorporates setting quantifiable execution pointers, normal criticism meetings, and organized advancement plans. For representatives performing underneath assumptions, fitted improvement plans are created to address expertise holes, further develop efficiency, and upgrade inspiration. The course of execution assessment contrasts between forefront laborers and administrative staff. For laborers, the attention is ordinarily on functional productivity, adherence to cycles, and result quality, while assessments for pioneers accentuate vital direction, group management, and the capacity to drive advancement and development. Instruments for following advancement, for example, execution dashboards, mid-year surveys, and constant input frameworks, guarantee that all workers have an unmistakable comprehension of their exhibition levels and regions for development. By carrying out these exhaustive procedures, the association looks to make an elite exhibition culture that values responsibility, consistent learning, and hierarchical greatness.

2.9.4 Performance Management

The annual examination of a representative ought to never come as a shock; all things considered, it ought to be a climax of progressing criticism, correspondence, and clear assumptions. All along, representatives should have an unmistakable comprehension of their work obligations and obligations, which ought to be framed in a nitty gritty and settled upon record. For positions where preparing and certificate programs are set up, a far-reaching preparing task agenda ought to determine the abilities and obligations the worker is supposed to learn and perform. Bosses assume a vital part in guaranteeing that specialists grasp these assumptions and should keep up with standard correspondence to give criticism on execution. This incorporates recognizing accomplishments, featuring regions for development, and tending to any presentation holes immediately. Managers ought to intermittently report cases of both excellent execution and non-execution, making a record that can be utilized during the evaluation interaction. This documentation guarantees decency and precision in assessments, assisting workers with understanding how their presentation lines up with hierarchical objectives. By encouraging a climate of ceaseless criticism and backing, the association can make a straightforward and development-situated culture where workers feel esteemed, informed, and inspired to meet and surpass assumptions. Customary execution conversations and recorded input get ready workers for their annual surveys as well as add to their expert turn of events and the association's general achievement.



2.10 Products

Ceramic Wall

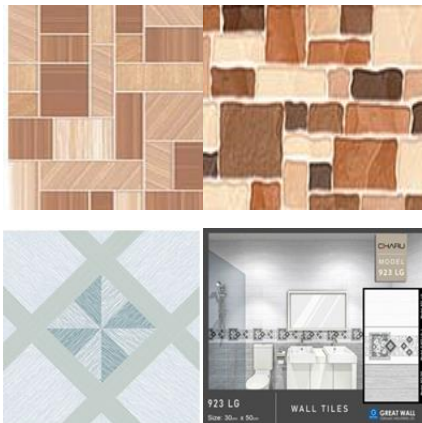
- 20 x 30 cm.
- 25 x 40 cm.

Homogeneous Floor

- 30.5 x 30.5 cm.
- 40 x 40 cm.
- 60 x 60 cm

Décor

- 20 x 30 cm.
- 25 x 40 cm.



Border

- 20 x 7.5 cm.
- 25 x 10 cm.



2.10.1 Product Price

As a domestic organization, Great Wall Ceramic Industries Ltd. offers profoundly cutthroat quotes for its items, which is a vital factor in drawing in and holding clients in the exceptionally delicate ceramic market. By keeping its costs sensible, the organization guarantees that its ceramic tiles, porcelain tiles, and clean items are open to a large number of buyers, including working-class mortgage holders, land designers, and workers for hire. The organization's estimating strategy is intended to offer great incentives for cash, with an emphasis on giving top-notch items at reasonable costs. Furthermore, Great Wall Ceramic guarantees that its vendors get alluring overall revenues, which boosts them to effectively advance and sell the organization's items more.

To keep up with serious costs, the organization consistently chips away at further developing its creation effectiveness, decreasing functional expenses, and advancing its production network. This remembers effective financial planning for cutting-edge fabricating advances, obtaining unrefined components in mass at cutthroat rates, and smoothing out creation processes. By diminishing the expense of creation, Great Wall Ceramic can keep its costs by market assumptions while as yet conveying top-notch items. Also, the organization intermittently assesses market patterns and contender valuing to change its costs in like manner, guaranteeing that it stays an alluring choice for clients.

Despite its emphasis on cost decrease, Great Wall Ceramic keeps major areas of strength for an on quality, guaranteeing that the lower creation costs don't think twice about the sturdiness or plan of its items. This harmony between serious evaluating and item quality has assisted the organization with laying out areas of strength for an in both the private and business markets. Thus, the organization is strategically situated to keep drawing in a wide client base and support its development in a cutthroat industry.

2.10.2 Product Range and the Capacity

Great Wall Ceramic Industries Ltd. puts serious areas of strength for item development to meet the developing necessities and inclinations of its clients. The organization's committed innovative work group works enthusiastically to investigate and test new plans and item types. This continuous exertion empowers Great Wall Ceramic to remain in front of market drifts and make items that line up with purchaser inclinations, guaranteeing its situation as a serious player in the industry. By keeping an adaptable and effective production process, the organization can rapidly adjust to changes in client interest and market elements, reliably presenting new and creative ceramic tiles and clean items.

A vital element behind Great Wall Ceramic's prosperity is its capacity to keep a nonstop progression of inventive items. The R&D department routinely presents the most recent patterns, surfaces, and plans that reflect current inside plan patterns, taking care of both conventional and current preferences. Therefore, Great Wall Ceramic offers a large number of items highlighted in its extensive index, making it simple for clients to investigate various choices for various applications, whether private or business. This assorted item range permits the organization to meet the shifted needs of its customers and guarantee admittance to superior-grade, stylishly satisfying ceramic items.

As far as the assembling limit, Great Wall Ceramic is furnished with best-in-class production line equipped for delivering 145,260 square feet of ceramic tiles day to day. This high creation limit empowers the organization to fulfill both domestic needs and enormous scope orders from business clients, guaranteeing opportune conveyance and item accessibility the nation over. By joining progressed fabricating capacities with a solid spotlight on development, Great Wall Ceramic keeps on driving the market, offering premium items that meet client assumptions for quality, plan, and execution.

They also have a new line up of high end products targeted for the elite clients called the Charu. It boasts of hi end ceramic tiles with marbel finishing.

2.10.3 Distribution Channel

Great Wall has serious solid areas for a wide spread of Associations by picking reputed merchants. They flow things in a sensible and real way for the support of the client.

Factory ⇒ Dealers ⇒ Retailers ⇒ End Users

Besides that, there are various types of arrangements for redesigning, noticing structures, and partaking in different fairs. The arrangements organization people like the Association outreach bunch serving the trader and the end-client. A serious course is kept up by stacking the things in various outlets as could truly be anticipated. Couples of appealing world-class exhibit natural surroundings are presently serving clients in Dhaka and Chittagong. Another is in Sylhet. The clients can without a very remarkable stretch pick their tiles from these core interests.

For saving time there is the site at www.greatwallceramic.net by which the client can without a doubt pick their desired tiles and put their essentials. The gathering is constantly ready to offer sorts of help through the web. Their able, fundamental, and talented marketing specialists by and large render better assistance to clients. They show their products in Merchants' outlets gainfully for the clients. Beginning with one corner and afterward onto the following corner of the country, regarded clients will see their great Board move closer to their depicted goals.

