



Cooperative Education Report

Title: Evaluation of marketing tactics for purchase
behavior in passenger vehicle

Written by
Miss. Salina Kunwar
Student ID: 5708040043

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for Cooperative Education, Faculty of Business Administration
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Title: Evaluation of marketing tactics for purchase behavior in cars

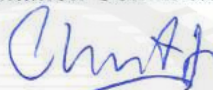
Written by: Ms. Salina Kunwar

Department: Marketing (Passenger Vehicles Business Unit)

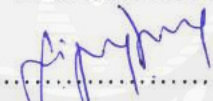
Academic Advisor: MR. Chantip Suksai

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Oral Presentation Committees


.....
(Chantip Suksai)
.....

Academic Advisor


.....
(Mr. Srijan Nepal)

Job Supervisor


.....
(.....)

Cooperative Committee


.....

(Asst.Prof. Maruj Limpawattana, Ph.D.)

Assistant President
And Director of Cooperative Education

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By : Miss. Salina Kunwar
Advisor : Mr. Chanatip Suksai
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Abstract

This report is about my internship experience I did my internship in Sipradi Trading. Sipradi trading private limited is one of the leading company in automobile and allied business in Nepal. At an introductory stage, it started its operation as a sole authorized dealer of Tata motors India in 1982 AD.

Sipradi Trading Private Ltd (STPL) is an ISO 9001:2008 certified company. Tata motors has always been the main backbone for the company's operation and success. The objective of this report is to provide overall view of Tata's passenger vehicle marketing practices. This report will highlight people's preference and buying behavior while buying passenger vehicle. More specifically, it describes marketing practices pros and cons for building brand value and ultimate sales increment for Tata's passenger vehicle. As a part of internship requirement, I was given a research project where basically I had to carry out survey among all the potential customer who had inquired in Thapathali showroom and understand market situation and come up with recommendation.

A major finding of my report is that Nepalese market of automobile has become gradually competitive due to new entrants and aggressive marketing. Likewise, word of mouth and aftersales service provides major contribution for the future of Passenger vehicle.

Tata should be investing more on research and development as to come up with more effective and efficient product. Sipradi trading should focus more on aftersales service. It should establish more service center and address customer problem properly. They should assign separate department for complaint handling and have fast spare parts delivery

Keywords: Word of mouth/ Passenger vehicle/ Aftersales service/ Telephonic survey

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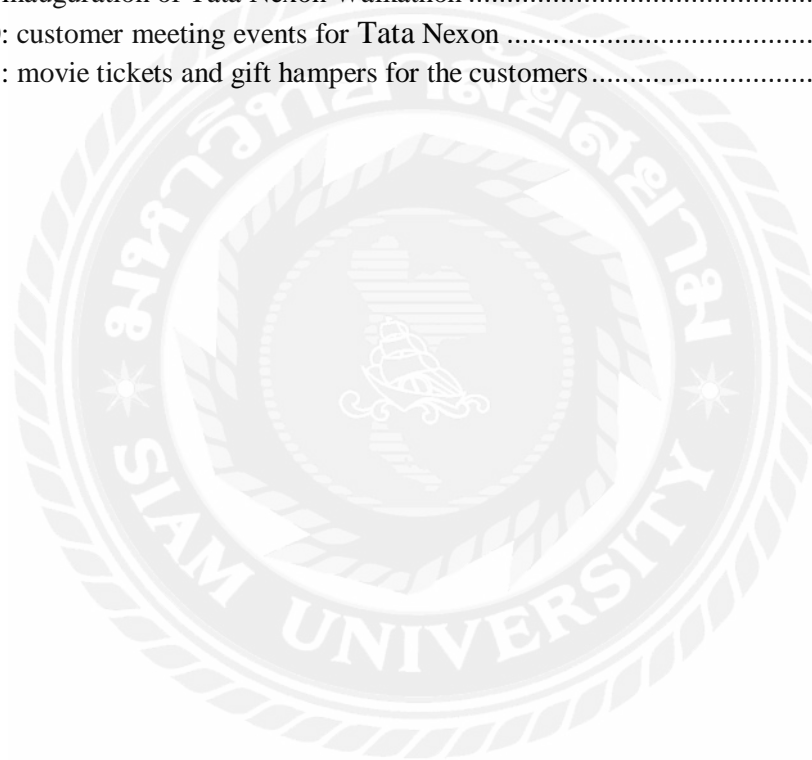
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Chapter 1: Introduction of the Company

Sipradi trading private limited is one of the leading company in automobile and allied business in Nepal. At an introductory stage, it started its operation as a sole authorized dealer of Tata motors India in 1982 AD. Gradually, it has expand its operation to various other sector and has become top tax payer to Nepalese government.

Sipradi Trading Private Ltd (STPL) is an ISO 9001:2008 certified company. Tata motors has always been the main backbone for the company's operation and success. It has been operating its service throughout the country with immense network having 22 sales network offices and 25 service centers dedicated to Commercial vehicles. Moreover, 16 showrooms and 25 service centers dedicated to Passenger Vehicles and allocated 300 spare parts outlet across the country.



Figure 1: Thapathali showroom

Likewise, it is an exclusive distributor of Mak Lubricants, Michelin tires and Exide Industrial batteries along with Luminous Inverter and other various line of products. The company has over 1500 employees and staffs and has been creating more job opportunities ever since.



