

Saudi Cement Company: “Survival is The Name Of The Game in a Very Competitive Industry”

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Abstract: In 1961, Saudi Cement Company commenced its modest operation in the Kingdom of Saudi Arabia. This case provides an overview of how the company has evolved over a period of time. The case elaborates on the challenges faced by SCC. The case is designed to enable students to examine (1) the generic strategy of a company in the cement industry (2) an analysis of the external threats faced by a company (3) how a company can emerge successful in the face of numerous competition and environmental challenges. The case is aimed at undergraduate/graduate students.

Keywords: Strategy and policy, Saudi cement industry, SWOT analysis, competitive strategy, competitive advantage

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