Sonargaon University

Internship Report
On

"Business Strategies of KPC Industries"

Submitted by:

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ID No: BBA1903018065
Program: BBA (Major in Accounting)
Semester: Spring-2023

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Dhaka-1215

Submitted for the partial fulfillment requirement of the degree of
Bachelor of Business Administration

Sonargaon University

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On
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ID No: BBA1903018065
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Supervised by:

Nowshin Mahmood Tahiya

Lecturer

Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment requirement of the degree of Bachelor of Business Administration

Letter of Transmittal

5 septamber, 2023

To,

Nowshin Mahmood Tahiya

Lecturer

Department of Business Administration

Sonargaon University.

Subject: Submission of Internship Report on "Business Strategies of KPC Industries".

Dear Mam,

With best respect and honor, I would like to inform you that I have completed my internship report on "Business Strategies of KPC Industries". It is an immense pleasure for me to place the same before you.

I have tried my level best to prepare this report and to accumulate relevant and insightful information. It is a great experience for me to work on this topic. I have tried to make the report vivid and comprehensive within the scheduled time and limited resources.

I sincerely hope that this report will help you to evaluate me. I will be obliged to clarify any matter or to provide any further information regarding this report.

Thanking you for your kind supervision.

Sincerely yours,

_____

Shetu Moni
ID: BBA1903018065
Department of Business Administration
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Letter of Acceptance

This is to certify that **Shetu Moni** bearing ID No BBA1903018065, student of BBA Program, Sonargaon University, has completed the internship report under my supervision. He has worked with KPC industries Limited as an intern and completed the report entitled **"Business Strategies of KPC Industries"** as a partial requirement for obtaining BBA Degree. She has completed the report by himself. She has been permitted to submit the report.

Shetu Moni bears a strong moral character and a very pleasing responsibility. It has indeed been a great pleasure working with her. I wish her all success in life.

_____

Nowshin Mahmood Tahiya
Lecturer
Department of Business Administration
Sonargaon University (SU)

Declaration

I, Shetu Moni, a student of BBA Program, Department of Business Administration, Sonargaon University, hereby declare that the internship report titled "Business Strategies of KPC Industries" has been prepared as a part of my dissertation formalities. It is an obligatory part of my BBA program to submit a internship report.

Moreover, I was inspired and instructed by my supervisor Nowshin Mahmood Tahiya, Lecturer, Department of Business Administration, Sonargaon University and Kazi Sazidur Rahman (Proprietor of KPC Industries).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

_____

Shetu Moni
ID: BBA1903018065
Department of Business Administration
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Acknowledgement

First of all, I would like to express my deep gratitude to the almighty Allah for fruitfully preparing this internship report. It was a great pleasure to prepare an internship report on the various aspects to focusing Business Strategies of KPC Industries.

I would like to thank and convey my gratitude to honorable supervisor, Nowshin Mahmood Tahiya, Lecturer, Department of Business Administration, Sonargaon University, for letting me to prepare this report. I would also like to express my sincere appreciation to her for her wholehearted support and guidance.

I am also very grateful to the honorable Kazi Sazidur Rahman (Proprietor of KPC Industries) for his priceless advice and kind effort, which help me a lot to collect information and data about Business Strategies of KPC Industries. Their valuable cooperation is the undeniable part of this internship report. I would like to give thanks to them. Also shower of thanks to those entire respondents who responded each and every time in collecting necessary data.

Executive Summary

KPC Industries, a prominent player in the construction and building materials industry, has adopted a multifaceted business strategy to position itself as a leader in the market. This executive summary provides an overview of KPC Industries' key strategic initiatives, emphasizing its commitment to innovation, sustainability, customer-centricity, and global expansion.

In Chapter One, I describe about my internship project because it is the introductory part of my report. In this part, I explain the reason why I have undertaken the project and what results I would expect from my study. I discuss about the importance of my study and from which sources I collected the data.

In Chapter Two, I try to give an idea about overview of KPC Industries

In Chapter Three, I try to give a clear idea about what is Business Strategies.

In Chapter Four, I try to give a clear idea about Business Strategies of KPC Industries.

At the end of the report, I include some Findings and Recommendation, I provide findings and conclusion on overall Business Strategies of KPC Industries and evaluating performance of my study.

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Chapter: 01

Introduction

1.1 Introduction

In today's dynamic and fiercely competitive business environment, the role of strategic management cannot be overstated. It serves as the linchpin that determines the fate of organizations, influencing their success and growth trajectories. In this era marked by rapid changes and ever-evolving market dynamics, adept management of resources, well-crafted strategies, and the effective utilization of human capital are paramount. This dissertation embarks on a comprehensive exploration of the business strategies employed by KPC Industries, shedding light on the intricacies of its operational dynamics and strategic initiatives.

KPC Industries, a prominent player in the corporate landscape, has carved a niche for itself through its innovative approach and commitment to excellence. This study is dedicated to unraveling the core elements of KPC Industries' business strategies and management practices, with a keen focus on its operations and impact on the industry it operates in. By delving deep into the intricacies of KPC Industries' strategic choices and management philosophy, we aim to provide valuable insights into how this dynamic organization navigates the challenges and opportunities of today's business world.

