



Cooperative Education Report

A study on the Marketing Department (Supply Chain Management)

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Title: Internship Report on Marketing Department (Supply Chain Management)

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Department: Marketing

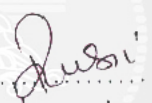
Academic Advisor: Asst.Prof. Maruj Limpawattana, Ph.D

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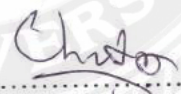
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Abstract

This internship is conducted at MeatCo Food Nepal, which is widely known company for highly quality meat products. Main objective of this study is to find how supply chain management facilitates the MeatCo Food Nepal to increase customer value and achieve a sustainable competitive advantage. It represents a conscious effort by the supply chain firms to develop and run supply chains in the most effective & efficient ways possible.

To achieve the objectives with concrete outcomes, this study is designed as both qualitative and quantitative study upon Meat Co Food Nepal.

Keywords: Supply Chain Management/ Theoretical Implications

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Thank you

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Content

Chapter 1: Introduction	6
1.1 Company Profile	7
1.2 Organizational Structure	9
1.3 Statement of the report.....	10
1.4 Goals/Objectives of Internship	10
1.5 Expected Outcomes	11
1.6 Limitations of study	11
Chapter 2: Literature Report	12
2.1 Related theories or concepts	12
Chapter 3 Methodology	15
Chapter 4: Results and Discussion.....	16
CHAPTER 5: Conclusion	23
Bibliography	24

List of Figures

Figure 1: Organizational structure of Meatco food Nepal	9
Figure 2: MeatCo Food Nepal Customers in Fiscal Year 2016/17 with their purchase quantity in percentage.....	16
Figure 3: The supply chain process at Meatco Food	17



Chapter 1: Introduction

1.1 Company Profile

MeatCo Food Nepal has been in the business for the past 23 years. MeatCo Food Nepal is the top supplier of meat products of Nepal. Currently, they export meat products to different parts of the country. They are also the major supplier of different meat products to the top departmental store Bhat Bhateni and major restaurants and five stars' hotel in Nepal.

MeatCo food Nepal have been an established and popular company with an excellent track record for the best customer satisfaction. The company never compromised on the quality and the services provided to the customer. They believe in keeping the customers happy and providing them either the products at a very competent price.

They have been able to be in the Nepalese market as different and unique company. There are different other company which are still there serving meat products in a traditional way. MeatCo has been trying its best to fill the gap and since their initial stage. Due to poor government and political instability, quality assurance is lacking behind. Many other company in the same category are taking as much advantage as possible. However, in developing countries, this sector is facing a threat of unorganized handling as a major part is being handled by the non-organized sectors. Therefore, there is a need to develop more plants to handle livestock products in an organized manner.

MeatCo Food Nepal works in close conjunction with the Restaurant and Bar Association of Nepal. Apart from meat products, they are also into a bakery- "The Cake Shop", which is located in Baneshwor, Kathmandu, and a restaurant- "MeatCo bite and coffee" in the same building and trades seafood, frozen peas, fries, casings for encasing sausages and salami and spices. Their plant location is in Gothatar, Bhaktapur, Kathmandu. And all together there are 110 employees currently working to serve the customers. Using the standard German technology to manufacture all its products, the company stands for producing hygienic products with a good taste. From the year 2009 MeatCo enter into the market of Bhutan and has been consistent fulfilling the demand of Bhutanese customer.

Mission/Purpose/Objectives/Goals of the company

- **Vision:**
To provide quality processed meat and food products in affordable price
- **Mission:**
MeatCo's mission statement is: "To provide meat at its best".

Organizational Strategies

Organizational strategies are required in order to achieve their long-term goals. There are some organizational strategies that MeatCo Food Nepal is following to keep their pace of consistency in providing quality products to their customers.

With quality as its core competency, MeatCo has adopted the following strategies to uphold this status:

- Training is a crucial for organizational development and success. Well trained employees will become more efficient and productive; therefore, MeatCo Food Nepal conducts training program from the connoisseur of meat technology.
- It uses German technologies like machineries, casings and spices all of which are imported from Germany itself.
- In order to manage food hygiene and safety procedures, it strictly follows the principle of HACCP (Hazard Analysis and Critical Control Points) standards in its production plant.
- Time and again revision of its product's taste to match with the local people taste.

