



**Qatar National Cement Company**

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The SWOT analysis

**Strengths**



**Weakness**



**Opportunities**

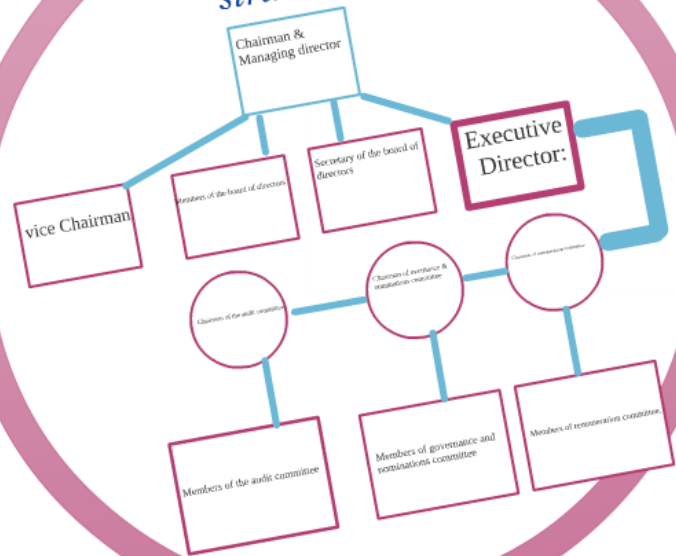
Qatar's development in infrastructure and other sectors provides a significant market for cement. The company can expand its production capacity to meet the growing demand.

Qatar's strategic location in the Middle East provides access to a large market for cement. The company can leverage its relationships with government entities to secure contracts.

**Threats**

The company faces competition from other cement producers in the region. Fluctuating prices of raw materials and energy can impact profitability.

*The organizational structure*



AlMaha Al-Thani and Moudi Alsulaiti



Qatar National Cement Company

Keeping pace with the growth of the nation

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 Qatar National Cement Company

The SWOT analysis

Strengths

Maximized productivity due to efficient management and quality control.



Weakness

The firm may be faced with several problems with regard to quality control, transportation & distribution of cement but with increasing demand for cement.



Opportunity

With the development in all fields in Qatar and the expansion of projects in the country, there is a need to build a new cement factory with a daily capacity of 2000 ton cement.

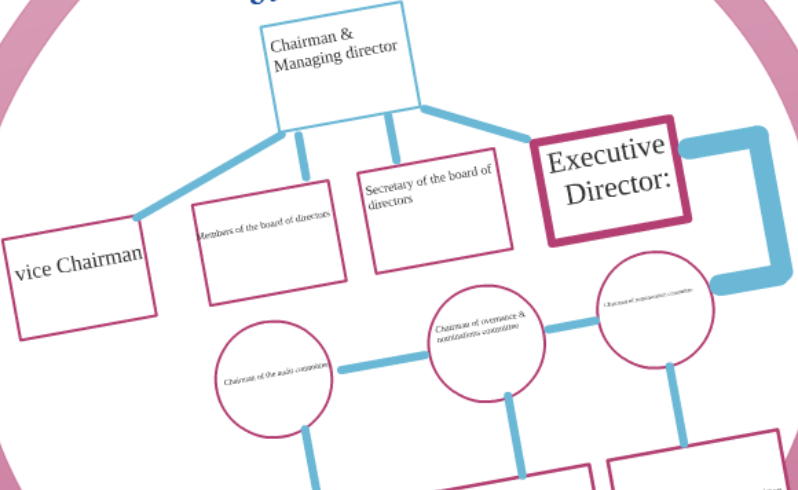
Threats

International and local market competition, fluctuating oil prices, and the high cost of energy and labor.

Brief history

Qatar National Cement Company was established in 1974 as a joint venture between the Qatar Cement Company and the National Cement Company of Jordan.

