



Cooperative Education Report

A Study on the Marketing and Sales of

Generation Next Communications Pvt. Ltd., Nepal

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

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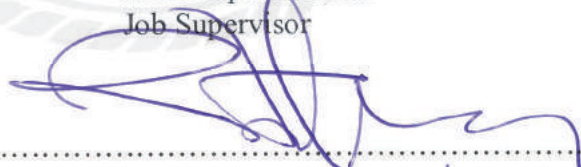
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Abstract

In a condition of regularly developing and quickly advancing business sector for data innovation and framework coordination, perceiving the need of an organization that can offer high caliber and lead the pack on the Nepal market has been a key. With this concept, Generation Next Communication Pvt. Ltd. Company was founded. In August 2010, the company established its office in Durbar Marg, Kathmandu, Nepal and started its operations with the sale of computer equipment, Mobile Phones, related accessories and services in Nepal (GNext, 2018). This project visualizes the dynamics behind the Marketing and Sales and practices that are implemented by GNext. Also, included in the project are the tasks and duties performed by the intern during the internship period. In the internship period a cumulative experience of most of the departments were gained by the intern, the marketing department being precise. For this purpose, a research on the topic "A Study on the Marketing and Sales of Generation Next Communications Pvt. Ltd." was conducted during the internship period. The objective of the study is to scrutinize the marketing and sales practices that are adopted by GNext. Apart from this, the selection was made based on the criteria such as giving an opportunity to focus on desired department whilst gaining experience in other departments too, and welcoming environment with ample opportunities to learn (Park). Main objectives of this study include: to learn corporate culture, to get practical learning on the theories learned in the 4 years BBA program and to put marketing mix into practice.

Keywords: Marketing/ Sales/ Marketing Mix/ Practical Learning

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It is a great pleasure for me to prepare the report entitled “A Study on the Marketing and Sales of Generation Next Communications Pvt. Ltd”. I am using this opportunity to express my deepest gratitude to Kathmandu College of Management, with affiliation to Siam University for scheduling the Internship program. Through this program, I have learnt a lot about personal development.

I am indebted to Mr. Deepak M. Khanal, Manager, GNext for not only providing me with the opportunity to grasp immense knowledge, and for his guidance and support throughout the course of the research project. Furthermore, I would like to thank all of my supervisors and the company itself, for providing me with valuable information with assistance.

It is worth mentioning that this report would not have been possible without the continuous encouragement, support and scholarly guidance of my Internship Supervisor, Asst. Prof. Dr. Maruj Limpawattana, and Academic Advisor, Mrs. Yhing Sawheny. Last, but not the least I would like to thank my parents and my colleagues. I am grateful to all the people mentioned above, without whom the successful completion of this report would not have been possible.

Thank you



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Simran Bhimsaria

Table of Contents

| | |
|--|----|
| Acknowledgement | I |
| Abstract..... | II |
| List of Acronyms | IV |
| List of Figures..... | V |
| Chapter 1: Introduction..... | 1 |
| 1.1 Company Profile | 1 |
| 1.2 Organizational Structure of Generation Next Communications Pvt. Ltd. | 3 |
| 1.3 Statement of the report..... | 4 |
| 1.4 Objectives of the Study | 4 |
| 1.5 Expected Outcomes | 5 |
| 1.6 Limitations of the Study | 6 |
| Chapter 2: Literature Reviews..... | 7 |
| 2.1 Main theory and concept applied alongside with the given job descriptions | 7 |
| Chapter 3: Methodology..... | 9 |
| 3.1 Roles and responsibilities assigned by company | 9 |
| 3.2 Project details..... | 10 |
| Chapter 4: Results and Discussion | 12 |
| 4.1 Contributions of student made during the internship..... | 12 |
| 4.2 Details of related learning process and new knowledge student has received | 12 |
| Chapter 5: Conclusions..... | 14 |
| 5.1 Self-assessment as future professional | 14 |
| 5.2 Comparison of practical learning VS theory | 16 |
| References | 17 |
| Bibliography | 19 |
| Appendix | 20 |

List of Acronyms

GNext: Generation Next Communications Pvt. Ltd.

