

Marketing and training Holcim Lanka

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To :	DNV
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Marketing

The figure below shows that the marketing cost regarding PLC has increased from the introduction to 2004. Since 2006, with the start of the current project activity which aims to blend at a higher level, the marketing cost has a new growing trend.

Year	2002	2003	2004	2005	2006
	LKR	LKR	LKR	LKR	LKR
Cost of advertising (marketing)	39,700,607	49,523,550	54,024,783	38,781,625	43,979,826

Investment on advertising is mainly to communicate and educate the House Owner/Masons/Dealers categories through TV, Press, Radio and Billboards.

Training

Since the introduction of PLC (Holcim Supiri) the efforts have also focused on educating all the stakeholders on application based cements predominantly on Holcim Supiri (PLC) which represents around 85% of the total portfolio.

Year	2002	2003	2004	2005	2006
	LKR	LKR	LKR	LKR	LKR
Cost of promotion (training, seminar)	8,396,855	39,649,670	81,325,714	84,794,196	82,134,698

Investment on promotions is to educate the stakeholders below

1. Masons
 - Mason meet/seminar (one day training)
 - Mason's Academy (5 day training)
 - Factory visits
 - Site Demonstrations (On site)
2. Dealers
 - Dealer meets/seminar
3. House Owners
 - House builder meets/seminar
4. Dealer Shop Assistants
 - Shop assistant meets/seminars
5. Industrial Customers
 - Technical sessions
6. Engineers
 - Technical sessions