The organizational structure



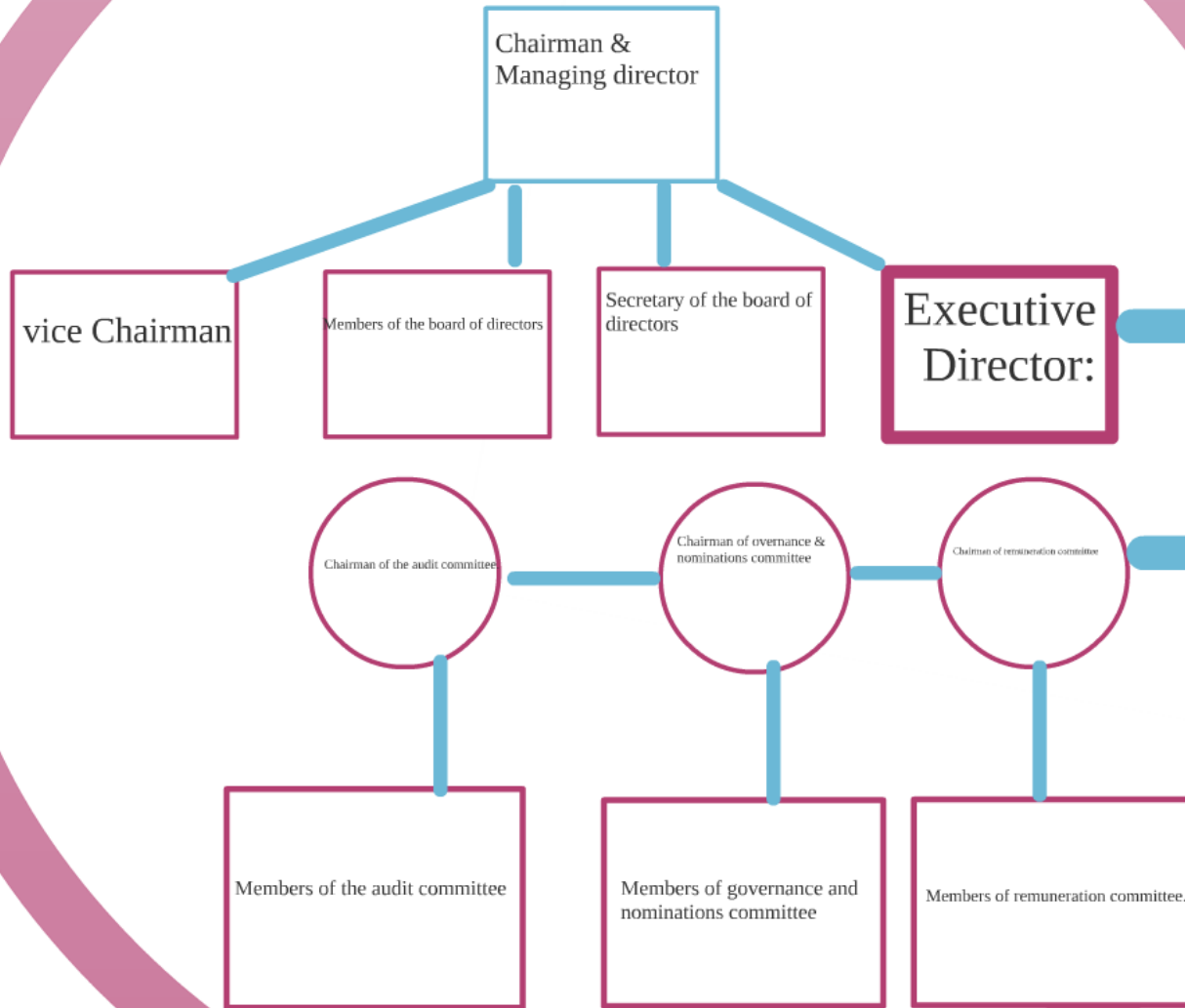
AlMaha Al-Thani and Moudi Alsulaiti



## *Brief History*

Qatar National Cement company was established in 1965 as a public shareholding company which produces cement, washed sand etc.

# The organizational structure



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## *Strategy*

the company started with semiarid materials with annual production capacity estimated at 10000 tons of clinker but with increasing demand for cement.



## *Strategy*

With the development in all fields in qatar and increased development of projects,the company issued a decicion to build a new cement factory with a daily capacity of 2000 tons clinker.



# The SWOT analysis

## *Strengths*

The politics of adopted by the company management are decentralization.

The company management has succeeded in featuring high quality building products.