Apart from their basic strategy, there are some other strategies adopted by MeatCo which are as follows:

Timing strategy

MeatCo is already in the business for last 23 years. We grew up watching and knowing MeatCo. MeatCo is the first company to use German technology to develop and market a product. Here are some of the major plus points for being in the market for so long

- Brand name recognition
- Good public relation
- High Reputation

Differentiation strategy

They have adopted differentiated segmentation strategy to target more than one group of buyers.

At MeatCo, they consider the institutional clients as the niche where they can serve a vast array of products. Thus, they offer all the meat products, sea food, frozen peas fries and baby corn. They have differentiated their products to serve the demands of this niche very well.

Horizontal Growth

During the initial stage of the MeatCo, they only served the customers of Kathmandu Valley. Over the course of time MeatCo became one of the best company for the meat products and they started supplying products to the major five-star hotel and restaurant, departmental store of Nepal. Later on MeatCo adopted the horizontal strategy.

1.2 Organizational Structure

Different company have different organizational structure. MeatCo is private limited company so it has a simple organizational structure, it is owned and operated by a single individual and he has complete power to make a final decision about strategic and financial and marketing matters. Here is organizational structure of MeatCo Food Nepal.

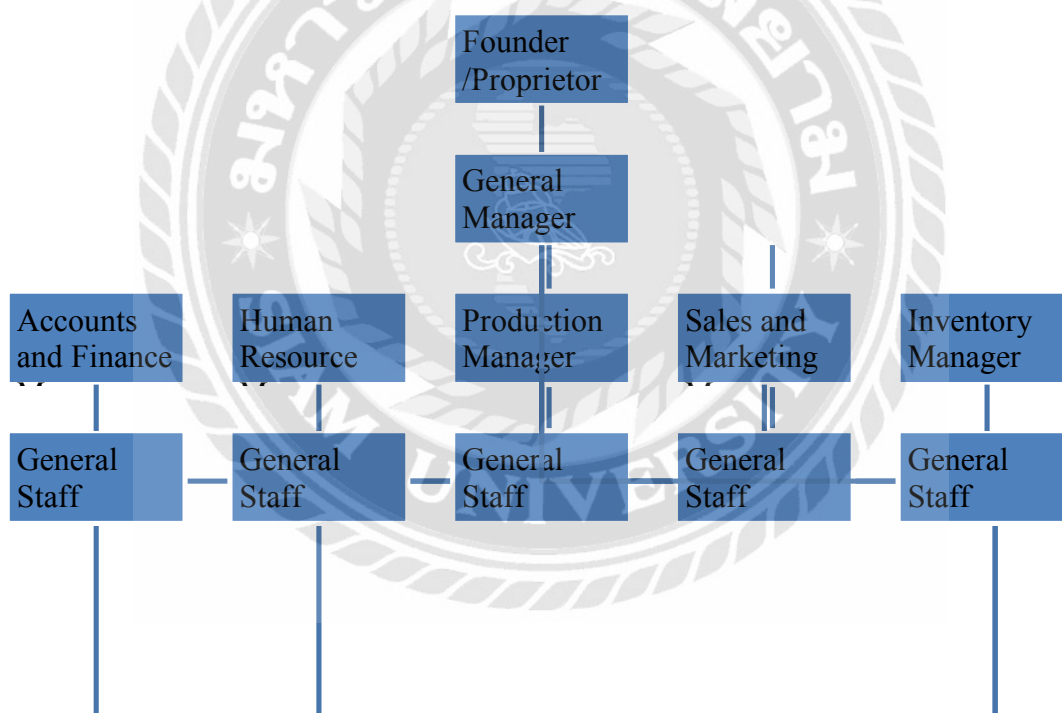


Figure 1: Organizational structure of Meatco food Nepal

The above figures show that owner is in the top-level management. He has complete power to make a change in his company. Under the owner, there is a general manager who execute plans developed by the owner. Other five functional areas within the organization are Accounts and Finance, Human Resource,

Production, Sales and Marketing, Inventory Manager. Every department is supervised by the respective manager.