2.10.4 Creating Marketing Strategy

In the mid-2000s, the emphasis was on being market-driven, but today's economic landscape evolves much more rapidly due to technology, trends, media influences, and shifting customer preferences. To succeed in the 21st century, marketers, particularly in the ceramic tile industry, must select the right target market and then focus on delivering exceptional benefits and value that surpass competitors in meeting customer needs. Any ceramic tile company aiming to thrive must develop a strategy with a clear vision of where the business should be at any given time, ultimately driving it forward. A successful strategy must engage employees at all levels, as they are the foundation of the business. Many managers fail because they don't know how to best utilize their workforce, and employees should be involved in decision-making, as they possess valuable insights into their specific areas of the business. Even those at the bottom of the hierarchy, such as cleaners, should understand the company's direction and how they can contribute, as they often overhear information from different departments. Additionally,

when developing a marketing strategy, it is crucial to consider practicality—planning for rapid growth is meaningless if the company cannot produce enough products to meet demand. The best strategies reflect both strengths and weaknesses, and Great Wall Ceramic consistently reviews its approach with a dedicated marketing team that gathers and analyzes market data to refine its strategies and ensure they are effective.

2.11 Marketing Strategy of Great Wall

One of the most basic elements for the drawn-out progress of the Great Wall Ceramic Tile business is creating and carrying out a compelling marketing strategy. In any case, numerous ceramic tile organizations neglect to lay out an unmistakable marketing strategy, and regardless of whether they do, it is frequently not completely executed. Organizations that have the foreknowledge to make a dynamic, client-centered marketing strategy and the obligation to finish will have a huge chance to succeed. It's vital to separate between a marketing strategy and a marketing plan. A strategy includes setting an unmistakable, quantifiable, and cutthroat objective that the business can practically accomplish reasonably. Each marketing strategy ought to be focused on accomplishing and outperforming this objective. Then again, a marketing plan frames the strategies and activities expected to accomplish the general objective, including a course of events for execution. Numerous organizations, across industries, will more often than not market themselves also to their rivals, utilizing supply-driven messages that emphasize item includes, conventional sites, and unsuitable explanations about what they do. This approach is simple and recognizable, as organizations are more learned about their items and administrations than their clients are notwithstanding, this frequently prompts messages that clients don't completely have the foggiest idea. Furthermore, organizations will generally mirror their rivals' techniques, botching the valuable chance to separate themselves and make a remarkable selling recommendation that gives an upper hand.

2.11.1 Choosing the right marketing strategy for the ceramic tile industry

Upper hand can be accomplished by picking a marketing strategy that will give the edge that separates our Ceramic Tile business from every other person. There is no enchanted recipe for doing this. Organizations can't simply import or implant an off-the-rack strategy into a business. It is down to the organization to pick and characterize Ceramic Tile marketing strategy in the organization's business circumstance.

There are various key standards GWC have to keep to assist them with picking the right strategy:

- The fundamental strategy of Great Wall Ceramic is house-to-house marketing. It implies where the building structure is found, the marketing individuals visit there and attempt to rouse the purchaser position to purchase their tiles.
- Knowing precisely who Great Wall clients or target possibilities are and where they are found.
- Seeing precisely the exact thing our objective clients need and need, why they need it, how they need it, and when they need it.
- Executing and guaranteeing that it is verbalized in all of our marketing messages, mission, and deals channels.

2.11.2 Price product & service to reflect the market place

As Ceramic Tile organizations pass from little to medium estimated, there is regularly an inclination for a portion of the qualities and shortcomings to lessen. Anything that size of business should in any case be straightforward whether any of the shortcomings actually apply to the Ceramic Tile business.

There is a propensity for the marketing action of more modest organizations to be present, impromptu, and responsive prompting a putting-out-fires culture. This can cost time and all the more significantly cash since assets are not ideally conveyed because of not considering the full, longer-term picture. Be that as it may, an equilibrium is required.

The capacity of the more modest business to be adaptable and answer quickly to showcase changes is a significant strength in the correct course. This is especially the situation in quick business sectors and when in the contest with bigger organizations who

are undeniably more averse to having the option to answer as fast. To stay away from momentary automatic responses while keeping up with adaptability, Organizations need a general strategy for the exercises to squeeze into. If an organization takes a look at whether their reaction to showcase circumstances is predictable with their general strategy organization can conclude whether a specific game plan is fitting.

2.11.3 Market Segmentation

Not every one of the clients inside the market has similar requirements. Consider an orange in our market and inside that, every orange fragment addresses individual client bunches with unmistakable and various requirements.

- Complete a poll overview to recognize the client's necessities.
- Make a Gathering client as per their requirements. These gatherings are primary market portions. Model: Engineers, Land Co. Engineer firm.
- Try not to treat all of the market sections something similar. Need to tweak item/administration offerings and correspondence to fit to portion's needs. Greatly produces different items for various market sections. Model Individuahouse and modern items, pay individuals for beyond Dhaka, Chittagong, and Sylhet divisions.

2.11.4 Adopting lower risk strategies

Excessively numerous little Ceramic Tile organizations get out of hand with the fervor of new skylines and neglect to completely take advantage of their current business sectors before continuing.

- Organizations might have an excellent justification for taking a gander at new business sectors assuming the organization's existing business sector has evaporated or has gone through a downturn, yet recollect that the further creates some distance from their current market, the gamble and cost of marketing increments.
- Offering a greater amount of existing items to existing business sectors
- Selling changes of existing items/administrations to existing business sectors
- Offering new items to existing business sectors (absolutely new items or related to existing items)
- Selling existing items/administrations to new business sectors
- Moving into totally various business sectors with various items.

2.11.5 Retaining and Developing Existing Customers

Great Wall Ceramic's marketing strategy can't handle the volatile ceramic market with their competitive pricing alone but still what is exceptional today is far and wide tomorrow and undesirable the day after that. So the essential fixing in a really powerful marketing strategy is to endeavor consistently to find new and better ways of enhancing their clients and keep their recommendation remarkable in the chosen market.

The execution of GWC's marketing strategy ought to be a persistent course of making a plan to fulfill client needs. This includes testing it and gaining from it by perceiving what is correct and accomplishing a greater amount of it, or changing what's going on when they understand it isn't working.

- Holding and growing additional deals from existing clients ought to be the main goal since this strategy enjoys unmistakable benefits
- Whenever an organization has accomplished a sensible number of clients, be careful with zeroing in just on growing new clients for developing deals.
- To hold the current client GWC generally stay in contact with them by email, New Year wishes, Eid wishes and furthermore give after-deal administration and keep up with their upcoming project with the open communication channel.

Existing clients

While considering existing clients generally recollect that they are the bedrock groundwork of the Ceramic Tile business and are:

- By and large less cost delicate.
- Liable to offer a greater chance for rehash business.
- Give the potential for proposals and references.
- Are by and large more steadfast.
- To foster a strategy for holding clients and growing additional deals from them need to do a few investigations.

2.11.6 Customer Profitability

- Analyze the productivity of every one of the primary clients who are presumably in the top 20%. Organizations might be shocked to find how unrewarding some of them are so take a gander at approaches to expanding the productivity of these or consider 'losing' them.
- Center around the more productive ones; really look at their requirements and distinguish ways of offering more to every one of them.
- Make information base work
- Numerous little Ceramic Tile organizations work with deficient wasteful client data sets since it isn't viewed as vital to put resources into them yet on the off chance that I don't have the method for putting away and controlling information on our client organization couldn't expect to completely take advantage of this treasure trove of a resource.
- A large number of the techniques examined require the capacity to analyze clients contact data set to get the data required.

2.11.7 Satisfaction Through Innovation

- To hold and foster existing clients, will obviously have to guarantee their absolute fulfillment. This cycle can animate advancement since organizations might have to adjust existing items and administrations or foster new ones to keep on fulfilling their requirements.

- Figure out what their necessities are presently and later on to accomplish this. This will be demonstrated if the organization should change items/benefits or foster new ones to satisfy these necessities.

