



Cooperative Education Report

A case study on the traditional marketing practices
in a construction Company

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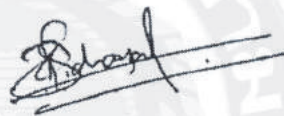
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Abstract

This report discusses the importance and effectiveness of modern day marketing practices. Marketing has become a crucial part for any type of organization. In a construction company, marketing plays equally the same important role. It is necessary to understand the impact that comes along with marketing executions. Marketing helps in attracting customers through brand awareness and communicating the values of a company's offerings. This report deals with how being an A class construction company, this organization is not involved in any sort of marketing implementations. But however, with proper marketing research and planning, few digital marketing suggestions have been listed for the organization. The organization could use these suggestions for more visibility in the market and for sustainability in the future.

Keywords: Marketing/ Construction/ Construction Company

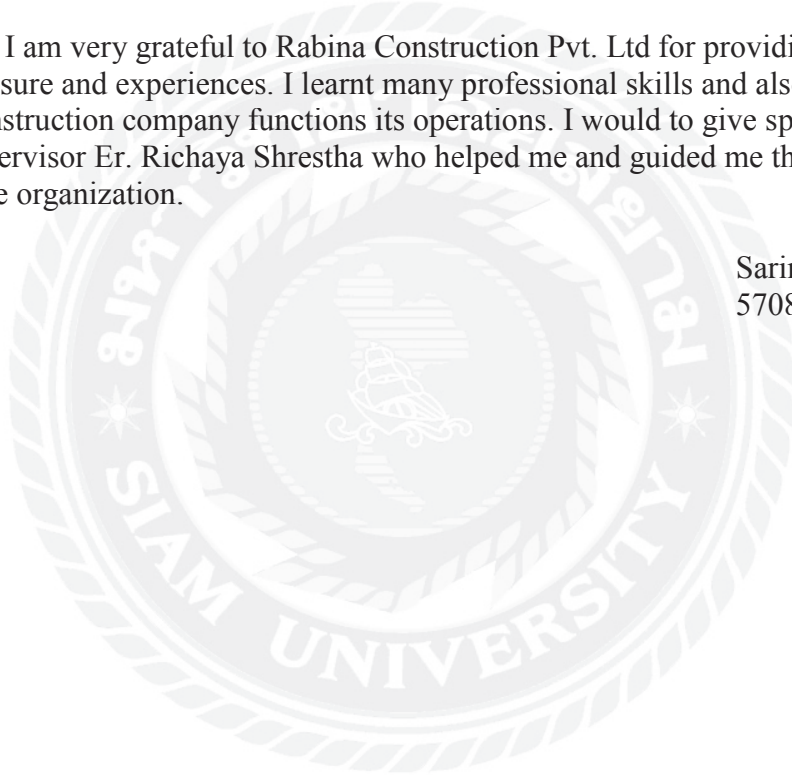
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The internship opportunity I was provided in Rabina Construction Pvt. Ltd gave me a great exposure towards the professional business side. Therefore, I consider myself a very lucky individual as I was provided with such an opportunity to be a part of. I am also grateful for having a chance to interact with great professionals linked with the organization who guided me throughout my internship duration.

Likewise, I am very grateful to Rabina Construction Pvt. Ltd for providing me with such exposure and experiences. I learnt many professional skills and also understood how a construction company functions its operations. I would to give special thanks to my supervisor Er. Richaya Shrestha who helped me and guided me throughout my time in the organization.