As we embark on this journey of exploration, we will dissect the key components of KPC Industries' business strategies, examining its market positioning, resource allocation, innovation, and talent management practices. Through a holistic analysis, this study seeks to offer a nuanced understanding of how KPC Industries has achieved its current standing and what lessons can be drawn for businesses striving for excellence in their respective domains.

1.2 Origin of the Report

The genesis of this report stems from a fervent desire to unravel the intricate web of strategies that have fueled the growth and sustainability of KPC Industries. It serves as a testament to our curiosity and commitment to deciphering the factors that have contributed to KPC Industries' remarkable success.

1.3 Significance of the Study

The significance of this study cannot be overstated. In a dynamic business landscape, where companies must constantly adapt and evolve to stay ahead, understanding the strategies

employed by a market leader like KPC Industries can offer invaluable insights to other businesses. Additionally, this report serves as a practical learning opportunity for aspiring business professionals, providing real-world examples of successful strategic implementation.

1.4 Objective of the Study

The primary objective of this report is to comprehensively analyze the business strategies of KPC Industries. To achieve this, we aim to:

- Evaluate the historical development of KPC Industries and its growth trajectory.
- Examine the key components of KPC Industries' business strategies.
- Analyze the competitive advantages that have enabled KPC Industries to thrive in a competitive market.
- Assess the adaptability and innovation within KPC Industries' strategies in response to changing market dynamics.

1.5 Methodology of the Study

To fulfill our objectives, we will employ a multi-faceted methodology, including:

Primary Sources of Data: Conducting interviews and surveys with key stakeholders within KPC Industries to gain insights directly from those involved in strategic decision-making.

Secondary Sources of Data: Extensive research of existing literature, reports, and articles related to KPC Industries, its industry, and business strategies.

Sources of Data:

- Books, manuals,
- Journals,
- Official publications,
- Web sites,
- Relevant industry reports,
- Scholarly articles.

1.7 Limitations of the Study

- Limited Access to Confidential Information: The internship may be constrained by the organization's policy on sharing sensitive business data, which could restrict access to critical information necessary for a comprehensive analysis of their strategies.
- Incomplete Data: Incomplete or missing data, especially historical records and financial
- statements, can hinder the ability to perform a thorough analysis of KPC Industries' business strategies, potentially leading to gaps in the findings.
- Limited Timeframe: The duration of the internship may be insufficient to delve deeply into the intricacies of KPC Industries' strategies, limiting the depth and breadth of the research and analysis.
- Lack of Industry: Wide Benchmarks: In certain cases, industry-specific benchmarks or data may be unavailable, making it challenging to compare KPC Industries' performance and strategies against industry standards.
- Bias in Data Collection: Bias in data collection, particularly when relying on interviews or surveys with company personnel, may occur unintentionally, affecting the objectivity and accuracy of the findings.
- Changing Business Environment: The rapidly changing business environment can render some of the findings obsolete quickly, as business strategies need to adapt continuously. This limitation could affect the long-term relevance of the internship's conclusions.

Chapter: 02

Overview of KPC

2.1 Overview of KPC Industries Bangladesh Limited

KPC Industries Bangladesh Limited (KPC) is a prominent player in the paper cup manufacturing industry in Bangladesh. Established in 2010, KPC has rapidly gained recognition for its commitment to quality, sustainability, and innovation. The company's primary focus lies in the production of paper cups and related packaging solutions. KPC has strategically positioned itself as a leader in the market, catering to both domestic and international clients.

2.2 Mission

KPC's mission is to provide high-quality, eco-friendly paper cup solutions that meet the diverse needs of its customers. Through innovation, sustainability, and exceptional customer service, KPC aims to contribute to a greener environment while exceeding client expectations.

2.3 Vision

KPC envisions becoming the preferred supplier of paper cup products globally, setting industry standards for quality, sustainability, and innovation. The company aspires to be at the forefront of environmental responsibility and technological advancement in the paper cup manufacturing sector.

2.4 Corporate Information

Company Name: KPC Industries Bangladesh Limited
Country/Region: Bangladesh
Business Type:
Manufacturer Year
Established:2010 Number
Of Employees:6 - 10
Total Annual Sales Volume: Less than USD 100,000
Main Products: Paper Cup
Address:223, Tejgaon I/A, Gulshan Link
Road. Dhaka Tejgaon 1208 Bangladesh
Website: https:// kpc_industries_info.com

2.5 Core Values

KPC's core values guide its business operations and relationships with stakeholders. These values include:

- Quality: Commitment to producing high-quality, sustainable paper cup products.
- Sustainability: A strong dedication to environmental responsibility and sustainability practices.
- Innovation: Continual pursuit of innovative solutions to meet customer needs.
- Customer-Centric: A focus on understanding and exceeding customer expectations.
- Integrity: Operating with honesty, ethics, and transparency.
- Teamwork: Collaboration and cooperation among employees and stakeholders.

