

**ORGANISATIONAL CORE VALUES AND CUSTOMER VALUE PROPOSITIONS ALIGNMENT THROUGH VALUE CREATION KEEPING IN VIEW SHAREHOLDER VALUE CREATION, LEADERSHIP AND STAKEHOLDER VALUE DYNAMICS WITH THE CHALLENGES AND CONSTRAINTS OF THE ORGANISATIONAL ENVIRONMENT. A SURVEY FROM FAUJI FERTILIZER COMPANY PAKISTAN**

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**Abstract**

The company future is in the hands of top management and plays a vital role in shaping and strengthening the position of the company. In this report main emphasis was on how to create value for the business and how Fauji Fertilizer Company will take measures to sustain its current position. This report identifies the grey area of this company, which is the blue ocean in their area of expertise fertilizer. To understand the company dynamic and in and out two models were used. To analyze the organization external macro environment (external marketing environment) PESTEL analysis model was used and the point, which has the adverse effect on the company fame, has been highlighted which is the environment.

The company waste is not properly handled and causing the health and safety issue in the form of different diseases such as skin problems, hepatitis etc. To analyze the Fauji Fertilizer Company level of competition within a business development and the industry Porter's five forces model was used to further determine the company competitive intensity as well as the industry's attractiveness. Furthermore, Porter's value chain analysis was also used to diagnose within the organization and enhancing source for the competitive advantages.

This model helped in identifying how the company creates value, and how the company business inputs change into business output. The company is acquiring the raw material from different domestic and foreign sources to produce something useful for the customers and the stakeholders. Using the Porter's framework the chain of activities, which are common to all the businesses, has been cater for and divided into primary and support activities. If the Fauji Fertilizer Company applies all the models to reflect its overall performance to create value for the business how they can sustain their current business and how they can satisfy their stakeholders and shareholders, and the risk involve if the company will not make the changes which is suggested in SWOT analysis to analyze the threats and the weaknesses the company will lose its present position in the market.

**Keywords:** to analyze the threats and the weaknesses the company will lose its present position in the market.

## **FAUJI FERTILIZER COMPANY REPORT**

### **Background of Fauji Fertilizer Company report.**

Assuming a role of strategic consultant this company report has been prepared for Fauji Fertilizer Company. The task is to address the interventions and need for new value creation for the business.

### **Aim**

The aim is to apply the comprehensive understanding and contemporary core knowledge to be critically evaluated and make proposals for value creation in contemporary business for present and future.

### **Objectives:**

- To analyze and propose the current changes in the status of value creation for the key shareholders and stakeholders group.
- To propose new routes to the value creation and to achieve the changes for the business model to deliver financial value capture.
- To capture the incremental value added give value based solution for future stakeholders and shareholders groups.

### **Fauji Fertilizer Company background**

The Fauji Fertilizer Company Limited status is as a holding company and the main headquarters is in Rawalpindi Pakistan. The main focused area of the company purchasing chemicals marketing of fertilizers and it's manufacturing of urea, and the company made investment in the energy generation sector, other manufacturing of fertilizers and chemicals products and banking operations. Fertilizers, power and food are the company's other segments. The fertilizer segment is responsible and engaged in distributing, buying and manufacturing fertilizer products. The power sector is selling and producing power. The company new segment is fresh and frozen fruits, and vegetables as well as semi cooked and frozen cooked food. The product portfolio of the company includes di ammonium phosphate fertilizer, processed vegetables and fruits, energy renewable, urea fertilizers and financial services like company own Askari commercial Bank etc. Wind power generation facility operated by the company is approximately 49.5 megawatts. The company overall urea plants capacity is approximately 2 million ton per annum.

### **PEST analysis**

#### **Political**

- The subsidy has been provided by the government on the import and production of fertilizers so that at affordable price to fulfill the local demand of fertilizers.
- Customs duty on the import of raw material Rock Phosphate and Phosphorous of fertilizers is totally free.
- The government has given tax relaxation to the suppliers of the capital goods for the projects, which are new, and especially that involved fertilizer and also giving export benefits.

### **Economical**

- In order to attract the new entrants tax relaxation by the government has been offered to promote and enhance the local production capacity and imported fertilizer dependency to be reduced.
- For the economic stability ban has been imposed on export of fertilizer.
- Import and production of fertilizers the subsidy has been provided by the government.

