



## **Cooperative Education Report**

### **Learning Brand Marketing at Gorkha Brewery**

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**This Report Submitted in Partial Fulfillment of the requirements  
For Cooperative Education, Faculty of Business Administration  
Academic Semester 8/2018  
Siam University**

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 8/2018

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**Faculty:** Business Administration

**Semester/Academic year:** 2/2017

### **Abstract**

This internship is conducted at Gorkha Brewery Pvt. Ltd., which is a part of Carlsberg Group and one of the largest single foreign investment in Nepal. Main objective of this study is to understand the corporate working environment and apply marketing concepts and theories learnt in class to real corporate decision making and work. To meet and learn from professionals who can supervise and mentor by providing guidance, feedback and support during the learning period of internship. To make network of professional relationships and contact. To develop work ethics and professional conduct. To achieve the objectives with concrete outcomes, this study is designed as an internship project.

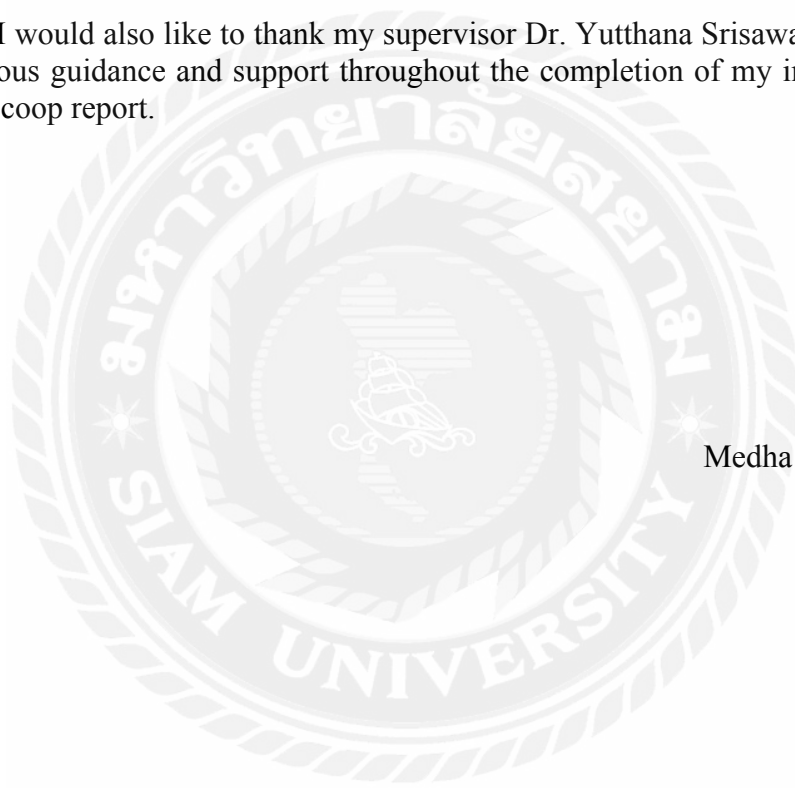
**Keywords:** Brand, Marketing, Brewery

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## Acknowledgement

I express my greatest gratitude to Kathmandu College of Management and Siam University for providing me internship opportunity in Gorkha Brewery Pvt. Ltd., which was a great chance for me to get a practical implementation of my knowledge I gained in my 4 years of BBA program. Through this internship I got a platform to develop my skills in the field of marketing. I am also grateful for having chance to meet so many wonderful people and professionals who supervised and supported me through this internship period.

I would also like to thank my supervisor Dr. Yutthana Srisawad for his continuous guidance and support throughout the completion of my internship and the coop report.