2.6 Business Strategies of KPC Industries Bangladesh Limited

KPC's business strategies are designed to position the company as a market leader and ensure sustainable growth. Some of the key strategies include:

- Product Diversification: Expanding the range of paper cup products to cater to various customer segments and market demands.
- Market Expansion: Exploring new domestic and international markets to increase market share.
- Investment in Technology: Continual investment in state-of-the-art technology to enhance manufacturing efficiency and product quality.
- Sustainability Initiatives: Implementing eco-friendly practices and promoting sustainability throughout the supply chain.
- Customer-Centric Approach: Developing strong customer relationships and customizing products to meet specific client needs.
- Quality Control: Maintaining rigorous quality control standards to ensure the consistency and reliability of products.
- Cost Efficiency: Streamlining operations and supply chain to optimize costs without compromising on quality.

2.7 Corporate Culture & Recognition

KPC Industries Bangladesh Limited fosters a corporate culture that emphasizes innovation,

collaboration, and sustainability. The company has been recognized for its outstanding contributions to environmental responsibility and has received accolades for its commitment to quality.

2.8 Products

KPC Industries Bangladesh Limited offers a wide range of paper cup products catering to various industries and customer preferences. Some of the main product categories include:

- Disposable Paper Cups: Suitable for hot and cold beverages, available in various sizes and designs.
- Customized Printing: Personalized branding and design options for customers.
- Food Packaging: Paper containers and packaging solutions for the food industry.
- Eco-Friendly Alternatives: Biodegradable and compostable options to promote sustainability.
- Specialty Paper Products: Customized paper products for specific client needs.