2.11.8 Competitive Rivalry within the industry

The ceramic industry of Bangladesh faces fierce opposition from unfamiliar sources like India, Sri Lanka, China, Italy, and Spain however the homegrown commercial center is yet pitifully cutthroat. Ceramic makers like Great Wall Ceramic, RAK, Sun Power, Mir Ceramic, and CBC are as yet driving. A large portion of those ceramic makers are likewise expanding their creation limit following vigorous development popular for expanding market interest.

The contending nearby producers are likewise dynamic in taking new actions to further develop their market standing and business execution. For example, Great Wall Ceramics produces ceramic tiles for both domestic and outside use. As per the management of this organization, they are quick to fabricate tiles made of ceramics expected for outside utilize that would be produced inside the country. Moreover, Great Wall Ceramics is additionally expanding its creation ability to make half in no time. This organization is additionally thinking of strong methodologies like collaborating with abroad substance to share its innovative skills and to transform its anxiety into the very first European Standard assembling manufacturer. The most grounded serious tensions come not from pariahs, but rather likewise from current industry members. Great Wall Ceramic Industries Ltd. has reported that it created a very good quality item, fine-slice tiles with finished lines to fulfill market needs since interest in expensive tiles is high.

In any case, the increase in the number of new plants, limited improvement, item advancement, and market development by ceramic product makers of Bangladesh are still low contrasted with the strong development popular both in commodity and neighborhood markets. As there exist adequate learning experiences in this industry, the

contention among the current organizations is as yet powerless, consequently making this area more alluring for the possible contestants.

2.12 Plant, Machineries & Raw Materials

The Plant of Great Wall Ceramic is situated at a lovely suburban beguiling spot named Gilarchala, Sreepur, under Gazipur Locale. The production line is arranged alongside the thruway street and the correspondence framework is exceptionally simple and helpful from everywhere in Bangladesh. The absolute region of the plant is around 40 bighas.

Great Wall Ceramic Industries Ltd. is continuously enthused about setting up the industrial facility by incredibly popular ceramic hardware makers Like SACMI, B and T SITI, Cuccolini, Helita, I, and MODENA Apparatus. They additionally use an Italy-made Squirring Machine for limiting the joint between the tiles on request. They also have a Lab which is completely outfitted with present-day supplies according to the expected testing process according to EN/IS standard. Their R&D (RESEARCH AND DEVELOPMENT) division which consistently grows new plans, surfaces, varieties, and sizes of wall and floor tiles keeping with the market patterns. Great Wall additionally puts their true consideration for gathering the most ideal nature of Unrefined substances that anyone could hope to find in any helpful spot on the planet to affirm the best nature of Tiles which are obtained from Bangladesh, India, China, Indonesia, Malaysia, Ukraine, and Spain.

2.12.1 Production Capacity

Great wall ceramic ltd's gazipur manufacturing plant has an evaluated creation limit of 2970000 excellent Wall Floor and Homogeneous Tiles given 330 working days a year. The manufacturing process is divide in three movements of each segment. The production speed is supposed to work at 70 % of its evaluated limit in the first quarter, as most would consider to be normal to increment to 75 % in the subsequent quarter, 85 % in the third quarter, and 85 % in the resulting long stretches of the production activity.



2.12.2 Context of the Project

Investigating the market of Bangladesh, the Organization affirms the enormous interest in top-grade Ceramic Tiles (bowl and chest). While, Bangladesh is in grind absence of delivering capacity, likewise, the obligation of bringing in the top grade Ceramic Tiles is 130%. Bangladesh has rich exploitable assets. The ceramic Tiles material is portrayed as boundless, huge-hold, and of great quality; these highlights are reasonable in the Ceramic industry. As the best fuel for Tiles, gaseous petrol is plentiful and modest in Bangladesh. That is a benefit in fostering the Ceramic industry. In the meantime, the greatest premise in helping Bangladeshi accomplices to put resources into the top-grade ceramic Tiles/sterile making business, the ceramic tiles/clean industry in China has been created for over 10 years. The ceramic tiles-making innovation has arrived at the top grade in the World. From this perspective organization has chosen to lay out the industry.

2.12.3 Main Technical Principles

Gwc imported most of its machineries from Italy, the other equipments are imported from China. On one hand, this works on the general level of the production line ensuring the dependability of the entire production line.

This creation line is specialized and complex in level, dependable, and conservative. Taking on the most cutting-edge innovation and management, this plant attempts to lessen the natural substance squander, and work on the effectiveness. They also have the cutting edge Nasatti roller Oven (to save fuel) and splash tower have been presented for which gas is the right fuel.

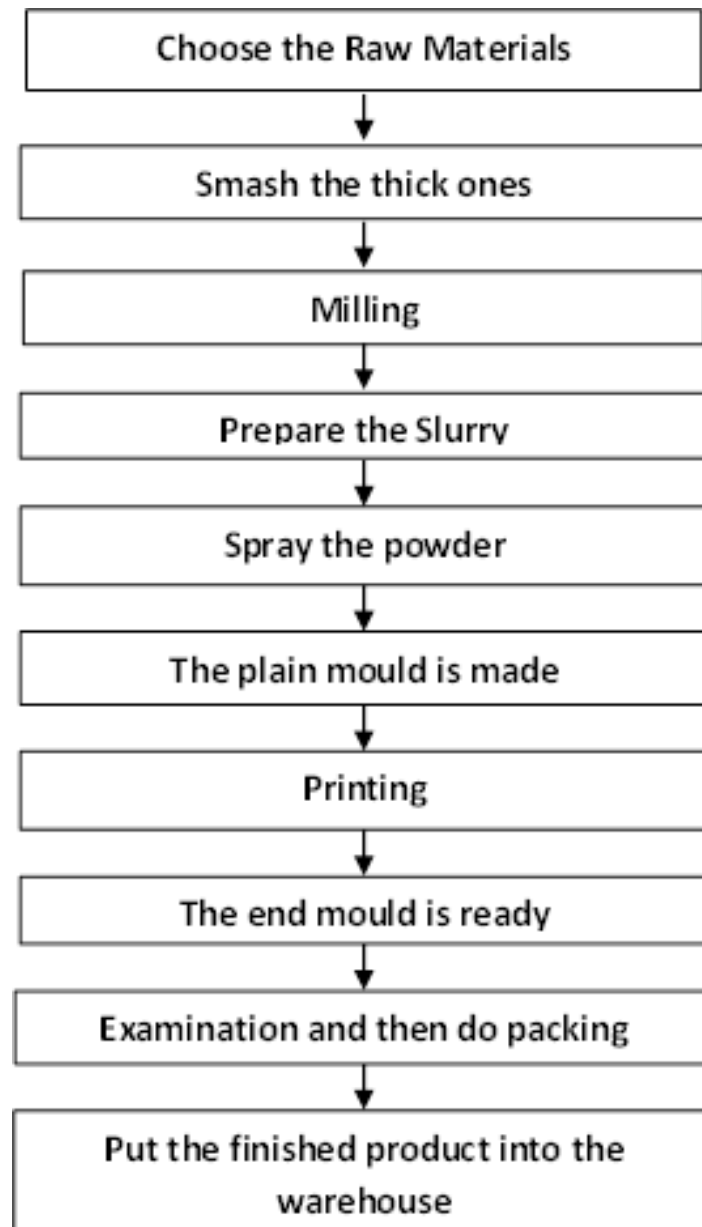
2.12.4 Technology

Gwc uses the raw material of Bangladesh, with importing the high- level glaze and technology from China, India, Malaysia and Italy. Abrasives which are Various hard substances used for grinding, cutting or polishing softer substances, e.g. fused alumina.