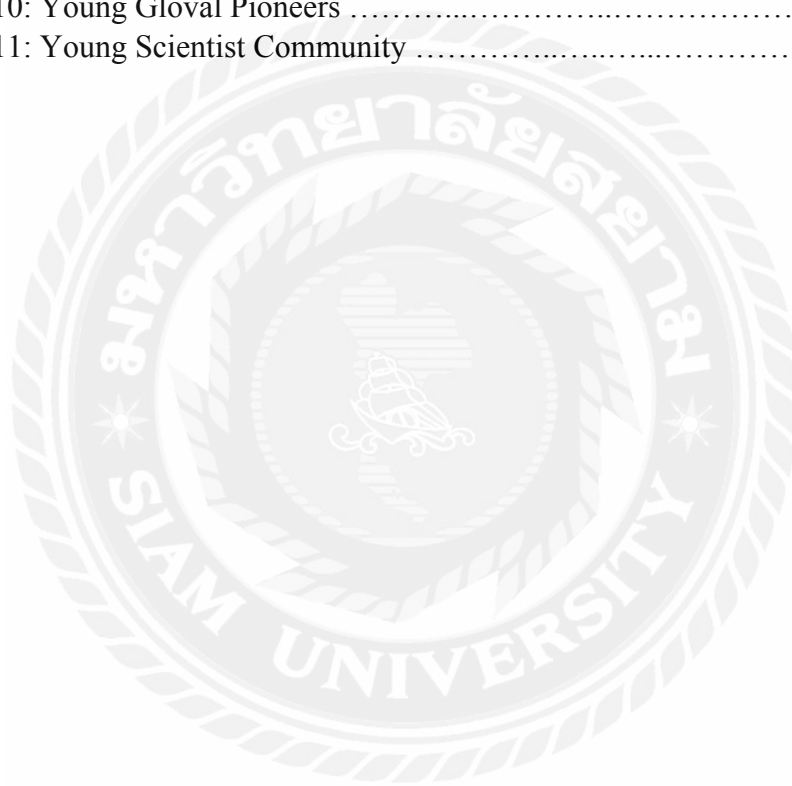
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## Chapter 1: Introduction

### 1.1 Company Details

Gorkha Brewery was established in 1989 as a collaboration between leading Nepali business house and the Danish multinational company Carlsberg A/S. Since then, Gorkha Brewery(GB) was and continues to be one of the largest single foreign investments in Nepal. The major brands of GB are Tuborg, Carlsberg, San Miguel, Redbull, Cronenberg and Somersby. Tuborg was launched in May 1990 which was the first ever international brand introduced in Nepal which was followed by Carlsberg in 1995. In 2004, GB started brewing & marketing San Miguel beer which is a beer brand of Philippines. In the past 15 years, it has grown to become a market leader with more than 80% share of Nepal's beer market. This astonishing success of GB is the result of the excellent brewing to truly international standards, strict quality control, efficient distribution nationwide, cutting edge marketing and sales strategies, wise financial management and talented and dynamic people who work in these arenas for Gorkha Brewery.

The brewery is located on the banks of river Narayani near Narayanghat city with nearly seven hectares area. GB has the most modern and complete wastewater treatment plant in the region. It has become a place of study and interest to many environmentalists, scholars and students because of the many words of praise won by GB for its commitment to protect the environment. The plant of GB has the capacity to reduce biological oxygen demand to below 10 mg/l to the international standards.

## 1.2 Organizational Structure

### Leadership Team

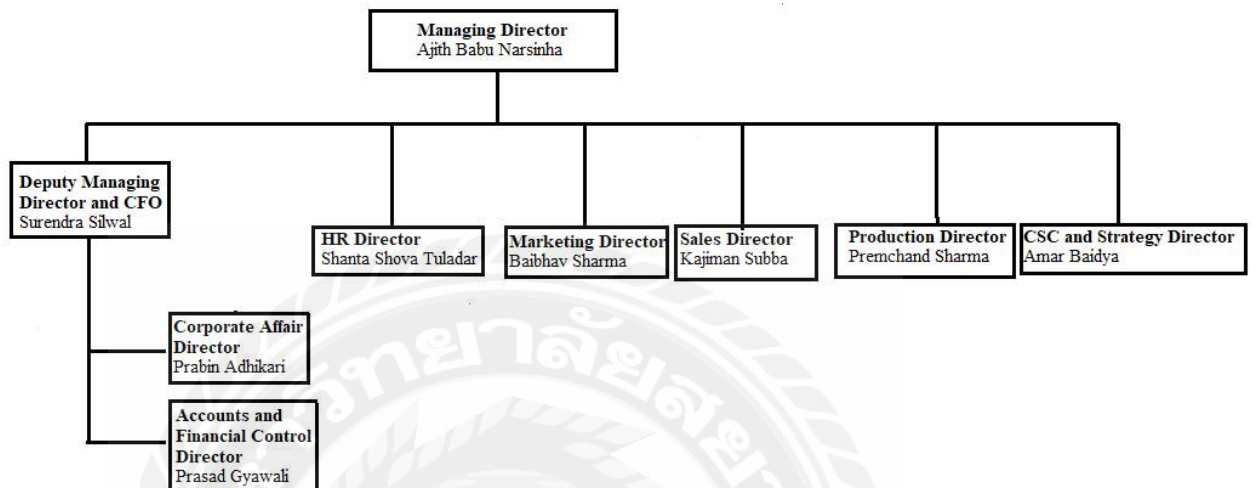


Figure 1: Organization Structure: Leadership Team

### Marketing Team



Figure 2: Organization Structure: Marketing Team



### 1.3 Statement of Report –

To learn and apply the theoretical learnings gained in the university through the internship program and learn the practical aspects focusing on brand marketing.

