



**The present work was submitted to the Faculty of Engineering**

# **Optimization of the marketing strategy for LECA**

**Bachelor Thesis**

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## **Abstract**

Mongolia has a trade surplus. In the construction materials sector, most products are also imported. Because the majority of the products sold in the market are imported, our domestic manufacturers are greatly affected. The main reason being, these imported products are much cheaper, have better quality and are well known to the public. The time has come for our national manufacturers to put greater emphasis on their marketing strategy and support the domestic manufacturers.

This thesis work aims to shed light to LECA insulating material manufacturers marketing challenges of Mongolian companies to compete with imported products. First of all, a study was conducted to confirm the market capacity. We have developed this marketing plan as a result of studying both the seller and the buyer. So, there are two principal paths. Increase sales points in the capital city and local areas, regularly advertise the advantages of our product, measure and advise on heat loss, and teach how to use our own products using different modern marketing tools. Within the macro-market the following marketing strategies should be followed, promote the advantages of LECA insulation, obtain support from government agencies in accordance with the law, and participate in tenders and projects announced by state-owned joint stock companies and private enterprises.

In this thesis we used qualitative research methods in the form of text analysis , interpretation and interviews. We conducted market research interviews with business-to-business customers and individuals to provide insights into the aforementioned markets and goods. The final results of this thesis work will further become the base marketing strategy of the Newsever.

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## **1. Introduction**

### **1.1 Motivation and Background information**

Ulaanbaatar, the capital city of Mongolia, is still fighting against air pollution, which mainly comes from coal-burning stoves. To endure the cold winter days in Mongolia, every household needs a large number of heat sources to heat the apartments and houses. Unfortunately, due to our limited years of experience building constructions, we lack the experience in the field, which sometimes results in low-quality developments. Thus, we must fix the errors and inform the public of proper insulation technology, and marketing plays an important role in doing so. Moreover, most of the products are imported from abroad at a low price which hurts the Mongolian economy and domestic producers.

Mongolia borders the People's Republic of China and the Russian Federation. Therefore, our economy is directly dependent on these two countries. Mongolia is an importer rather than a domestic producer. In the field of building insulation materials, we are facing the same situation and import most of the products. The products mainly come from the Russian Federation, the European Union and the People's Republic of China. The main reason is that the imported products have better quality, are sold cheaper, or more well known to people or cannot be produced domestically. For the reasons mentioned above, it becomes crucial for domestic producers to use the right marketing approach to inform the people. In other words, without marketing it is almost impossible to compete with the imported products.

In 2019 I completed my professional internship at "Newsever LLC". Working as a salesperson and marketing manager for four months, I have noticed that information about LECA heat-insulating building material is not reaching its target market due to weak marketing methods. To compete with all other companies and to share the right information with the customers, Newsever needs to optimize their marketing strategy

### **1.2 Commissioning organization**

New Sever LLC is an organization that specializes in construction heat-insulating methodology consulting services and in manufacturing heat-insulating building materials such as Perlite, Perlite insulation plates, LECA, Natural LECA, LECA blocks, Building foundation blocks and Load-bearing concrete plates. It has a total of 5 plants located on the western and eastern borders of Ulaanbaatar. It was established as a

result of the growing demand on roof insulation of multi-storey buildings for the capital city where the construction industry was developing rapidly. The organization was established in 2008. The company offers consulting services related to building heat insulation technology by providing innovative solutions and the highest quality products.

This thesis work was guided and commissioned by Newsever LLC and the implementation began in April 2020, at the start of the construction season.

### 1.3 LECA and its properties

LECA is a lightweight expanded clay aggregate. It is an aggregate with versatile applications such as housing, infrastructure, and green projects. In the building, it is used to lay the foundation to distribute the load, to insulate the heat for walls, floors, and roofs. It is also used a lot in the building process of walls and roads and in the development of drainage systems. However, it has been used in Mongolia since 1960 people do not use it with full possibilities. However most people think that it is an old technology, it is a simple product with innovative solutions. LECA is one of the essential building materials. To mention from its characteristics its heat-insulating, acoustic insulating, reusable, environmentally friendly, drainage capable, chemically inert, resistant to fire, recyclable, strong, lightweight and water absorbable and very cheap compared to other similar products

### 1.4 Research question objectives and methods.

The main research question of this thesis study was:

*If and how can marketing strategy for LECA (Lightweight Expanded Clay Aggregate) be optimized?*

This thesis work aims at achieving the answer to the research question the following objectives raised by the research question stated above were:

- Studying heat-insulating building materials market characteristics
- Value proposition by interviewing different segments of the market
- To develop an effective marketing strategy that will reach as many potential customers as possible and that delivers correct information

Qualitative and quantitative research methods were used in this research work in the form of interviews, surveys, and documents. The information in the theoretical part of this thesis work was gathered from the scholarly and professional literature and online articles and websites.

### 1.5 Scope of the research

The thesis study was conducted within the construction sector of Ulaanbaatar city. This market research conducted on one type of product of Newsever LLC. The study is based on the results of marketing activities over the past 5 years. The present study contributes to the development of marketing strategy for LECA manufacturers.

### 1.6 Structure of the thesis

There are two central parts of this study. The theoretical background begins with an introduction and continues with the main subject-related basic terms and theories. The structure of the theoretical section helps the reader to understand the complex theories discussed in the last sections, irrespective of his / her background, and to better understand the analysis in Chapter 3.

Chapter 1 is the introductory section of the study. This chapter provides details on the context of the thesis work, the commissioning organization, the topic under consideration, research question, goals, objectives, research methods, the scope of the research and the structure of the thesis.

As mentioned above, Chapter 2 contains materials gathered from various sources. The theoretical part begins with definitions of relevant terms and goes on to provide in-depth information on the subject.

Chapter 3 conducts market research depending on the history and sales results of the previous years. In this chapter, we also determined the capacity of other LECA manufacturers and their market shares. Based on the data we have gathered, developed a marketing strategy and its implementation date.

Chapter 4 is the conclusion part of this thesis. In this chapter, a summary of the thesis work is given with links between the theoretical part and the findings.

## 2. Theoretical background

### 2.1 What is marketing?

Marketing is the mechanism by which companies distribute the value of their products and services to customers in order to generate leads in sales. Marketing includes activities, such as promotion, advertising, segmentation, and pricing. Although these activities aim to come up with leads, sales are only one part of marketing. Therefore, it is important to think about marketing as an entire.

Marketing must be understood not in the old sense of making sales by telling and selling, but in the new sense of fulfilling customer needs.[1] Marketing is also used for identifying potential customers, maintaining relationships with existing customers for the future and satisfying them. It is one amongst the foremost important functions of a company's management since all the marketing activities target customers. The reason why advertising and marketing became so critical during the final two centuries, markets have reached the development level and purchaser demands exceeded the capacity. Especially in developed, medium-developed and rapidly developing countries, businesses started paying more consideration to customers and thus to the marketing process than they do to products and manufacturing in order to increase their profit and become more efficient.

Marketing managers have long been tasked to make marketing mix-related decisions and develop target marketing strategies and marketing-related business strategies by being a powerful advocate for consumers and the marketing concept, as well as a liaison between consumer and company.[2]

The marketing concept emphasizes that an organization, through defining them, should aim to meet customers' desires and then generate the goods accordingly through an organized series of activities. The marketing mix model is a general term and an agreed method of application of the marketing principle. Marketing mix, often referred to as the "4Ps", helps the businesses to build and execute an effective marketing strategy. These factors are product, price, place and promotion. It is considered as a business tool which plays an important role in distinguishing the value of the product or service from other similar products. [3]

As shown below in Figure 1, the definition of marketing mix involves four key variables. Although the marketing mix considers 4p's, experts have added a fifth P. The fifth P represents "people". Although traditional experts do not consider this, it has already

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been proven that it plays a very important role. Businesses and their decisions were significantly affected by ease of access to information, quick competitive responses and social media interactions. As a result, the idea of "people" has become a vital success factor for businesses to distinguish, and thereby gain competitive advantage in today's marketing world.



Figure 1 Strategy decision areas organized by the Four Ps.

