

Feasibility Test of Current Strategy in The Light of Available Resources: A Case Study of Government and Private Cement Company Ltd. in Bangladesh

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Abstract

A Case Study of Government and Private Cement Company Ltd. in Bangladesh is studied. The main objective of this study was to evaluate the business level strategy of Chhatak Cement Company Ltd. (Government) and Shah Cement Industries Ltd. (Private). By integrating primary and secondary data, different statistical analyses were conducted. Statistical software “SPSS” package has been used for the data analysis of this study. The authors have also identified, through factor analysis techniques in this study that, product quality, product availability, product weight, packaging, repackaging, reasonable price, transport facilities, promotional activities, credit facilities, technical facilities and delivery in time are the significant competitive factors in the market. The analysis and findings suggest that the strategy of Shah Cement Industries Ltd. is much better than the Chhatak Cement Company Ltd. Here, most of the factors regarding feasibility of current strategy for Chhatak Cement Company Ltd. need to redesign and Shah Cement Industries Ltd. can maintain the existing policy.

Keywords: Feasibility Test, Total Quality Management.

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