Decision making in a sole proprietorship is ultimately the responsibility of the owner. Even though he can get to hire a professional consultant with knowledge and experience who can easily study the situation of his company and come to the conclusion with the best decision but its up to the owner to make a wise and final decision to make a change in his company.

1.3 Statement of the report

This report combines the study of how a supply chain management practices are carried out by the MeatCo Food Nepal. Throughout the internship period intern are exposed to marketing department of the company i.e supply Chain management and observed the inner workings of a plant that produces and delivers a products.

To keep the cost of production down, we need to look to set up the production centers where the cost of raw materials and labor is very cheap. We realized that the supply chain management or strategies are the backbone of the organization.

The reason behind this work was to find out how a company can manage its supply chain when the demand is ever increasing and the lead time is very short. Companies that neglect the in developing the good supply chain have to pay a heavy price with cost, quality of the product, lead time and customer satisfaction and also the retention of the old customer.

1.4 Goals/Objectives Study

This report is a short description of my three months long internship carried out as Partial fulfillment of the requirement for the degree of undergraduate program on Bachelor in Business Administration. The internship was carried out within the organization (MeatCo Food Nepal). Since my major is marketing, the work was concentrated mainly on the marketing. At the beginning of the internship I formulated several learning goals, which I wanted to achieve during my internship which are listed below

- To understand the functioning and working conditions of a business organization,
- To see what is like to work in a professional environment,
- To see if this kind of work is a possibility for my future career;
- To explore my gained skills and knowledge;
- To see what skills and knowledge I still need to develop to work in a professional environment;
- To get fieldwork experience/collect data in an environment unknown for me;

- To get experience in working in another country/with persons from another culture;
- To enhance my communication skills;
- To build a network.

1.5 Expected Outcomes

- To do the in-depth analysis of the manufacturing operations of the company.
- To know the procedures and work flow in the company.
- To know the quality management tool for the improvement of the process.
- To apply logistics and purchasing concepts in real world to improve the performance and supply chain operations inside the company.

1.6 Limitations of study

From my own experience I would say the time frame to do the internship was really short. I was not familiar with the organization for the first whole month. I was asking for help all the time for the whole month. From the second month I got used to with the system of the company.

Another thing that really get into my mind was we were there as an intern which is the reason we were not taken as seriously as their own employees. I felt the importance of opportunity.

Here are some other limitations of the study which are as follows:

- We were not given opportunity to do the work freely. Until and unless we don't make mistake, we won't learn from it. They really don't want us to make mistake because we were there as an intern
- Priority wise too interns were not neglected.
- Important work was not assigned to the interns, it was given to the employees.

Chapter 2: Literature Report

2.1 Related theories or concepts

2.1.1 Location and transportation decisions

The most important factors in determining the supply chain is the geographic location of the production plants and the location where the stocks are maintained that is warehouse and distribution centers. Distribution center plays a vital role on how effectively and efficiently we can provide service to the customer. The whole supply chain process will be much faster and economical if the distribution location is at the right place. On the other hand, location of the customer who are wanting to get service delivered is also a major thing to consider because if the customers are out of reach then there is no point in going through the whole process of supply chain management.

The most important area is supply chain management is to determine the appropriate mode of transportation. Ship transport are the cheapest but it is very slow whereas, easiest way of transportation is through road. On the other hand, air shipment is the fastest at the same time very expensive. (CrackMBA, CrackMBA, 2012)

Transportation plays a vital role in supply chain operations, moving raw materials from supply sites to manufacturing facilities, and delivering final products to the end consumers.

2.1.2 Product Type

While transporting goods from point A to point B, it is crucial factor to know the product type. Depending upon the products, shipping arrangement needs to be done in such a manner that the product will not be damaged.