PR: Public Relations

LAN: Local Area Network

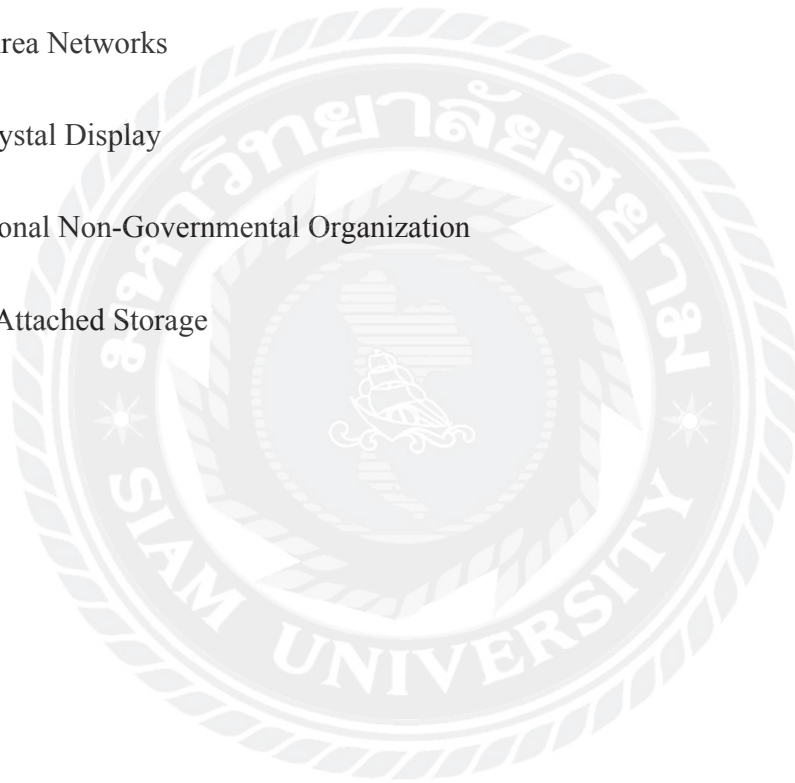
WAN: Wide Area Network

SAN: Storage Area Networks

LCD: Liquid Crystal Display

INGO: International Non-Governmental Organization

NAS: Network Attached Storage



List of Figures

| | |
|---|----|
| Figure 1: Organizational Structure of GNext | 3 |
| Figure 2: Meeting with the company clients..... | 11 |



Chapter 1: Introduction

1.1 Company Profile

In a condition of regularly developing and quickly advancing business sector for data innovation and framework coordination, perceiving the need of an organization that can offer high caliber and lead the pack on the Nepal market has been a key. With this concept, Generation Next Communication Pvt. Ltd. Company was founded. In August 2010, the company established its office in Durbar Marg and started its operations with the sale of computer equipment's, Mobile Phones, related Accessories and services in Nepal. The turnover of the company is more than Six Hundred Million Rupees/year.

The product offering incorporates:

1. PC frameworks (work areas, workstations, apparatuses, LAN Stations and Servers with a full arrangement of administrations concerning examination, advancement, establishment, upkeep of LAN and WAN);
2. Note pads and handhelds with a full scope of adornments;
3. Computerized imaging and sound – advanced projectors.
4. Capacity - browse stockpiling region systems (SAN), plate clusters, organize joined capacity (NAS), tape and computerized reinforcement, server-based capacity, circles, stockpiling media, DVD and Compact disc items;
5. Servers - super versatile servers and server machines for tower or rack-mount situations, inside framework development or improved bunching;
6. Screens - PC screens, LCD and multi-media shows;

7. Systems administration - home systems administration, switches and center points, stockpiling territory systems (SAN), print servers and System programming, modems, UNIX-server availability.
8. Printers and multifunction - printers, across the board/multifunction machines, print servers and system programming, substantial organization printers.
9. Entire Apple products: Mac – MacBook, iMac, Mac Pro, Mac Mini, Displays & Accessories.
10. Phone & Tab: Apple Watch, iPad and iPhone.

In GNext, the progressed advancement with development of the organization requires keeping up the staff capability to guarantee the continuous nature of administrations offered by the organization by methods for keeping in contact with the most recent accomplishments in the field. The staff takes an interest in different preparing projects, workshops and gatherings of the main organizations in the data innovation industry. GNext serves various colleges and hospitals in such a way that they have become one of the most important clients of the company.