### **Social**

- The improper waste handling has the adverse effect of this fertilizer and chemical industry is very high. Many diseases are caused like hepatitis, asthma and skin problems etc. The farmers are at ease and are saving much of their time by using this product and the usage cannot be stopped.

### **Technological**

- A strong technical base is required in the country in order to meet the expectation of the fertilizers, and to execute and project management, specific expertise and engineering is required in development and planning.
- Several schemes has been carried out in the fertilizer industry, including in their current plant de-bottlenecking and saving energy to reduce the consumption and improve the capacity per ton of the product.

## **PORTER'S FIVE MODEL**

### **Supplier Power**

- The company has the high bargaining power due to more foreign groups involvement.
- Competing for the same project they act as separate group that's is why the concentration is low.
- To deal and contract with the other groups is very difficult so high switching cost.
- High Switching cost because it is difficult to contract with other groups and deal with them.
- No risk of forward integration

### **Buyers Power**

- Although there are large number of buyers and buy larger quantity but still the bargaining power of the buyers are very low. Due to less education and there is no forum available where they can protect and fight for their rights. What has happened the government does all.
- The availability of the two substitute products is bio-fertilizer and import fertilizer. Due to anti-dumping duty imposed by the government and for the particular season the prices are fixed at the same price imported fertilizer are available and the bio-fertilizer production is almost over.
- Low switching cost is not significantly effected due to prices are fixed.

### **Potential Entrants**

Barriers to entry are many in numbers such as ecological surveys and the existing firm reputation, policies of the government and requirement of the capital.

- The greatest barrier is the requirement of huge capital for entry.
- The policies and regulations of the government also act as the barrier, as the government is completely controlling the natural gas for this industry that is the main raw material source and specially the supply and price. That is why the government prices of fuel gas are higher and the feed gas is lower, but now both the prices and rates are being charged same. Due to shortage of natural gas the permission for manufacturing plant are not permitted by the government. Especially the harmful environmental effect also acts as barrier.
- Before companies start production massive ecological survey must be completed.
- Switching of customers from one brand to another so brand reputation is also the barrier of existing company.

### **Substitutes**

- The two substitutes available are bio-fertilizer and imported fertilizer.

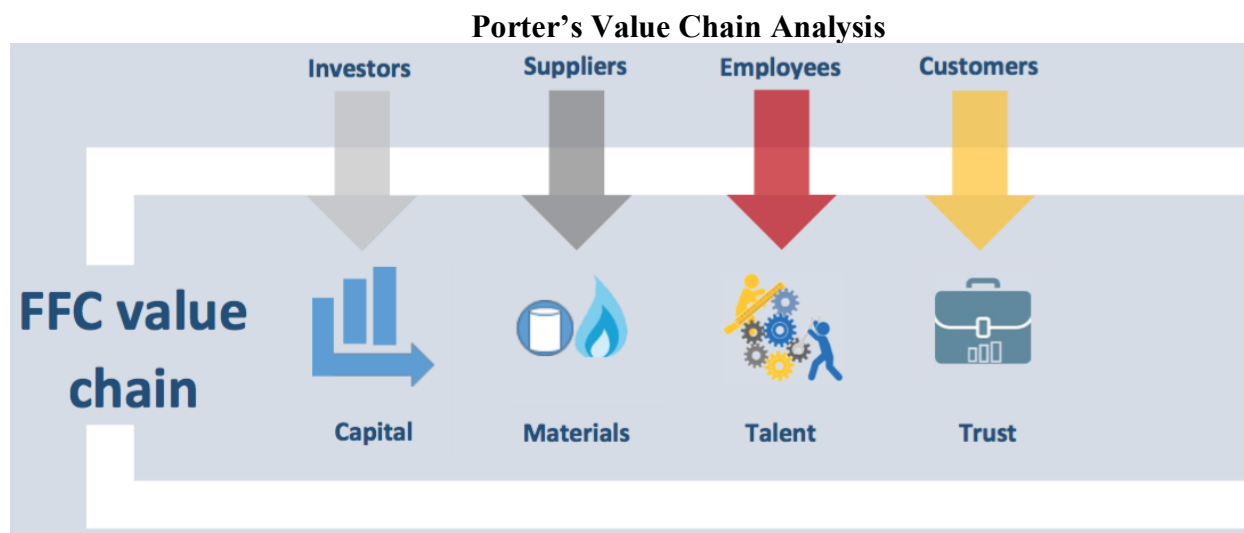
### **Suitability of Alternatives:**

- The suitability of imported fertilizer is as good as the industry product. The use of bio-fertilizers is more suitable than the industry product, as its production is cheap; fertility of the soil enhanced and is less harmful to the environment. Therefore, there is no substitute's threat to the industry.
- The cost of switching is low.