For perishable products like ice cream, bakery items, sausage, etc. subzero temperature is required throughout the of supply chain process. To make the product fresh and available to the end user they also need to make the delivery process more organized and designed it based on the availability of cold containers.

and supply chain management needs to be designed based on the availability of cold containers. Other factors like hygiene needs to be taken into consideration.

2.1.3 Inventory Control

The main purpose of supply chain management is to eliminate unnecessary cost of inventory. Proper inventory management reduce the cost that directly or indirectly affects the overall goal of the organization. The cost of production is determined by the proper inventory management and control. Inventory control is

also known as stock control. The main goal of the inventory control is to maximize profits of the company with a minimum inventory investment. Inventory control facilitates to know about the stock.

Inventory control and inventory management is a similar term and both the term gives idea to the company regarding how should they give order.

Aspects where Inventory Control and Inventory management deals differently

- Inventory control keep track of stock that is already in the warehouse of the company. It keeps track of their quantity and availability. On the other hand, inventory management involves in keeping or stocking right quantity of inventory
- Inventory control makes sure where all the inventory is and ensure that the products are stored well and Inventory management ensures that you have right amount of inventory in the right place.

2.1.4 Distribution Strategy

One of most important and vital function of supply chain management is distribution strategy of the organization. It is a plan developed by the manufacturing department of the company to make its products available to the consumers directly or indirectly. It helps the company to expand their reach and increase revenue.

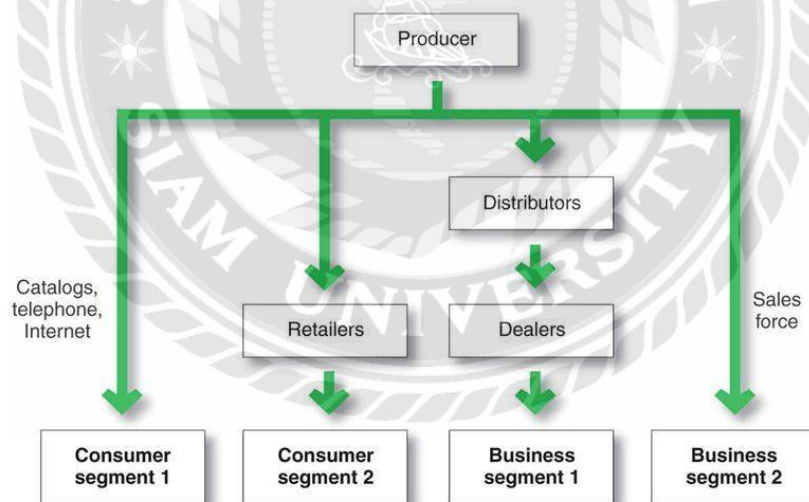


Figure: Distribution Channel

Here are some examples of distribution channels in marketing

- Direct to end users
- Sell through a distributors and dealer network
- Sell through a retailer

2.1.5 Supply Chain Integration

Supply chain management have to cooperate with all the other department of the organization and integrate all the information available in one system to effectively and efficiently track the progress. That's where the ERPs come into picture which integrate all the suppliers, procurement managers and inventories into one system to control the overall supply chain system for a particular organization. (CrackMBA, CrackMBA, 2012)

Supply chain integration is close alignment and coordination within a supply chain often with the use of shared management information systems. A supply chain is made up of all parties involved in fulfilling a purchase, including raw materials, manufacturing the products, transporting completed items and supporting services. Supply chain refers to all inputs required to produce a product and fulfill a purchase. For example, a company that assembles computers would need to purchase components such as circuit boards. The circuit board company would need to purchase materials to produce them, including wire and silicon. All of these materials and components form part of the company's supply chain of materials needed to produce the end result of a working computer. Once the computer is built, a trucking company may take it to a wholesaler warehouse, and then it may be delivered to a retail store for sale or shipped directly to an end user. Every step from sourcing of raw materials to final delivery to the customer is considered part of the supply chain of the computer

Chapter 3 Methodology

3.1 Roles/Jobs performed in the internship

Commencement of my internship was very exciting. We were given an orientation to know more about the company and the job that we need to do.

