Summary

THE MARKETING STRATEGY FOR THE SELECTED AGGREGATE MINE

The above-analyzed company is one of the leaders on the polish market of aggregate. It is one of 10 companies with the west capital, which have existed on the polish market since 1994. The efficiency of a gravel-pit amounts to 370 tonnes of sand and aggregate for an hour. The company is flexible and fast adjustable to the market fluctuations. Recently the firm has entered the market with a new product under the brand broken aggregate, which is very popular among customers. The expected growth of demand for sand and aggregate, which was noticed in August 2003, creates new opportunities and challenges for the company. The continuation of cooperation with the sisterly (twin) company in Warsaw makes less profitability. Some actions should be taken in order to find firms, which are able to obtain such a big output. Using new technology let the company gain a competitive product on the aggregate market. The next challenge for the company will be getting new customers for the new product to road surfaces by carrying out a calculation of costs needed to produce one tonne of a new aggregate, analysing road market in Poland and identifying main receivers.