The idea of "7 Ps" is another marketing combination thought embraced by marketers. This definition has three other Ps outside the conventional marketing mix:

- People
- Process
- Physical Evidence

By default, different offerings and different business sectors require different marketing strategies. Therefore, it is wise to take 7P's model into account. Many marketing combination models are also suggested by the marketers and marketing theorists. The creation of new models is simply by increasing the number of Ps. Although the 4Ps model is enough for most businesses, today's competitive world requires businesses to differentiate positively.[4,5]

### 2.1.1 Business-to-business marketing

Business-to-business, also known as B2B, is a concept for summing up business-to-business operations. Alternatively, B2B is characterized as the exchange of products, services, information, technology or strategies between companies. There are several B2B transactions in a traditional supply chain, such as between a wholesaler and a supplier, or a service provider and a wholesaler. Business-to-consumer is a concept that compares with B2B. The transaction volume is one of the key differences between B2B and B2C.

B2B deals with value chains. At the end of such value chains, typical customers are. Although companies create and add value to the product that is running through the value chain, customers have the position of the end user for whom the actual value is generated. Specific factors affect the industry clients and typical consumers. Although companies are guided by processes, goals, strategies, systems and disciplines of organization, customers are influenced by trends, brand or simply by a need. Hence the marketing of B2B and B2C involves different strategies.

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	Consumer markets	B2B markets
Purchase orientation to satisfy	Individual or family needs	Organisational needs
Nature of markets		
Number of decision makers	Small	Large
Length of decision time	Short and simple	Long and complex
Size of purchase	Small quantities	Large in value, volume
Consequence of poor purchase	Limited	Potentially critical
Nature of product/service	Standard range of products	Customised packages
Channel configuration	Complex and long	Simple and short
Promotion focus benefits	Psychological benefits	Economic/utilitarian
Primary promotional tool	Advertising	Personal selling
Supplier switching costs	Limited	Large

**Table 1 The main difference between B2B and consumer marketing [6]**

The B2B endeavors to meet the needs of other companies. Those companies, however, are powered by customer demand. In the B2B world decision-making is not as easy as in consumer markets. B2B buyers make fair buyouts. It is a benefit for companies to be rational because a rational approach prevents disputes between departments. For example, while the production manager is confident of a purchasing decision, there may be concerns in the finance department. Therefore, a rational approach is a strong way of resolving the complex decision-making process.[6]

B2B marketing is considered simpler than B2C marketing, as B2B consumers are usually well educated, accountable and less vulnerable to whims and indulgences. A marketing study on B2B shows that there are ten main factors which make business-to-business markets unique and different from consumer markets. [7] These are classified as follows:

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- Business markets have a more complex decision making unit.
- Purchasers of B2B are more rational.
- Often, B2B goods are more nuanced.
- B2B markets contain a small number of buying units.
- B2B markets have fewer segments based on behaviour, and need.
- In B2B markets, personal relationships become more important.
- B2B purchasers are long term purchasers.
- B2B consumers have less motivation for creativity than consumer markets.
- Consumer markets are much more dependent on packaging.
- Within the B2B markets sub-brands are less successful.

Consumers and industrial buyers (B2B) now communicate with each other more than before. Technology is continually evolving and growing. Access to the information is also convenient for companies and individuals alike. Social networking and other internet means allow companies to meet current and prospective customers both. Similarly, investors and industrial customers meet other groups and their respective offerings.

Buyers and sellers have various benefits of social media and the internet. Companies can market their offers online now. With the growth of the Internet, value can also be generated and distributed much more easily and effectively. Most SMEs regard their marketing strategy as evolving. For example, companies tend to customize their own website rather than pay for ads.

It is important to recognize the need for change in developing B2B marketing as we are in the era of technology, innovation and internet. Companies need to define approaches and methods depending on what they're striving for.

### 2.1.2 Segmentation

Segmentation is a term used both in marketing and in the economy. For marketing, segmentation is a technique that divides a target market by categorizing these groups according to specific characteristics into smaller groups of customers. Targeted markets are analyzed after segmentation and a marketing mix is introduced for each group. By segmenting the market, companies recognize opportunities and needs. This allows businesses to concentrate on individual requirements, better distribute resources and strengthen marketing mix for each subset. Therefore it is a valuable tool to exist particularly for small firms. The benefit for customers is likewise that they will find offers that better suit their needs. Though market segmentation is as prevalent in business markets as in consumer markets, it still plays a key role in the marketing practices of companies, taking into account the advantages gained from segmentation. The raising groundwork for segmenting consumer markets is as follows:

- Geographical Segmentation
- Demographic Segmentation
- Psychographic Segmentation
- Behavioural Segmentation [8]

In the business markets segmentation can be carried out on the same consumer market bases. Nevertheless, fundamental variations between B2B markets and B2C markets such as purchasing volume and complex decision-making processes do not require the same variables to segment the business markets. Below table 2 shows the main variables into which the business markets might be segmented.

<b>Demographic</b>
1. <i>Industry</i> : Which industries should we serve? 2. <i>Company size</i> : What size companies should we serve? 3. <i>Location</i> : What geographical areas should we serve?
<b>Operating Variables</b>
4. <i>Technology</i> : What customer technologies should we focus on? 5. <i>User or nonuser status</i> : Should we serve heavy users, medium users, light users, or nonusers? 6. <i>Customer capabilities</i> : Should we serve customers needing many or fewer services?
<b>Purchasing Approaches</b>
7. <i>Purchasing-function organization</i> : Should we serve companies with highly centralized or decentralized purchasing organizations? 8. <i>Power structure</i> : Should we serve companies that are engineering dominated, financially dominated, and so on? 9. <i>Nature of existing relationships</i> : Should we serve companies with which we have strong relationships or simply go after the most desirable companies? 10. <i>General purchase policies</i> : Should we serve companies that prefer leasing? Service contracts? Systems purchases? Sealed bidding? 11. <i>Purchasing criteria</i> : Should we serve companies that are seeking quality? Service? Price?
<b>Situational Factors</b>
12. <i>Urgency</i> : Should we serve companies that need quick and sudden delivery or service? 13. <i>Specific application</i> : Should we focus on certain applications of our product rather than all? 14. <i>Size of order</i> : Should we focus on large or small orders?
<b>Personal Characteristics</b>
15. <i>Buyer-seller similarity</i> : Should we serve companies whose people and values are similar to ours? 16. <i>Attitudes toward risk</i> : Should we serve risk-taking or risk-avoiding customers? 17. <i>Loyalty</i> : Should we serve companies that show high loyalty to their suppliers?

Table 2 Major segmentation variables for business markets. [18]

Depending on how comprehensive the required market knowledge is, the degree of segmentation is calculated by the industrial marketers. Yarom and Thomas [9] suggest five interrelated questions on the key decisions determining the market segmentation mechanism for industrial business managers:

- Should this industrial market be segmented? (*the decision to segment*)
- If so, how should the market be segmented? (*segment identification decision*)
- Which segments should be selected? (*segment selection decision*)
- Which resources should each segment receive? (*marketing resource allocation decision*)
- Can a segmentation strategy be implemented? (*segment implementation decision*)

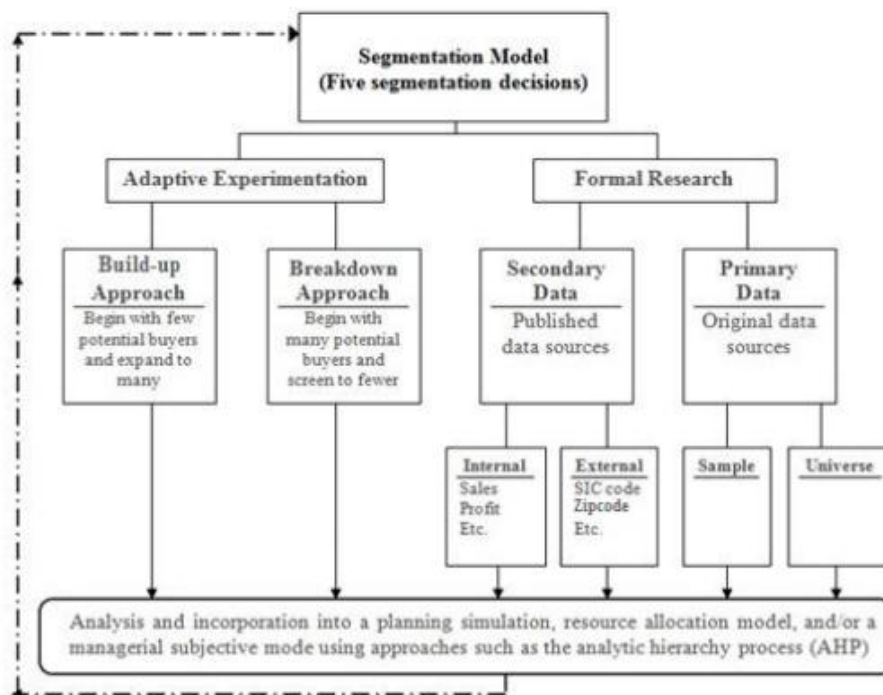


Figure 2 Approaches to segmentation research.