2.12.5 Facility

- Unrefined raw materials processing plant.
- Refined raw material storage unit and subsequent processing facility.
- Press machine made in Italy
- Printing machine made in Italy
- Embrace the whole set of furnace made by NASSATI (Italy) and China

2.12.6 Manufacturing Process



2.12.7 Technical Know- How and Technical Assistance Required

Gwc provides its production line employees much needed guidance and assistance so that the production line does not halt during its critical production phase. for example if the production line halts for only 3 minutes the supply line will have a bottle neck which which will result a complete shutdown of the manufacturing apparatus. The apparatus provider will offer the accompanying types of assistance as separated from the turn-key proposition: Cycle plan for the venture including data for structural designing, water supply, power dissemination, lighting, and ventilation for production Cycle, data of

utilities required in the research facility. Specialized plan and drawing for non-standard gear to be created locally plan for concrete capacity storehouses. General format plan and cycle stream graph. Supply material rundown, plan, and drawing for nearby manufacture and obtainment

Train the administrators at the site on the floor in the activity and upkeep of the plant, apparatus, and hardware.



5.13 Quality Control

Gwc has their separate quality control department which ensures quality starting from the raw material to the finished product. QC department will randomly collect samples from every line of the production and send it to their well equipped lab where it will be tested for its quality durability to see if it matches with their individual clients demands. Physical and compound tests will be completed for which arrangements must be made to furnish the research facility with essential contraptions:

- Blending test
- Pressure test
- Bowing test
- Typical consistency and setting time test;
- Blain air penetrability test;
- Measure for smoothness of tiles mortar, and so on.



5.13.1 Training and Development

It is unnecessary to refer to that worker preparing further develops abilities, and adds to the current degree of information so the representative is better prepared to do existing degree of information so worker better prepared to do his/her current work, and set him up/her for a more elevated level of work will expanded liabilities. The Great Wall Ceramic Industry Ltd. is additionally not an exemption for this individual's advancement reasoning.

Towards ceaseless improvement, Great Wall Ceramic Industry Restricted is encouraging preparation all through the associations inside. Presently different units are directing preparation contrastingly yet work is underway for leading preparation in a coordinated style.



2.14 SWOT Analysis

Strength

- More Interest in the Market and clients standing by to utilize our item.
- Serious cost with quality item.
- Solid Marketing and supply channels all around the country.
- Elite plan with matching Style effectiveness.
- Productive and hardworking marketing team.
- Best customer service assistance and having record of coming up with solutions within 48 Hours or less.
- Monetarily stable so any time the company can pursue different approach to the market to better serve it's clients.
- Manufacturing plant have safety measures and Sterile environment to prevent any accidents or contaminations.

Weakness

- Lower production Limit in contrast of the market rivals.
- Being a vertically integrated organization GWC takes a lot of precious time to establish proper communication channel from the bottom to the top.
- Representative advantage is not guaranteed as per the Manufacturing Plant Act.
- Organization of this caliber should have had more land added to their manufacturing apparatus which is now next to impossible.

- Raw materials often don't arrive at the processing plant within the lead time.
- The production plant has far more intricate and complex placement of its machineries which results in added production time.
- Given the backward position of their manufacturing plant their logistical situation is also quite delicate and results in more time delay in product delivery.

Opportunity

- The organization can present multiple line of ceramic products targeting different customer base.
- The organization can broaden their high end product line to add more options to choose from for their upper end clients.
- The organization might present enormous sizes of wall and Floor tiles to expand the Plant.
- To acquire more pieces of the pie the organization might establish another production plant to meet the entire domestic demand.
- The organization could present better deals to attract and capture rival company vendors which would broaden their market share in the long run.

Threats

- Gas shortages hampers production
- Due to the currency shortage banks often halts LC which hampers the import of rare raw materials.
- Sales is highly dependent on the vendors
- Horizontally structured production line with only one planner.
- The organization has no standard Workers strategy so any time they can switch.
- Because of item inaccessibility portion of the overall industry might collapse.

Technological factors

Tiles manufacturing has always been a time consuming endeavour. It takes a lot of time and effort as well as labour to create a tile that would stand the test of time.

Manufacturing thousands of tiles requires a lot of technology advancements advanced machineries and mastery of those machineries to ramp up production. Gwc always keeps up with the rapid advancements in the manufacturing of tiles within the industry. Adaptability is the key in the tiles industry to gain desired manufacturing output. Although state of the art technologies are constantly being developed for this particular industry but acquiring these machineries and building infrastructures to house these machineries are quite expensive. Which requires massive amount of funds. Having a bigger picture for the future is also necessary for a company like gwc. The technology that they use for the current manufacturing apparatus might sustain them for the next 5 years but after that they may have to switch to newer technology to keep up the production on par with the market demand.

External economic factors

Any sort of industry gets influenced by the local and national and in some particular industries case international economical factors. Factors such as currency, political stability, foreign regulations and trade relations. During covid, gwc faced growth in manufacturing where as big Chinese tiles manufacturers faced a downward spiral due to covid restriction laws which halted productions of these big manufacturers. But since Bangladesh had easier and more flexible COVID-19 restrictions for the manufacturing companies such as gwc and RAK and dbi ceramics which resulted them being able to manufacture even during the lockdown while maintaining local health instructions. But in the subsequent years after covid the overall tiles manufacturing industry of Bangladesh took a nose dive with the increase of land prices and construction material prices. New development constructions slowly declined and with it declined the market share of gwc.

Barriers to entry

The tiles manufacturing industry of Bangladesh being a very competitive industry there are certain barriers which makes it very difficult for new companies to enter the market. barriers such as fierce competition, corporate espionage, political biasness, adapting to new technologies. But the main barrier would be trust and monetary barrier. It takes a stock pile of money to set up a tiles manufacturing company with enough land and

infrastructure to process raw materials and keeping up with the modern machineries to produce the desired product in bulk. And the clients will not just deal with anyone that open up a company. Trust goes a long way in this industry. Clients will only do business with the companies that they have prior business experience with. Companies that delivered the clients as they promised. Inflation also acts as a huge barrier for example if gwc started their company today it would take 200 times more money it initially took them back in 2005 all due to rising inflation.

Supplier power

The power that the suppliers of the raw material in the ceramic industries hold is tremendous. The main material of tiles industries are sand mortar and cement. All of which are controlled by syndicates. These syndicate controls everything from the price whom to supply and how much to supply. Companies like gwc has to trade very carefully with these syndicates and make sure not to get in their bad side since there will be consequences such as reduced supply of raw materials.

Buyer power

In the tiles market of Bangladesh the buyers does not have much room for negotiations. Since the industry is very competitive the companies provide a very good pricing to the customers. What the buyer actually holds is the power of choosing between different companies and their vast catalogue of different products. The buyers also hold the power to customise and modify different products which suits their demand given they pay extra money. Although not all the manufacturers provide such facilities manufacturer such as gwc, RAK, dbi has facilitated such amenities to their high end clients.

Threat of substitute

Although tiles have stood the test of time since the Roman empire as a Tried and tested method of flooring as a symbol of elegance and class and higher social status but recently

with the emergence of resin flooring method which provides more customization and Quicker to apply possesses a significant threat to the overall tiles industries. However resin flooring is quite expensive. Another substitute is mosaic flooring which was also very popular in the late 90s to the early 2000s era which was also expensive and provided let's custom ability. Regardless of the substitute products tiles still provide the best value for money flooring solutions and custom ability for its users.