Figure 2: Annual general meeting

The company has following sub division:

- Sipradi Trading Private Ltd
- Sipradi Auto parts
- Sipradi Earthmovers
- Sipradi Equipment
- Sipradi Assured
- Sipradi Hire Purchase

It has always been undertaking Corporate social responsibility (CSR) as a major aspect. It has undertaken major CSR initiatives in driver training, traffic management, road building, drinking water supply, education and tree plantations (<http://www.sipradi.com.np/>, n.d.).



Figure 3: plantation program held by Sipradi team

1.1 Organizational Structure

Siprati trading is combination of several sub division. Every organizational structure varies according to the product type. As I have been assigned as an intern in passenger vehicle unit division. I would be presenting its organizational structure:

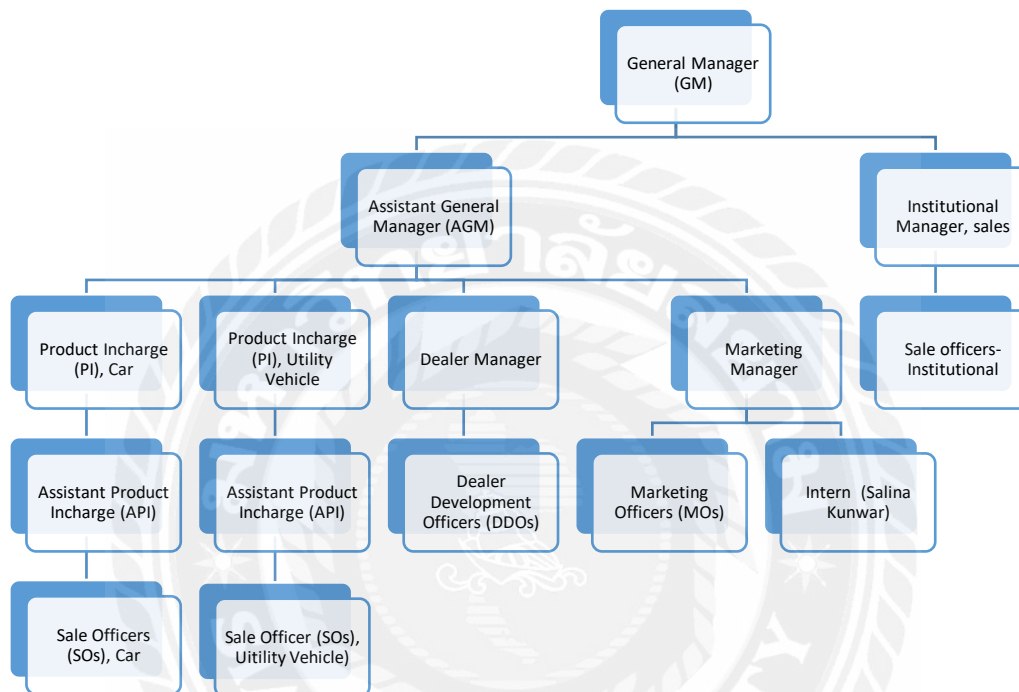


Figure 4: Passenger Vehicles' Department Hierarchy

1.2 Statement of problem

Even though Tata is one of the leading automobile seen in Nepalese road, there has always been mixed perception from the customers towards Tata's vehicle (especially passenger vehicle section) due to bad word of mouth. This report attempts to understand customer buying behavior as a result of various marketing tactics and market competition. Furthermore, it tries to understand and determine following aspects:

1. How can Siprati trading change customers' perception and regain its market value?
2. What tactics could affect sales of passenger vehicle?
3. What marketing tactics could affect customer buying behavior?
4. Why customer prefer other passenger vehicle over Tata's?
5. What are overall solution to increase sales and goodwill?

1.3 Objectives

The objective of this report is to provide overall view of Tata's passenger vehicle marketing practices. Following are the specific objectives that this report covers:

- Understand customer's buying behavior and their preference while buying any passenger vehicle.
- Analyze the aspect of market and its influence to buying decision of the customer while buying passenger vehicle.
- Recommendation and suggestion to enhance Tata's brand value and ultimate sales.

1.4 Scope of study

This report will consist of understanding and evaluating marketing aspect in the field of automobile industries. This report will highlight people's preference and buying behavior while buying passenger vehicle. More specifically, it will describe marketing practices pros and cons for building brand value and ultimate sales increment for Tata's passenger vehicle. Furthermore, it will analyze and recommend marketing tactics to enhance brand value and sales.

1.5 Expected outcome

My internship in Sipradi Trading has been a fruitful experience till date. I have been assigned as an intern in marketing department under marketing manager in passenger vehicle unit. My basic assignment is to learn and analyze ongoing market trend on cars and SUVs. Likewise, I have been participating in several events and campaign organized by Sipradi Trading and assigned to critically analyze the drawbacks and give suggestion and recommendation. As a whole these are my expectation outcome after the completion of this internship report:

- This report aims to critically evaluate Tata motors Nepal marketing activities related to passenger vehicle and provide feedback of any kind.
- Objective of this report is to understand market trend of cars in Nepal and reasons behind Tata sales results.
- Gain valuable experience from my internship about how to cope up with professional career.
- To self-assess my potential and understand my field of interest. And to critically evaluate my learning capacity.