Yarom and Thomas propose segmentation studies that involve study design that is sensitive to the segmentation model criteria and to the five decisions. Standardized research methods would be inadequate for thorough models of segmentation. Those models would also need more innovative and inventive approaches. Those models would also need more innovative and inventive approaches. To provide useful input to segmentation decisions, managers may choose from two general approaches whatever the segmentation model has developed:

- *Adaptive Experimentation:* Managers don't have to do an initial primary research. In an adaptive experimental mode, they might reach the market by taking two directions: breakdown approach, or build-up approach.
- *Formal Research:* Popular research approaches to segmentation use structured marketing research methods that combine primary and secondary sources of data.

Developments in the database, decision support technologies and approaches to segmentation should be combined to produce useful and innovative research strategies for better segmentation decisions. Figure 2 illustrates various approaches to the study.[9]

### 2.1.3 Targeting and positioning

When the market is segmented, businesses need to analyze various segments and determine the segments in which they can better serve. This next assignment is called target marketing. Target markets consist of groups of customers that share similar needs or features that the business decides to serve. One of the four approaches to attract consumers can be implemented after the segmentation companies:

- Undifferentiated (Mass Marketing)
- Differentiated (Segmented Marketing)
- Concentrated (Niche Marketing)
- Micromarketing (Local or Individual Marketing)

The order of strategies mentioned above goes from broad to narrow. Although undifferentiated strategy targets broad groups, niche is a narrower strategy that seeks offers targeted to the individual needs and interests in particular. The goal of niche marketing is to more efficiently and profitably enter potentially unsatisfied consumers than competitors. The aim is to identify a market niche where the skills or strengths of the organization are better suited to the needs of the customers. An approach to niche marketing needs a clear understanding of:

- Niche market customers have a complex set of needs to be identified first by obtaining marketing research information. The next step is to create a new product or to market an existing product in a different manner to suit the needs.
- A niche leader has a competitive advantage which competitors find it difficult to obtain by attacking the company.
- A business will either be in top three in a competitive market or follow a marketing plan for the niche in order to generate profits.
- Specialization is the central concept of niche marketing that can be accomplished in different ways: geographical specialization, end-user specialization, customer-size specialization, product line specialization or customer specialization.
- The major disadvantage of niche marketing is that large competitors may attack the same niche market or demands may decline. Companies should build new niches to solve this problem and compete on two or three markets rather than a single niche.

Targeted market segmentation and market positioning are observed, as shown below in Figure 3. Upon identifying target markets, the marketers evaluate a positioning strategy. The positioning strategy distinguishes the business and products from the competitors'. Through positioning itself against the market, a business may be viewed on essential or advantage by the target customers.

In business marketing, positioning is described in the minds of targeted customers as the process of creating and continuing a planned significance for a market offering. Positioning statements contain three critical components — target, idea offering and value proposition. The target part mentions the destination customer characteristics. The definition of offering sets out the appropriate business product attributes for the target customers. The value proposition aspect demonstrates the pricing difference compared to the next best alternative product which is attractive to the target consumer. The aim of the Value Proposition is to address the question of the target customer: "Why should I buy the product from you rather than your competitors?"[10]

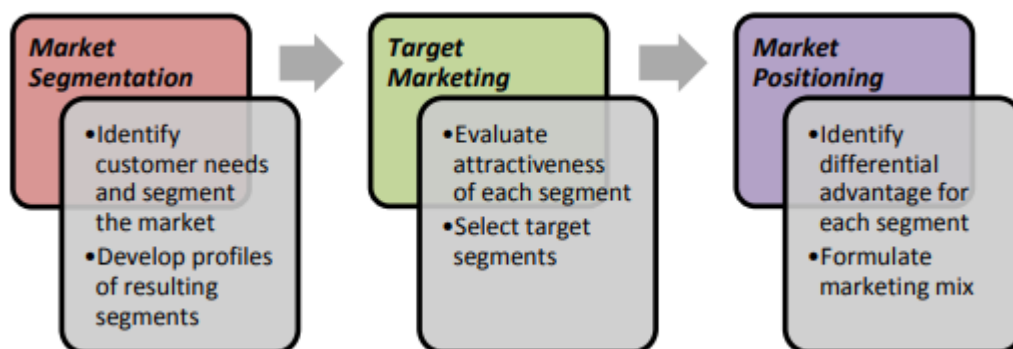


Figure 3 The main steps in market segmentation, targeting and positioning

## 2.2 Market research, techniques and tools

Market research is a vital component of business strategy. Although the word "marketing research" is interchanged with market research, it may be helpful to understand the distinction by the application of each definition. The concept of market research according to the European Society for Opinion and Marketing Research (ESOMAR) is:

*Market research, which includes social and opinion research, is the systematic gathering and interpretation of information about individuals or organisations using the statistical and analytical methods and techniques of the applied sciences to gain insight or support decision making. The identity of respondents will not be revealed to the user of the information without explicit consent and no sales approach will be made to them as a direct result of their having provided information. [11]*

The definition of marketing research, the American Marketing Association (AMA, 2004) states:

*Marketing research is the function that links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. [12]*

As mentioned, market research is part of a business strategy that is about collecting information to identify current or potential customers and opportunities, set goals and establish strategies. Gathering and evaluating information companies are used to make quality choices about where and how. The research can be basic or in depth, depending on the objectives of the organization. Market research is a limited term in contrast with marketing research, as it focuses on a particular market. In short, each market research constitutes a subset of marketing research.[13]

Enterprises need knowledge that drives decision-making. The research sector therefore has a significant role to play in the economic, social and political world. Market research is a map which helps companies to navigate through. It may be

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sizable or small. Comprehensive or high level market research may be performed in the same way.

There are four ways a corporation may be looking to grow its businesses:

- Seek further company by aiming to increase the market share with current goods and consumers (e.g. studies on customer satisfaction).
- Seek growth by expanding its existing goods into new markets (e.g. growth in export markets).
- Try to persuade existing customers to buy different products and services (extension of the product line).
- Explore the possibility of offering new goods to a new set of clients.

Describing work as qualitative or quantitative research is one of the common ways of classifying forms of market research.