Here is some list of jobs that we performed during our internships

- To check the sales and also to analyze whether demand matched the inventory produced and most importantly to check leakages.
- We also learned to check on the store requisition forms against bills of the goods purchased and checked on to the inventory levels.
- We were given an opportunity to closely directly observe the production plant and processes to review the goods produced, materials used to produce the goods and the processes undertaken for the production of those goods.
- We designed marketing materials for various events in close supervision of our supervisor.

Chapter 4: Results and Discussion

Supply Chain management (SCM) is the active streamlining of a business supply side activities to maximize customer value and gain a competitive advantage in the marketplace. SCM represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Supply Chains covers everything from production, to product development, to the information systems needed to direct these undertakings (Investopedia, n.d.)

If a company sells any product to the customer, then the company most likely has a supply chain. And that supply chain has a direct and indirect impact in almost every business activity. Company cannot sale anything without the supply chain management. As, we can see in the case of MeatCo the competition with its competitors are to reach out to the customer as the demand for the meat products is ever increasing.

a. Customer: For any business success customer is the foundation. Customer are the king in the market and to achieve any primary goals of any marketing strategy, we need to identify and meet the needs of the consumer. In the long run or to survive in the market for a long run customer satisfaction is most important at all stages of the marketing process.

MeatCo is a major supplier of meat products to different departmental store of Nepal and five-star hotel which ultimately reaches the end users. In this way we can say that MeatCo Food Nepal has more institutional clients.

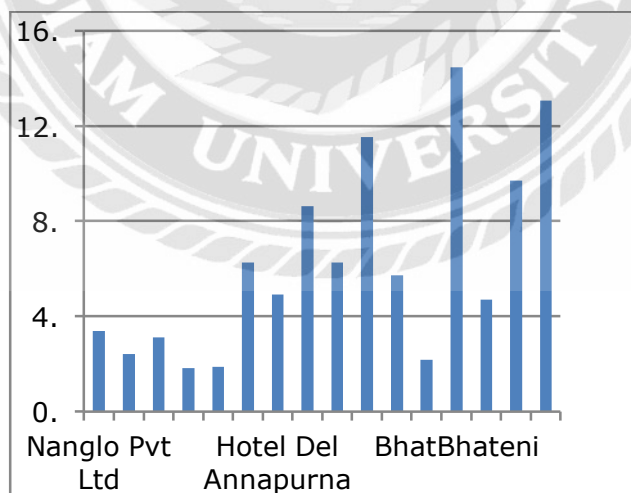


Figure 2: MeatCo Food Nepal Customers in Fiscal Year 2016/17 with their purchase quantity in percentage

The main reasons for choosing the institutional clients over household customers is that institutional clients make regular orders of the same quantity. They usually order in huge quantity of the same quantity at regular intervals of time. Due to this, the production of a meat products will be easy to forecast.

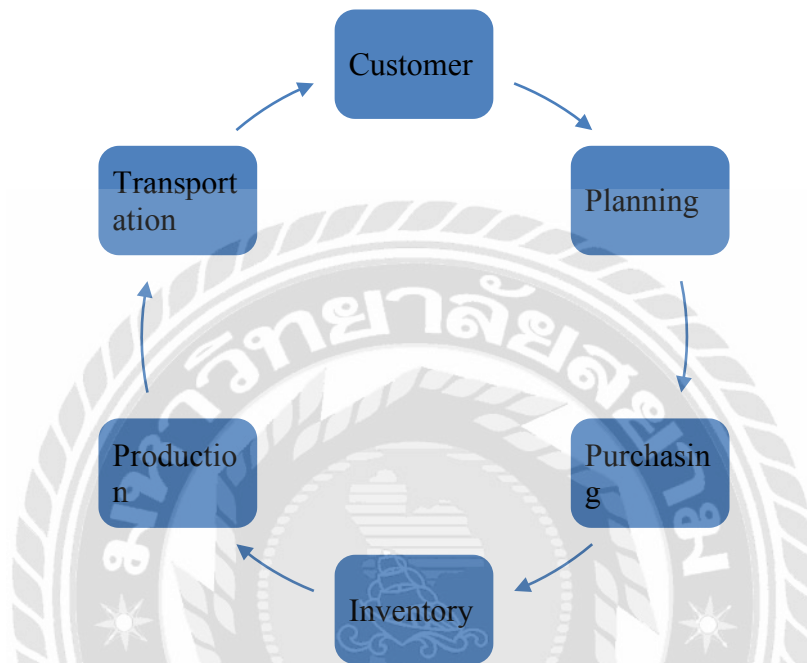


Figure 3: The supply chain process at Meatco Food

b. Planning: Planning is to do the future course of action in advance in order to minimize the future risks and uncertainty.