1.6 Limitation of the study

Even though, there are several advantages of doing an internship in reputed organization like Sipradi Trading. However, there are some limitations which are unavoidable. Some of them are:

- As internship is not a proper job, company hesitates to share all the information and task allocation are carried out accordingly.

- As Sipradi trading is a big organization handled by big number of employees. We get little change to observe and understand company's overall working system and get exposure to limited department.
- Limited access to company's information to come to required and expected outcome.
- Internships often have very low earning potential. Unlike a proper, full-time job, most paid internships don't offer a competitive wage to try and attract talent.



Chapter 2: Literature review

Basically, Sipradi trading is one big group of company combines with several sub division. Since, I was assigned as an intern in passenger vehicle unit division, I get to deal with all the marketing activities held by the company. Similarly, passenger vehicle unit consist of following categories:

Hatchback (Tiago, Nano, Bolt)

Sedan (Zest, Tigor, Indica, Indigo)

Compact SUV (Nexon)

SUV (Sumo Gold, Hexa, Safari Storme)

The automotive sector is one of the most important economic catalysts in every country. Even though, Nepal is a developing country, culture of buying a car or SUV has been increasing. There has been high demand for passenger vehicle, lately.

Automotive manufacturing sector globally is increasingly becoming a competitive industry which requires new car models at a lower cost, but at higher quality. Current market trends require faster product development, lower cost and higher quality products. Furthermore, customer has become very precise and articulate while buying car. Since, it's a big investment and are to be used for several years. Customer decision making process are to be acknowledged properly.

2.1 Main theory and concept applied

2.1.1 The consumer decision making process:

Purchase trigger (stage 1):

Considering Nepalese scenario, most of the potential customer lives with their families. Unlike western culture, where customer buys for their own uses, Nepalese customer buys passenger mostly for family uses. It signifies that buying decision is directly affected by family preference. Likewise, there are two type of buyer first timer and repeated one. First time buyer has no prior reference so they go for popular and rational decision. However, a repeated buyers wants to upgrade and are very specific about their requirements.

Both has different factor while considering which vehicle to buy. Contrary to the popular belief that the car buyer is motivated by the opportunity to make a statement of success, it is interesting that this is a very rational and practical requirement (deloitte, 2014).

Information search (stage 2):

Most People looks for price and features while considering to purchase cars. In Nepalese context, most information are gathered through friends and family. Thus, word of mouth has a huge impact on perception of customer. Similarly, some of the sources where potential buyers gather their information are:

- Social networking sites
- Friends and families
- Sales person
- Official website of particular manufacturing companies
- Newspaper and magazines.
- Television and endorsement
- Prior experience

Evaluation of alternatives (stage 3):

There are many brands serving Nepalese market. However, some of the major preference for Nepalese customer while buying cars are offers and brand image. With the gradual increase of competition, companies are coming up with several scheme and offers. Main alternative of Nepalese customer has been Maruti Suzuki, Hyundai, Tata, Mahindra, Volkswagen, Toyota etc. furthermore, customer compares every aspect such as features, resale value, color, brand image, model, price, aftersales service etc.

Consumers prefer to conduct research on their own such as by searching internet and reading reviews. Very few consumers use internet to connect with dealers during the research phase for quotes or information.

With keeping all these factors in mind, person comes to conclusion. For example, Siprodi trading recently launched new compact SUV model called Nexon, it offered several scheme and facilities which were able to grab customer attention and eventually their buying decision.

Purchase (stage 4):

At this stage, customer has finally decided to buy a particular product base on several factors, it may varies for the first time and repeated user. The logical decision may come after mixture of emotional, advertising, influence and technical factors.

Post purchase evaluation (stage 5):

The review stage is a key stage for the company and for the customer likewise. If a customer finds that the product has matched or exceeded the promises made and their own expectations they will potentially become a brand ambassador influencing other potential customers in their stage 2 of their next customer journey, boosting the chances of your product being purchased again. The same can be said for negative feedback which, if inserted at stage 2, can halt a potential

customer's journey towards your product (consumer decision making process, n.d.).

Sipradi trading Tata has been facing several backlash and bad word of mouth due to its previous product line, indigo and Indica. Due to which even though Tata offers excellent, customer hesitate or think twice before buying one.

2.1.2 Word of mouth

Word of mouth (WOM) has always been one of the important factor for customer buying decision. Moreover, in the sector of automobile, it is one of the main factor buyers looks upon while buying vehicle. Basically, word of mouth advertising is unpaid form of promotion usually carried out by satisfied customer to other customer. It is a very effective and highlights product strength and brand value. Advances in information technology and the emergence of online social network sites have changed the way information is transmitted. This phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision (Jalilvand, n.d.).

In Nepalese market context, people tend to believe in what other says about the brand before using or considering to buy the vehicle. There are several passenger vehicle brand in Nepal. Some has high brand value where as some has low brand value which is highly caused by word of mouth advertising. Sipradi trading has a high brand value mainly due to its Tata association. Even though, Tata is main player in every other vehicle division, it has been facing backlash in passenger vehicle unit division mainly due to bad word of mouth advertising. With the launch of Indica and indigo model in Nepalese market, people had high expectation. However, due to several reasons such as poor maintenance service, aftersales service, poor performance, and low resale value, Tata's goodwill got hampered.

Keeping this in mind, Tata has been gradually improving its vehicle and aftersales service. Due to extensive bad word of mouth advertising, some people now also hesitate to buy Tata's passenger vehicle.