**Qualitative research** is used to examine the behaviors of people by examining the relations between the consumers and the goods and services they use. Research results on the thoughts of people in the exploratory process of a new research project can be useful. Several of the key reasons for performing a qualitative study are set out below:

- To determine a market, product or customer if there is no information
- Identify and explore concepts
- To quickly take researchers up the learning process when they know very little about a consumer group
- Identify behavioral trends, beliefs, attitudes, opinions
- Identify preferences across categories of actions, beliefs, opinions and attitudes
- Identifying issues and designing models for further study
- Checking how a questionnaire works by asking questions about routing, signposting, interpretation and uncertainty
- Where direct questioning provides specifics of respondents

The principal qualitative research techniques are, according to Hague:

- Focus groups
- Depth discussions
- Observation

**Quantitative research** helps businesses to obtain three separate number classifications: market measurements, consumer profiles (or segmentation data) and attitudinal details. Market measures quantify a market, and define it. Customer profiling is quantitative in nature and customer profiling data can only be obtained from customers unlike market measures. Attitudinal data is used to cover topics like knowledge, attitudes, values, perceptions, preferences and propensities to purchase goods. Following are the major quantitative research techniques:

- Direct measurement
- Self-completion
- Interviewing (phone and face to face)[13]

### 2.2.1 Telemarketing

In industrial markets direct marketing plays an important role. Telemarketing is one of the methods of direct marketing that is commonly used within the manufacturing world. Telemarketing can be conducted outbound or inbound. Outbound calls are made to current customer accounts or cold-call-based by a company's employees.[14]

A phone call has other benefits like receiving immediate input. It helps businesses save both time and money, too. This is especially useful when making calls overseas. Taking into account the vast amount of customers that marketers need to target to meet one who is genuinely interested in purchasing the product or service, telemarketing is an effective marketing strategy for B2B markets. Telemarketing's popularity is rising rapidly. Large and small companies are expanding their personal marketing activities to new target markets or through the frequency of consumer interaction to position orders or support.[15]

### 2.2.2 Cold calling

A cold call may involve phone calls and physical visits. This is also known as a direct way to get in contact with a potential customer. The word "cold" refers to the fact that no groundwork for the call has been developed. Most salespeople talk of mobile cold calling. Although the many new distribution platforms available today have eclipsed cold calling, it is still one of the most reliable and successful ways to generate new leads.[16]

Cold calling is historically an early stage in the sales process and usually refers to a prospective customer's first phone call. It is also known as mobile prospecting, prospecting and canvassing. Cold calling is the art of approaching others professionally, honestly, and meaningfully with a logical idea. It's focused strongly on initiative and intervention.[17]

The reason why cold calling is still an effective form of sales marketing in today's world is because it targets high value, hard to reach customers while other advertising methods like direct mail, e-market or a pitch stand on a trade show seldom attract quality, high-margin customers who continue to stay loyal to their suppliers.

There are various cold calling methods suggested by marketing experts and researchers, with specific types of procedures. According to the Galper [17] there are 10 rules for cold calling:

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- Shift your mindset away from 'making the sale' towards whether the fit exists or not.
- Be a helper not a pitcher.
- Focus on the beginning - not the end.
- Stop chasing prospects - behave with dignity.
- Connect with your prospects rather than work through a list.
- Creating trust with your prospect is your primary goal - not making the sale.
- Diffuse any pressure that you sense in the sales process.
- Change your languaging away from 'sales speak' to natural languaging that connects with people.
- Understand your prospect's problems deeply so that they feel 'understood' by you.
- Use the Unlock The Game Mindset

Cold calling as a method of telemarketing enables enterprises to effectively generate potential revenue. As other practices such as advertising or recruiting a salesperson are time consuming and costly, it is an inexpensive and successful way to generate leads.

#### 2.2.3 Survey, questionnaire and interview

Primary data collection techniques include surveys, interviews, and mobile surveys are extensive. Surveys are ideally suited for descriptive research. Enterprises perform surveys to learn about the knowledge, beliefs, preferences and satisfaction of the customers.[18]

Surveys are used in marketing research to collect the primary data from respondents. Surveys can be confidential, by phone or by diary. Every method has its own limitations and benefits. Telephone survey is sufficient when minimal information is obtained in a short span of time. A questionnaire which is prepared in advance is sent in the case of postal surveys. It is important to develop an appropriate questionnaire, perform a pilot survey and undertake a questionnaire pre-test, irrespective of the form of survey.[19]

Both telephone and personal interviews are used for market research. Personal interviews involve a face to face respondents and interviewers. Although personal interviews are costly and time consuming, they are useful when dealing with difficult questions that need clarification. In addition, the response rate for personal interviews

is higher compared to other approaches, because respondents find it difficult to reject anyone face-to-face.[20]

Telephone surveys may be suitable for research requiring a large geographic sample, national or regional. Today, telephone interviews were conducted mainly by machine. This type of telephone interview is called CATI (computer-aided telephone interview). Since telephone interviews have a high response rate and no travel time is needed, the amount of time necessary for the analysis and interviewing costs is reduced. There are, however, few limitations, such as obsolete telephone numbers, inability to provide visual aids and the length of the typical telephone interview.[21]

Surveys and questionnaires are among the most popular methods by which business studies collect data. Major types of questionnaires are analytical and descriptive. Descriptive surveys are also used in market studies to gain client attitudes toward a given commodity. To decide the type of survey it is important to formulate a research question and aim first. Different surveys lead to different problems and require different implementing types. Analytic surveys are used to identify the variables which are independent, dependent and extraneous. On the other hand, it uses descriptive surveys to describe variance of a phenomenon. A descriptive survey is concerned with the specific characteristics for comparative purposes of a particular population of subjects. The focus of such surveys is more on a representative sample of the population concerned than analytical surveys. To decide what kind of questions are to be included in the questionnaire, a study of earlier research and literature is important. [22]

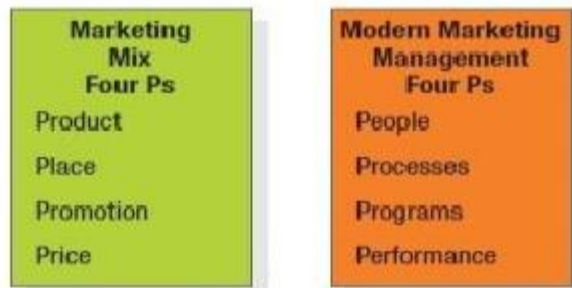
Questionnaires allow structured, closed or open ended questions to be submitted and answered in a form. Questionnaires are usually self-administered and are posted to the respondents, completed and posted back. Thus, given the effort and time necessary for study, interviews are more fitting for business studies.

### 2.3 Modern marketing versus traditional marketing

Since the mid-1990s the world has changed in many ways. After the launch of the Internet, individuals and organizations started publishing information to a wide audience. Internet benefits such as data transfer, e-mail, and VoIP (Voice-Over - Internet Protocol) have enabled users to publish, access, and send various, up-to - date information. The internet has gained business interest, as it provides the ability to meet customers instantly at very low cost. This new method of communication between

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people , and the ability to make online purchases created the e-commerce industry. The number of electronic services grew at an exponential pace.



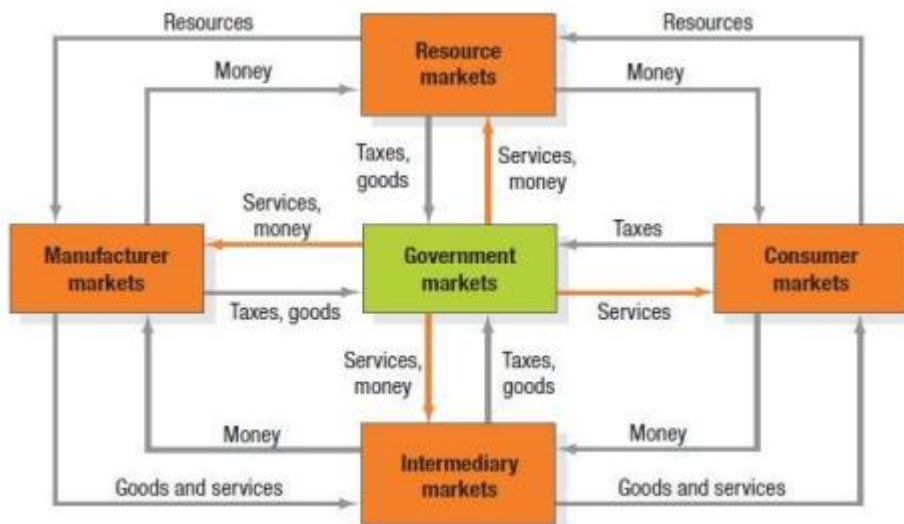
**Figure 4 The evolution of marketing management.**

Traditional marketing focuses on selling goods to targeted consumers and profiting from sales volume. Marketing operations take place in traditional marketing when selling the existing goods. To benefit from sales this strategy includes aggressive advertising and promotion. Traditional marketing is characterized by the Marketing Mix and the 4P. The key considerations of this understanding are segmentation, location and channel. Marketing practices are seen as a separate process and in traditional approach do not interfere with other organs. The most widely used marketing platforms are TV, print, and radio. Above all, traditional marketing is costly and time consuming, and is typically carried out at a more targeted and focused level. [23]

One of the most significant changes in marketing strategies in the modern world today is that marketing now has a direct path to consumers. Modern marketing is oriented towards selling goods to consumers and satisfying them with an integrated marketing mix. Kotler states that Unified Marketing happens when all departments within the organization work together to fulfill the customer's needs. This happens in two stages. Firstly, marketing activities need to be organized from the point of view of the consumer. Second, the company's other departments need to embrace marketing.

