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A STUDY ON PRODUCT LIFE CYCLE MANAGEMENT ON KESORAM CEMENT INDUSTRIES LIMITED, HYDERABAD

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ABSTRACT

Product life cycle management is the succession of strategies used by management and as a product goes through its product life cycle. The conditions in which a product is sold changes over time and must be managed as it moves through its succession of stages. It is claimed that every product has a life period, it is launched, it grows, and at some point, may die. A fair comment is that - at least in the short term - not all products or services die. Jeans may die, but clothes probably will not. Legal services or medical services may die, but depending on the social and political climate, probably will not. Even though its validity is questionable, it can offer a useful 'model' for managers to keep at the back of their mind. Indeed, if their products are in the introductory or growth phases, or in that of decline, it perhaps should be at the front of their mind; for the predominant features of these phases may be those revolving around such life and death. Between these two extremes, it is salutary for them to have that vision of mortality in front of them. However, the most important aspect of product life-cycles is that, even under normal conditions, to all practical intents and purposes they often do not exist (hence, there needs to be more emphasis on model/reality mappings). In most markets the majority of the major brands have held their position for at least two decades. The dominant product life-cycle, that of the brand leaders which almost monopolize many markets, is therefore one of continuity. the PLC is a dependent variable which is determined by market actions; it is not an independent variable to which companies should adapt their marketing programs. Marketing management itself can alter the shape and duration of a brand's life cycle.

Keywords

Product life cycle, industry operations, Core concepts, Financial assist, strategic, market

1.INTRODUCTION

Companies and their extended enterprises benefit from PLM because it brings together people, data, processes, and business systems to establish a solid foundation for product data. Product lifecycle management (PLM) focuses on the product's description and attributes throughout its creation and useful life, while product lifecycle management (PLCM) focuses on the product's lifespan in the market with regards to business/commercial pricing and sales measurements. One of the four pillars of a company's information technology framework is product lifecycle management.

A company's resources should be distributed across the company so that it may effectively communicate with its customers, suppliers, and other departments, as well as effectively plan for its future growth and development (ERP, or Enterprise Resource Planning) (SDLC-Systems Development Life Cycle). Manufacturing engineering firms should also create, characterize, maintain, and convey data about their products. They should. People-centric PLM is a kind of PLM. The appearance is the primary focus of people-centric PLM, as opposed to the unharnessed or discharge-only approach used by older PLM technologies. As of 2009, ICT development (EU-funded PROMISE project 2004-2008) has allowed PLM to advance beyond ancient PLM and integrate detector information and real-time "lifecycle event data" into PLM, while also allowing this data to be made accessible to completely different players throughout the total lifecycle of a personal product. PLM (closing the knowledge loop). As a consequence, PLM has been extended to control system Lifecycle Management (CLM) (CL2M).

1.2 NEED OF THE STUDY

Product and service creation has resulted in a change in emphasis away from producers to buyers, and as buyers become more involved in the selling process, there is a greater need for information on the buyer's demands.

As a result, semiconductor diode has been forced to undertake more and more research inorder to better understand customer preferences and make them satisfied with the product and services.

As a result of this study, firms may become aware of their flaws and, in turn, make improvements to their products based on how satisfied their consumers are with their services in the market place.

When it comes to purchasing CEMENT, customers weigh a variety of criteria. Certain demographic variables, such as income, age, and occupation, are supported by the elements they consider. Attributes and life experience are also taken into account. To geta competitive advantage, the client's buying habit must perform well.

1.3 SCOPE OF THE STUDY

In order to have a better understanding of what goes on at the fund manager level, the research only looks at Kesoram cement products. Only one man's contribution, i.e. the phases of the product's life cycle that would be made by the organization, has been ordered to be studied, and so the research is referred to as Kesoram cement business only. The breadth is highly limited due to the fact that the perspective of the people changes with time. Each Hyderabad and Ranga Reddy District is limited to a hundred participants in the research.