In the case of MeatCo Food Nepal, planning is a very important function which involves in formulation of one or more detailed plans to achieve organizational goal. Planning gives idea to the company regarding how much they should produce. It will give a clear picture to identify the goals or objectives to be achieved, helps to formulates strategies that need to be achieved, arranges or creates the means required and implements, directs and monitors all steps in their proper sequence.

Planning is done before production so as to meet the customer's orders. , A careful planning is done to produce the products to fulfill the customer's orders.

c. Purchasing: The purchasing is done by the stock office of the company which is found at the central kitchen located in Mid Baneshow, Kathmandu. Based on all the list of crude materials and services required by the generation division to total the customer's orders. The stock office sends buy orders to chosen providers to

convey the essential crude materials to the fabricating location on the desired date. There are a number of devoted providers that the company has sent till date for the acquirement of its stock. The company has had long- term relationship with its provider and buys in bulk. So the relationship with the provider is of commonly useful kind. In the case of MeatCo Food Nepal, the different providers that the company uses are chosen on the premise of the taking after criteria.

Reasons for choosing various suppliers:

Price: There are many suppliers of raw materials but the price they quote for their raw materials differs, therefore the best price will be determined by the company and accordingly we make decisions to select the best suppliers.

Distance/ Proximity: The suppliers which are generally near to the company. So, that they can get the items they need effortlessly and the transportation cost is generally less. Typically, moreover since of the truth that the merchandise that MeatCo bargains with, is perishable in nature. Separated from this, the strikes don't have much influence in the event that both the provider and the recipient are within the same area.

Quality: One thing that makes MeatCo Food Nepal different from other competitors is because of the quality of the stock provided by the Supplier. The meat from clean butcher houses is as it were gotten. So, as it were the providers who can supply this quality of meat are the providers of MeatCo.

Credit offered: Credit plays a vital role for a company like MeatCo Food Nepal. Without the provision of credit, the actual product won't reach the end users. The credit limit advertised by the provider is one of the major determinants of the provider. The providers of Meat Co offer them adaptable credit limits. Be that as it may, it ought to be kept in intellect that this may moreover be due to the long relationship that the company has had with their suppliers. Of all the providers that MeatCo right now has, there are as it were many providers who are based out of the valley. They are:

Yammi Frozen Foods: It is found in Nepalgunj and takes the lead time of 5 days to convey the merchandise requested. The products are bought in a holder through the road ways.

Variety Cold Store: It is found in Nawalparasi and takes the lead time of 3-5 days to provide the products requested. The merchandise are bought in holders through the road ways

Other suppliers: As of the other providers, the meat providers more often than not take a lead time of 3 days when expansive orders are made, indeed in spite of the fact that they are found inside the Kathmandu Valley. While, within the typical

cases; they recharge the requested amount in a everyday premise. So the compelling utilization of the JIT techniques can be done in this case.

Casings, Spices and Chemicals: These items are provided by a German company. So, the requesting cost of these items is high. In this way, they are requested in a tremendous bulk to final for a long period of time. These raw materials are provided through the implies of the air cargo.

d. Inventory: The raw materials are gotten from the providers, checked for quality and precision and moved into the capacity units within the company's capacity unit, too called its central kitchen which is found in Mid Baneshwor. It ought to be caught on that all the receipt and capacity of the raw material stock is done at the central kitchen. The central kitchen at that point sends the raw material stock to the generation plant to handle it into the wrapped up products. The generation plant after wrapping up the bundling of the items, send it to the central kitchen where it is put away or dispatched to the individual clients.