Modern marketing is aimed at profiting from customer satisfaction. Instead of selling existing goods, this approach is aimed at recognizing consumers' needs and preferences, and then developing goods accordingly. To satisfy an established one, attracting and getting a new customer to the same productivity point as that of the lost customer costs more than the pit costs. Consequently, with the latest marketing thinking, customer retention has become more critical than customer attraction. In

addition, businesses have moved from concentrating on sales to developing long-term, sustainable client relationships. Via marketing partnerships, companies strive to create long-lasting and mutually fulfilling trade connections with consumers and other parties to gain their long-term business and maintain it. [24]



**Figure 5 Structure of flows in a modern exchange economy.**

The patterns and forces which shaped the 21st century's first decade are moving businesses into a new set of beliefs and practices. The holistic marketing model is based on a broad and integrated perspective, developing, designing and implementing marketing programs, processes, and activities. With the developments in their business and in industry, today 's effective businesses keep their strategies evolving.[25]

Companies have begun to personalize their marketing communications to have more impact of the internet revolution. Though new technologies enable companies to reach a global audience at low cost, they are now moving from mass communication to more targeted, two-way communications. Direct and digital marketing are among the most widely used methods of communicating directly to consumers today.



**Figure 6 Holistic marketing dimensions.**

Direct and digital marketing focuses on targeting and providing products and services to consumers without using middlemen in the marketing. Some of the traditional direct marketing channels for reaching individual prospects and customers are face-to-face selling, direct-mail marketing, catalog marketing, telemarketing, direct-response television marketing and kiosk marketing. Consumer business sales, B2B, and charitable organization fundraising have expanded steadily across conventional and new direct marketing channels. Direct marketing lets the markets hit prospects at the moment they want a request and thus be seen with a cost-effective approach by more highly interested prospects. [26]

### **3. Market research analysis and results**

As stated in the theoretical part, market research is a subset of marketing research and it provides businesses with a road map. So managing it as a whole is critical. Collecting information from the target market is not enough by itself to perform a successful market research.

#### **3.1.1 Market overview**

As of 2018, Ulaanbaatar city has a total population of 1,491,375 people, which is 46.05% of the total population of Mongolia. It is the most populous city in Mongolia, and Ulaanbaatar is the capital of Mongolia.

In 1958, with the initiation of the Russians, the Mongolian government built several centralized apartment blocks for the most influential members of the Governmental parties at that time. Between 1965 and 2000, 1,077 prefabricated apartment buildings were built in the capital city, for a total of 14 apartment blocks. We Mongolians have very little experience in the construction sector and have a 60-year building history. [27]

A total of 387,453 households live in Ulaanbaatar, of which 181,452 live in apartments and 212,008 live in ger areas.[28] Since 2013, our country has been actively implementing apartment projects in ger districts. Ger districts occupy 58.2% of Ulaanbaatar's territory and expand unplanned to a total of 9,752 hectares. As of 2019, 32 companies have been selected as project implementers for 37 sub-plots, and out of a total of 70,000 apartments to be commissioned under the project, 7227 apartments have already been commissioned in the ger area redevelopment project. The average selling price of these buildings is 2,117,527mnt per 1m<sup>2</sup>. The project is planned to be implemented until 2030 in three zones depending from the engineering infrastructure: central, middle and suburb.[29]

In order to support the construction sector and stabilize housing prices in Mongolia, the Governor of the Bank of Mongolia and the Minister of Construction and Urban Development are implementing the HOUSING MORTGAGE LOAN (8% per annum) sub-program.[30] The Commerzbank, a major German bank, has performed a SWOT analysis on the Mongolian construction sector which is displayed below.

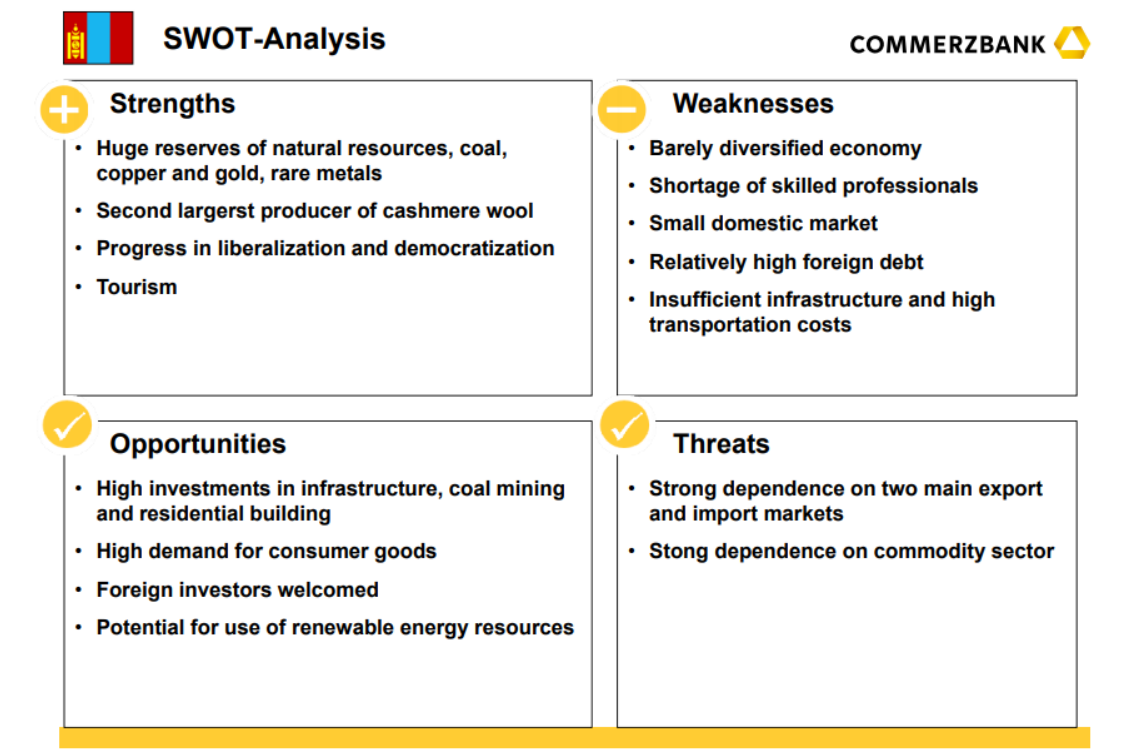


Figure 7 SWOT analysis of Mongolia by Commerzbank.