1.2 Organizational Structure of Generation Next Communications Pvt. Ltd.

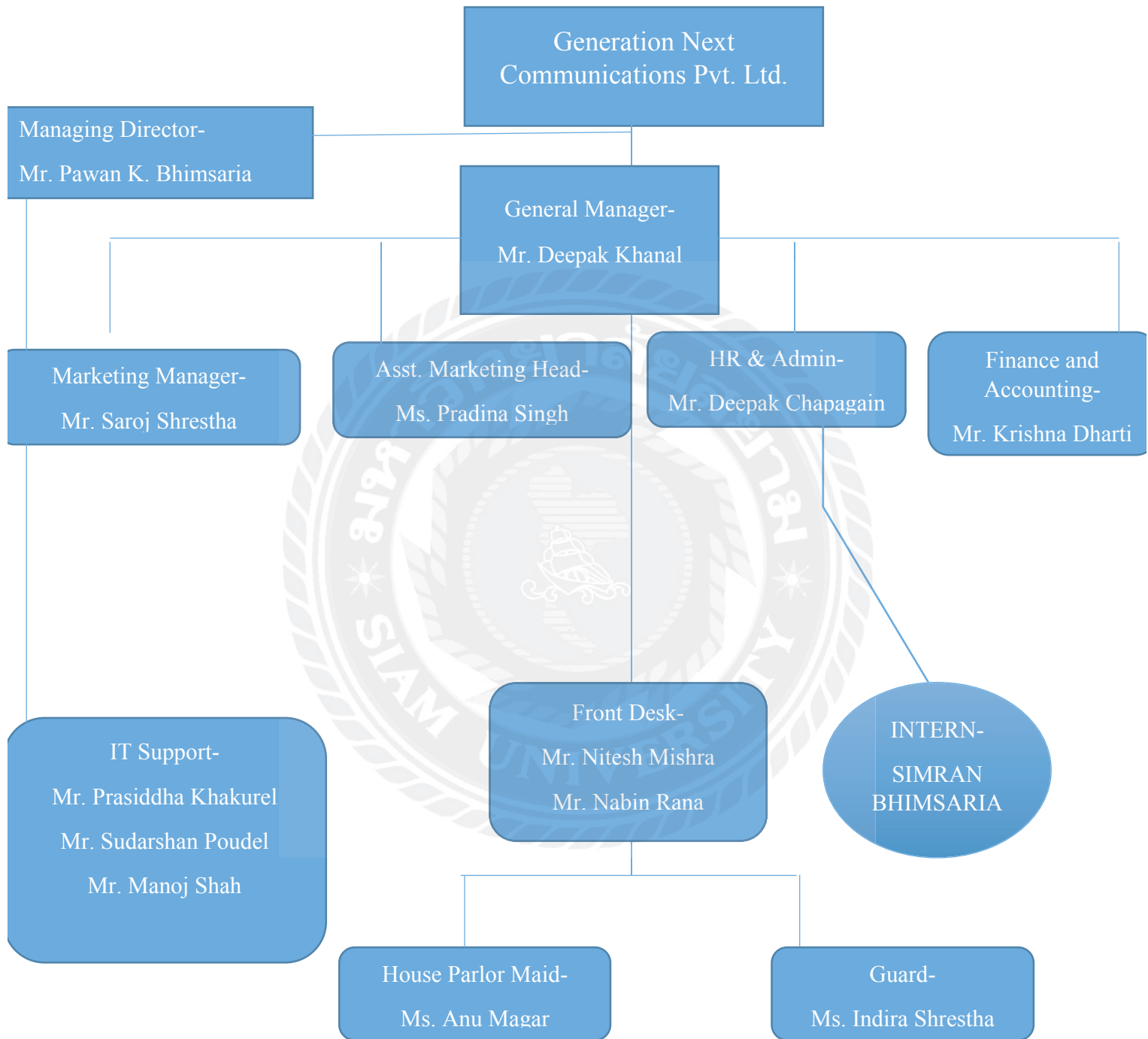


Figure 1: Organizational Structure of GNext

1.3 Statement of the report

For the fulfillment of the requirement of Siam University to complete the BBA program of duration being four years.