Inventory Management Practices at MeatCo

The four major capacities of stock are:

1. To separate different parts of the production process.
2. To decouple the firm from variances in request and give a stock of merchandise that will give a determination for clients.
3. To take advantage of quality rebates.
4. To fence against swelling and upward cost changes.

Stock administration is the method of productively supervising the consistent stream of units into and out of an existing stock. This handle as a rule includes controlling the exchange in of units in arrange to anticipate the stock from getting to be as well high, or waning to levels that might put the operation of the company into risk. Competent stock administration moreover looks for to control the costs related with the stock, both from the viewpoint of the overall esteem of the products included and the assess burden created by the total esteem of the stock.

Demand-Pull Inventory: The stock administration framework at Meatco is characterized by the request drag framework. With the increment within the request, the stock is expanded to meet this request. As the showcase for this item is increasing, the request is additionally expanding; more noteworthy responsiveness on the portion of the company ought to be appeared to the customers' needs. There are a parcel of discoveries that I came over amid the completion of this endeavor. The discoveries were a result of the examination of the essential and the auxiliary data that I came over amid the completion of my project.

Major Findings

Supply Chain procedure:

There are different types of supply chain procedures like

- **Material Flow**

It includes a smooth flow of a material from point A to point B, or from the producers to the consumer. It is possible due to the presence of distributors, dealers and retailers.

The chain is the major challenge in ensuring that the material flows without any barriers. The quicker it moves from point A to point B, it is better for the enterprise and the unnecessary cost will be minimized.

- **Information Flow**

Information flow includes the quotation, order for the purchase, schedules for the whole month, complaints regarding quality of the products and reports on suppliers' performance from customer side to the suppliers.

- **Money Flow**

The producers raise the invoice and its correctness is examined by the clients and if the claims are accurate, money flows to the respective producer from the clients. In order to achieve an efficient and effective supply chain management, it is equally important to manage all the above mentioned flows.

Inventory management: Inventory management techniques can make or break the business. The entire cost of the organization is determined by the inventory management techniques. It is the intrinsic part of our business. The overall success and failure is determined by the inventory management techniques.

Here are some of the inventory management techniques which are now in the MeatCo Food Nepal.

Just in Time (JIT)

Just in Time (JIT) methods helps to eliminate the volume of inventory that a business has to store in their warehouse. JIT is often considered as risky because we only purchase the inventory just few days before it is needed for sale.

In the case of MeatCo Food Nepal, It orders in small lots frequently to meet the demands of its customers With the large orders, it also orders in bulk. A safety stock of 500 kg is kept to meet up with the demand. As, the lead time for the production and for that of receiving the raw material inventory from the suppliers are both very short, the JIT is the best way to solve this problem. MeatCo has had long- lasting

relationship with its suppliers and engages in mutually beneficial transactions with the few suppliers that it gets its raw materials from. So, the suppliers and MeatCo work in close association with each other, making the JIT possible.

With the high storage costs, it is better for the company to use the prevalent JIT technique for the future as well.

Suppliers and Customers: All the suppliers and customers of the MeatCo is largely determined by the proximity, effectiveness, reliability and cost. Location of the suppliers and the customers is important because the company need to bring the raw materials or the company need to deliver the products to the customers.

Lead Time: The time interval between the initiation and the completion of a production process in the case of MeatCo is very short. It only takes 1-5 days for acquiring raw materials from the suppliers.

Reorder level: The determination of the reorder point of the MeatCo is based own old purchase and sales cycles and varies on a per product basis. MeatCo Food Nepal doesn't use any sophisticated tool to determine at which point to reorder. The reorder is influenced by the demand and the storage capacity. However, a safety stock of 500 kgs is always kept.

Central Kitchen: The central kitchen of MeatCo Food Nepal is located in the heart of the Kathmandu Valley. In order to deliver its product, it is really easy because of the location. It will help the company to reduce the transportation cost and saves a lot of time. Again the control of the raw material and the finished goods inventory will be better in this case.