Industry Rivalry

There is a fierce rivalry in the tiles manufacturing industry all over the world. There's the international rivalry with the Italian and Chinese tiles manufacturers where they keep at each other's throats with constant innovation focused in the manufacturing part with Italian firms providing timeless designs and their Chinese counterparts providing cheap alternatives with their better manufacturing ability.

The local rivalry is also nothing less volatile with the allegations of corporate espionage, copying designs, snatching a firms clientele with lower prices to put said firm in a heavy loss. Companies like GWC, RAK, DBL all practice these methods. although considered immoral these are the practices which have become an industry norm for the Bangladeshi tiles manufacturing industries.

Chapter-3

Marketing Strategy

3.1 Users of Great Wall tiles

The Land organizations and individual House proprietors are the fundamental clients of GWC tiles. Plus, various Government areas and Offices, for example, PWD, MES, HED, EED, LGED, and Bangladesh Rail line likewise recommend and give endorsement to utilize their tiles. In any case, many development firm, Engineering firms, as well as workers for hire additionally recommends gwc tiles.

3.2 Status of Consumers

Tiles have been always associated with status and power since its inception from the hay days of the Roman empire. Back then only the elites of the society could afford such luxurious amenity as decor as manufacturing tiles by hand as they did back then was extremely expensive and time consuming. But with the rapid advancements of technology and with the power of the economy of scale the manufacturing chalanges of the past have gone down significantly and with it also came down the price. But the alluring fact still remains. Categorically speaking there are mainly 3 type of consumer of ceramic tiles in Bangladesh. 1. Domestic consumers. 2. Corporate consumers. & 3. Government organizations. Domestic consumers are those who use ceramic tiles for their home. They make 20% of the entire market, these consumers could be divided into several categories on their own. From single house owners to building owners and single flat owners. They opt to get the small tiles format for their home which provides style and function and also does not break the bank for these customers. Only 2% of the domestic consumers have the means to go for the top tier ceramic products for their use, these are the upper middle class or the lower upper class people for whome marble stone tiles are out of the budget but they want the aesthetics. Then comes the corporate consumers, they consist of all the top builders to the small independent construction and builders companies. Anwar landmarks, Building Technologies and Ideas ltd. Sena Kalyan builders, Sheltec these are the high end consumers and there are hundreds of independent builders who make up the bulk of the market for ceramic tiles consumers. Last but not least there are the government organizations with there various mega projects and government offices that make the rest of the market. All of them has different budget range with different product preference. Some prefer durability, some prefer design and appearance, some prefer cheap products due to lack of funds. The market is saturated with different clientele but to

capture them all a manufacturer should have diverse set of product line with different price range to suit all of the market which GWC does.

3.3 Customer Satisfaction

In this day and age customers of any market has certain expectations that they expect to meet while they purchase any product or service. If those expectations are not met or if the customer think that they didn't get for their money's worth then the customer wouldn't feel satisfied with the purchase and the company will loose said customer for good. This is even more relatable with the Bangladeshi customer base who always compares their purchase and the experience of purchase of today with their past experiences. Bangladeshi customers don't seem to take inflation into account, for example if a person bought a certain amount of product or service for a certain amount of money in 2020 that person would go to the market in 2024 expecting to get the same amount of product or service completely oblivious to the fact that because of inflation it is impossible to get the same amount of product and service, and even if they are aware about the inflation rates they still would like to have the same amount of product and services from the market or they will be left feeling unsatisfied inside. The same rule applies to the ceramic tiles market. A house owner who built a house in 2017 may have bought 200 square feet of premium 60×60 floor tiles from GWC's vendor for 35000 bdt, and for if some reason that house owner has to renovate the house floor in 2024 the same 60×60 premium tiles from GWC's vendor would cost him close to 47000bdt due to rising price of raw materials and inflation rates. So keeping the customers satisfied monetarily is an impossible task on its own. Organizations has to meet the customer satisfactions with other ways which is also a huge challenge.

3.4 Building Customer Satisfaction

Satisfying customers is no child's play in this day and age. But that doesn't mean it is not achievable. Big organizations does it all the time although it requires additional research and fundings and the will to see through it. According to the top marketing scholars, meeting customer satisfaction is achievable by deconstructing it into five different levels. By following this way this task gets much easier to complete although achieving total

customer satisfaction is not possible for any organization but it's easier this way. The five levels of customer satisfactions are given below.

1. Meet customer expectations.
2. Exceed customer expectations.
3. Partner with clients goals and objectives.
4. Keeping up to date with the current technology.
5. Connect with the client on a personal level.

3.5 Delivering Customer Value and Satisfaction

In the tiles business companies like GWC does not have the luxury of satisfying all their clients and stakeholders since this business is really competitive as it is so manufacturers try to put very little efforts to pursue to deliver customer satisfaction. This industry believes in meeting customer satisfaction by providing the product to the clients for a little less than their competitors. Which is a wrong approach to begin with. GWC recognizes this issue and their marketing team indeed try to satisfy the clients with various marketing strategy. GWC believes in adding value to their products by performing various tasks that smoothens the purchasing experience of their clients such as having their entire product lines in catalogs up on their website. They also ensures the best product quality at the price range and replaces any defective product through their vendors. GWC also delivers the product directly from their factory to any location of the clients preference given the client pays for the transportation cost which is also very competitive comparing other options. These activities do enhance the value of their products which results in gaining client satisfaction. Another practice of GWC is to keep close relationship with their vendors. Vendors control the retail market so keeping them satisfied through various means is something they put great care of. GWC recognizes the value of their vendors so the company gives their vendors incentives like monthly commissiones given that the vendors meet their sales qouta. GWC also helps out struggling vendors by giving them products on tab which helps the vendor get up on their feet. Also Eid bonuses, year end tab clearance discounts and organizing trips to Umrah

for the vendors is the organizations general practice which greatly motivates them. GWC also organize an award ceremony for their top vendors in each division from the country.

For their high end clients GWC does keep a continuous line of communication open to keep up with their upcoming projects. Activities such as giving them free factory tours, arranging dinner for the top clients once a year, giving them gifts such as diaries and calenders at the start of the year. These gestures goes a long way in providing customer satisfactions which GWC fairly executes.

3.6 Quality Standards

The organization produces their tiles to stuck degrees of value control to agree with the necessity of fitting European standards and English norms for ceramic wall and floor tiles. Quality control being a significant part of assembling GWC's frameworks and strategies has been perceived by the (BUET) and (BSTI).In the interim, the Publics Work Division (PWD) has enrolled their organization name Great Wall in their Timetable of rates-2019 Viable from the first of June - 2019. Also, other government authorities Military Designing Administrations (MES) are thinking about enrolling GWC's name to their timetable of rates that are under process. Very soon, GWC is getting the ISO affirmations.

3.6.1 Environment Policy

Great Wall Ceramic Ind. Ltd. has consistently viewed ecological management to be an inward and basic piece of their business strategy. The organization is focused on ensuring that conforms to all the most recent services of climate administration and BSTI principles that influence their exercises. The organization's guideline point is to ceaselessly work on their way to deal with the avoidance of environmental contamination and to accomplish the most elevated conceivable ecological norm in all parts of their organization's practice. The organization has laid out a plan to reroute their waste water to a wastewater treatment plant so the contaminated water does not affect the climate.

The organization additionally requests high ecological construction from providers, sellers, and project workers associated with the organization. Where huge perils exist, it is

creating and keeping up with crisis plans related to the crisis administrations, significant power, and nearby local areas.

All representatives are prepared to know about natural purposes connecting with their work and partake in ceaseless enhancement groups.