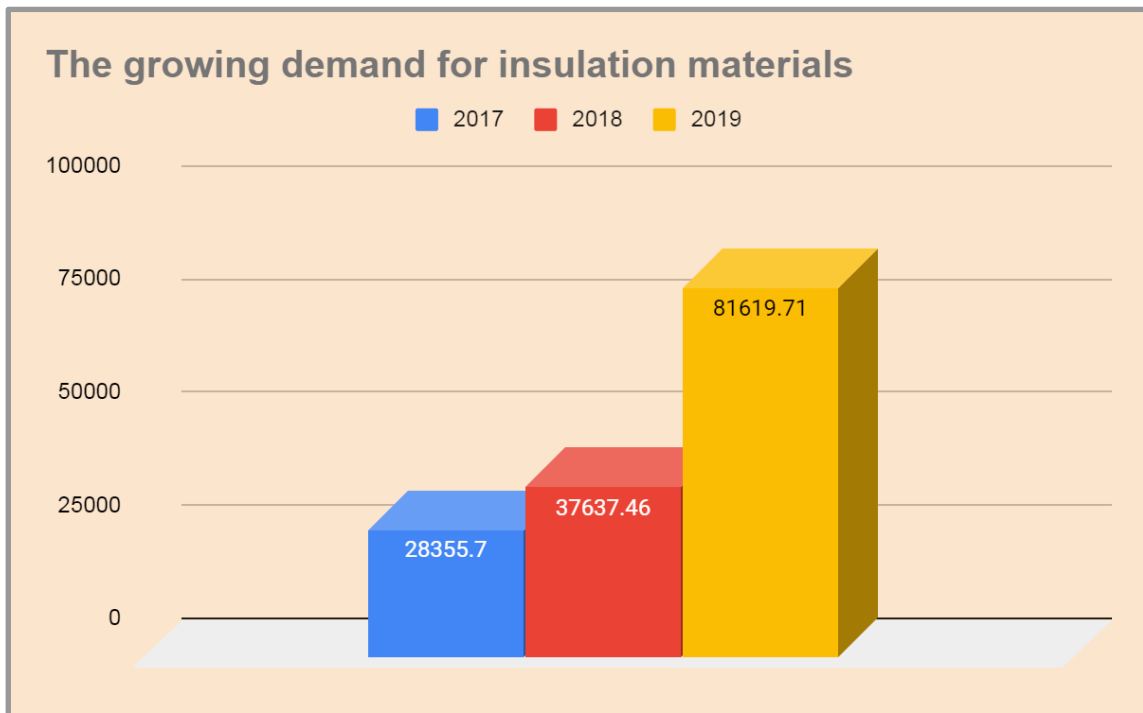
For the reasons mentioned above, it can be seen that Mongolia attaches a great importance to the construction sector. It has been 7 years since the government implemented a project to support construction which will continue for another 10 years. And the state central bank has made it easier for people to buy apartments. It can also be seen from this swot study that large amounts of foreign capital can flow into this sector. This can be seen as a huge opportunity for construction material manufacturing companies.

The following numbers can be seen from the data on buildings and structures commissioned in the capital city.[31] It can be seen that the total roof area of all registered buildings under construction in Ulaanbaatar has been calculated. In addition, there are many unregistered private buildings. Although the demand is high, most buildings do not meet the standards of the state special commission. They continue to insulate the roof with power plant ash. And in some cases other insulation materials are used.

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Year	Total roofing area	LECA required
2017	94519m <sup>2</sup>	28355.7m <sup>3</sup>
2018	125458.2m <sup>2</sup>	37637.46m <sup>3</sup>
2019	272065.7m <sup>2</sup>	81619.71m <sup>3</sup>

**Table 3 Information on buildings and structures put into permanent use in the territory of the capital city.**



**Chart 1 Growing demand for Leca for roofs.**

There are 5 LECA factories in Mongolia. These 5 factories supply a total of 45,000 m<sup>3</sup> of expanded clay to the market. There are two organizations operating in the eastern part of Ulaanbaatar, and if these two organizations supply customers in the eastern region, there is only one plant with a capacity of 3,000 m<sup>3</sup> in the west. The table 3 below shows the names, locations and prices of the LECA producing organizations.

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Organization	Location	Capacity	Pricing
Newsever LLC	Ulaanbaatar, Bayanzurhin tovchoo, emegteichuudin khorih	35000m3	72500 mnt
Khas Arslan LLC	Ulaanbaatar, Nalaikh duureg	3000	
Nalaikh Keramzit	Ulaanbaatar, Nalaikh duureg	has not been operating in the last few years	
Kerana Keramzit LLC	Ulaanbaatar, 5n shar tets 4r stants.	3000	98000 mnt
Munkh Terguun LLC	Darkhan-Uul, Shariin gol	3000m3	

Table 4 LECA Producers and their capacities.

### LECA manufacturers

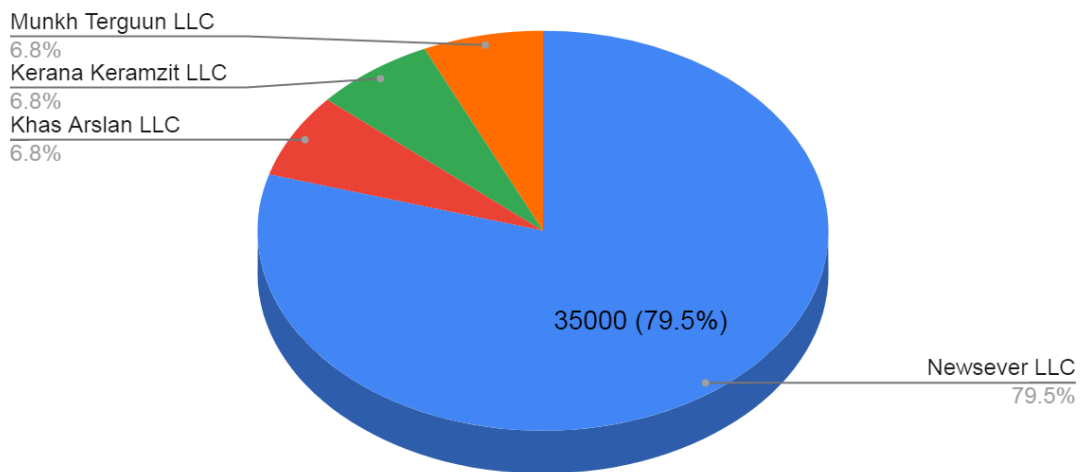


Chart 2 LECA manufacturers and their capacities.

### 3.1.2 Consumer evaluation by the company

In this section, we segment our customers by buying situations, organizational capabilities, purchasing policies, purchasing criteria and personal characteristics. To draw a more realistic conclusion, I have worked with Newsever LLCs sales department professionals who are in constant contact with existing and newly coming customers.

**Construction companies with more than 10 years of experience.** These companies have a very high level of experience, so they usually sign the contract 1 month before the need arises. Judging by the sales of previous years, they purchase a large amount, accounting for 43% of total sales alone. On one hand, it simplifies many communication and sales issues, but on the other hand, it also imposes a lot of requirements. Because construction companies often value quality, it is imperative that the products we supply meet the specified quality because they include all products in the analysis. There are also problems with payment terms, as the economic crisis has led to a lot of barter between organizations in recent years. In this case, the parties often raise the price and do not reach an agreement.

**Roofing contractors.** These organizations are usually funded by the construction company and are usually paid by the size of the roof. These organizations, which work with Newsever LLC, also supply materials. In this case, there is also a large amount of goods, but there is barter. In addition, these organizations often borrow their products because they receive payments after they have completed their work. Further responsibility lies on the contractor. They announce the order quantity in advance. However, this type of sale is a bit complicated because it takes place between multiple organizations. There are a lot of organizations that operate in the same way, so you can expand your sales by creating a favorable environment for them.

**Individuals or those who are building their own houses.** These people do not require high standards, because ordinary people do not have a high level of knowledge in this area. They also pay their fees in full and immediately. But these people buy in very small quantities. And they must first be given a detailed description of the product and clear instructions on how to use it, which takes a lot of time and hiring telephone operators. It can be seen from these people that Mongolians usually do very little research and planning when building their own houses. Therefore, these people come suddenly without notice. Past experience has shown that many such individuals are returned empty-handed.

### 3.1.3 Evaluation of the company's performance through the client feedback

Telemarketing is an effective commercial marketing technique. Especially in the case where the buyers and the sellers are unable to meet and do market research. This marketing technique saves time and money because they can receive immediate feedback from customers. Cold calling is one of the most effective ways to attract existing and potential clients, considering the vast amount of prospects. In this study, we conducted a performance assessment of the company using cold calling to understand the challenges faced during the process of purchasing and customer satisfaction. Appendix 1.

After creating the client's list with the support of the finance department of Newsever LLC, we cold called the current customers. We interviewed the customers and used their feedback to optimize our marketing strategy. The findings of the cold calling interviews discussed several issues and provided insights into two separate approaches to marketing.

Each individual's response differed from one another. One of the questions that we asked the most was about customer satisfaction. Questions also arose regarding the difficulties encountered during the application. Moreover, customers wanted to know about the price forecast for this year. It was obvious that the customers were very satisfied with the attention they received through cold calling. In addition, the length of the telephone calls and the time spent reaching the decision maker varied in each case as well.