### **Rivalry**

- The competition is low on the basis of growth as industry is a maturity stage.

- On the basis of quality there can be a competition.
- It is not easy to tolerate the fixed cost which is too high. The charm of competition is reduced.
- There is no competition on the basis of pricing behavior as in every season the prices are fixed.



**Investors:** Fauji Fertilizers Company value chain begins with the capital that financial institutions and shareholders give for the business.

**Capital:** The area which offers the long term return Fauji Fertilizer Company invest and run operation which has prospects of growth and then allocate the capital for smooth functioning.

**Suppliers:** From the supply chain partners who are reliable Fauji Fertilizer Company source raw material and supplies from them.

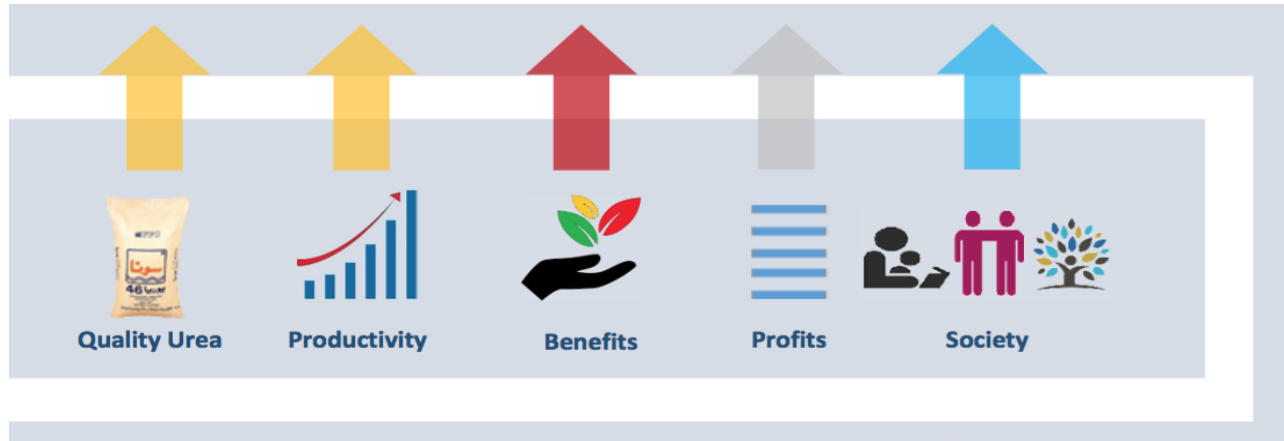
**Material:** For the customers satisfaction and the quality product Fauji Fertilizer Company utilize raw material for the manufacturing.

**Employees:** Highly skilled and well equip staff are employed by the company and the best class work force with training and equipment.

**Talent:** Fauji Fertilizer Company utilizes the expertise and skills of employees to manufacture, price and product marketing for the customers to give complete satisfaction.

**Customers:** Customers are fully satisfied in buying the products and entrust money to Fauji Fertilizer Company.

**Trust:** Fauji Fertilizer Company makes investments by manufacturing products and utilizing money responsibly.



**Quality Urea:** Fauji Fertilizer Company doing continuous endeavors to help the customers in earning and bring prosperity by increasing crop yield through their products and farm productivity.

**Productivity:** Fauji Fertilizer Company gives free soil and water analysis for the customers throughout Agri services and increases productivity potential and earning by promoting balanced fertilizer and complete production technology.

**Benefits:** Fauji Fertilizer Company give bonuses from the profit they earn and give competitive salaries to the workforce.