3.6.2 Social responsibility

Great Wall Ceramic doesn't just seek after benefits in addition continuously attempts to expand the worth of its items and limit the expense. They circulate the advantage to the partners and to the end clients to have a mutually beneficial arrangement for everybody. The organization bears some extraordinary obligations like giving away tiles to Mosques for an exceptionally discounted price and often for free in rural areas, and Instructive Foundation in provincial regions at an exceptionally unique cost their Overseeing Chief for the benefit of the organization contributes his time and gives monetary help to certain Schools and Universities in his areas. Also, as of late Great Wall is conveying various NGO's for bringing issues to light of general wellbeing and sterilization by utilizing tiles. Great Wall generally gratitude for reinvestment whimper makes greater business and add to public turn of events.

3.7 The Necessity and Economic Significance of the Investment

while taking advantage of the unrefined substance, fuel, and lobar assets in Bangladesh, this task is the most incredible in the country.

As increasingly more cash has been placed in the framework development in Bangladesh, the lodging state of individuals will be moved along. While the ceramic tiles industry ought to oblige with the greater need of the huge structure market. While, Bangladesh is in absence of the delivering skill, also, the obligation of bringing in the top grade ceramic tiles comes to 140%. The market in Bangladesh has a brilliant future.

The nations in the close proximity of Bangladesh like India, Bhutan, Nepal, and Burma all have possible markets, and this multitude of nations is poor in gas supply. Along these lines, to construction ceramic industry in Bangladesh enjoys great benefits.

Impacted by the global market, the beginning stage of the ceramic industry in Bangladesh is genuinely high. The quality level has reached or succeeded the level in China in the

mid-1990s, particularly at the cost, it is a long way past the item in China of a similar level. While, in piding food for the market of Bengal, this venture ought to give the item excellent, top grade, and minimal expense.

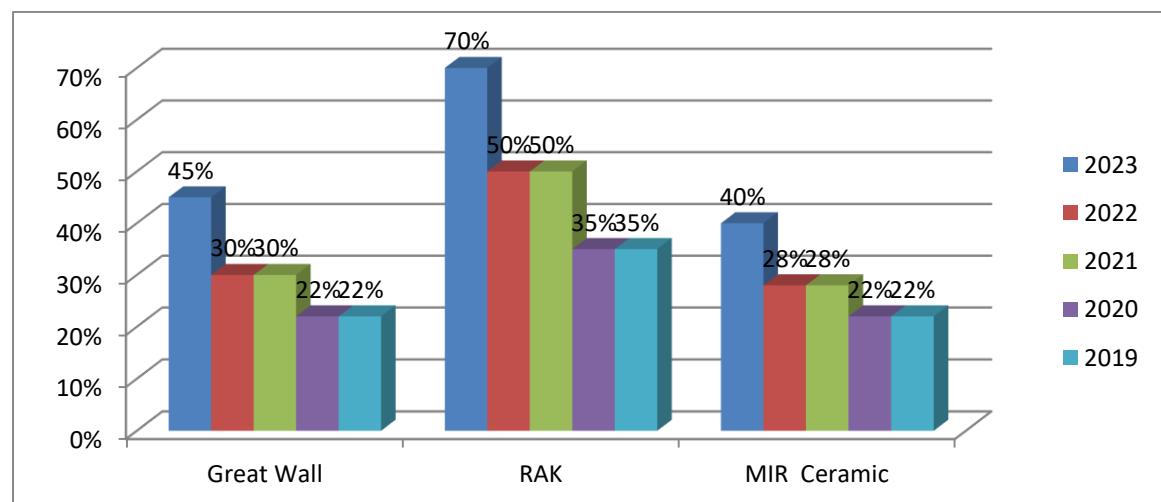
3.8 Comparative Analysis with RAK and MIR Ceramic

3.8.1 Competitive sale

The Competitive sale by (SFT) from 2019 to 2023 of different tiles companies is given in the following table:

Company Name	2023	2022	2021	2020	2019
Great Wall	45%	30%	30%	22%	22%
RAK	70%	50%	50%	35%	35%
MIR Ceramic	40%	28%	28%	22%	22%

The Competitive sale (SFT) from 2019 to 2023 of different tiles companies is given in the following:



Analysis: From the analysis, it has been observed that the serious offer of RAK is higher than different tiles organization and the Great Wall is normal. It can be derived that in the years 2020 to 2019, the serious offer of the Great Wall was more normal than MIR Ceramic. In any case, in the year 2021, the cutthroat offer of Great Wall is much higher than MIR Ceramic. Great Wall can satisfy their business execution. Then again, tiles-to-tiles organizations are not performing great. So from the pattern analysis, I have seen that

the Great Wall ceaselessly doing greater than different tiles organizations. In this way, RAK is driving the market and Great Wall is expanding their deal step by step. I have seen by the exploration that all organizations deal their 100 % creation. Since the request is higher than the supply.

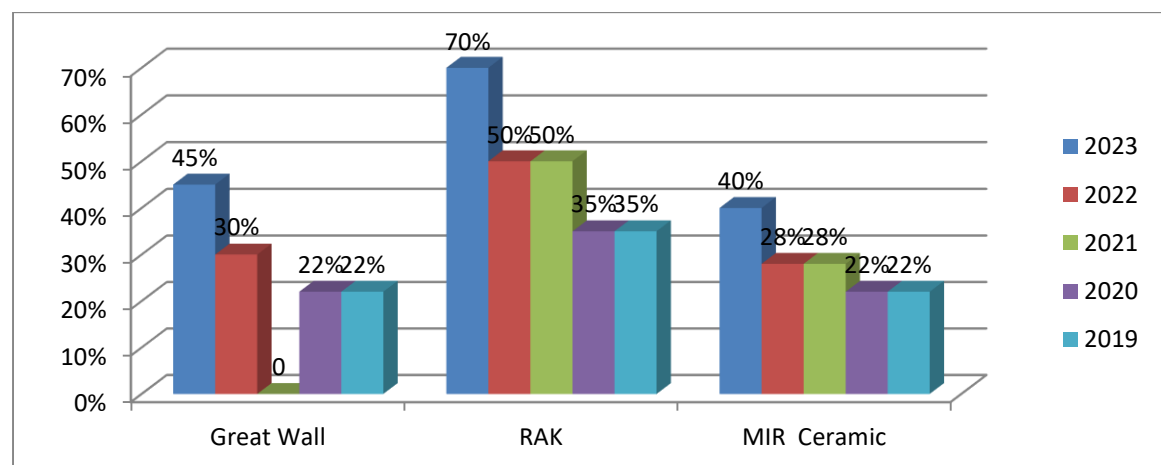
3.8.2 Production Capacity

Volume of products that can be generated by a production plant or enterprise in a given period by using current resources.