2.1.3 SWOT analysis

Sipradi trading has strong presence on Nepalese market in automobile sector. After acquiring sole distribution of Tata motors India in Nepal, it has been providing Sales, Services and Spare parts, facility for the full range of Tata Motor's commercial as well as passenger vehicles (<http://www.sipradi.com.np/>, n.d.). Strategic planning plays initial role on evaluating and analysis company's position and future planning.

SWOT analysis helps to determine company's objectives more clearly and precisely. Furthermore, it helps to find out all the internal and external factors that affects company's operation and brand value. I performed SWOT analysis of Sipradi Trading automobile sector. Following are the results:

Strength:

- Tata motors has a strong foothold on Nepalese market. Most of the Nepalese is familiar with Tata vehicle or take it as a synonym for heavy vehicle. It has been a leader in every vehicle segment and falls on 3rd position on passenger vehicle all over Nepal.
- One of the most important strength of Siprodi Trading is that Tata motors has wide range of product line. It has long list of product portfolio ranging from trucks, buses, heavy machinery, and van to cars. It makes the company easier to target mass customer and segregate profit and perform strategic planning.
- Tata motors has been acquiring world reputed luxury vehicle brands on their portfolio. It has strengthen its global presence and widen its target segment. With the increasing demands of luxury vehicle in Nepal, Siprodi trading could be in advantage as Tata has acquired Jaguar and Land rover.
- As Tata motors is an Indian brand and India being a neighboring country of Nepal, all the components are easily accessible. Siprodi Trading has wide networking and has service station available in most of the places, which makes it easier for customers to easily acquire required parts and component.
- Siprodi Trading has huge employees base and their productivity rate is significantly higher than that of any other companies in Nepal. They have effective inter departmental communication.
- Siprodi trading is one of the high Tax payer to Nepalese government and is a responsible corporate citizen. It has comparatively high income and resources to carry on several activities to strengthen company's position.

Weakness:

- Though, Siprodi trading has its hands on several product categories such as lubricants, assurance, batteries, etc. it mostly depends upon single supplier which is Tata motors India. If any problem comes from Tata motors, it has its huge impact on Siprodi and its employees.
- Siprodi has large number of inventories in its hand which is not operated efficiently and effectively.
- The company's passenger car products are based upon 3rd and 4th generation platforms, which put Tata Motors Limited at a disadvantage with competing car manufacturers (www.marketingteacher.com, n.d.). Also, it has a very low resale value comparing to any other competitors brand available in Nepal.
- Siprodi trading is not being able to give effective and efficient after sale services. The spare parts and components are not delivered on time. Likewise, there are several complaints regarding vehicle quality and

reliability such as its safety features which has affected company's brand image.

Opportunity:

- Tata Motors has a very cost efficient vehicle. Nepal is a developing countries where majority of people are price sensitive. Thus, Siprodi has opportunity to attract high number of potential customer with extensive marketing tactics.
- With the acquisition of Land rover and Jaguar by Tata motors, Siprodi trading has opportunity to target high end customers. With the increase in living standard of Nepalese people, people are wanting luxury brands. Siprodi trading has opportunity to enter to those niche market as well.
- Siprodi trading has always been participating corporate social activities. It conducts several events for the betterment of Nepalese society and its people which I have been part of the event. It's give the company built a good brand image and create opportunities for future betterment of the company.
- With the updated infrastructure and required resources. Siprodi trading can invest in several profitable and sustainable sector. It can also allocate its resources on research and development to come up with better planning and outcomes.

Threats:

- Main threats of Siprodi is its competitors. Likewise, several new entrants are entering to the market which has taken many potential customer on their side. Furthermore, Tata motors is moderately new in passenger vehicle segment, so it might be challenging for Tata cars to lure the customer as there are many strong players in the Nepalese markets such as Hyundai, Maruti Suzuki, Toyota, ford etc.
- Bad word of mouth has also been a major threats for Siprodi Trading. People are hesitating to buy Tata due to bad word of mouth all over the market. People are complaint about low resale value, unavailability of spare parts and vehicle's quality itself. Siprodi trading should be very serious about this issue as it could hamper its brand image and sales permanently.
- Political events and strike could also affect the company operation. If there is changes in laws and regulation, it can be a threat to the company. Likewise, government interference is also most likely in Nepal.

Chapter 3: Methodology

Sipradi trading is one of the most organized company in Nepal. It has received many awards and recognition for its organizational system. Sipradi trading has been a highly growing company managed by professionals and one of the most sought after employer. Sipradi offers challenging roles in various functions across the companies.

I have always known about Sipradi Trading due to my father's business operation with the company. Thus, I searched in its official page and found out that there is a vacancy requirement for intern position in Sipradi Trading. And the next day, I dropped my CV and contact details and within 2 days I got a call from Sipradi Trading for the interview.

Interview session was held in Human resource department, Thapathali which went on for 25 minutes. They asked me about my abilities and interest, ideas, contribution I can provide to the company and I confidently answered all of them. And the next day they hired me as an intern for Passenger Vehicle Department Unit.

