

Abstract

Due to increase in world population the needs of human beings are also increasing. Therefore basic necessities like food, shelter and clothing are major issues in third world countries. Situation is the same for Pakistan with the increase in population there is a need for people to survive in this era of inflation.

We are focusing on steel business of Adeel shehbaz and the purpose of our project is to do marketing audit to check and review the performance of steel industries in Pakistan that they are serving and what are they providing to people. We are analyzing the strategies inside out of the industry and we also providing the competitive positioning of Adeel shehbaz that where exactly are they standing in comparison with their rivals.

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