The Production Capacity by (square feet) from 2019 to 2023 of different tiles companies is given in the following table:

Company Name	2023	2022	2021	2020	2019
Great Wall	45%	30%	30%0	22%	22%
RAK	70%	50%	50%	35%	35%
MIR Ceramic	40%	28%	28%	22%	22%

The Production Capacity (in SFT) from 2019 to 2023 of different tiles companies is given in the following:



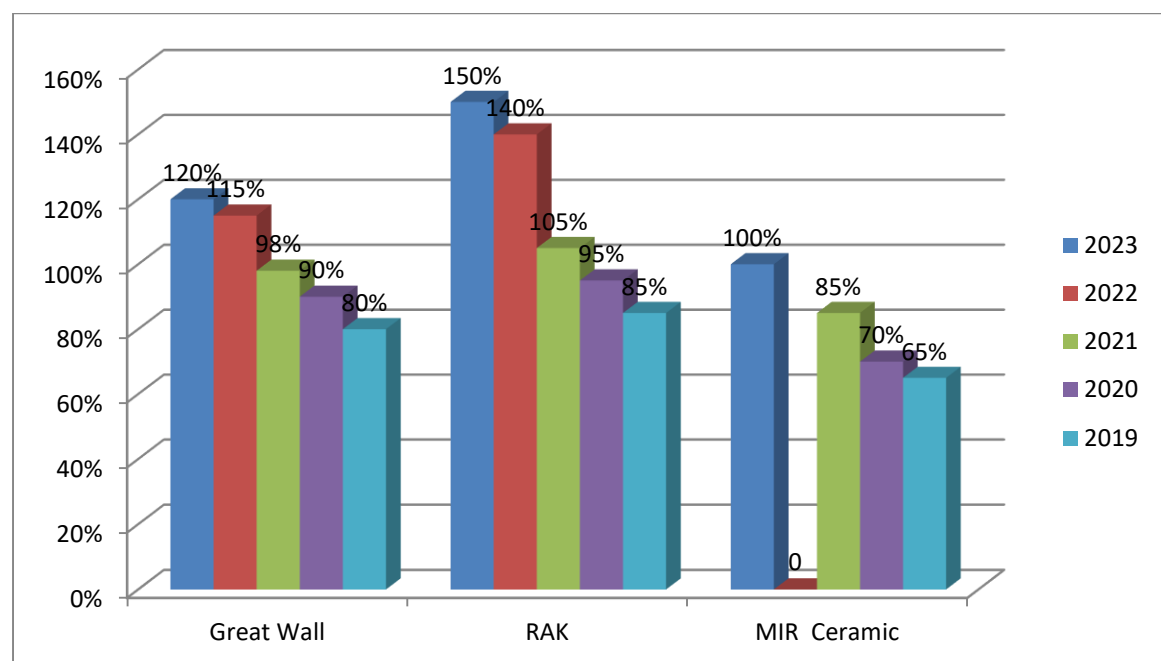
Analysis: From the analysis, it has been observed that the Creation Limit of RAK is higher than different tiles organization and Great Wall is normal. It can be surmised that in the years 2022 to 2021, the Creation Limit of Great Wall was normal than MIR Ceramic. In any case, in the year 2023, the Creation Limit of the Great Wall is much higher than MIR Ceramic. Great Wall can satisfy their business execution. Then again, tiles-to-tiles organizations are not performing great. So from the pattern analysis, I have seen that the

Great Wall constantly doing greater than different tiles organizations. All organizations deal their 100 % creation, and Tile's requests are so high in Bangladesh. All organizations can't supply what is needed. All organizations attempting to build their creation limit.

Market Share of Sylhet (sft) from 2019 to 2023 of different tiles companies is given in the following table:

Company Name	2023	2022	2021	2020	2019
Great Wall	120%	115%	98%	90%	80%
RAK	150%	140%	105%	95%	85%
MIR Ceramic	100%	90%	85%	70%	65%

Market Share of Sylhet (in SFT) from 2019 to 2023 of different tiles companies is given in the following:



Analysis: From the analysis, it has been observed that the Creation Limit of RAK is higher than different tiles organization and the Great Wall is normal. It can be derived that in the years 2022 to 2021, the Creation Limit of the Great Wall was normal than MIR Ceramic. In any case, in the year 2023, the Creation Limit of the Great Wall is much higher than MIR Ceramic. Great Wall can satisfy their business execution. Then again, tiles-to-tiles organizations are not performing great. So from the pattern analysis, I have

seen that the Great Wall persistently doing greater than different tiles organizations. All organizations deal their 100 % creation, Tile's requests are so high in Bangladesh. All tile organizations can't supply needed tiles organizations attempting to build their creation limit.

Chapter-4

Internship Experience

4. Overview of the Internship

Name of the Intern:

Mazharul Islam.

Internship period: From 6 February 2023 to 15 May 2023. (4 Months)

Company Name: Great Wall Ceramic Industries Ltd.

Address : Greatwall Tower, Gazi Borhan Uddin Road, Mendibag, Sylhet.

Supervisors Name:

Jakaria Ahmed Jony, Senior Executive (Sales & Marketing) Sylhet Division.

Email : ahmedjak@greatwall.net

4.1 Position, Duties, and Responsibilities

During my temporary job at Great Wall Ceramic Industries Ltd., I was allocated to the Marketing Division where I took on different obligations that permitted me to acquire active involvement with the field. My primary obligations included helping with statistical surveying, dissecting client patterns, and assisting with creating limited-time methodologies for new item dispatches. I was additionally entrusted with supporting the marketing group in getting ready introductions, organizing outreach groups, and directing studies to grasp purchaser inclinations. Furthermore, I assisted in the management of the organization's web-based presence, incorporating online entertainment with content creation, observing client criticism, and breaking down the commitment measurements to survey crusade execution. I partook in meetings to generate new ideas for marketing efforts, where I gave experiences in light of my exploration and proposed new systems for item situating and client commitment.

I added to the making of marketing guarantees like handouts, commercials, and item data sheets, which were utilized in different special exercises. I was additionally associated with following the presentation of these materials and guaranteeing they reverberated with the interest group through social event criticism from outreach groups and clients. This job permitted me to team up intimately with various divisions, giving me a more

extensive comprehension of how marketing endeavors are lined up with generally speaking business goals. By working closely with the marketing, deals, and configuration groups, I acquired significant openness to how interdepartmental joint effort assumes an urgent part in guaranteeing the outcome of marketing efforts and item dispatches. This experience developed how I might interpret both the vital and strategic parts of marketing in a cutthroat industry.

4.2 Training

As a feature of my entry-level position, I got thorough preparation on the organization's marketing devices, procedures, and frameworks, with a specific spotlight on client analysis, item advancement, and computerized marketing techniques. This preparation assisted me with fostering major areas of strength for an organization's marketing goals, its objective market, and the cutthroat scene. I was acquainted with the Item Data Management (PIM) framework, which furnished me with involved insight in arranging item information and using it for marketing efforts. This permitted me to perceive how exact and state-of-the-art item data is fundamental for making powerful marketing content. Also, I partook in preparing client relationship management (CRM) programming, which empowered me to comprehend how client information is put away, analyzed, and used to upgrade focusing on and commitment procedures. The mix of hypothetical bits of knowledge and useful, certifiable applications during the instructional courses provided me with a more profound comprehension of the marketing division's everyday tasks. I had the option to apply these abilities right away, aiding the creation and execution of marketing methodologies while working on my capability with the devices that help these endeavors. This active preparation was critical in assisting me with figuring out the specialized parts of marketing, as well as how various frameworks cooperate to accomplish the organization's objectives.

4.3 Contribution to Departmental Functions

All through my temporary position, I made a few commitments to the marketing office, with an emphasis on statistical surveying and client understanding analysis. I helped with get-together significant information on contender items, evaluating methodologies, and market situating, which assisted the group with distinguishing industry patterns and likely regions for development. This examination assumed a critical part in forming the organization's way of dealing with both existing items and new market valuable open doors. Also, I added to the advancement of marketing lobbies for new item deliveries by assisting with making limited-time materials and commercials, guaranteeing they lined up with the organization's image informing and market goals. I additionally participated in sorting out center gatherings, where I worked with conversations and gathered criticism from clients. This criticism was instrumental in refining current items and affecting the send-off of new contributions. My contribution to these key capabilities permitted me to comprehend how different marketing exercises are interconnected and the way that essential choices are driven by bits of knowledge about customer conduct, market elements, and cutthroat variables. By adding to these endeavors, I acquired a clearer comprehension of how marketing procedures are created, executed, and assessed to meet both business objectives and client needs.

