

Water filtration research paper example

[Business](#), [Company](#)



Kontek Company

Kontek Company is an industrial company that is in Canada and headquartered at Burlington. The main shareholders are the executive of who forms the structural management of the company. The company has a large number of the employees in the Canada and other international firms. In the history of the company, investing on the research and development was made in 1993-1997 led to the establishment of the new engineering technological initiative that led to the automated control of the company in the water treatment. This was made the company expand its business to the North America such as United States and Mexico in the time of 1998 to 2000.

The period of 2001 and 2006, the company experienced global expansion where it extended its services to Australia, Eastern Europe and Middle East. In the year 2007, the company developed new technology in the water technology and in the year 2010 to present the company has extensively penetrated in the international market in the water treatment.

Product line and trading in past

The water treatment company has its unique method of the undertaking the process in infiltration. They include are strategically employed in a manner that makes the company provide clean water to the residents of Pakistan. The first step that the company uses is visiting the plant of which the water purification is to be carried out. At this point, the experts analyze the water feed and learn more on the industrial process of the expected in the use by the resident or the company that is in need of the water.

The second step they involve the company's team of the chemists and the engineers recommend the process and the system that can be applied. This is maintained in the open public dialogue of the owner of the site and the company's manager. There is a number of water tests by the chemist team from the business.

The third and the fourth steps are made simultaneously. Shipping new treatment process to mount the system in the plan and controlling and validating the performance of the factory acceptance. Then after shipping the system, the installation of the modular design and the commissioning of the system are made. This is until the satisfaction of the site owner and the management from the company.

Then finally, the Kontek Company offers the after service to the site where the water treatment took place as a support in a number of years. This is done with having open communication on how to update the system in the business or the site until the water change is experienced over the time. This is done by offering technical support and provision of the spare parts and other services in the company.

Water filtration in Pakistan

The company's areas of specialization are on the waste water treatment and recovery, raw water purification and oil and grease removal in the mining industries site. In Pakistan, the company has established the water treatment and purification to make it safe for consumption. This is in the recovery of the waste water and using the technology to make it ready for consumption.

The Kontek Company has a branch in the Pakistan for the water purification

and packing in the bottle. This water is distributed to the supermarkets along the Pakistan cities and towns. This helps in making clean water accessible. The company also distributes the treated water using the Lorries to the rural areas around the purification site in the country.

There are several strategies that are employed by the company in the marketing of the packed water in the country. Ensuring the water distributed is safe for consumption is one of the major procedures the company has in place. This has made the resident of the Pakistan especially in the urban area to increase the confidence with the Kontek firm in the water purification. This has boosted the company's sale and making it gain competitive advantage over other firms in the water filtration, in the country.

Packaging and pricing are used in the strategizing on how to attract the customers. The clean water is packed into the bottles of different capacities that have different pricing. This caters for all categories of the customers according to their income. The company has a different packaging design and label of which it makes it different from other company's product in the market.

Promotion and advertising have played a great part in the marketing company's product. This has been made on the media such as the printed press and local television and radio. The company also participates in the public event such as the industrial shows and sponsoring social events. This has made the company get great support from the customers and to gain more popularity in Pakistan.

Conclusion and recommendation

The company's capacity of in the international market is high because of unsafe water being consumed in many places. The company management has a challenge to extend its operation in the entire Pakistan country. This would help to ensure the country is safe from the water borne diseases. Kontek Company should also establish the branches to other countries experiencing the same problem. This would enhance its international competitiveness in the water cleaning industry and distribution.

Reference

Phillips, C., Doole, I., & Lowe, R. (2008). International marketing strategy : analysis, development, and implementation . London: Routledge.