1.4 OBJECTIVES OF THE STUDY

- Managing the whole lifespan of a product, from creation to disposal, is known as "product lifecycle management," or "PLM." For organizations and their extended enterprise, PLM offers a product information backbone that connects people, data, processes, and business systems.

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- In contrast to product life cycle management (PLCM), which focuses on the life of a product on the market in terms of business/commercial costs and sales measures, product life cycle management (PLM) is more concerned with managing descriptions and properties of a product throughout its development and useful life.
- In a corporation's information technology organization, product lifecycle management is one of the four pillars: CRM-Customer Relationship Management, SCM-Supply Chain Management, ERP-Enterprise Resource Planning, and planning are all necessary functions for every company (SDLC-Systems Development Life Cycle). Aside from that, industrial engineering firms must also come up with ways to define, organize, and transmit information about their goods.
- People-centric PLM is a kind of PLM. People-centric PLM, on the other hand, focuses on the design process rather than the release phase.

1.5 LIMITATIONS OF THE STUDY

- The report may not provide exact fixed assets status and position of BIRLA SHAKTI CEMENT; it may be varying from time to time and situation to situation.
- This report is not helpful in investing in BIRLA SHAKTI CEMENT.
- Either through disinvestments or capital market.
- The accounting procedure and other accounting principles are limited by the changes made by the company, may vary fixed assets performance

RESEARCH GAP

Focus on the shift from traditional marketing lifecycles to modern, tech-driven sustainability and lifecycle optimization.

Here are the most critical, high-impact research gaps you can target for your study:

The Gap: Traditional Product Life Cycle Management (PLM) at Kesoram Cement primarily focuses on production, sales, and cost-reduction. There is a significant gap regarding the integration of sustainable, green practices (e.g., blending fly ash, reducing emissions, or using alternative fuels) across the cement product lifecycle.

Research Focus: How can Kesoram implement a "Circular Economy" model to manage the environmental impact of cement from raw material extraction to final product disposal/recycling

2. RESEARCH METHODOLOGY

3.1 Introduction to the Research:

In order to have a better understanding of what goes on at the fund manager level, the research only looks at Kesoram cement products. Only one man's contribution, i.e. the phases of the product's life cycle that would be made by the organization, has been ordered to be studied, and so the research is referred to as Kesoram cement business only.

3.2 Need for the Study:

Product and service creation has resulted in a change in emphasis away from producers to buyers, and as buyers become more involved in the selling process, there is a greater need for information on the buyer's demands. As a result, semiconductor diode has been forced to undertake more and more research inorder to better understand customer preferences and make them satisfied with the product and services.

3.3 Statement of the Problem:

The problem focuses on whether the product life cycle India effectively satisfaction and which factors (fairness, feedback, rewards) play a key role.

3.4 Objectives of the Study:

In contrast to product life cycle management (PLCM), which focuses on the life of a product on the market in terms of business/commercial costs and sales measures, product life cycle management (PLM) is more concerned with managing descriptions and properties of a product throughout its development and useful life.

.3.5 Scope of the Study:

In order to have a better understanding of what goes on at the fund manager level, the research only looks at Kesoram cement products. Only one man's contribution, i.e. the phases of the product's life cycle that would be made by the organization, has been ordered to be studied, and so the research is referred to as Kesoram cement business only. The breadth is highly limited due to the fact that the perspective of the people changes with time. Each Hyderabad and Ranga Reddy District is limited to a hundred participants in the research.

3.6 Hypotheses of the Study:

The hypotheses test the relationship between life cycle, fairness, feedback quality, demographic factors, and customer satisfaction using null and alternative statements.

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3.7 Research Design:

The study uses a descriptive and analytical research design with a cross-sectional approach to analyze employee responses at one point in time.

3.8 Sources of Data:

Primary data is collected through questionnaires and interviews, while secondary data is gathered from HR documents, journals, textbooks, and company sources.