4.4 Evaluation

My presentation during the entry-level position was assessed given my capacity to adjust to the organization's workplace, the nature of my commitments to different undertakings, and my adequacy in correspondence and joint effort with various groups. The criticism I got from my bosses and associates was predominantly sure, with specific accentuation on my scrupulousness, proactive way of dealing with critical thinking, and excitement in taking on new errands. I was praised for rapidly getting a handle on the organization's items and administrations, as well as concerning major areas of strength for me and my analysis abilities. My bosses likewise valued my commitment to group conversations, where I had the option to share sagacious thoughts and propose potential upgrades given my discoveries. The assessment interaction assisted me with distinguishing regions for

development, like using time effectively and performing various tasks, and gave me clear objectives for my proficient development. This useful criticism permitted me to think about my strengths and regions for improvement, assisting me with upgrading my exhibition and moving toward ongoing activities and expert undertakings.

4.5 Skills Applied

During my temporary job, I had the option to apply a few scholastic abilities that I had procured during my examinations. My insight into marketing standards, customer conduct, and statistical surveying procedures was priceless in figuring out the organization's marketing techniques and aiding the advancement of limited-time materials. I applied my abilities in information analysis and report writing to assess client overviews and accumulate research discoveries, assisting the group with settling on information-driven choices. Furthermore, my capability in Microsoft Succeed, PowerPoint, and Word permitted me to productively coordinate information, make itemized reports, and present discoveries reasonably and compactly to the group. My capacity to analyze market patterns and purchaser bits of knowledge additionally empowered me to contribute successfully to crusade improvement. Moreover, I utilized my relational abilities to team up across different divisions, guaranteeing smooth coordination and opportune execution of assignments. This experience supported the pragmatic utilization of my scholarly information and featured the significance of viable collaboration and correspondence in accomplishing business targets.

4.6 New Skills Developed

All through my entry-level position at Great Wall Ceramic Industries Ltd., I fostered a few new abilities that were vital in the marketing space. Quite possibly the main ability I gained was in computerized marketing, especially in web-based entertainment management and internet publicizing. I figured out how to make content that lines up with the organization's image picture, connect really with clients on the web, and analyze the exhibition of computerized marketing efforts to evaluate their effect. Moreover, I

acquired significant involvement with client relationship management (CRM), working with CRM programming to follow client cooperation and analyze inclinations, which improved focusing on methodologies. I likewise fostered a more profound comprehension of brand management and item situating, figuring out how to fit marketing procedures to explicit interest groups. This permitted me to add to endeavors that expanded client commitment and improved brand dedication. These new abilities have greatly extended my marketing information and have shown to be fundamental for exploring the quickly advancing scene of computerized marketing and client relationship management.

4.7 Application of Academic Knowledge

My entry-level position gave me a significant opportunity to apply large numbers of the hypothetical ideas I had concentrated on in my scholarly courses. The information acquired from seminars on purchaser conduct, marketing techniques, and market division demonstrated straightforwardly material to my assignments at Great Wall Ceramic Industries Ltd. For instance, I used how I might interpret statistical surveying methods to configure overviews and analyze client criticism, which assisted the organization with refining its marketing methodologies and better-addressing client issues. Furthermore, I applied standards of item life cycle and brand situating while at the same time helping with the planning and execution of item dispatches and advancements. By connecting hypothetical learning with genuine applications, I acquired a more profound comprehension of marketing practices and how organizations carry out scholastic ideas in useful situations. This active experience improved my insight and gave me a clearer viewpoint on the intricacies of marketing in a serious business climate.

Chapter-5

Findings, Recommendation and Conclusion

5.1 Findings

- Great Wall Ceramic's marketing strategy rotates around understanding client needs and guaranteeing that the items and administrations impeccably line up with those requirements.
- The organization's marketing endeavors are intended to invigorate interest in its ceramic items, affecting the timing, level, and arrangement of interest to meet client assumptions.
- The marketing plan is organized at three levels: corporate, business, and item, zeroing in on benefit, piece of the pie, situating, risk expansion, and advancement.
- Markets are portioned in light of normal attributes, and the Great Wall cautiously chooses and focuses on these fragments to expand market reach and effect.
- The organization's marketing strategy remembers clear plans for situating items for the market, guaranteeing they address explicit issues of the main interest group.
- Guaranteeing elevated degrees of consumer loyalty through the persistent improvement of items and administrations is a critical objective of Great Wall Ceramic's marketing endeavors.
- Workers are consistently prepared through both study hall and active techniques to guarantee they are knowledgeable in the organization's item reach and client support rehearses.
- The organization underscores giving clients well-disposed encounters, like hello to clients with a grin and creating an inviting office environment.
- Using time productively is urgent, with an emphasis on limiting the time spent serving clients without compromising the nature of administration.
- Dynamic cycles are smoothed out to take out uncertainty and guarantee convenient and compelling answers for client needs.
- Powerful correspondence is a basic part of client support, guaranteeing that representatives can address client concerns plainly and effectively.
- Great Wall Ceramic persistently looks for criticism to work on its items and administrations, guaranteeing it stays serious and receptive to changing business sector requests.

5.2 Recommendations

- Persistently assemble and analyze client input to more readily comprehend developing requirements and inclinations, guaranteeing items and administrations adjust all the more intimately with these necessities.
- Carry out cutting-edge instruments for more precise interest gauging, empowering better command over creation and stock management.
- Adjust the marketing strategy all the more intimately with explicit, quantifiable targets at all levels — corporate, business, and item — to further develop concentration and responsibility.
- Persistently assess and refine market fragments to guarantee that the most beneficial and underserved portions are designated successfully.
- Strengthen item situating by fitting marketing efforts to feature interesting selling focuses (USPs) that resound with interest groups.
- Make a formalized criticism circle to further develop consumer loyalty, incorporating bits of knowledge into item improvement and administration upgrades ceaselessly.
- Grow preparing projects to cover more regions like computerized marketing and client relationship management, engaging representatives with new abilities and procedures.
- Cultivate a more client-driven culture with an accentuation on proactive commitment, guaranteeing a consistent, customized client experience.
- Center around working on functional productivity to lessening client standby times while keeping up with great help levels.
- Keep improving on dynamic cycles by presenting clear rules and enabling workers at all levels to make fast choices that benefit clients.
- Strengthen correspondence inside the association and with clients, guaranteeing that client concerns are tended to quickly and properly.
- Put resources into Research and development and advancement to remain in front of market drifts and guarantee that item contributions stay pertinent and cutthroat in the ceramic industry.

5.3 Conclusion

My temporary job insight at Great Wall Ceramic Industries Ltd. has given me priceless experiences in the reasonable use of marketing techniques inside the ceramic industry. The organization's client-driven way of thinking joined with its emphasis on request age, market division, and administration greatness, has shown to be key drivers of its prosperity. Throughout my time in the marketing division, I added to different viewpoints, including statistical surveying, client criticism analysis, and special mission advancement. I acquired insight into item situating, consumer loyalty management, and representative preparation, all of which have upgraded how I might interpret how marketing systems are carried out to drive business development. The proposals I have given expect to additionally strengthen the organization's marketing endeavors by streamlining client experiences, refining administration conveyance, and embracing advancement. By and large, this temporary position has developed my insight into marketing standards, while likewise giving an unmistakable point of view on the significance of adjusting procedures to meet both client assumptions and market patterns.

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