

MARKETING OF REFRACTORY PRODUCTS- A STUDY OF REFRACTORY INDUSTRIES IN ORISSA, INDIA

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In this dissertation, a sectoral review of the Refractory industries in Orissa was taken into consideration. The emphasis was laid down in finding out to know the competitive advantages, which the large Indian Refractory Companies have created overtime and their adaptation to the changing environment.

It was analyzed the marketing potential and prospects of the Refractory industries in Orissa. This study focuses on the major companies in the Refractory sector located in Orissa, namely Tata Refractories Ltd, Indo Flogate Refractories Ltd, Manishri Refractories and Ceramics Pvt. Ltd and OCL.

For the purpose of investigation, both primary as well as secondary source of information was collected to get the results. Many books on the related topic like books on steel marketing, competitive advantage, business research methods

etc. were also consulted along with a number of visits to the libraries for research purpose. Related quotes and texts have been mentioned in the literature review section of the report. Successful questionnaires and interview surveys were conducted among the officials 64 nos. from personnel category , customers category and from agents of major Refractory Companies located in Orissa to know their responses towards the research questions.

After all the research work and collection of questionnaires and surveys, was done to know the various marketing aspects of Refractory Industries in India. This also helped me to know about the various strategies that the companies have adopted to gain competitive advantage not only Domestic but also Globally.