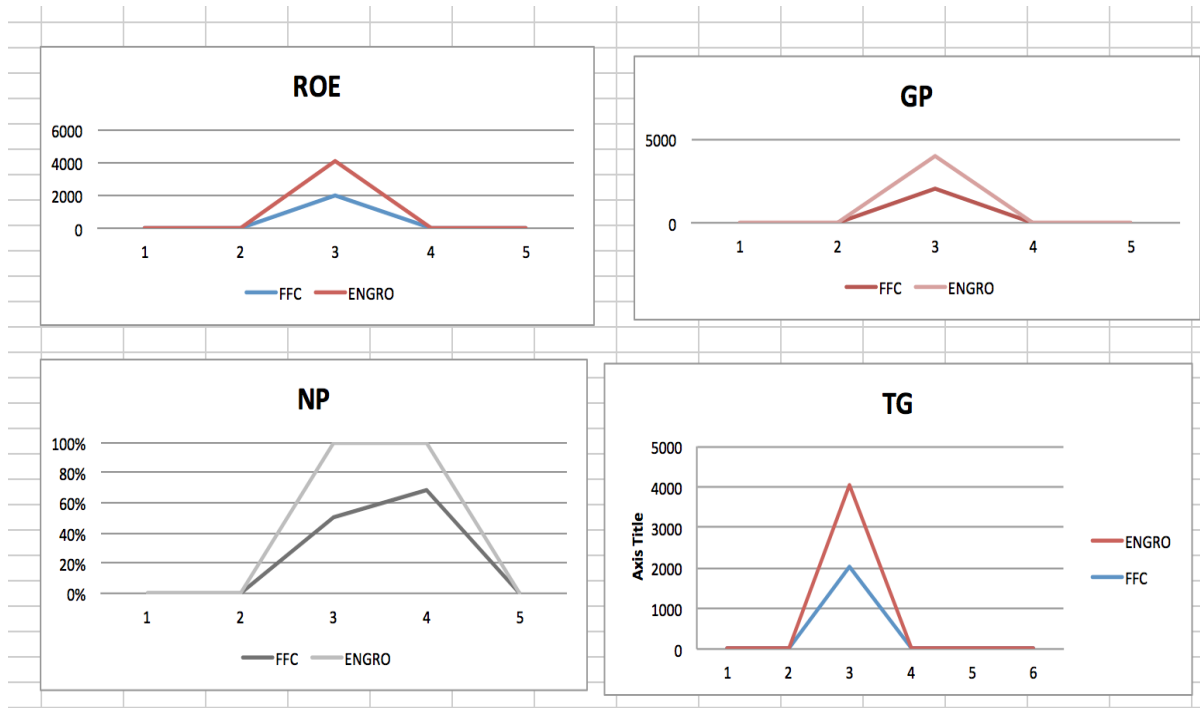
**Profits:** The profit earn by the company shares with the investors with the help of financial charges and dividends.

**Society:** Fauji Fertilizer Company is the higher taxpayer in the country that is how they contribute through tax payment, goods and services payment.

**Financial Analysis Comparison between Fauji Fertilizer Company and ENGRO**

Common ratios	Referred as	FFC	ENGRO
		2015	2015
Return on Equity	ROE	61.39%	22%
Gross Margin	GP	34.5%	28%

<b>Net profit sales</b>	<b>NP</b>	<b>19.76%</b>	<b>9%</b>
<b>EXP/SALES</b>	<b>EXP/SALES</b>	<b>12.46%</b>	<b>11.22%</b>
<b>Operating Margin</b>	<b>OM</b>	<b>26.0%</b>	<b>29.39%</b>
<b>Asset Turnover</b>	<b>ATO</b>	<b>1.06 times</b>	<b>0.94 times</b>
<b>Total Gearing</b>	<b>TG</b>	<b>65.91%</b>	<b>59.64%</b>
<b>Working capital/sale</b>	<b>WC/S</b>	<b>-6.024%</b>	<b>-2.755%</b>



**Observations from Comparison**

- Fauji Fertilizer Company has very higher ROE that means company's assets are greater than its profit
- Fauji Fertilizer Company has higher GP it indicates that company covers all expenses
- Fauji Fertilizer Company has higher N P that shows overall company's profitability
- Fauji Fertilizer Company has OM less than competitor that indicates control on expenses and costs of business
- Fauji Fertilizer Company ATO is higher that means company is efficiently using its asset to generate sales.
- High gearing than competitor that shows great dealings of leverage
- Both have negative WC/S ratio that means companies are declining WC/S