3.1 Roles and responsibilities assigned by company

I have been assigned as a paid intern in Passenger Vehicle division unit under direct supervision of PVDU Marketing Manager Mr. Srijan Nepal. As an intern my main responsibility was to be a helping hand of Srijan Sir. However, I have listed following responsibilities and assignment I was assigned to:

- Observe and assist the marketing manager with marketing idea generation. These ideas can further be utilized to come up with other marketing strategies and how the ideas can be improved and enhanced for the future.
- Observe and recommend improvement ideas after any marketing event and occasions. The haptic feedback from the audience present in the event can help a lot for the future marketing of the product and how it can be further used for the reach of the customers and the market target.
- Engaged in telephonic conversation with potential and lost customers. One on One conversation with the customer can help know the views and feedbacks of an individual rather than a group hypothesis and this will help in gaining the similarities between all the different customer and further improving it. Also giving feedback to the customer and consoling them in buying the product.
- Make a report about how to appeal new customer and improve company's brand value and conduct research as assigned by marketing manager on audience trends.
- Understand market trends and contribute effective ideas. Market trends can be from rival company as well so analyzing the growing market trends

from several companies can help in improving the marketing goals and the demands as per the current market.

- Conduct research and analyze obtained result to target and define customers. The research may include a sample survey, questionnaire and one on one conversation with the customers and the company members alike.

3.2 Project details

As a part of internship requirement, I was given a research project where basically I had to carry out survey among all the potential customer who had inquired in Thapathali showroom during past 7 to 8 month's period. Main purpose of the research project are:

- What are the reasons people are switching to other brands passenger vehicle?
- Why are people not considering Tata for buying purpose?
- Why is there bad word of mouth against Tata passenger vehicle?
- Who are the top competitors that are leading the market?
- Suggestion and recommendation to increase Tata's brand value and ultimate sales.

First of all, I were to call all the potential customer who visited or called Thapathali showroom during July, 2017 to October, 2017. There was approximately 660 participant whom I carried out my survey. I were given deadline of 2 months. In those two months I call all the person mentioned in the list and in which car are they interested to buy or have already bought. Many people had already bought new cars of competitors' brand and many where about to buy. So, this was the questionnaire I prepared to ask them:

Some Respondents hesitated to answer all the question due to lack of time. However, some respondent were very cooperative. All in all, there are the finding I got from the telephonic survey:

Peoples' preference of passenger vehicle in Nepal

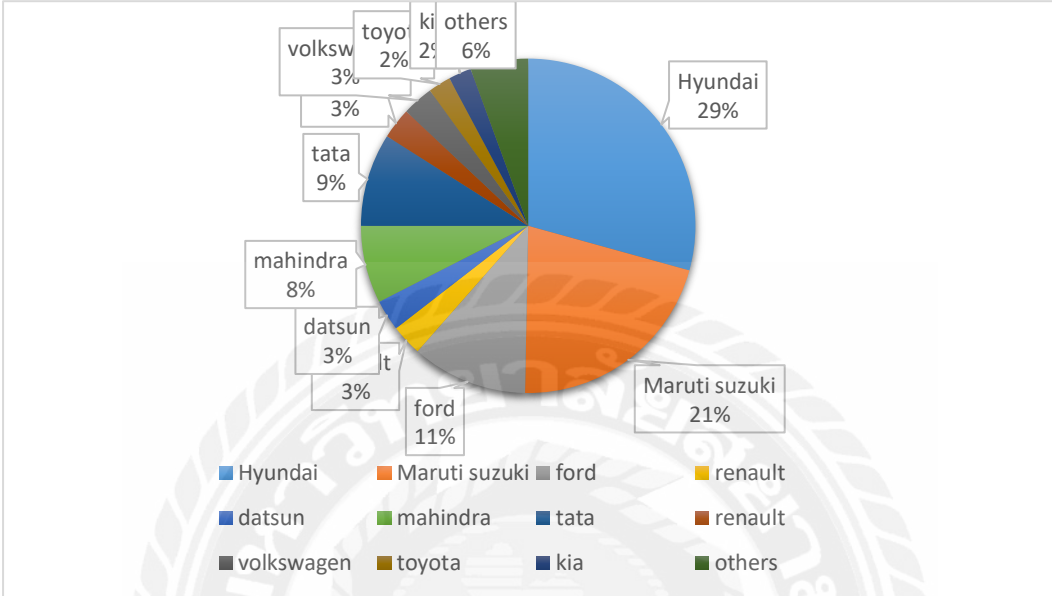


Figure 5: peoples' preference of car in Nepalese market

Reasons for not buying Tata's vehicle



Figure 6: reasons for nor buying Tata's PVs

Some glimpse of my internship experience and events I participated in 3 months' time period.