Demand- Supply management:

Even though MeatCo Food Nepal is already in the market for the last 23 years, the company is lacking behind in supplying properly to its customers due to the fact of limited capacity of the company. Currently the company is building its new office, many other subzero temperature room to increase the capacity of the company. New sites for the factory is now under construction and it will soon be in the operation. After the operation of the new factory, the company will have more storage space and also will be able to produce more as automatic sausage fillers are also installed in the new site. This is will help the company to meet the

Problems Observed

- Lack of management information system
Even today MeatCo Food Nepal is using same old register in order to take the attendance of the staff members.
- Less presence on social media sites
Today, easiest way to reach different customers is through social media like Facebook, Line, Twitter, YouTube, etc. MeatCo is missing in social media. MeatCo Food Nepal has not been able to promote its work and create buzz in market
- Communication within the organization was breached due to lack of MIS
Due to lack of MIS system in the organization, communication flow is not smooth. It takes a long period of time to flow information from top level management to the lower level management and vice versa.

Recommendations

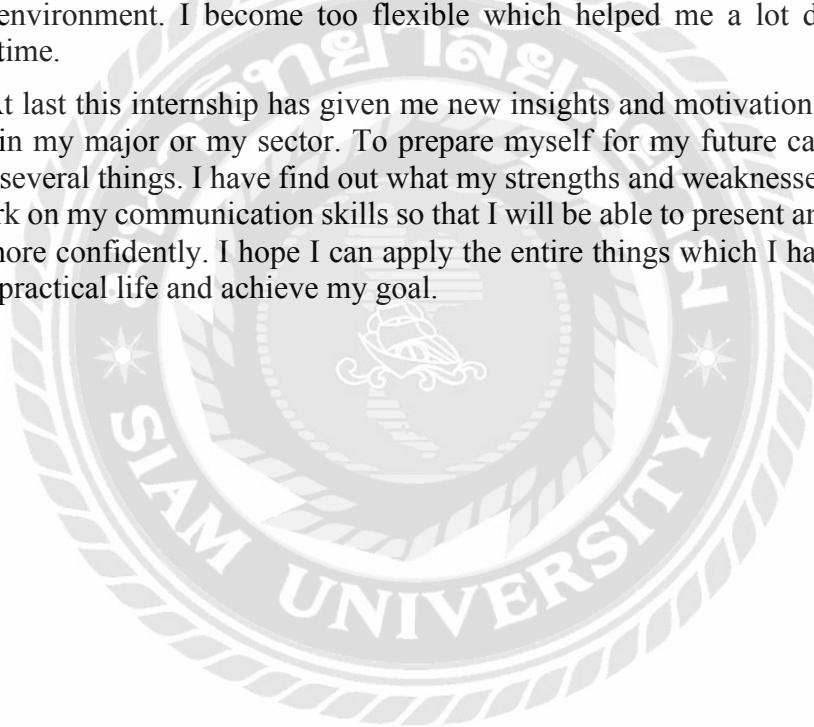
- Implementation of MIS system in the organization to reduce cost and save time
- Should create a professional webpage of their organizations in order to communicate with the outer world about them
- Should build MIS in order to flow ideas and information to employees effectively and efficiently
- Promotion is must MeatCo Food Nepal in order to reach new untouched market and for expansion

CHAPTER 5: Conclusion

This short period of time has really helped me to think even more critically and in a professional way. Each and every moment during my internship was really exciting. All the experience that I've gained in this short period of time was new thing for me.

During my internship I got wonderful opportunity to explore new things. I gained new knowledge and skills and met many new people. I achieved many of my learning goals, however for some the conditions did not permit to achieve them as I wanted. Working together with the different people of different thinking and beliefs was another major challenge. I always manage to adjust myself in every kind of environment. I become too flexible which helped me a lot during my difficult time.

At last this internship has given me new insights and motivation to pursue a career in my major or my sector. To prepare myself for my future career I can improve several things. I have find out what my strengths and weaknesses are; and I can work on my communication skills so that I will be able to present and express myself more confidently. I hope I can apply the entire things which I have gained so far in practical life and achieve my goal.



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