3.9 Sampling Design:

A convenience-cum-purposive sampling method is used to select employees from different departments with a sample size of 100–120 respondents.

3.10 Tools for Data Collection:

A structured questionnaire with Likert scale questions is used, divided into demographic, appraisal practices, and satisfaction sections, supported by a pilot study.

3.11 Period of the Study:

The study is conducted over an eight-week internship period covering planning, data collection, analysis, and report writing.

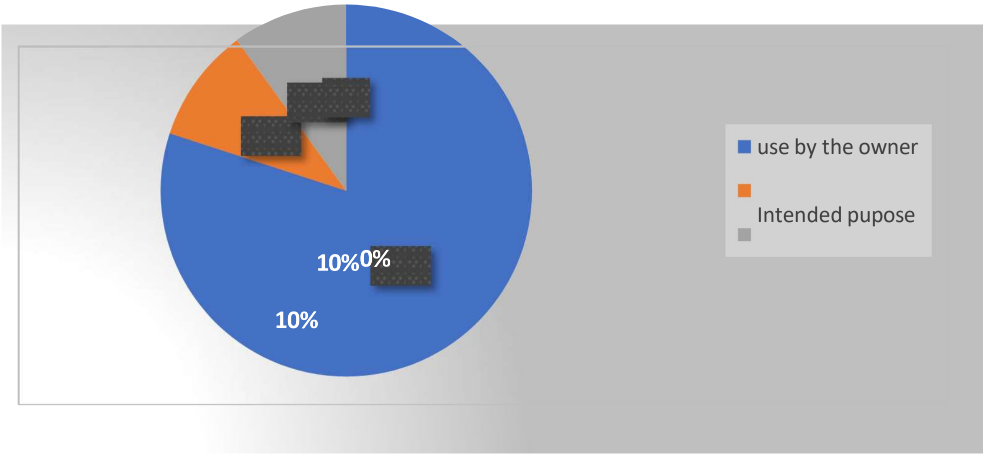
3.12 Tools for Data Analysis:

Statistical tools like percentage analysis, mean, correlation, regression, ANOVA, and chi-square using Excel and SPSS are used to interpret data and draw conclusions.

4. DATA ANALYSIS AND INTERPRETATION

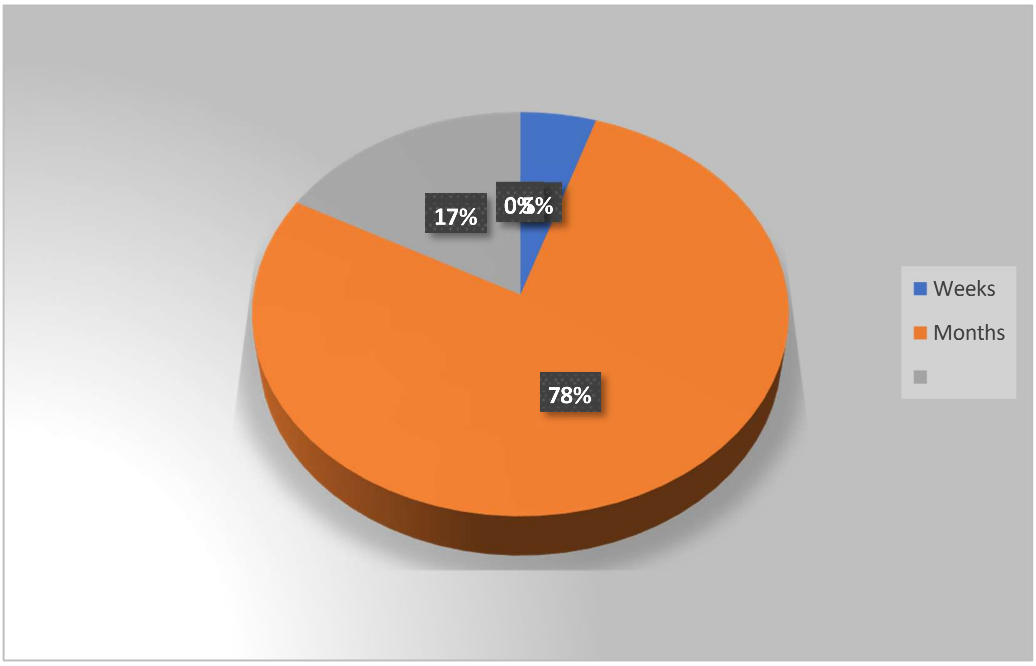
1. The company will provide information on new items that are currently under development?