tea


TEA
CAFÉ


KPC





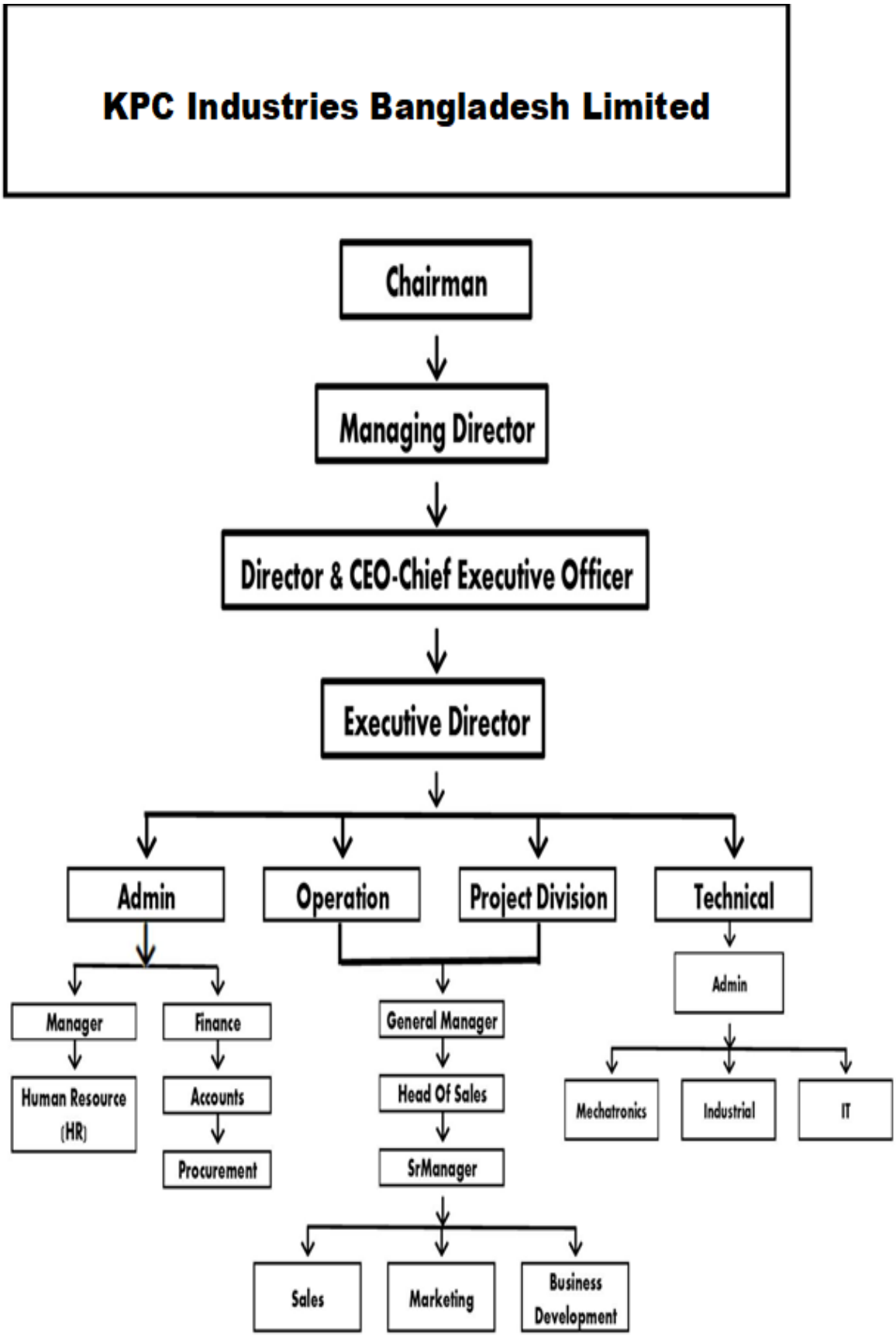



Coffee
SERVED WITH CARE
Carpe Diem
Seize the Day




KPC

2.9 Organogram



2.10 Key Awards of KPC

1. National SME Entreprenur of the Year 2016
2. IFIC Bank Entreprenur of the Year 2019
3. South Asia Busines Excellance Award 2021. KPC is the first from Bangaladesh to receive this award

2.11 Certificate of KPC

1. ISO 2001- Food Safety Management
2. Trade Lisence
3. Enviromental Certificate
4. Vat
5. Tax
6. Export & Import Certificate

Chapter: 03

Theorotical Discussion on Business Strategy

3.1 Business Strategy

A business strategy is a plan of action that outlines how a company will achieve its goals. It should be based on the company's strengths, weaknesses, opportunities, and threats (SWOT analysis). The business strategy should also be aligned with the company's mission, vision, and values. Business strategy refers to the set of actions and plans that an organization develops to achieve its goals and objectives. It encompasses a holistic approach to how a company will create and sustain a competitive advantage in its industry or market. Business strategy guides decision-makers in determining what products or services to offer, which markets to target, how to allocate resources, and how to position the organization for long-term growth.

3.1.1 Introduction to Business Strategy

Business strategy is the overarching plan that guides an organization toward its long-term objectives. It involves making decisions about where a company wants to go, how it will get there, and what resources are required to achieve these goals. A well-crafted business strategy provides a roadmap for decision-making and helps align the efforts of employees, partners, and stakeholders.

3.2 Model of Business Strategy

There are various models of business strategy, but one of the most widely recognized is Michael Porter's Five Forces framework. This model outlines five key factors that influence an organization's competitive position within an industry:

- Threat of New Entrants: Examining the ease with which new competitors can enter the market.
- Bargaining Power of Suppliers: Assessing the power suppliers have over an organization in terms of pricing and quality.
- Bargaining Power of Buyers: Evaluating the power customers have in influencing prices and product choices.

- Threat of Substitutes: Identifying potential substitutes for the organization's products or services.
- Competitive Rivalry: Analyzing the intensity of competition within the industry.

This model helps businesses understand their competitive environment and formulate strategies to address these forces effectively.

This strategy involves differentiating the company's products or services from those of its competitors. This can be done by offering higher quality, better features, or a lower price.

Focus: This strategy involves focusing on a specific market segment or niche. This can allow the company to better understand the needs of its target customers and compete more effectively.

Cost leadership: This strategy involves minimizing costs in order to offer lower prices than competitors. This can be done by producing products in large quantities, using efficient production methods, or negotiating lower prices with suppliers.

Another common model of business strategy is the value chain analysis, which breaks down a company's activities into primary activities and support activities. The primary activities are those that directly create value for the customer, such as production, marketing, and sales. The support activities are those that indirectly create value for the customer, such as procurement, human resources, and information technology.

3.3 Types of Business Strategy

There are many different types of business strategies. Some common strategies include:

- Growth strategy: This strategy involves growing the company's business by increasing sales, expanding into new markets, or acquiring other companies.
- Retrenchment strategy: This strategy involves reducing the size or scope of the company's business. This can be done by closing businesses, selling assets, or laying off employees.
- Turnaround strategy: This strategy involves turning around a struggling company. This can be done by changing the company's leadership, strategy, or operations.
- Sustaining strategy: This strategy involves maintaining the company's current position in the market. This can be done by improving efficiency, reducing costs, or increasing customer loyalty.

Business strategies can take on several forms, depending on an organization's goals and circumstances. Here are some common types of business strategies:

- Cost Leadership: Organizations following this strategy aim to become the low-cost producer in their industry, allowing them to offer competitive prices or generate higher profits.
- Market Expansion: Businesses seek growth by entering new markets, either geographically or through new product offerings.
- Market Segmentation: Companies tailor their products and marketing efforts to specific customer segments, offering customized solutions.
- Innovation: A strategy centered around continuous innovation, where organizations invest heavily in research and development to maintain a competitive edge.
- Mergers and Acquisitions (M&A): Growth through M&A involves acquiring other companies to expand market share or enter new markets.
- Global Expansion: This strategy involves expanding operations to international markets, leveraging economies of scale and new revenue streams.

3.4 Benefits of Business Strategy

A good business strategy can have many benefits for a company, including:

- Increased profits: A good business strategy can help a company to increase its profits by increasing sales, reducing costs, or both.
- Improved market share: A good business strategy can help a company to improve its market share by increasing its customer base or gaining market share from its competitors.
- Enhanced competitive advantage: A good business strategy can help a company to develop a competitive advantage over its competitors.
- Increased shareholder value: A good business strategy can help to increase shareholder value by increasing profits and improving the company's stock price.