### 1.4 Objectives of the Study-

The major objectives of this study are:

- To apply marketing concepts and theories learnt in class to real corporate decision making and work.
- Increase skills in marketing as a business discipline.
- Develop and improve skills in business communication, quantitative and qualitative reasoning and teamwork.
- To observe and participate in day to day business operations and decision-making of the company.
- To meet and learn from professionals who can supervise and mentor by providing guidance, feedback and support during the learning period of internship.
- Make network of professional relationships and contact.
- Develop work ethics and professional conduct.

### 1.5 Expected Outcomes-

- Increased expertise in marketing.
- Expand network of professional relationships and contacts.
- Have practical knowledge and experience on corporate work practices.
- Develop Professionalism and work ethics.
- Improved skills in business communication, quantitative and qualitative reasoning and teamwork.

### 1.6 Limitation of the Study-

During my internship period, few problems were faced, thus, there were following limitations of this study:

- The period for the internship was not enough. As it takes minimum 1 month to get oriented and understand the work environment of a company, 3 months is not enough to get proper training and meet the required internship objectives.

## Chapter 2: Literature Review

### 2.1 Related Theories and Concepts

A brand is the most valuable intellectual property of a company that represents the business's identity, enhances the company's culture and extends the company's value proposition. A brand is the first touch point and experience that the potential buyer has with the company. So, brand marketing is more than having the brand name and logo everywhere with an expectation of maximum exposure for sufficient sales of the product. (Act-On, 2017) Brand marketing comes into function once a brand has been established. It involves activities of marketing products and services in a way that supports the brand and helps the consumers understand the mission of the company. It creates a difference between a product being recognized and a product being unknown by the potential consumers. (Schofield, n.d.) A brand can be built by generating awareness and establishing and promoting company using strategies and tactics. Brand building is basically enhancing brand equity through advertising campaigns and promotional strategies. To establish a strong brand, brand building can be initiated with a well thought brand identity. It comprises of creating value to consumers through which consumers feel, think and know about your brand. There are three popular types of brands known which are: product brand, service brand and retail brand. The brands managed and commercialized by this company falls under product brands as they are beverage and beer products. Therefore, the company focuses on the quality, brand visibility, packaging, warranty, etc. which cumulatively help in brand building. (Brand Building, n.d.)

The activities carried out by me as an intern involved developing strategies and managing marketing campaigns across print and online platforms to build the brand credibility. Brand credibility is a believability of the brand which acts as a psychological factor that could prompt the buying urge of consumers. However, it can trigger positive or negative impulse which depends upon the brands reputation and its ability to convert into sales. Hence, managing and developing a positive brand credibility is important in brand marketing which involves development of various strategies and marketing campaigns which create such credibility. (Saunders, 2011) Other activities carried out as an intern were helping hand in event sponsorships. Event sponsorships are often the

major expenses for marketing and can be hugely influential to the consumers creating customer engagement and brand awareness. (Pierpont, 2017)

Most of the companies have more than one brand in operation and they need to understand and contemplate how best to link, or separate, those brands for maximum effect. Gorkha Brewery has a portfolio of Beer brands which are also competitors with themselves. All these brands are managed and separated according to the brand message each beer brand communicates. They are separated and marketing effectively in the market with maximum effect in each of them. This question of how to link and separate the brands of same company has become one of the fundamental challenges of contemporary branding and when alleviated with the important issue of brand portfolio, has become the biggest single challenge to successful brand management. (Ritson, 2015) Branding a product is no more only about making your target market choose our product over the competitors but has become a prospect to see the product as the sole provider of a solution the consumers problem or their need and wants. The major objectives now of a good brand are clearly deliver the brand message, confirms the brands credibility, connects our target consumers with our product/service emotionally, motivates the buyer to buy and create user loyalty. Thus, a brand is a foundational part in the products marketing communication which serves as a guide to understand the purpose of business objectives, enables to align a marketing plan with those objectives and fulfill the main strategy. The experience gained from a brand by a consumer makes it effective to create customer loyalty and creates loyal employees. (Lake, 2018)

Brand Terms:

Brand Architecture- It is a relative structure of an organization's brands in which the brands within a company are related and differentiated from each other. GBPL's brand architecture include liquor brand (beers) and beverage brand (sports drink, energy drink). (Pilcher, 2010)

