

MARKETING SECTOR
RESEARCH MARKETING GENERAL DEPARTMENT

Criteria for Quality Strategic Planning

Domestic Markets

Export Markets

Development of Policies and Scientific Plans for Administrative Performance

Continuous Update of NCC' s customers database aiming to ensure periodic increase of customers number and stability of financial flows. This may be done using upgradeable documentary sessions and electronic network system in the General Administration of Sales and Shipping.

Updating data base and marketing research databases in their paper and electronic forms, having capacities to include all aspects of marketing performance, in addition to a database of economic conventions affecting the local and international marketing. The General Administration for marketing researches makes the scientific elaboration of these databases and periodic supervision in this respect

Controll Local Market Mechanisms

Gradual increase of volume of cement deliveries compared to previous years in light of the growth of production capacities of other cement companies. Gradual increase or at least maintaining current size of company market share. Achieving the planned Rates targeted in the planned budget.

- 4- Decrease customers' complaints. Acting as a leader, not as a Subsidiary company, through policies differentiating NCC' s marketing mix in market. Using known promotion & advertising mechanisms: - (i.e electronic media and exhibitions).

Methods & Channels

Making horizontal & vertical expansions in foreign markets. Gradual increase of size of market share or at least maintain current size . Achieving the planned Rates targeted in the planned budget. Achieving distinction in marketing mix of export performance compared with competitors (competitive prices, rapid rates of loading and unloading, gaining time incentives and avoiding delay penalties, keeping pace with developments in foreign cement trade,, international standards & quality OF CEMENT., payment conditions, packaging alternatives, electronic commerce.