1.4 Objectives of the Study

The main objective of the program was to provide an exposure into the practical working environment, thereby gaining ideas about the disparity between the textbook knowledge and real life practices and also the reconciliation point of them both. Apart from this, the objective remained from realizing the scope of conducting business in Nepal to facing the real problems that arise in the real working scenarios through the managerial, administrative and interpersonal skills. To enhance my career prospects, develop personal relations and become more professional, the internship would help me widen my career prospects through the experience, help me inculcate professional etiquettes and develop a broader personal relation network, which is very important to succeed in today's world.

I tend to partake as much as the company offers. The principle target of the organization is to serve clients both in broad daylight and private part in such territories as generation, exchange, banks, government foundations, INGOs and NGOs. The possibility of its makers is to offer its clients finish arrangements from the outline, Equipment and Programming supply, tips on what and where to be bought and benefits. There are 55 profoundly qualified representatives working in the organization. Keeping in mind the end goal to guarantee the effective business, the organization originators are focused on the accompanying primary standards:

QUALITY – G-Next contributes time, cash and assets important to guarantee the coveted quality and development as far as quickly advancing business sector.

SERVICE - The administration must supplement quality. Just by understanding the requirements of its clients the organization can give top-notch benefits and keep up its driving position available (Importance of Customer Service).

EFFICIENCY – The organization trusts that the most ideal approach to enhance profitability is to give its kin the chance to learn and enhance his or her own aptitudes

INNOVATION – Long haul achievement must be guaranteed by developing new thoughts. That is the reason the organization urges its representatives to be imaginative, and gives them the way to see their thoughts figured it out. The proceeded with development of the organization requires keeping up the staff capability so as to guarantee the continuous nature of administrations offered by the organization by methods for keeping in contact with the most recent accomplishments in the field. The staff takes an interest in different preparing projects, courses and meetings of the main organizations in the data innovation industry (Hamel).

1.5 Expected Outcomes

I am sure the knowledge and skill set that I have acquired while working here will guide me through the next phase of my administrative practice. Not only will I meet my personal objectives set at the beginning but also working in such a fast growing and dynamic industry would help me gain experiences well beyond those objectives and goals.

One of the brightest sides of this internship is that I see how good management could turn tables around in any situation. I see how an organization could actually use its strengths to take advantage of opportunities while avoiding threats at the same time. Further, my confidence grows as I process along. I also would realize the importance of the interpersonal, communication and teamwork skills.

Since the organization will open another outlet, I additionally saw two noteworthy administration forms; item advancement and business investigation new item improvement (NPD) is the entire procedure of offering another item for sale to the public. New item improvement is depicted in the writing as the change of a market opportunity into an item accessible available to be purchased and it can be unmistakable (that is, something physical you can contact) or impalpable (like an administration, experience, or conviction). A decent comprehension of client needs and needs, the focused condition and the idea of the market speak to the best-required variables for the achievement of another item.

Thus, this internship has left me more mature, more confident, a bit wiser, and a better candidate for the next academic year. It has served to build a strong foundation for my future. It has reinforced the theoretical base in me, and added practical dimensions to it, and I look forward to more internship opportunities in the future.

1.6 Limitations of the Study

As it takes a minimum of one month to get oriented and understand the work environment of a company, three months is not enough to get proper training and meet the required internship objectives. I can self assess myself as:

1. Should be more interactive and professional with co-workers.
2. Need to be updated about the market.
3. Should be concerned with every single detail while working in a group.

Chapter 2: Literature Reviews

2.1 Main theory and concept applied alongside with the given job descriptions

Since quite a while, frameworks hypothesis has been connected to the investigation of organizations and different associations. A business taking in a shipment of timber to be made into work areas and seats that it will offer for a benefit can be contrasted with a living animal taking in nourishment that will be changed over into vitality (Operations Theory). Systems theory refers to this type of interaction as a "productive process" which is explained as below:

Feedback

In this stage, the hypothesis treats organizations, as open frameworks, which means they exist in a situation or something to that affect and should make steady changes in accordance with get by in that condition, much the same as a living life form. Frameworks hypothesis alludes to all connections with the outside condition as invigorating procedures. For instance, the procedure of statistical surveying gives input about the adequacy of the organization's endeavors. Public expos and different types of expert communication with peers outside the organization additionally give input. On the off chance that the organization didn't approach input, it couldn't contend successfully. Shut frameworks can't survive (OPM).

