

Product- Ambuja Cement

The growth story of Ambuja Cement is a great example of what hard work & determination to succeed can achieve. When it entered the Cement industry, there were many players and the market was flooded with more cement than it could consume, making the odds against survival very high. Ambuja Cement not only survived but went on to become a major force to reckon with. Today, the name Ambuja has a great recall value for its consumers when they require cement; and that in itself tells a story of how successful the brand has become.

Marketing Strategies which can be included are-

- 1) Quality of Ambuja Cement is less so we should devise the ways to improve the quality of product.
- 2) Ambuja Cement product is only limited to india . We should promote it so as to make it popular on world level too .
- 3) Ambuja cement product needs to be expanded as it is only in form of white color cements not available in any other forms.
- 4) Reduce the price of the product for short period of time.