Implementing a well-crafted business strategy yields several advantages for organizations:

- Direction: Strategy provides a clear direction, ensuring all employees understand the company's goals and how to achieve them.
- Competitive Advantage: It enables businesses to develop and maintain a competitive edge in the market.
- Resource Allocation: Strategy guides the allocation of resources, including finances, human capital, and technology, to maximize efficiency and effectiveness.
- Risk Management: By analyzing the competitive landscape and potential risks, organizations can make informed decisions to mitigate threats.

3.5 Diagram of Business Strategy



The diagram above illustrates the interconnected elements of a business strategy, including the organization's mission, vision, and core values, the analysis of external and internal factors, the chosen strategic approach, and the resulting actions and outcomes.

3.6 Components of Business Strategy

A comprehensive business strategy consists of several key components:

3.6.1 Mission and Vision

The mission statement outlines the fundamental purpose of the organization, while the vision statement defines its long-term aspirations. These statements serve as a foundation for the business strategy, guiding its direction and purpose.

3.6.2 Goals and Objectives

Setting clear and measurable goals and objectives is crucial for defining what the organization aims to achieve. Goals provide a sense of direction, while objectives break down the steps needed to reach those goals.

3.6.3 Competitive Analysis

Understanding the competitive landscape is essential. Analyzing competitors' strengths and weaknesses helps identify opportunities and threats, enabling the organization to position itself effectively in the market.

3.6.4 Market Segmentation

Identifying target markets and customer segments helps tailor products or services to specific audiences, increasing the chances of success. This involves studying customer preferences, demographics, and behavior.

3.6.5 Value Proposition

A compelling value proposition articulates what sets the organization apart from its competitors. It highlights the unique benefits and value that customers can expect from the company's offerings.

3.6.6 Strategic Initiatives

Strategic initiatives are the action plans and projects designed to achieve the organization's goals and objectives. These initiatives outline the steps to be taken and the resources required.

3.6.7 Risk Management

Every strategy should include a risk assessment that identifies potential challenges and threats. Mitigation plans and contingency strategies are then developed to address these risks.

3.7 Adapting to Changing Market Conditions

In today's rapidly evolving business environment, adaptability is key. Organizations must be prepared to adjust their strategies in response to changing market conditions, technological advancements, and emerging trends. Here are some strategies for maintaining relevance:

3.7.1 Continuous Market Analysis

Regularly monitor the market, industry trends, and competitors to identify emerging opportunities and threats. This information can inform strategic adjustments.

3.7.2 Agile Strategic Planning

Implement an agile approach to strategic planning, allowing the organization to pivot quickly in response to new information or shifts in the business landscape.

3.7.3 Innovation and R&D

Invest in research and development to foster innovation. Developing new products, services, or processes can open new market opportunities and give the organization a competitive edge.

3.7.4 Customer Feedback

Actively seek and incorporate customer feedback into the strategy. Understanding customer needs and preferences is essential for staying relevant in the market.

Chapter: 04

Business Strategy of KPC Industries

4.1 Marketing Mix (4Ps) of KPC industry in Bangladesh

The study has found out and analyzed the use of 4Ps model of promotion–the elements of marketing mix as controllable tactical marketing tools for the effective marketing of Kazi Paper Cup Industries, in its segmented target markets of Bangladesh, especially in Dhaka city. The study has been done based on the analysis of the information gathered from the selected respondents comprising of 50 consumers and 30 retailers of the brand and the websites. We use following Distributional activities to market our KPC Industries

Direct marketing:

Direct marketing is a Distributional method that involves presenting information about our company, product, or service to your target customer without the use of an advertising middleman. As like as : Emails, online adverts, flyers, database marketing, Distributional letters, newspapers, outdoor advertising, phone text messaging, magazine adverts, coupons, phone calls, postcards, websites, and catalog distribution are some examples of direct marketing strategies.

2. Personal Selling:

Personal selling is a common sales and Distributional strategy that companies have used for decades. It involves salespeople directly contacting or meeting current or potential customers to give them information on their company and encourage them to make purchases. This method can add an element of human connection to our customer interactions and can help us build strong relationships with clients. Since personal selling requires trained and salaried salespeople, it can be more expensive than other forms of marketing.

3. Social media advertising:

Social media advertising is a type of digital marketing that utilizes social networks such as Facebook, Twitter, and Instagram to deliver paid ads to our target audience. Social media ads are a quick and effective way to connect with our consumers and boost our marketing campaigns.

4. Advertising:

Advertising is a means of communication, which calls customer's attention towards the product or service, through mass media. Personal selling refers to a form of promotion, wherein the sales representative sells the product to customers, by directly visiting them. Examples of above-the-line advertising are TV, radio, & newspaper advertisements. Below-the-line advertising includes conversionfocused activities which are directed toward a specific target group. Examples of below-the-line advertising are billboards, sponsorships, in- store advertising.