Enabling

Here, frameworks hypothesis is utilized as an apparatus for understanding diverse parts of how a business capacities. For example, the parts of a business don't work in seclusion from each other. Rather, anything that occurs in one division influences what occurs in each other office. In the event that assembling makes an excessive number of work areas and seats, showcasing will have an issue; if advertising offers an excessive number of work areas and seats, the assembling office could have an issue. All parts of the framework must cooperate (Tools & Skills). Frameworks hypothesis alludes to this kind of collaboration as an empowering procedure on the grounds that the diverse sub-frameworks empower each other to perform adequately.

Criticism

Feedback takes after when the focused conduct of a business can be contrasted with that of a creature contending to repeat, pick up an area and survive, frequently to the detriment of different life forms. Pundits of frameworks hypothesis, for example, Frederick Thayer, have contended that this analogy urges entrepreneurs to look for consistent development, go through assets and end up pointless. Common frameworks must exist in a condition of harmony with their condition to keep working (Business Productivity, 2012).

Chapter 3: Methodology

3.1 Roles and responsibilities assigned by company

Being assigned a role as Sales and Marketing Intern, some of my roles are:

1. Assisting in promotional strategies and product development:

I was given tasks to assist in different marketing activities that gave GNext the opportunity to inform, remind and persuade the major or prospective clients.

2. Completing deals related and showcasing regulatory undertakings that incorporate running advertising and deals reports, directing examination on organization and different assignments in database:

Since I have been physically associated with exhibitions for all my life I am uncertain on the off chance that I could surrender the execution angle and get off the stage and into the workplace. I am as yet keeping my choices open, yet know I should settle on a choice multi day soon. Regardless of what I do, see myself in this field since it is my obsession and I need to bring others and have the capacity to be totally included instead of only a participant.

3. Developing media packs and producing public expo passes, thank you letters, frame letters for mailing mass handouts to planned clients of Apple, HP and Dell
4. Preparing official statements, organization pamphlet and occasion declarations
5. Providing help with terms of coordination to occasions like classes and expos
6. Providing individual and managerial help to chiefs, such as running errands, organizing travel plans, getting ready arrangements and motivation

7. Uploading advertising material to online libraries, Web gatherings and web based life locales.

3.2 Project details

My internship started off with an introduction of the entire organization and its functional units.

As my objective was to gain an experience in sales and marketing department, my roles and jobs were defined in the same fashion.

1. I was not involved in a certain department, but was actively engrossed in marketing, financing, accounting and research of the company, which gave me an all-round exposure.
2. Visit to various corporate houses to learn more about how to communicate with other people.
3. Learnt how to use Microsoft Office better and make statements.
4. Moreover, the activity scope of the company includes:
5. The authorized distributor for Dell, Apple and HP in Nepal, we provide the latest range of genuine products from these companies.
6. IT infrastructure, servers, storage, back-up and archival optimization and consolidation solutions
7. Research, outline and acknowledgment of finish IT arrangements in business organization, economy, Training, Government, NGO's, INGO's, and so forth.
8. G-Next guarantees the quality of its products through the direct recognition provided by great names in global IT: Dell, Apple, HP, and Microsoft.

9. G-Next Service also offers AMC services for long term and smooth operation of enterprise customers.

I appreciate the parts of the workplace: being composed, chipping away at a venture and obviously helping with taking care of the occasions. Since I have been physically engaged with exhibitions for all my life I am uncertain on the off chance that I could surrender the execution perspective and get off the stage and into the workplace. I am as yet keeping my choices open, however know I should settle on a choice multi day soon. Regardless of what I do, see myself in this field since it is my obsession and I need to bring others and have the capacity to be totally included as opposed to only a participant. I am proud to say that I went to attend Business Meetings to help my Managing Director, who was in Mumbai where I got to learn many different tactics that Dell applies in Marketing and Promotion or Sales. Along with this, I learnt how to communicate with guests from foreign nations, and got a chance to improve my PR and build networks with natives from Singapore, Bangladesh, Malaysia and Pakistan.



Figure 2: Meeting with the company clients

Chapter 4: Results and Discussion

4.1 Contributions of student made during the internship

The main contribution made by the student during internship was assisting the works of the Sales and Marketing Department. I was able to give a new touch in the department as an intern. The employees used to have very hectic and busy workdays and as an intern, I was able to reduce that workload of the employees.