Brand Asset- It is any aspect of a brand that has a strategic value such as visual symbols, sounds, color, slogan, mascots, photos etc., that represents the brand. (Pilcher, 2010)

Brand Attributes- They are set of characteristics that identify visual, verbal and behavioral qualities of the brand which distinguishes the similar brands from each other. (Pilcher, 2010)

Brand Equity- Brand equity is the accrued financial and strategic value of all the positive and negative associations that people have with the brand. It can be measured in four ways which are economic value of the brand and its assets, the

price premium commanded by the brand, the consumer loyalty and the market share gained by brand through the brand's reputation. The brand equity can be positive as well as negative. Therefore, a brand manager should make the brand assets available to the right people at the right time to have a positive brand equity. (Pilcher, 2010)

**Brand Gap-** A brand gap is the gap between the business strategy and the actual experience of the brand. The careful study of a brand gap helps to create a stronger brand by filling in the gaps.

**Brand Identity-** A brand's identity is expression of a brand created by some standards like colors, fonts, images, photos, and designs. (Pilcher, 2010) It is basically how a business presents itself and wants to be perceived by the consumers.

**Brand Image-** A brand image is the mental associations and perception of people when they see or hear a brand. For example, Tuborg a GBPL's Beer brand has a brand image associated to music and always taken as open for fun.

**Brand Positioning Statement-** A brand positioning statement is a clear, concise and fixated statement capturing the essence of a brand.

**Tagline-** A tagline which is also known as slogan is often repeated word, phrase or a statement that captures the essence of a brand. It is an expression that conveys the most important attribute that the brand wishes to communicate. (Pilcher, 2010)

## Chapter 3: Methodology

### Roles and Responsibilities assigned by the company

The methodology taken for the study involves performing, assisting and observing the day to day activities of the company and working with the supervisor. The jobs assigned to me as an intern were:

- SOV (Share of Voice)- SOV which stands for share of voice is basically an ad revenue model that focuses comparing the weight or percentage among other advertisers and is used to signify the comparative portion of ad inventory available to a single advertiser within a defined market over a specified time. As one of the jobs assigned to me as an intern, I kept a daily record of all the advertisement of the company's as well as its competitors' brands and updated the SOV daily.
- Events- Sponsoring and organizing events that closely communicated the brand message and relates to the brand characteristics plays a huge role in creating strong brand image and correct brand communication. Therefore, Gorkha Brewery organizes and sponsors a lot of events through its various liquor and beverage brands. I got an opportunity to work for many such events organized and sponsored by the company's brands. For the events, I was part of the meetings with the event organizers after which I had to make required TOAs (Terms of Agreements), I coordinated and followed up with the agencies for the designs of the various branding materials required for the event and coordinated with the suppliers who gets the finalized designs and deliver it to the event venue. I also visited some of the event venues to check branding and crowd. For the completed events like Holi events and Valentine's day events, I did the report compilation.



*Figure 1: Somersby New Year Event*



Figure 3: Somersby NY Event



Figure 2: Somersby New Year Event



Figure 4: Tuborg New Year Event



Figure 5: Tuborg Sanam Live in Nepal

- Assisted in office activities- I helped my supervisor and other employees as well in most of the office activities like expense tracking of Media Internet, Print Media and sponsorships, claiming bills, drafting contracts for various events sponsored and organized by the brands of the company, PRN (Purchase Requisition Note), coordination with agencies for designs and coordination with out of valley executives for various out of valley events.
- Assisted in few projects in marketing activities of Tuborg and Gorkha- There were few projects of the brand Tuborg which helps the brand stay consistent to its brand communication and brand essence. I assisted in those few projects by helping in developing strategies and managing marketing campaigns across print, broadcast and online platforms to build credibility of these brands which gave me a clearer view of brand marketing.



Figure 8: Gorkha beer Ad Campaign



Figure 6: Tuborg Global Campaign

## Chapter 4: Discussion of the Results

### 4.1 Contributions of student made during the internship

The contributions made by me as an intern were providing the team with various ideas and suggestion. I was invited in some of the team meeting where they discuss various campaigns to be done for the brands and various decisions to be taking as a team. There I was required to put forward my suggestions, views and ideas regarding the discussed topic which were to some extend helpful for the team. I worked with Tuborg and Gorkha's brand manager for the planning part of some of Tuborg's big projects, Gorkha's Ad campaigns and helped him with various events sponsored and organized through the brand. I also worked for various CSR (Corporate Social Responsibility), like Young Global Pioneers project, Young Scientist community project, Carlsberg Rebrew, and many more small CSR activities.