Figure 7: Participation in marathon held by Sipradi Tata Motors, Nepal



Figure 8: Nexon Launching Ceremony



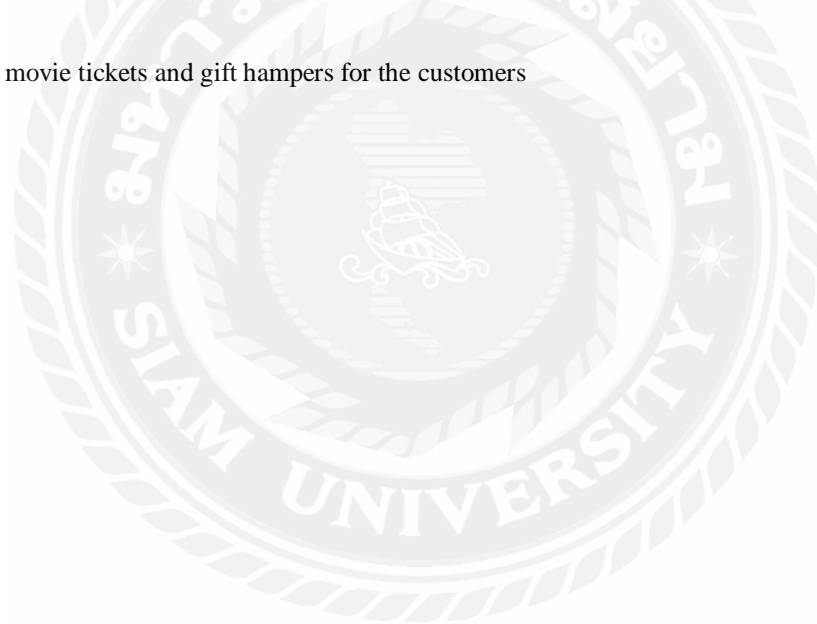
Figure 9: inauguration of Tata Nexon Walkathon



Figure 10: customer meeting events for Tata Nexon



Figure 11: movie tickets and gift hampers for the customers



Chapter 4: Results and discussion

4.1 Details of related learnings and new knowledge

Sipradi Trading is one of the trusted leading trading company in Nepalese market. It has been serving in Nepalese market since 1982 A.D by being sole distributor of Tata motors. Tata motors is the flag bearer of the Indian manufacturing industry , being the first Indian manufacturing company to have its own indigenously manufactured passenger car and being the first to make forays into the global market . It is a showcase for the whole industry with world class process management techniques being incorporated (khan, n.d.) .With the success of big vehicle such ash buses, truck and tipper, Tata decide to expand its product line and enter to small vehicle section which is passenger vehicle. It launched its first car which was Indica, it was a massive success. However, it got some mixed review later on and was questioned to hamper brand image. As soon as it entered Nepal's market as Tata was trusted number one brand for big vehicle, people had high hopes for its new expansion. However, due to its new entrance and lack of experiance in passenger vehicle section, it got lot of criticism about its quality, maintenance, after sale service and bad word of mouth got spread all over the market. Thus it has affected Tata brand name for passenger vehicle, people think twice before buying Tata's car or SUVs. Meanwhile, many complaints about Tata's aftersales service and its resale value. People have perception that Tata only focus on their sales but not on the customer's satisfaction. Other competitor brand has been focusing on resale value and aftersales service as to satisfy and retain customer. Nepal is immensely rising at automobile industries. Studies shows that Nepalese are buying more passenger vehicle in recent years due to improvement in living standards. Several brands are entering into market now and then. Basically top passenger vehicles brand which are seen in Nepalese road are:

- Maruti Suzuki
- Hyundai
- Mahindra
- Ford
- Toyota
- Volkswagen
- Datsun
- Renault
- Skoda and more.

Although it holds the 3rd position in the passenger car market in Nepal after Maruti Suzuki and Hyundai, it's increasingly feeling the heat from global competitors like Hyundai, Suzuki etc.in the domestic market. However, new entrance such as Renault, Datsun and several other brand is taking over market share gradually. Customer are becoming more knowledgeable and informative

while buying cars. Thus, companies are coming up with best scheme and features as per people's demand and needs to be sellable.

Main problem I have found on Tata's passenger vehicles are its general impression on the mind of customers. People hesitate to buy Tata's PVs due to bad word of mouth all over the market. Aftersales service is very important as to retain and maintain healthy environment towards the customer. Investing on PVs in developing country like Nepal is a very big deal. People think a lot before buying it. If they are not satisfied with every aspect of the product, they starts to spread bad word of mouth. This has been the main problem with Tata's PVs in Nepalese market. Many people complaint about its unmanaged aftersales service. For example, late spare parts delivery, comparatively less service station, ignorant aftersales service professionals. This might be the main cause of Tata's PVs bad word of mouth and customer's least preference.

4.2 Outcome and recommendation

Customer satisfaction is the main factor for company growth. Tata can greatly enhance customer perception of these three criteria with targeted increased investments. Brand appeal, performance and quality are all functions of the investments made in product development and marketing (www.scribd.com, n.d.). Tata should be investing more on research and development as to come up with more effective and efficient product. Sipradi trading should focus more on aftersales service. It should establish more service center and address customer problem properly. They should assign separate department for complaint handling and have fast spare parts delivery. By analyzing market scenario, Sipradi should come up with similar market tactics. Moreover, Tata should make advertisement which could address all the problem with its solution. For example, coming up with catchy catch phrase and suitable brand association by tying up with other brands and personality. With the rise in competition, every brands are coming up with attractive schemes. Customers' buying decision will surely be affected by such discounts and schemes. Potential customers are switching to other brands because of better discounts and schemes. Thus, better discount and attractive discounts should be provided to customers.

4.3 Contribution as an intern

Internship at Spiradi trading had its own bitter sweet experience. There was a lot to learn and it was a gradual process of learning which helped me learn a lot about the ethics of the company and my contribution to it as an intern. I helped out mostly to collect the data which was utilized by the company to understand future planning and decision making. These collected data were used by the company for risk management as well as to analyze the newer marketing techniques used and modification of such techniques to make them better.

