

**MARKETING PLAN OF CHENG GONG HEAVY  
MACHINERY FOR TAHA ENTERPRISES**



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## **ABSTRACT**

Marketing has a pivotal role in success and growth of any business. It involves many aspects. The basic function of marketing is to attract and retain customers at a profit. The objective of present project is to make a marketing plan of introducing Cheng Gong Heavy Machinery for Taha Enterprises. A marketing plan has all possible information to make a product successful in the market. The PESTLE analysis is conducted for Taha enterprise to identify current market condition. After that SWOT analysis, internal analysis and marketing strategies are identified. The customer analysis is also conducted. The data is gathered from 209 companies through questionnaire and SPSS22 is used to analyze the data. The Convenient sampling technique is employed for selection of sample firms. The findings of PESTLE analysis, internal analysis and customer analysis reveal possible weaknesses and threats for Taha enterprise. The analyses also reveal strength and opportunities for Taha enterprise. On the basis of findings, the recommendations are presented to Taha enterprise to make a marketing plan for introduction of Chinese heavy machinery in Pakistan.

**Keywords:** Heavy Machinery, Construction Industry Pakistan, Customer Analysis, New Market Development, Chinese Machinery

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## **DEDICATION**

*This Project is dedicated to our parents.*

*For their endless love, support and encouragement*

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