



IMMERSION EXERCISE - 2

**CEMENT**

# STRATEGY PITCH



## Bringing the End-User into the Cement Purchase Decision

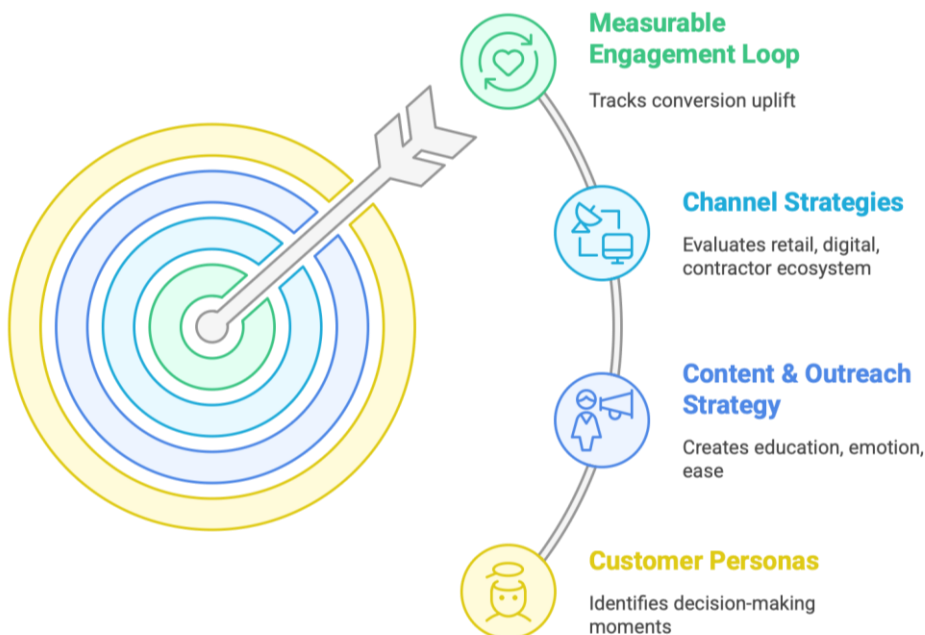
Cement has traditionally been a B2B-dominated category, with contractors and builders making the brand choices. However, in individual home-building and small projects, end-users (homeowners) are playing a bigger role, seeking information and assurance.

### Key Challenge

How can UltraTech engage directly with end-users to build trust, drive preference, and influence decision-making in a commoditised category?

### Strategic Question

What platforms, content, and partnerships can help us educate and involve the end-user while strengthening our influence across the value chain?



## DEFINING YOUR STRATEGY



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## WHAT IS STRATEGY?





