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**Role of marketing strategies of KSB Pumps Company Limited in amplifying
its market share in Pakistan**



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Abstract

KSB Pumps Company is one of the leading manufacturer of Centrifugal Pumps, Valves and related systems. KSB stands for Klein Schanzlin and Becker, the three German friends who partnered to set up business unit for the manufacturing of Pumps. KSB Pumps Company was founded in 1871 and it expanded its operation all over the world with the passage of time.

KSB Pumps Company Pakistan was established in 1959 in Lahore. The application range of Pumps and Valves is very vast. These Pumps and Valves are used in all types of industries where there is a transfer of any fluid. KSB Pakistan has an organized franchise and dealership networks covering all major regions of Pakistan. KSB Pumps Company Pakistan as set up a new foundry in March, 2018 giving it a great complete edge. KSB Pumps Company Pakistan is the only multinational pump and valves brand which has a factory in Pakistan.

From last 59 years KSB Pumps Company Limited is working in Pakistan, expanding their business continuously with good profit margins. The study is based on the Marketing Strategies of KSB Pumps Company Pakistan to increase the Market Share in Pakistan. KSB has used different techniques to sustain their business in Pakistan despite difficult economic challenges and their business is growing. Different marketing techniques such as SWOT Analysis, PESTEL Analysis, Michael Porter Five Forces and Bowman Clock Strategy are used to analyze KSB Pumps Company's position in the market and their business model.

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