**SWOT Fauji Fertilizer Company**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"><li>• In their field strong, mature and experienced business units</li><li>• Very strong in domestic market</li><li>• Very less and reduced labor costs</li><li>• Highly skilled workforce</li><li>• Growth rate is very high</li><li>• Quality of the products are of very high standards</li><li>• Within the organization very friendly atmosphere which gives employees motivation</li></ul>	<ul style="list-style-type: none"><li>• Administrative problems due to large size of the company</li><li>• Organizational hierarchy is very lengthy</li><li>• Marketing, promotions and advertising are not focused and rarely Fauji Fertilizer Company products are seen on TV and social media</li><li>• Resources are not fully utilize farming productivity needs to be enhanced</li><li>• Governance and stakeholders engagement policies are very weak</li><li>• Environmental pollution and waste created by industries need to be properly addressed</li><li>• Production capacity is very low</li></ul>



<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>• Economy is growing fast</li><li>• Launching of new services and products</li><li>• Constant increase in income level</li><li>• High profitability and growth rates</li><li>• Exploring of new neighboring markets (like Iran and Afghanistan)</li><li>• Production capacity can be increase further</li></ul>	<ul style="list-style-type: none"><li>• New products launched by Engro Fertilizer</li><li>• Frequent change in government regulations and policies</li> <li>• Day by day cost of raw materials is fluctuating</li><li>• New competitors like Fatima fertilizers can reduce the market share</li><li>• Natural gas shortage in the country can limit future opportunities</li></ul>

### **Fauji Fertilizer Company Competitive Advantages**

Fauji Fertilizer Company is the blue ocean in the field of fertilizers. As per the SWOT analysis of Fauji Fertilizer Company in order to secure the market share competitive edge is to be enhanced and created from their core competence in the field of fertilizers. The company is continuously striving hard and improving to create more value, with the help of diversification boost the growth, and increase the profitability, in order to achieve these goals successfully the product range sustainability to be enhanced. With the sustainability principles Fauji Fertilizer Company is aligned closely with its operations and products. In all key areas Fauji Fertilizer Company has established and developed initiatives and programs to strike and achieve the goals and whilst increasing all stakeholders benefits.

### **Fauji Fertilizer Company Strategy for Sustaining Growth**

Fauji Fertilizer Company is aware of the importance to exceed and meet the customer's demands and are focusing on the customers and innovation, consequently to add value to the environment and the customer's new and improved farming technique are being introduced and developing. No complaints so far has been initiated from health and safety point of view. Fauji Fertilizer Company is properly adhering to all voluntary codes, laws and standards related to sponsorship and promotions. The voluntary codes are not limited to the product features and disclosure of benefits, social norms, ethics and cultural values.

The standards, laws and voluntary codes are reviewed and compliance by the Fauji Fertilizer Company on a regular basis on the nature of activity on which they are dependents. Fauji

Fertilizer Company in relation to labeling and product services there is no breach against the practices of the voluntary codes and applicable law. In terms of supply and use of products services and procurement Fauji Fertilizer Company was not subjected to any violation of regulation, law or fines.

### **Fauji Fertilizer Company Sustainable Competitive Advantage**

In the Company's corporate strategy Sustainability competitive advantage is an important element.

- As a blue ocean in the field of fertilizer Fauji Fertilizer Company does not limit themselves and their efforts of sustainability to just legal rules and regulations rather in all of the commercial activities specially ethical and sustainable conduct.
- Fauji Fertilizer Company should follow actions with applicable law and the principle laid down in company's internal code of conduct and the UN global compact.
- Fauji Fertilizer Company to strive for company's ethical standards with the lines with sustainable competitiveness and continuous improvement in business culture.
- Fauji Fertilizer Company to centrally focus on every field and give importance to values which should influence through its ideas and actions.
- Fauji Fertilizer Company to put emphasis on safety and protection of environment in the line with best practices.
- Fauji Fertilizer Company to continually improve social sustainability, economic and environment.
- In order to attract the competent and motivated workforce Fauji Fertilizer Company to set the standards in development and support of employees.
- Fauji Fertilizer Company to meet the future generation need create long-term values, this can be done by treating people and environment with respect and developing sustainable product and solutions.
- Fauji Fertilizer Company can enjoy higher level of customer's demands, appreciation by setting up opportunities apart from its competitors.

### **Recommendations**

- Fauji Fertilizer Company to take proper measures to handle administrative problems of large hierarchy.
- Restructure the organizational hierarchy
- To increase the dealers knowledge there is a need of efficient and effective marketing communication and outreach.
- In social terms and economical environments for the benefits of all stakeholders create added value by proper resource allocation.
- A focus on innovation and on research and development is a prerequisite for continuing to produce products and farming techniques for years to come and to boost revenues.