In any media company Share of Voice (SOV) is an important indicator to companies about which media is the most active, how much they are spending and what a company's reach is. For any company before they decide their media plans, their budget for media activities, they need to know what the current media scenario is and how they are companies spending.

Thus, I believe I was able to make small but important contributions to the company I worked as an intern.

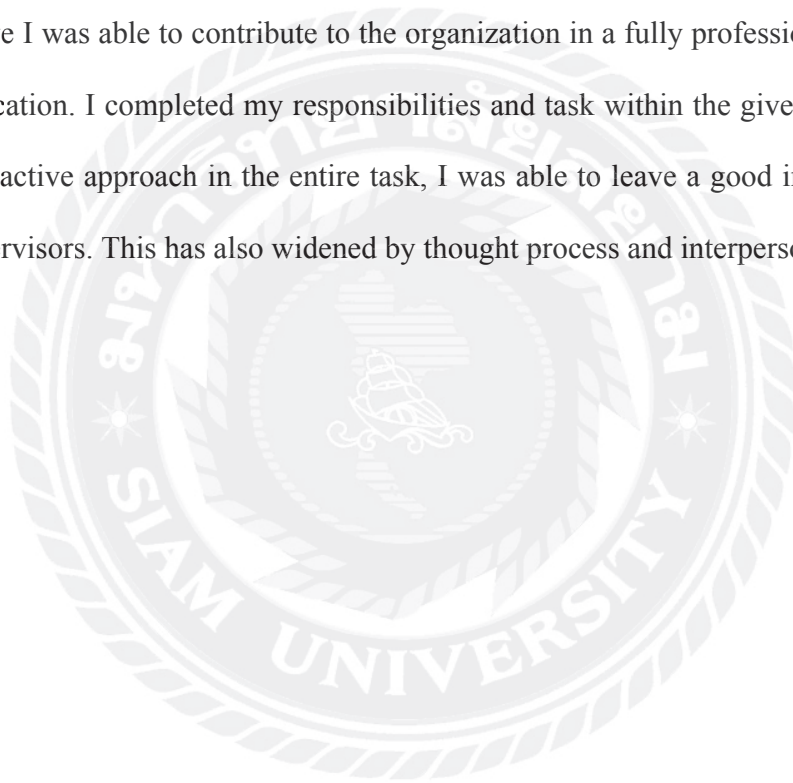
4.2 Details of related learning process and new knowledge student has received

Some of the related learning process and new knowledge the student has received are as follows:

1. Before working in this company I had very little idea about how a company works and now by the end of this internship I have much clearer idea of how a top-notch company works.
2. I have acquired the knowledge about what the clients requires and expects from a company. I have realized the importance relationship management with clients.
3. I have much better knowledge about the terminologies used in the business and corporate world

4. Before internship I never knew about the press releases and media activities of the company but now I'm able to track the press releases of companies of various industries.
5. Now I'm also able to develop the Share of Voice, which gives us a scenario of the media activities.
6. Here I have also known how to act as a professional employee and work in a company according to its rules and regulations.

I strongly believe I was able to contribute to the organization in a fully professional manner with my utmost dedication. I completed my responsibilities and task within the given time frame. By showing the proactive approach in the entire task, I was able to leave a good impression on my seniors and supervisors. This has also widened by thought process and interpersonal skills.