First of all, we connected to individuals who built their own houses. To avoid any potential mistakes, we thought it was better to communicate with individual clients first rather than companies. Moreover, it will give us a chance to learn from our mistakes. First, we introduced ourselves and then confirmed if the person we connected to was the right person. After that, we started collecting the information we needed. Most of the people we reached expressed their satisfaction with the low price offered to them, and said that the insulation methodology was very clear and they did not have any problems with it. However, it is important to note that these people have no way of checking the quality of the heat-insulating product. They usually receive the product information from their neighbors and friends, often through acquaintances rather than any marketing channels. This product has not been previously packed, which makes it difficult to carry on the roof.

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Later, when we contacted the construction companies, they were happy to provide additional feedback, even though they were satisfied with our communication style. They said they first found us through our website. The reason they chose us is because we offer the lowest prices in the market and have good production capacity. But they wanted us to fully take care of the transportation. To also offer services with special equipment to carry on the roof.

Finally, we contacted roofing contractors. We said we were always happy to work with them and started the conversation. They seemed to have more questions to ask us. But the main feedback we received was that they were pleased with this year's price, and the special price to give them. They wanted to clarify under what conditions they could purchase our product. Apparently, they wanted to barter.

From the above research, it can be seen that prices, brand names, and advertisements are very important for product sales, as well as factors such as the price, shape, size, design, and consumption of competing products. Overall, we conducted a SWOT analysis of the LECA in comparison to similar products.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• There is no manufacturer with such production capacity of LECA insulation materials, so it is possible to have a monopoly power</li> <li>• Prompt delivery to customers</li> <li>• Pure natural products</li> <li>• Complete set of accredited laboratory documents</li> <li>• Available support from government agencies to support domestic production</li> <li>• Lowest price on the market</li> </ul>	<ul style="list-style-type: none"> <li>• Not well known to businesses in the construction industry and to individuals</li> <li>• Does not pack the product</li> <li>• There are some challenges to using (move to the roof)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Fully supply the domestic market</li> <li>• Export the product</li> <li>• Expand the range of products (horizontal integration)</li> <li>• Increase the sales</li> </ul>	<ul style="list-style-type: none"> <li>• Introducing cheaper products to the market</li> <li>• Deteriorating availability of raw materials</li> <li>• Rising raw materials price</li> </ul>

Table 5 SWOT analysis of LECA insulation material.

### 3.2 Development of the Marketing strategies.

#### 3.2.1 Market segmentation

It is possible to identify our potential customers based on our previous customers, we can classify them according to the terms of their purchase into 3 main groups. As can be seen from the table 4, these three groups of customers are generally the most important customers in their terms of purchase. Organizations buy in large quantities and make up the majority of sales, while individuals cash out the LECA manufacturers. That our next marketing strategy should concentrate on how to attract more customers of these types. To develop marketing strategies to reach these people.

Classifications	Customer	Purchasing amount	Quality	Payment method	Terms of purchase
Group 1	Construction companies	High(140m3 <)	High quality products	Partially Barter	Pre-order, 1 month in advance
Group 2	Roofing contractors	Mid (30-140m3)	High quality products	Partially Barter	Pre-order, 1 month in advance
Group 3	Individuals	low (30m3>)	not important	with cash in full amount	Immediately

**Table 6 Classifications of customers.**

Based on the opportunities available to me, I found out what percentage of total sales in 2017 were individuals and what percentage were companies. Based on this, it is possible to predict how much sales will be made this year and where. I also talked to the employees of Newsever LLC and found out that they have been in a very good relationship with these construction companies for many years. Therefore, it is possible to determine their total purchases of this year in advance. The total manufacturing output should be divided into three segmented groups. Suppose that the total output this year is 34,000 m3.

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№	Classification	Previous Quantity /m3/	Planned quantity	Comment
1	Construction companies	6319	14620	
2	Roofing contractors	5437.5	12580	
3	Individuals	2939.2	6800	

**Table 7 Sales volume target market.**

### 3.2.2 Marketing strategies

The goal is to increase sales and revenue by promoting the market advantages of your product. For that, there is:

Micro market: Demonstrate the results of calculations and research to promote the need to insulate homes and apartments according to standard technology. Increase sales points in the capital city and local areas, regularly promote the advantages of LECA insulation, measure and advise on heat loss, teach methods of using our products.

Macro market: Promote the advantages of LECA insulation, obtain support from government agencies in accordance with the law, and participate in tenders and projects announced by state-owned joint stock companies and private enterprises.

To supply up to 100% of the domestic market demand for LECA insulation materials.

1. Follow the strategy of marketing and advertising work to introduce to the public the unique advantages of “Newsever” brand LECA insulation material and the results of its use.
2. Increase market share through consumer segmentation and by following integrated strategies and plans.
3. Pushing non-standard, inexpensive insulating materials used by construction companies out of the market. Also by counteracting Mongolia's ethical restrictions on insulation materials.
4. Evaluate the annual sales plan on a monthly basis and develop and execute a plan for the future.

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At present, private houses in Mongolia, large-scale civil and industrial construction continue to import and use low-standard and non-standard materials.

Marketing strategy for reaching private people. Reaching out to individuals is not an easy task. But we cannot throw them away at all because they are a great source of cash for LECA manufacturers. That is why we need to work hard to attract as many individual customers as possible.

Marketing tools for reaching individuals:

- Select and use the best social marketing option
- Media coverage of social media and daily newspapers
- Public service broadcasts, nationwide broadcasts, and FM radio broadcasts
- Selective participation in exhibitions
- Distribute printed brochures and advertisements for your products and services
- Oral advertising through their customers
- Update roadside billboards and relocate as needed
- Participate in events organized by the capital city district committees
- Develop a detailed plan for each type and form of advertising, estimate the time and cost of implementation, and evaluate the results.

It is possible for consumers to get information about our products from social media, TV shows, acquaintances, exhibitions, handouts, etc., so they are considered to be the main advertising tools to influence sales. We also selected the most accessible media. Based on this, a marketing plan was developed.

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№	Marketing tools	Frequency	Comment
1	Social Media	1000	Internet websites, Facebook, instagram Appendix 2
2	FM radio	2400	Business radio 98.6, MGL radio 88.3, 20 repetitions per day
3	TV Show	1650	Mass TV /5 repetitions per day/
4	Paid TV News	5	Blomberg
5	Magazine	3	Barilga.mn and barilgachin.mn Appendix 3
6	Street advertising screen	8400	At the central Sukhbaatar main square, "Niislel delgets"
7	Exhibition	4	Barilga expo, JDU, "Ulaanbaatar tunshlei"
8	Billboard	3	To place big size billboards at certain locations
9	Handouts	10000	to print Introductory brochure with annual reserves

**Table 8** List of marketing tools for reaching individuals.

To increase revenue from the sales, do the following:

1. Adhere to a stable low price strategy.
2. When building a private house, find out from which market the building materials are usually purchased. Based on that conduct advertising work at that point. Increase the number of sales points. Contract sellers should be given a 5-10% bonus. For example:
  - a. Tsaiz market
  - b. Khangai market
  - c. 100 ail
  - d. Belh market
  - e. 44 market
  - f. Amgalan market
  - g. BIG market

There must be a promotion of our products at every step of the process of building a private house or building.

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3. Develop and operate a system of incentives and discounts. -Develop and implement a new policy of certain discounts and incentives for roofing contractors.
4. Collaborate with individuals and companies that build private houses, and introduce a new incentive system for them.
5. Work with countryside businesses and follow the same pricing policy as in Ulaanbaatar, with a 5-10% bonus for contracted vendors, depending on the terms of the payment.

Depending on my observation there is demand for purchase of insulation materials from the countryside. Local consumers receive information about our products on social media and TV, but there is a lack of information about how to buy and use them. So if we can solve this problem, we can increase local sales.