- To boost the revenue the prerequisite is to focus on research and development, innovation and continue to produce new products and for years to come improve the farming techniques.
- Proper marketing of the product through advertisements and social media to give customers more awareness about the product
- Expansion of coverage area for farmers for better productivity and new farming equipment and techniques to be implement
- Strong engagement policies for stakeholders and governance to be made
- Through continuous upgrade in cleaner technology of plant to make the environment healthy for the general public.
- Fauji Fertilizer Company should increase the production capacity by fully utilizing the equipment and resources
- To achieve the value creation for the stakeholders through new projects and acquisitions and in the core business by maintaining the competitive position, Fauji Fertilizer Company should employ in the multinational and local environments by diversifying unique organizational culture, financial strength, brand name and professional excellence.

### **Conclusion**

Fauji Fertilizer Company is leading and growth oriented Fertilizer Company in Pakistan with comparative highest share in the domestic market. By utilizing its strength in the fertilizer industry delivering performance and excellence. With the help of wisely using the strengths Fauji Fertilizer Company is providing their stakeholder all the optimum value and maximizes the return to their shareholders. There are some grey areas, which need to be addressed like large hierarchy, which creates the administrative problems. The production of the company is trying to sustain by exploring the opportunities, by innovative technology application in the presence of limited gas resources by the government for longer time. The production of urea and opportunity of growth expansion is limited in the country due to curtailment of gas and new urea plants. Moreover, it can be concluded after analyzing the political, economic, social and technological factors that the growth of fertilizer sector of the country is highly compatible with the external environment. Fauji Fertilizer Company is putting their best to deliver the best in the field of agriculture advancement and fertilizer and ready to except any new challenges and initiatives to develop profitable business venture.

### **RISK for Fauji Fertilizer Company for not implementing the Change**

- If Fauji Fertilizer Company will not restructure the hierarchy which is very large administration problem will lead the company into small groups.

- If Fauji Fertilizer Company will not take proper measures for the marketing and advertisement their brand name will be vanish as TV commercials and social media attracts the general public.
- If the company will not utilize its full capacity and farming productivity all the previous customers will switch over to other manufacturers.
- If Fauji Fertilizer Company will not control the environmental aspect and use new technology to overcome the pollution ultimately government will cancel the license.
- If the company will not take measures for the natural shortage and make some other alternative means of natural gas than the industry production will be badly effected.

## **Literature Review**

### **Introduction**

During the research carried out for literature review it was observed that many authors have pointed towards Value creation for a business as an important area not to be ignored or taken lightly while setting up a new business or remodeling an existing one.

It is understandable that every business is setup for making potential profit and margins. Upon the establishment of an arising area of research in which the role of planned management is discussed over the period of past many decades. The role of business model research has turned out little agreements in terms of selecting a single or agreed business model definition as there are many theories written by many authors, which by their years of experience and vision for the future. Contrary to this finding more research can be found under same title as value creation in many businesses. In light of current research one can deduce that the role of model based business having unique design and innovative parameters can result helpful during the implementation of structural approach for an organization.

### **Value Creation for business**

This literature review will shows how different authors have described value creation for a business as an integral part of a business strategy and business implementation covering both the customer and manufacturing end. Value creation if described in simple terms can be deduced as to discover what is that people require and need or in some cases what should be created or pushed in the market which eventually becomes people desire to buy (kufman, 2009).

According to (Kufman, 2009) marketing and sales are two main key factors in value creation of a successful business. The introduction of focused marketing helps in bringing attention of masses towards a certain product enables clients need generation and on the other hand sales depending upon convincing the potential customs into one step further i.e. purchasing customers. There are other factors of value creation as well including value delivery and finance. The value delivery

depends upon the size and structure of the business, for example DHL value delivery has earned the business name globally while local delivery methods are bound by country territories.

(Silva, M. et al., 2014) the number of efforts put in by the core strategic team of an organization towards value creation of business is likely to bring a good and effective change for the business name and its social responsibility towards the community. The core strategic team must realize while forming policies in best interest of business growth and a sustainable value creation for the business in years to come.

After the establishment of an organization there core team get down to lay the foundation of strategy that defines road maps through which the value of the business will be determined over the period of time, such activity includes the following

- Competence of organization
- Market strength of product
- Weakness of competitors

Such factors along with others like resources, common nature of similar products existing already in market etc. would result in an innovative value creation framework for an effective organization (Silva, M. et al., 2014)

### **Sustainable value creation**

According to (Cohen, 2011) business personal from all walks of life to corporate members are focused on value creation, looking for new and innovative ways to catch the eye of the market need and future desire. In particular CEO of organizations are in constant search for keeping their profits incoming patterns for a longer time ensuring its sustainability with competitive market tactics.

