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**Shree Cement Limited: Cementing
the People First Agenda**



Group members

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**Dewan
Cement**

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Agenda

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- Introduction to Cement Industry
- Government Policies
- Swot Analysis
- Dewan Cement
- Products
- Market Model
- Major Players
- Economic Growth
- Factors of Demand And Supply
- Cost
- Future Outlook

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INTRODUCTION

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- Cement industry is one of the few industries that existed in Pakistan before the partition of the sub-continent.
- The major reason for the existence of this industry is the availability of the raw materials.
- Pakistan has inexhaustible reserves of limestone and clay, which can support the industry for another 50-60 years.

Value Creation

Pakistan needs a financially sound cement industry which contributes to growth and employment at local level and which, at the same time, supports the transition to a low-carbon built environment.

The sector is currently under pressure due to a combination of a macroeconomic slowdown, low cement prices, rising electricity and energy prices and increasing production and capital investment costs due to factors which are beyond its control. Cement companies create value to the country in different manners.

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British standard Specification # 12 are followed in Pakistan.

For a good quality cement initial setting time should not be less than 45 minutes and the final setting time should not be more than 10 hours, all existing cement plants in Pakistan meet these quality criteria.



Government Policies

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The taxes and duties on inputs have consistently been increased.

The price of furnace oil, a major cost component of cement manufacture, has increased sharply. Just now it has increased to Rs. 8800 per tonne