It is believed that the above can be sufficiently accessible to individuals. But it is not convenient to reach construction companies with the same method. Therefore, we plan to use more sophisticated, more personal connections for these organizations. Make a conclusion about the companies that have relations with us and make suggestions to other similar organizations. Have a personal meeting with the organization's decision makers to explain our product in detail and introduce discounts for them. We will also provide our product brochures, company brochures, special pricing and official product reviews in a hard copy at the meeting. As part of this work, I prepared a 16-page brochure. (Appendix 4)

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№	Marketing Activities	Frequency	Duration												
			I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	
1	Social Media	1000	■	■	■	■	■	■	■	■	■	■	■	■	■
2	FM radio	2400				■	■	■			■	■			
3	TV Show	1650	■	■	■	■	■	■			■	■	■	■	■
4	Paid TV News	5				■	■	■			■	■	■	■	■
5	Magazine	3				■	■	■							
6	Street advertising screen	8400				■	■					■	■		
7	Exhibition	4					■				■	■			
8	Billboard	3			■	■	■	■	■	■	■	■	■	■	
9	Handouts	10000	■	■	■	■	■	■	■	■	■	■	■	■	■
10	Meeting with customers	20	■	■	■	■	■	■	■	■	■	■	■	■	■

**Table 9 Marketing work plan.**

Micro market: Due to the high prevalence of COVID-19 virus in 2020, it will not be possible to import insulation materials due to the closure of the border by all countries in the world. From May 2019, when the use of raw coal in Ulaanbaatar is eliminated, the insulation of apartments and houses will increase to a certain extent compared to previous years. This will allow us to increase sales. To do this, it is necessary to meet the quality standards of the product, even to the satisfaction of the customer, and to provide accurate consumer information and advertising. Properly planned sales points will be established in up to 10 locations, supported by advertising and training, and will increase consumer awareness. Work with the government and NGOs to promote energy efficiency and reduce emissions by reducing coal consumption, which is a pressing social issue.

Macro markets: In recent years, people want more quality products. People are choosing special roof insulation products to insulate their roofs, which is increasing our sales. Ensure product quality standards, provide accurate information and adhere to flexible payment policies to satisfy the customers who choose our products. Work with governmental and non-governmental organizations to promote the potential for energy and heat savings and reduced consumption costs.

### 3.2.3 Results and discussion

This thesis work aimed to determine the market of roof heat insulation materials. After conducting a market research study there were developed a marketing strategy according to the customer responses.

As discussed in the theoretical part of this thesis work, all the segments of the market require different marketing approaches due to differences in their purchasing behavior. Companies need to consider the target market, target segments and their characteristics to determine the appropriate marketing approach for a product. In this case, we have divided the customers into three main groups which are constructions companies, roofing contractors and individuals. Furthermore we have determined the market capacity of LECA, also have determined the market share of all the LECA manufacturers. Mongolia's' construction sector is growing year by year.

The results of the empirical study were used to develop a questionnaire that was used for business-to-business and business-to-customer market research. And the results of the cold calling process were reported to the Newsever LLC. As a result, we have identified two main ways of marketing.

The author gained useful insights about product marketing, business-to - business marketing and had the ability to look at the roofing construction industry environments. Through this thesis work the author has also improved his writing and qualitative research skills.

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**Appendix 1**

Market Research Report

Survey Sample from the Old Customers

Customer Information

Name:  
Tel:  
Email:

Purchased amount:  
Address:

---

1. What purpose have you used our Products for?

.....  
.....  
.....

2. Did you build the house yourself or by a contractor?

.....  
.....  
.....

3. Did you face any problems using it?

.....  
.....  
.....

4. How do you feel about the price of our products, compared to other products?


.....  
.....  
.....

5. Would you give us any suggestions?

.....  
.....  
.....

Appendix 2


Facebook Sponsored Advertisement With Results Sample





**Keramzit Perlit**  
Published by Bataa Unenbat | 91 · August 28, 2019 · 🌐

...

🔥 Өдөрт 400м3 керамзит үйлдвэрлэх хүчин чадалтай "Нью Север" ХХК-ийн үйлдвэр ашиглалтанд орлоо.  
1 м3 керамзит - 82,500 ₮ (НӨАТ).  
Утас: 99012688, 99012790, 99011290  
Чанартай барилга барья гэвэл .... See More



**65,531**  
People Reached

**5,637**  
Engagements

[Boost Again](#)

Boosted on Sep 4, 2019  
By Bataa Unenbat

Completed

Boosted on Aug 28, 2019  
By Bataa Unenbat

People Reached

41.0K

Post Engagement

2.6K

People Reached

2.4K

[View Results](#)

👍👎🗨️ Sonx Avarga, Ganzorig Davaadorj and 241 others · 32 Comments · 109 Shares

👍 Like
🗨️ Comment
➦ Share

**Performance for Your Post**

---

**65,531** People Reached

---

**473** Reactions, Comments & Shares 🗨️

<b>290</b> Like	<b>244</b> On Post	<b>46</b> On Shares
<b>4</b> Love	<b>4</b> On Post	<b>0</b> On Shares
<b>3</b> Haha	<b>3</b> On Post	<b>0</b> On Shares
<b>4</b> Wow	<b>4</b> On Post	<b>0</b> On Shares
<b>63</b> Comments	<b>59</b> On Post	<b>4</b> On Shares
<b>109</b> Shares	<b>109</b> On Post	<b>0</b> On Shares

---

**5,164** Post Clicks

<b>4,415</b> Photo Views	<b>0</b> Link Clicks	<b>749</b> Other Clicks 🗨️
-----------------------------	-------------------------	-------------------------------

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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

---

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

46

### Appendix 3

Sample Of an Article Published in a Newspaper.

## **ҮНДЭСНИЙ ҮЙЛДВЭРЛЭГЧ “НЬЮ СЕВЕР” ХХК –ИЙН ДААЦ БОЛОН ДУЛААЛГЫН КЕРАМЗИТАН БЛОК**

Манай Керамзитан блок маань аль хэдийн хэрэглэгчийн дунд чанар болон үнийн хувьд танигдаж, ихээхэн хүлээлт, захиалга үүсгээд байгаа билээ. Керамзит блок нь даац авдаг учир 3 хүртэлх давхартай барилгыг нэмэлт карказ болон баганагүйгээр барих боломжтойгоос гадна дулаан маш сайн тусгаарладаг тул нэмэлт дулаалга хийх шаардлагагүй. Керамзит блокоор барьсан барилга нь чанартай, гал ус чийгэнд тэсвэртэй зуун жилийн эдэлгээтэй болохын зэрэгцээ барилгаа хямд барих боломжийг олгож байгаа юм.

**Керамзитан блокны 1м3 үнэ 130,000 төгрөг.**



**Дэлгэрэнгүй мэдээллийг: 99011290 болон 99012790  
дугаараас лавлана уу.**

## Appendix 4

### Newsever's Brochure



## КЕРАМЗИТ

Керамзит бол хагас зууны турш ашиглагдаж ирсэн өндөр чанартай, удаан эдэлгээтэй хөнгөн дүүргэгч юм. Керамзитын гол шинж чанар бол бага хүндийн жин болон бат бэх байдлын хамгийн оновчтой хослол юм. Өвөрмөц шинж чанаруудын ачаар керамзит нь орон сууц, дэд бүтэц, ногоон төслүүд гэх мэт "хаа сайгүй" өргөн хүрээнд ашиглагддаг.

 Байгальд зэлтэй

 Дулаан тусгаарлалтын итгэлцүүр  
 $\lambda = 0,128 \text{ Вт/М}^\circ\text{С}$

 Ус шингээлт

 Удаан насжилттай

 Дуу чимээ тусгаарлана

 100% дахин ашиглана

 Химийн идэвхгүй

 Галд тэсвэртэй

 Жин  $\sim 360 \text{ кг/М}^3$

 Даац  $\sim 1,5 \text{ Ньютон/М}^3$



## ШАЛНЫ ДУЛААЛГА

### 1. Төмөрбетон хучилтын дулаалга

Төмөрбетон хавтан дээгүүр уур тусгаарлалтын хальс нөмрөгөнө. Энэ нь хавтангийн бетон гадна ханаас чийг авч норохоос хамгаална. Дараачийн үе нь керамзитбетон бетон байх ба түүний найрлага 10-20 мм ширхэгийн керамзит, цемент ба ус зэргээс бүрдэнэ. Керамзитбетоны хольцыг шалны дулаалганд хэрэглэх нь гадаргуугийн дулаан дамжуулалтыг 2,9 дахин багасгана. Шалны өв тэгш гадаргуу үүсгэхийн тулд нэмэлт болгон элс-цементэн тэгшилгээ хийж болно.