(Cohen, 2011) “Sustainable Value Creation” can be described as an effective business methodology concentrating on important communal and social problems by finding out different mountable areas of reasonable advantages that will produce sizable margins of profit and social benefits. To sum it up, CEO of organizations are looking for ways to not only enhance their profits margins but to also get the brand recognition through their social activities effecting their value creation for business directly.

In broader terms the sustainable value creation of an organization can be defined as, an integral business plan whose sheer focus is on entertaining essential society related issues, which are identified through new, map able challenging profits. These profits are generated by computable benefits and those, which are directly and indirectly related to the community. These considerations are meant to cover both short term and long-term organization oriented. It is all about making profits in a way which shows good repute of both organization and its duty towards the society i.e. business empowerment. (Peter, 2009)

### **Shared value creation for business**

As far as the shared value creation for a business is concerned, recent research has shown that companies emerging at an exponential scale are somehow the cause for few arising problems in the community i.e. companies are immensely thought to be flourishing on the disbursement of their societies. Due to such occurrences the level of trust of a common man in the business has dropped down to a new loss level. This has resulted in officials of government to make policies, which discourage attractiveness and liquid, the financial and economic growth. According to (Porter and Kramer, 2011) the business we see now a day is unfortunately caught up in a spiteful limbo.

(Porter and Kramer, 2011) put emphasis in his report that this situation can be overturned in favor of both parties. Such environment can only be created by bringing both the business sector and community back together if they reconsider their scope of generating profits on basis of shared values. This will be a generation of economy, which will also address the community challenges. The approach of shared value combines the success of a company with the social progress which company aims in the first place during its core strategic planning phase.

### **Porter model for value creation for business**

According to (Sanchez and Heene, 2004) porter's given model of value chain and value creation for a business is amongst those, which are commonly experienced by number of companies across the globe.

(Porter, 1985) says that in an organization the economic benefits cannot be taken into consideration by looking at overall performance of a firm. It is a mixture of many separate activities that an organization undertake during it strategic planning process. This includes various factors i.e. the scheme development phase, the production phase, the channel marketing and its overall marketing phase, the resource collections and utilization phase and in last the mixture of above in conclusion of their product delivery and support phase. Every single of these events paly their role in helps in creating a strong basis for organization diversity and flourish.

It was also observed that the amount of profit that an organization could make not only depends upon its functionality within the industry but it is also dependent on the amount of the value they create for themselves in the market with regards to their competitors. This trait of an organization makes them stand out in a saturated market gaining them brand recognition and path to success. (Porter, 1985).

(Porter, 1985) also says that additional value over opponents in the market can be achieved by raising the quality of shared values, strengths and positive attitude towards which enables to achieve promising values towards sustainable value creation. An organization must realize the need of its customers and ways best suitable for fulfilling requirements using better ways then following traditional alternatives.

(Thiel, 2014) in his book “Zero to one”, he touches the factors of a flourished business. In his book he says that all business and start-ups are bound to be created on some value where as there are some value generation methods preferable over others. Generating value by producing a product only is not the answer he emphasizes on the situation that there is always a product which is due to come in near future and could be better in offering people the luxury to choose. His approach to all successful companies operating over a long period of time is based upon their uniqueness.

From porters generic value chain framework we can see the competitive advantage of an organization is dependent directly on two factors i.e. primary activities and support activities.

The primary activities are the set of process, which make sure that the clients paying money for the product, is worth it. According to porters framework this section includes

- In house logistics (inbound)
- Operations procedures
- Outbound logistics
- Approaching masses
- Making potential clients into paying clients
- After sale services (customer relations)

The secondary activities offers help in line of primary activities, which can be categorized as

- Process of buying and purchase
- Use of new technologies
- Human resource management
- Buildings and infrastructure

### **Comprehending value creation for a business**

In light of different authors we saw that value creation for a business is not a one-path method and can be created in number of ways. Every business has its own value creation process however every business is different from another. (Kaufman, 2012) in his book “the art of business” sought, if there is any way to measure the value created for a business. (Jorgenson, 2015) shows measurement of value created through different process and parameters.