I was given the task of call survey as to find out the potential customer willing to but the newer product and also found out several suggestions by the customers and analyzed the hypothesis given by several customers as for the common likings of the customers to bring in products and car according to the specific

demand of the public. Several marketing campaigns were also carried out in which I assisted. As we know that people are attracted into a product by its marketing strategy. Promotion of the newly launched products in malls, public places are a great strategy to bring in customer and in general increase the reach to several people likewise. I assisted in several ad campaign and gave adept ideas to promote these products to increase its fruitfulness.

During my stay as an intern, Nexon was the newly launched Passenger vehicle (SUV). I assisted the company by giving ideas on how to create flyers and also gave idea for the launch of product. Choosing a good brand ambassador plays a great part in the sale of the product in which I helped as well. I collected a lot of feedbacks from the audience present at the time of launch and used this data to further know how to increase the sale of this product.

In this growing age digital marketing is all the hype. People get to know about newly launched product through social media than the launch itself. I gave a lot of ideas to promote the sale of the newly launched car through social media which included several schemes and several graphical representation of the model for the reach among people. I also gave ideas to promote the product in movie halls, billboards, newspapers to be the least. Contribution to the company also was done by me through visit to several showrooms and rival companies and finding out methods through survey as to how surpass them in marketing and management. The contribution was done not only in the field of marketing but also by motivating my coworkers and assisting them in several task.

I contributed a lot to my company and it also contributed me back by helping me learn several skills, knowledge and help me utilize it for my future and my company's future too.

Chapter 5: Conclusion

5.1 Self-assessment as future professional

Automobile Industry is one of the most ever growing industries in the context of Nepal. I got a chance to work with Tata Motors and was given an opportunity to analyze it practically. The Company Culture was the first thing I got to know about. Professionalism, honesty and integrity, and good ethical standard is what they teach at Tata. These ethics are not only important in perspective of automobile industry but also as a good entrepreneur and a responsible professional. Systematic work division is done in Tata Motors which helps balance the workload and divide the task systematically.

Tata has put a lot of effort to bring in customers to increase their sales and this is done by a lot of critical thinking and analysis. Brainstorming of ideas and implementing them is a major key factor of Tata and it helps in increasing problem solving skills and critical thinking capability in professional life. While selling cars to the customers we have to deal with people of different type and culture which helps in dealing with all kind of people. In professional life we should be able to stand out among all the competitions and for doing so we need to deal with every kind of customers possible. So good communication skills learned by this company would be very much useful in the future as an individual professional in this field. As a student of marketing, I need to deal with a lot of marketing skills for future endeavors of my own. Tata has helped in doing so with its ads campaign and marketing strategy to bring in customers and help sell vehicles as well.

Marketing trends and growing up according to the demand of the companies is one of the major factors for a business to improve. Billion-dollar Company Nokia failed to do so due to which they were a failed company. The team at Sipradi come up with different ideas according to the growing market demand and trend and help adopt according to the business needs. They have helped me a lot to look at and analyze how the current business works and what new ways I can provide to any company I work with or my own in the future as a professional. Working with Sipradi has also helped me how to motivate my coworkers and different ways to increase the productivity of my coworkers. They have also helped to work in pressure and how to motivate and promote one another. Handling stressful situations was also a key factor of working with Sipradi. We were also taught about leadership skills and how to lead a company or a group of team members. As a future professional it is really a must to have a good leadership skill in the field of automobile industry and working with Sipradi has helped a lot in developing such skills.

For a product to work we need to keep in mind all the environmental and other factors for it to sell. In a certain country, specific type of vehicles only sell. So we need to keep in mind about the requirements of the customers before bringing any product to the market. People at Sipradi have also adopted these method as the

product are brought in keeping in mind the demand of the customers and after sale services are also kept accordingly. Word of mouth is also an important factor of marketing. We know about a certain product through people who have a positive review of it. They have helped me out how to let people know about the different products and how they can be used to promote it through the clients itself.

So analyzing my work done at Siprati they have helped shape me into a really good professional. They have taught me different leadership skills, demand of people, how to deal with customers etc. So these skills learned and analyze would be of great help to me as an individual in my future endeavors as an entrepreneur and a leader in the field of marketing and business.

5.1 Comparison of practical learning VS theory

While learning we gain the knowledge about several things. We become “the jack of all but the master of none” according to an old saying. That is what learning is, we learn a lot but in practical only a certain part of that knowledge is used. Same goes while working.