5. E-mails & SMS campaigns:

Email and SMS marketing are often especially effective for reminding past customers of our brand and increasing retention. We can consider using social media posts or a website landing page to collect email addresses and phone numbers. we can then create automated campaigns that send messages to people on our mailing lists.

6. Sponsorships:

Sponsorships are a form of distribution in which a company provides funding or hosting for an event in return for advertising opportunities. If our company works in a competitive market, sponsorships may be a good way to increase awareness of our brand and distinguish it from other companies in the space. Even a small event can provide many Distributional opportunities. Consider sponsoring an event that is important in our company or popular with our target customer base.

7. Distributional merchandise:

Our companies use branded merchandise to raise awareness of our brand and create a visual identity. Merchandise can include clothing, phone cases, tote bags, cups or mugs, pens and office supplies or specialty items that relate to our brand. we can consider handing merchandise out at events or sending it to current customers with their orders. Distributing merchandise can give your customers something tangible to remind them of our brand and can help them raise awareness of our company among their friends and acquaintances.

8. Outdoor marketing:

Outdoor marketing is a traditional form of advertising that uses public displays to promote a product or service. This can include billboards, banners and other displays posted in busy public areas. Although often more expensive and less targeted than other Distributional methods, it has the potential to reach a large number of consumers with exciting graphics and messaging. This can make it a good way to establish a strong visual identity for our KPC Brands

9. Public relations:

A public relations is the process of creating and managing a brand's public image. It has many purposes, including providing publicity. Public relations strategies include ensuring positive coverage in media, creating press releases, increasing customer engagement, organizing public events and communicating company values. These strategies can help us increase public awareness of our brand while ensuring that customers have a positive image of our company and products.

10. Reward and loyalty programs:

Our Plastics businesses use reward or loyalty programs to retain existing customers and create a positive brand image. These techniques can help create a loyal customer base that is more likely to distribute a brand to their friends and families.

These programs can include:-

- **Rewards after a certain number of purchases**
- **Discounts for repeat customers**
- **Contest entries**
- **Free samples**

4.1.1 Model used in Distribution Strategy

A distribution Strategy is a chain of business or intermediaries through which a goods or service passes until it reaches the end consumer and it can include wholesalers, retailers and distributors. Phillip said

4.1.2 Types of Distribution Strategy

There are two types of distribution Strategy

1) Direct Strategy

2) Indirect Strategy

Direct channel:

When the manufacturer takes approaches to sale a product directly to the customer is called direct channel.

Methods of Direct Strategy are:

1) Door to Door selling

2) Internet selling

3) Mail order selling

4) Company owned retail outlets

5) Telemarketing

Indirect Strategy: When there become any middle man between end user and distributor is called indirect channel Indirect channel can be:

Manufacturer	Retailer	Consumer

4.1.3 Defining Distribution Strategy

Distribution channel is a very important thing of an organization. Mainly it can be two types.

4.1.4 Indirect Distribution:

Indirect Distribution involves distributing the product or service by the use of an intermediary, in this process, Manufacturer can sell their product to wholesaler or retailer and consumer buy from them.

Manufacturer	Wholesaler	Retailer	Consumer

4.1.5 Goals and Objectives of KPC Industries

KPC Industries is committed to achieving a set of clear and ambitious goals and objectives to ensure its continued growth and success in the competitive market. These goals and objectives are aligned with the KPC Industries mission and vision, and they serve as a guiding framework for all business activities.

- Profitability: The primary goal of KPC Industries is to maximize profitability while maintaining a sustainable business model. This includes increasing revenue and optimizing costs to ensure a healthy bottom line.
- Market Leadership: KPC Industries aspires to become a market leader in the construction materials industry. This entails capturing a significant share of the market and maintaining a strong presence in key regions.
- Innovation: To remain competitive and meet evolving customer demands, KPC Industries aims to continuously innovate in its product offerings, manufacturing processes, and sustainability initiatives.
- Customer Satisfaction: Ensuring customer satisfaction is a key objective. KPC Industries is dedicated to delivering high-quality products and exceptional customer service to build long-lasting relationships with its clients.

The goals and objectives of KPC Industries are to:

- Be the leading manufacturer of paper products in the world.
- Increase sales by 10% year-over-year.
- Expand into new markets, such as Asia and South America.
- Introduce new products, such as compostable paper cups.
- Reduce costs by 5% year-over-year.
- Improve customer satisfaction by 10% year-over-year.

4.1.6 Target Market of KPC Industries

With a focus on quality and reliability, KPC Industries seeks to expand its presence in both domestic and international markets. The target market of KPC Industries is businesses and consumers who are looking for high-quality, sustainable paper products. The KPC Industries products are used in a variety of applications, including food service, packaging, and office supplies.

4.2.1 Domestic Market

KPC Industries aims to strengthen its position in the domestic market by establishing a wider distribution network and enhancing brand recognition. The KPC Industries targets regions with high construction activity, such as urban centers and industrial hubs.

4.2.2 International Market

In addition to the domestic market, KPC Industries intends to explore opportunities in international markets with a focus on neighboring countries and regions experiencing rapid urbanization and infrastructure development.