Particulars	The number of people that responded to the survey	Percentage
Use by the owner	80	80%
Intended purpose	10	10%
Another instance of this	10	10%
Total Number of People Who Took the Survey	100	100%



Interpretation: 80 percent of new product data is presented, 10 percent is hidden, and 10 percent is used if necessary, according to the data obtained.

Q2. How long does it take to create a new manufacturing process?

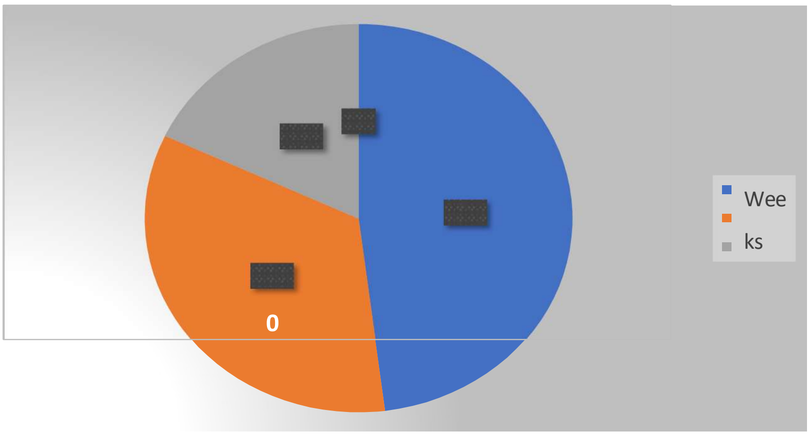


Particulars	The number of people that responded to the survey	Percentage
Weeks	5	5%
Months	78	78%
years	17	17%
Total Number of People Who Took the Survey	100	100%

Interpretation: According to the research, 78% of workers believe it will take months, 5% believe it would take weeks, and 17% believe it will take years.

Q3 Quantity of time it will take the product to mature?

Particulars	The number of people that responded to the survey	Percentage
Weeks	48	48%
Months	34	34%
Years	18	18%
Total Number of People Who Took the Survey	100	100%



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Interpretation: According to the research, 87% of workers believe it will take months, 10% believe it would take weeks, and 3% believe it will take years.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- It was a positive experience for the workers.
- They have a realistic view of their company's performance.
- In the opinion of employees, there have been prospects for private expansion.
- The company's personnel are aware of the importance of production.
- The employees of a firm are pleased with their co-workers.
- The workers have a reasonable understanding of the company's communication strategy.
- R&D is a valuable tool for enhancing the abilities of your employees.
- According to a supervisor, the employee was pleased with how the company was run.
- Staff members said there had been no political activity in the workplace.
- Overall, they provide a significant contribution to companies, resulting in and maintaining good human relations, as well as monitoring people development and product growth.

Finally, area unit able to} conclude that staff are glad with Kesoram cement restricted

SUGGESTIONS

- The organization ought to additional focuses on new development programmers.
- The organization ought to target additional opportunities for private growth of associate degree worker.
- The management should put an emphasis on increasing the level of cooperation among the employees.
- The organization's management should put more effort into improving the organization's communication methods.

- The management should place particular emphasis on the system of performance evaluation in order to foster employee potential.

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