### **Value creation in terms of profit's**

A very simple way to measure the effect of value creation for a business is to look into the profits made by the organization over the period of time. As a result if finished product is bought by customers in a desirable volume, it shows that the effort was worth every penny spent (Thiel, 2014).

(Porter, 1985; Thiel, 2014) both share that profits earned on a product sale is the measurement of value created by organization. However value can also be created by not taking profits into consideration examples are nonprofits organization in which their services are more dominant.

In author opinion the profits measurements are not the preferred mode of value creation but is sure one of the many. According to (Thiel, 2014) profits made by an organization are the grounds of value formation not creation.

### **Value Creation and CRM**

It is a must to realize that value creation for a business should be a two way process in which value given to the consumer and the value desired from the customers must end in an ideal equalizer (Payne and Frow, 2005).

To predict and prepare for the requirements of customers, the organization must identify masses segmentation and from those the prospective clients who will be served with value added services by means of personalized schemes and type of customer services.

This shows that a systematic approach must be adopted by organizations in sole purpose of value creation based on knowledge of potential customer's demands. Other factors like market competition, arising openings and the capabilities of the company must also be competitive and up to date with market segmentation needs (Thiel, 2014).

Entrepreneurial ways of doing a business is an important tool for existing organizations resulting in constant struggle to take the competitive edge (Covin and Miles, 1999)

### **Future of Value creation for Business**

As it is observed that the world economy is getting fluid day by day and also distinctive, market researchers must look out to set new examples and standards of value creation for business. Managing the creativity within the organization must be monitored carefully as it is directly linked to the management operation currently. It must be realized that productivity must shows less cost of operations in organizations. (Jorgenson, 2015) says as we have experienced the change of technologies over the period of last 100 years the roads through our economy has experienced the change in value creation, we have moved on an enormous production of mechanicals components and infrastructure. Following it to current date the software and its connected facilities are in more abundance that could have ever thought.

With the introduction of software and its related facilities, there are now huge ways of value creation for not only business infrastructures but also for consumers end.

### **Research Methodology**

To scrutinize the key effecting tool of value creation for the business in order to obtain an effective strategy for company management personal toward a better outcome for the business in



terms of profit, its social standing and sustainability over coming years. What segments of value creation for a business should be explored in order to gain competitive advantage in the current market and its effects over the coming years.

**Research design**

The author has chosen to follow the qualitative research method in order to identify the key processes having direct effect on the expected value creation for business. The author has obtained the material through following means

- Personal interview with Chief financial officer of Fauji Fertilizer company by traveling in person to Pakistan
- Top Level decision making management personal short interviews
- Information gathered from Legal department of FFC
- Detailed discussion with Director of Marketing department

**Research Approach**

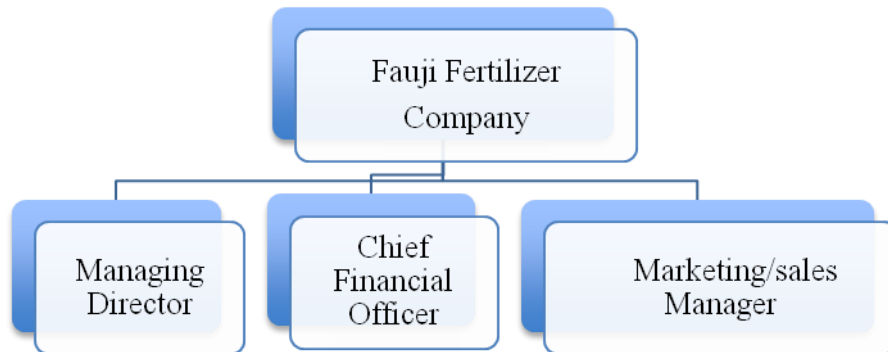
To obtain aptitude of personal in creating and sustaining the qualitative and ethnographic approach is used towards the value creation of FFC business in current situation and for the coming years.

**Research Question**

1. How to further create value for the business involved in fertilizer manufacturing keeping in mind the competitive advantage it holds currently?
2. How to sustain the value created for an existing company and its enhancement over period of time?

**Target population**

The target segment of masses for this study is top strategic department personal, top financial officers and marketing department.



**Data collection**

Personal interviews were conducted to fulfill the purpose of data collection for a sample population and its relative analysis as a sample population.

**Data Analysis**

A Questionnaire will be used to access and identify the reliability of gathered data.

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