Chapter 5: Conclusions

5.1 Self-assessment as future professional

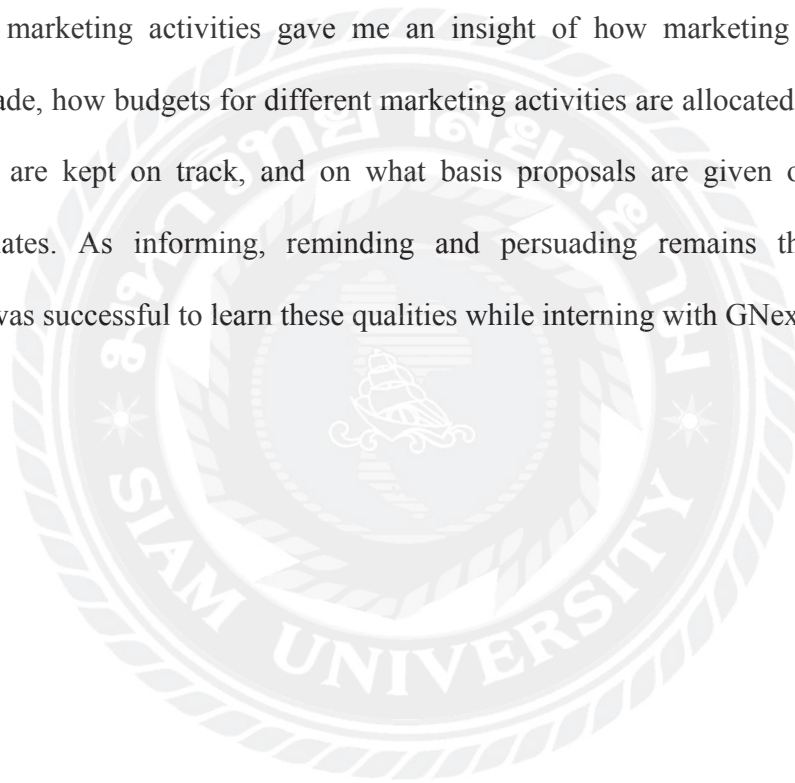
In this internship of three and a half months long, I was able to grow professionally as well as personally. This internship was like a reality check for me, where I could know my strengths and weaknesses. I had to do many tasks and actions which were outside my comfort zone and I believe this what I believe has helped me grow. I have learned several things during this period of fifteen weeks, which was not at all possible through theoretical studies. All in all, I was able to build up my confidence level, interpersonal and soft skills, socialization with professionals, exposure of Nepalese market, and gained knowledge about organizational environment and work culture. I acquired the fact that facing any kind of adverse situation calmly and handling complex situation tactfully is the key to becoming a market leader for any company.

This was a new experience for me but I hope this internship will help me a lot in my professional career in the future. Here I also learned about the practical skills of managing one-self, being a better communicator and a professional worker. Even though I was an intern, I always saw myself as an employee here and also got treated as an employee in the works I handled.

There are still many places where I have to improve and develop various skills but I believe this internship has been a kick-starter to my professional career. Not only did I meet my personal objectives set at the beginning, but also working in such a fast growing and dynamic industry helped me gain experiences well beyond those objectives and goals. The learning that originated was being expressive and making a good impression on the clients and vendors. I also comprehended the importance of time, punctuality and discipline.

Moreover, one key aspect to take home was the fact that knowledge is power, but is nothing if not applied in practice. Professionalism is a must in any company as good skills and behavior can turn tables for any company. Work in a company should be done very systematically and employees should be such that they solve any hurdle immediately without any grumble. In addition to it, through GNext, I got exposed to many other companies due to its marketing communication, marketing mix and promotional activities.

To deduce, all marketing activities gave me an insight of how marketing communications decisions are made, how budgets for different marketing activities are allocated, how the records of all activities are kept on track, and on what basis proposals are given or accepted from different associates. As informing, reminding and persuading remains the heart of any organization, I was successful to learn these qualities while interning with GNext.



5.2 Comparison of practical learning VS theory

During my internship I was able to gather much new knowledge by working and doing tasks. Here I was able to learn about how a media agency works on a day-to-day basis. I was able to improve my interpersonal skills. Here I learned a lot on communication skills and also was able to make new connections in the corporate world. Practically I believe how to deal with people better now. I also got the chance to implement the 4Ps of the marketing mix into practice, which helped me to implement the theories learned in classes in the real organizational scenario.

Theoretical knowledge was equally important for me as it was a foundation for me to get my practical knowledge. I believe theoretical knowledge has been a base for learning the terminologies and the guidelines provided by my supervisor. However, despite the use of theories, I also came to know the fact that not all the theories learned in the classes could be implemented in the real life scenarios. There comes situation where we have to take decisions on the basis of our experience and expertise gained in the particular field. Due to this, I saw how an organization could actually use its strengths to take advantage of opportunities while avoiding threats at the same time (Research Gate).

In a nutshell, this internship was a very valuable on-the-job training. It has left me more mature, more confident, a bit wiser, and a better candidate for the next job. It has served to build a strong foundation for my future. It has reinforced the theoretical base in me, as I was given ample opportunities to exercise and apply the management concepts along with critical thinking.

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