Figure 1: Young Global Pioneers



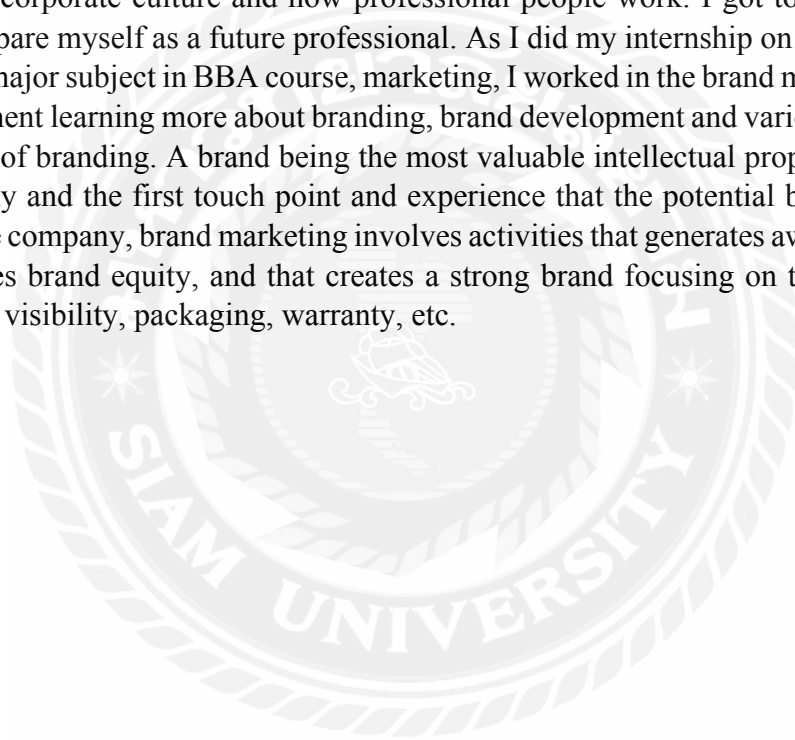
Figure 2: Young Scientist Community



#### 4.2 Details of related learning process and new knowledge students has received.

The learning process in this coop internship was entirely practical program, where as an intern in GBPL got a hands-on experience of the functioning of a corporate company. Every activities assigned to me helped me apply the theories learnt in class and analyze what are the differences in what we learnt and what is actually in practice.

The 3 months Coop program was whole new experience for me where I got an idea of corporate culture and how professional people work. I got to develop and prepare myself as a future professional. As I did my internship on focusing on my major subject in BBA course, marketing, I worked in the brand marketing department learning more about branding, brand development and various other aspects of branding. A brand being the most valuable intellectual property of a company and the first touch point and experience that the potential buyer has with the company, brand marketing involves activities that generates awareness, enhances brand equity, and that creates a strong brand focusing on the brand quality, visibility, packaging, warranty, etc.



## Chapter 5: Conclusion

### 5.1 Self-assessment as future professional

As a future professional, this internship program was more of a short training period for me where I got valuable learnings and experiences on the subject I am studying. I got an idea of corporate culture and got to develop myself as a future professional. I learnt more about brand marketing where various aspects of branding are considered. This coop internship program gave me a platform and an opportunity to observe business, learn and practice relevant principal concepts and theories. As an intern, there are various things observed and learned by me in the period of three months. Every employee has to make decisions according to their level and authority which involves various factors to be considered in the decision making like legal and ethical principles, evaluation of the global dimensions, application of appropriate quantitative methods, use of technologies and information, and many more. The most important thing observed is more than a single person the team as a whole must work towards the common goal dividing the work according to the team members' abilities. This requires an effective leader who shows a correct path to the team and keep the team intact towards the common goal, growth and change in the organization. With various activities practiced during this internship, ability to construct coherent written as well as presentation of effective oral communication has been developed.

### 5.2 Comparison of practical learning versus theory

Theoretical and practical education are two sides of same coin and are interrelated to each other as one need both practical and theoretical knowledge to be educated. Theoretical education acts as a base for anything practical we do. Likewise, the theories learnt during the 4 years BBA program acted as a base for me to learn the practical part of it through this 3 months coop program. The theories learnt were applied but had to be twisted or used in some other according to the situation, requirement, target market and change in market scenario.

With thorough observation and opportunity to practice work, ability to demonstrate analytical and critical-thinking skills in the context of organizational decision making has been developed. Also, this coop program has help us develop our leadership abilities, interpersonal skills and ability to work in aa team for organizational growth using the related theories learnt in the BBA program.

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