4.3 Competitive Advantage of KPC Industries

To achieve its goals and objectives, KPC Industries leverages several competitive advantages:

4.3.1 Quality Assurance

KPC Industries is committed to delivering consistently high-quality products. Rigorous quality control processes ensure that customers receive materials that meet or exceed industry standards.

4.3.2 Vertical Integration

The KPC Industries vertical integration, from raw material sourcing to manufacturing and distribution, allows for cost control and quality optimization at every stage of the supply chain.

4.3.3 Sustainability Initiatives

KPC Industries recognizes the importance of sustainability in the construction industry. The KPC Industries eco-friendly practices, including green building materials and responsible resource management, set it apart in the market.

4.3.4 Technical Expertise

With a team of skilled professionals and continuous training programs, KPC Industries maintains a competitive edge in terms of technical knowledge and expertise.

KPC Industries has a number of competitive advantages, including:

- A strong brand reputation
- A wide range of products
- A commitment to sustainability
- A global distribution networks
- A dedicated customer service team

4.4 Strategies to Achieve the Goals of KPC Industries

To realize its goals and objectives, KPC Industries has developed a comprehensive set of strategies:

4.4.1 Product Diversification

Expanding the product portfolio to offer a wider range of construction materials and related services to meet the diverse needs of customers.

4.4.2 Market Expansion

Pursuing strategic partnerships and alliances to enter new markets and regions, both domestically and internationally.

4.4.5 Operational Efficiency

Implementing lean manufacturing processes and optimizing supply chain management to reduce costs and enhance productivity.

4.4.6 Innovation and Research

Investing in research and development to drive product innovation, improve manufacturing techniques, and stay ahead of industry trends.

KPC Industries will achieve its goals by implementing the following strategies:

- Investing in research and development to develop new products and improve existing products.
- Expanding into new markets to increase sales.
- Partnering with other companies to reach new customers.
- Investing in marketing and advertising to raise awareness of the KPC Industries products.
- Improving customer service to increase customer satisfaction.

4.5 Implementation Plan of KPC Industries

The implementation of the strategies involves the following steps:

- Resource Allocation: Allocate financial, human, and technological resources to support the chosen strategies.
- Timeline and Milestones: Establish a clear timeline for the implementation of each strategy, with specific milestones to measure progress.
- Monitoring and Control: Regularly monitor the execution of strategies and make adjustments as needed to stay on track.

The implementation plan for KPC Industries' business strategy includes the following:

4.5.1 Develop a timeline for implementing each strategy.

4.5.2 Assign specific responsibilities to individuals and teams.

4.5.3 Allocate the necessary resources to each strategy.

4.5.4 Monitor the progress of each strategy and make adjustments as needed.

4.6 Monitoring and Evaluation Plan of KPC Industries

To assess the effectiveness of the strategies and ensure alignment with the KPC Industries goals, KPC Industries has developed a monitoring and evaluation plan. This plan includes:

4.6.1 Key Performance Indicators (KPIs): Identifying and tracking KPIs related to revenue, market share, customer satisfaction, and sustainability metrics.

4.6.2 Regular Reporting: Implementing a system for regular reporting on progress and challenges in strategy execution.

4.6.3 Feedback Mechanisms: Encouraging feedback from employees, customers, and stakeholders to make necessary improvements.

4.6.4 External Benchmarking: Continuously benchmarking against industry standards and competitors to identify areas for improvement.

4.6.1 Sales Growth

Sales growth measures the increase in revenue or sales over a specific period. It's a fundamental indicator of a KPC Industries financial health and the effectiveness of its sales and marketing efforts. Monitoring sales growth helps assess the KPC Industries ability to generate more revenue over time.

4.6.2 Market Share

Market share is the portion of a market's total sales or revenue that a KPC Industries captures. It is typically expressed as a percentage. Monitoring market share can help KPC Industries understand its competitive position in the industry and whether it's gaining or losing ground to competitors.

4.6.3 Customer Satisfaction

Customer satisfaction is a measure of how happy and content customers are with a KPC Industries products or services. It often involves collecting feedback through surveys, reviews, or other means. High customer satisfaction is crucial for retaining existing customers and attracting new ones.

4.6.4 Brand Awareness

Brand awareness refers to the level of recognition and familiarity that customers have with KPC Industries' brand and products. It can be measured through surveys, social media mentions, and other marketing analytics. Strong brand awareness can lead to customer trust and loyalty.

4.6.5 Cost Savings

Cost savings involve tracking and managing expenses to identify areas where the KPC Industries can reduce costs while maintaining or improving the quality of its products or services. Achieving cost savings can contribute to higher profitability and financial stability.

