

Market Analysis of Berger Paints Ltd.



SESSION (2014-2017)

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DEDICATION

DEDICATED TO OUR RESPECTED PARENTS AND FAMILY WHOSE UTMOST LOVE, CARE AND STRUGGLE AGAINST ALL ODDS BROUGHT US TO THIS HEIGHT OF KNOWLEDGE AND ENCOURAGED US TO COMPLETE THIS DEGREE AND WERE MAJOR DRIVING FORCE BEHIND OUR ALL EFFORTS WITH THE BLESSINGS OF ALMIGHTY ALLAH

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

In the industry of Pakistan, there is organized sector & unorganized sector. There is approximately 450 paint producing companies which are unorganized & 27 organized. Industry in Pakistan is on the maturity stage where all the major competitors have dominated the industry. Most of the competitors are using Red Ocean strategy which is ICI, Brighto & Berger and only one competitor is using Blue Ocean strategy which is Master paints. There are six critical success factors in the paint industry of Pakistan which are **Paint Quality, Paint Price, Paint Availability, Promotional Coupons, Branding** and **Paint Coverage**. Among all the competitors, ICI is dominating the whole industry because he is covering all the 6 CSFs of the industry. Brighto was far behind every company but since 2006, he has made its mark in the industry. Berger is one of the multinationals in the organized sector & also one of the largest paint manufacturers in the world but from the several years, Berger has declined instead of boosting up on the top because he is not focusing on the CSF's which are to be followed crucially. There are 2 major factors which are ignored by Berger, Branding & Paint Availability. The company is well aware of the fact that they are lagging behind in the 2 factors but still, they are ignoring the situation which is seriously damaging their repute in the market. They are not giving enough markup to its retailers as compare to the ICI & Brighto which is responsible for the drag. They should also become serious about the Availability issue because it cost the retailers repute. We have analyzed all aspects which are affecting the company with the help of many analytical tools i.e GE Matrix, SPACE Matrix, SWOT analysis etc.

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1. INTRODUCTION

This project is all about the complete Strategic alignment analysis for BERGER PAINTS LTD. The purpose of this project is to compare the industrial practices with Berger's practices. In this project, we will make comprehensive analysis for BERGER which will be based on following steps:

1. Problem Identification
2. Macro Environment Analysis
3. Micro Environment Analysis
4. Recommendation and Strategies

The brief study of above-stated steps will provide us the final result which will be concluding that either Berger Paints is strategically aligned or not, if not then what have to be done for alignment.