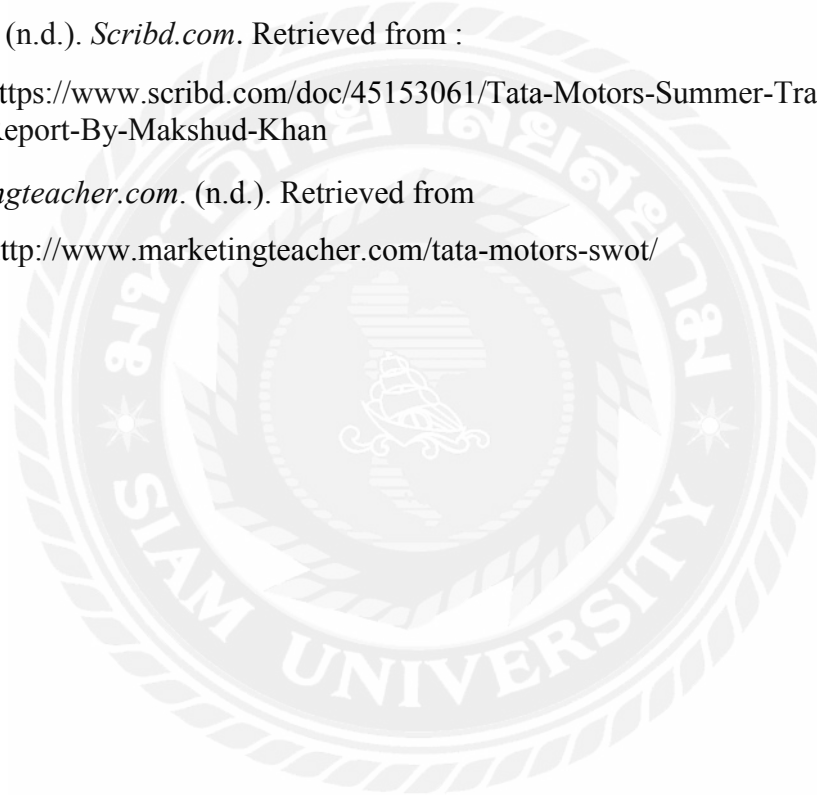
While working as an intern it was a lot different as what I had learned. The management theories certainly play a part but I had to use social skills as well. Good communication skills were also required while working in a company. We have this concept of working only the time we are at the office but in a practical world we have to complete task assigned by our seniors at home too. While learning theoretically we have to learn to do our task staying in and out work ethics but in reality unethical practice should also be used while carrying out certain work. We need to learn about different methods and theories to carry out certain work. But in some cases we need to think out of the box and develop our own methods to carry out certain task and work.

While working in a company we have this concept that we have to do task assigned to us by our seniors but in reality we also have to perform task of other colleagues as well. The theories that we have learned are loosely based on past experiences and incidents. But these samples of past experiences taken to create such theories may not work in the practical field. Theories are basically guidance for our future in the concerned field but these guidelines may not work in everything and everywhere. While working, it is said that we need to be genuine and of our own ideas but it does not work that way and we have to use ways created by our competitors and use similar practices which are successful techniques to be the less. We are taught to be of our own self to be a good professional but in practice we should do work as to flatter the people we are working under which includes helping them out in personal stuff as well.

So while working practically we learn and develop several skills that we cannot achieve through formal education. We learn different theories that we don't even learn and utilize. The theories work great while learning but utilizing them plays a different part. So practical utilization of knowledge is really very different than what we learn and utilize in our field of work.

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Appendix

Questionnaire:

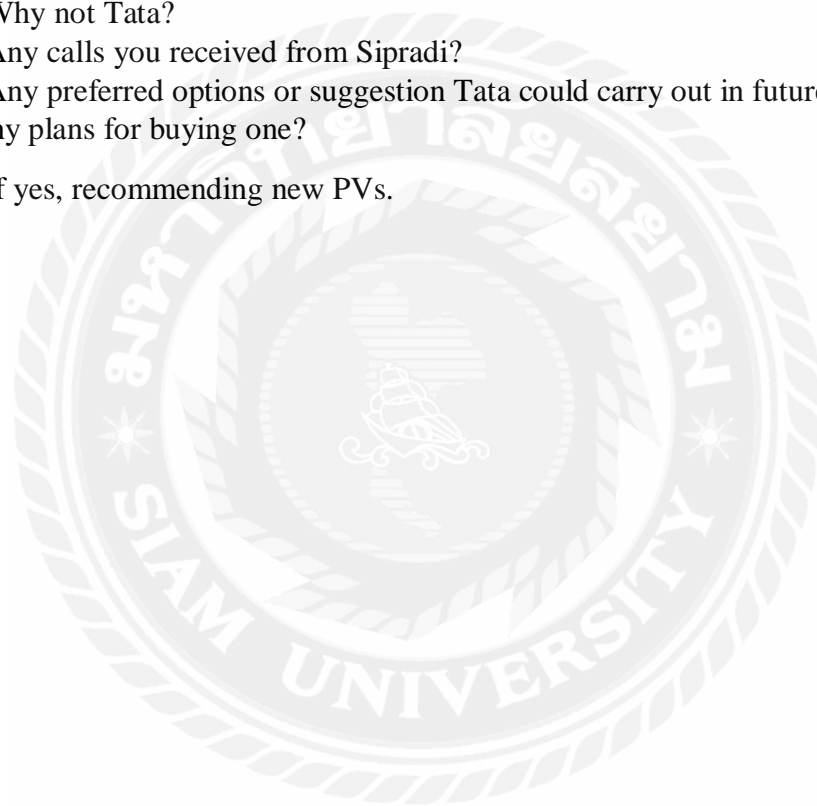
1. Do you currently own any PV or not?

If yes, which car do you own?

- Which brand, model and lot? What offerings and discounts did that car offered?
- Why not Tata?
- Any calls you received from Siprodi?
- Any preferred options or suggestion Tata could carry out in future?

If not, any plans for buying one?

- If yes, recommending new PVs.



Bibliography



Name-Surname: Salina Kunwar

Student ID: 5708040043

Email: salina2018@kcm.edu.np

Department: Marketing

Faculty: Marketing

Address: Bafal, Kathmandu, Nepal

Rewards: disciplined student, punctual

Special interests: Travelling and making new friends, collecting music CDS, Automobile and Construction sector