Chapter: 05

Findings

5.1 Findings

- The KPC Industries is not customer-centric. This means that the KPC Industries does not
- put the needs of its customers first. This could be evidenced by long customer dealing times, poor customer service, or a lack of focus on customer satisfaction.
- The customer dealing time is too long. This means that customers have to wait a long time
- to get in touch with the KPC Industries or to get their problems resolved. This can lead to customer dissatisfaction and lost sales.
- The KPC Industries does not recycle enough paper. This means that the KPC Industries is
- not doing its part to reduce its environmental impact. This could be improved by using recycled paper, investing in paper recycling programs, or reducing the amount of paper that the KPC Industries uses.
- The KPC Industries is not innovative enough. This means that the KPC Industries is not
- constantly looking for new ways to improve its products or services. This could be improved by investing in research and development, or by encouraging employees to come up with new ideas.
- The KPC Industries does not continuously improve its processes. This means that the KPC
- Industries is not constantly looking for ways to improve the way it does things. This could be improved by implementing a continuous improvement process, or by setting up a system for collecting and responding to feedback.
- The KPC Industries does not use Six Sigma rules to improve its quality. Six Sigma is a set
- of tools and techniques that can be used to improve quality. By not using Six Sigma rules, the KPC Industries is missing out on an opportunity to improve its products and services.
- The KPC Industries does not follow the Denim 14 rules to improve its environmental
- sustainability. The Denim 14 is a set of guidelines for the sustainable production of denim. By not following these guidelines, the KPC Industries is missing out on an opportunity to reduce its environmental impact.
- The KPC Industries' duty time is too long. This means that employees have to work long
- hours, which can lead to fatigue, decreased productivity, and increased stress. This could be improved by reducing the number of hours that employees work, or by providing more breaks and vacation time.
- The KPC Industries' employees are not happy. This could be evidenced by high turnover
- rates, low morale, or complaints from employees. This could be improved by addressing

the root causes of employee dissatisfaction, such as a lack of job satisfaction, poor working conditions, or unfair treatment.

- The KPC Industries' customers are not satisfied. This could be evidenced by low customer
- satisfaction ratings, complaints from customers, or lost sales. This could be improved by addressing the root causes of customer dissatisfaction, such as poor customer service, defective products, or high prices.

Chapter: 06

Recommendations & Conclusion

6.1 Recommendations & Conclusion

- **Put the customer first:** This means making sure that the needs of the customer are always at the forefront of the company's decision-making process. This can be done by investing in customer service, providing excellent products and services, and always being responsive to customer feedback.
- **Reduce customer dealing time:** This can be done by streamlining the customer service process, using technology to automate tasks, and providing more self-service options.
- **Recycle more paper:** This can be done by using recycled paper, investing in paper recycling programs, or reducing the amount of paper that the company uses.
- **Be more innovative**: This means constantly looking for new ways to improve products and services, reduce costs, and increase efficiency. This can be done by investing in research and development, or by encouraging employees to come up with new ideas.
- **Continuously improve:** This means constantly looking for ways to improve the way the company does things. This can be done by implementing a continuous improvement process, or by setting up a system for collecting and responding to feedback.
- **Use Six Sigma rules:** Six Sigma is a set of tools and techniques that can be used to improve quality. By using Six Sigma rules, the company can improve its products and services, reduce costs, and increase customer satisfaction.
- **Follow the Denim 14 rules:** The Denim 14 is a set of guidelines for the sustainable production of denim. By following these guidelines, the company can reduce its environmental impact and improve its reputation.
- **Reduce employee duty time:** This can be done by reducing the number of hours that employees work, or by providing more breaks and vacation time.
- **Make employees happy:** This can be done by addressing the root causes of employee dissatisfaction, such as a lack of job satisfaction, poor working conditions, or unfair treatment.
- **Make customers happy:** This can be done by addressing the root causes of customer dissatisfaction, such as poor customer service, defective products, or high prices.

6.2 Conclusion

In conclusion, the examination of KPC Industries' business strategies throughout this internship paper has provided valuable insights into the company's approach to achieving its goals and maintaining a competitive edge in the industry. Throughout our analysis, several key takeaways have emerged.

First and foremost, KPC Industries' commitment to monitoring and evaluating key performance metrics, including sales growth, market share, customer satisfaction, brand awareness, and cost savings, underscores the company's dedication to data-driven decision-making. By focusing on these critical indicators, KPC Industries has demonstrated its proactive approach to measuring success, identifying areas for improvement, and ensuring alignment with its strategic objectives.

Additionally, KPC Industries has shown a remarkable ability to adapt and evolve in response to changing market dynamics and customer preferences. The company's emphasis on customer satisfaction and brand awareness highlights its recognition of the pivotal role that customer-centricity plays in sustaining long-term growth and brand loyalty.

Furthermore, the commitment to cost savings reflects KPC Industries' dedication to operational efficiency and financial stability. The pursuit of cost savings not only enhances profitability but also positions the company to weather economic fluctuations and challenges in the business environment effectively.

In summary, KPC Industries' business strategies are anchored in a robust foundation of data-driven decision-making, adaptability, customer-centricity, and a focus on operational efficiency. These strategies have undoubtedly contributed to the company's success and resilience in a competitive industry landscape. As the business world continues to evolve, KPC Industries' commitment to these principles will serve as a solid framework for continued growth and success in the future. This internship paper has shed light on the strengths of the company's strategies while also highlighting areas for potential further exploration and refinement.

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