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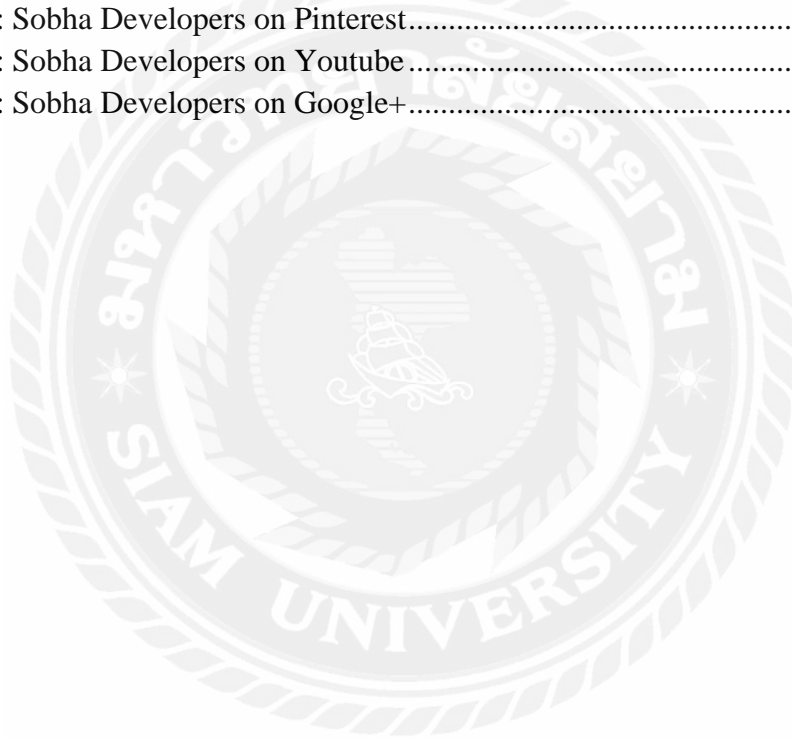


Contents

Acknowledgement	iii
Abstract	iv
Chapter 1	1
Introduction	2
1.1 Company Profile	2
1.2 Organizational Structure	4
1.3 Statement of Problems	5
1.4 Objectives of the study:	5
1.5 Limitations of the study:	6
Chapter 2	7
Literature Review	7
2.1 Main theories and concepts applied.....	7
Chapter 3	14
Methodology	14
3.1 Roles and responsibilities assigned by company	14
Chapter 4	19
Results and Discussions	19
4.1 Contributions of student made during the internship	19
4.2 Details of related learning process	20
4.3 New Knowledge Acquired	21
Chapter 5	29
Conclusion:	29
5.1 Self-assessment as future professional	29
5.2 Comparison of practical learning VS theory	29
References	31
Bibliography	32

List of Figures

Figure 1: Customer Decision Journey.....	13
Figure 2: List of Civil Materials	16
Figure 3: List of Miscellaneous Materials	16
Figure 4: Effects of Marketing in Construction Business.....	24
Figure 5: Logo of Sobha Limited, from India.....	24
Figure 6: Sobha Developer's Web Link	25
Figure 7: Online Platforms Sobha Developers are involved in	25
Figure 8: Facebook page of Sobha Developers	26
Figure 9: Sobha developers organizing twitter contests	27
Figure 10: Sobha Developers on Pinterest.....	27
Figure 11: Sobha Developers on Youtube	28
Figure 12: Sobha Developers on Google+.....	28



Abbreviations

B2B: Business to Business

B2C: Business to Consumers

HRM: Human Resource Management

CRM: Customer Relationship Management

CBA: Cost Benefit Analysis

SEO: Search Engine Optimization

IMC: Integrated Marketing Communications

NMC: Nepal Medical College

ICT: Information and Communication Technology



Chapter 1

Introduction

1.1 Company Profile

Rabina Construction Pvt. Ltd Company is a family owned and operates business servicing the Construction industry since 1983 A.D. It is an A class Construction company of Nepal. They have been able to successfully build a string reputation for delivering a quality service on time, and at a competitive price. They pride themselves on being skilled and experienced in all aspects of civil construction. This combined with their extensive knowledge of the construction business in Nepal. It has challenged all the possibilities and has been able to establish itself as a major player in this industry.

They use high quality raw materials throughout their service in every fields as they are one of the renowned quality centric organization and quality is their prior aim. They have been procuring the raw materials from quality driven organization that is checked at quality inspection as to provide unique quality service to their esteemed clients. They have been offering these services after complete planning and designing of the project.

They service the heavy construction line of business from small to large projects. Rabina Construction has been established with an aim of providing construction service in the field of road, highway, tunnels, bridge, drainage, irrigation, water supply, sewerage treatment, river training, building, hydro power, airport and various industrial complexes etc.

Their team of experts and professional engineers are gaining experiences since many past years in the field of civil engineering. They use latest and high performance machinery and equipment in their service. Also, they have been providing these services in various parts of the country and made a permanent relationship with their respected clients.

Being a quality centric construction organization, it has been able to maintain its reputation among its past and current clients. Their major clients are B2B business bodies.

Company Value

1. To enhance the quality of constructions.
2. To enhance customer value.
3. To respect all environment rules, regulation and legal requirement.
4. To serve with an environment of professionalism, team work and excellence.

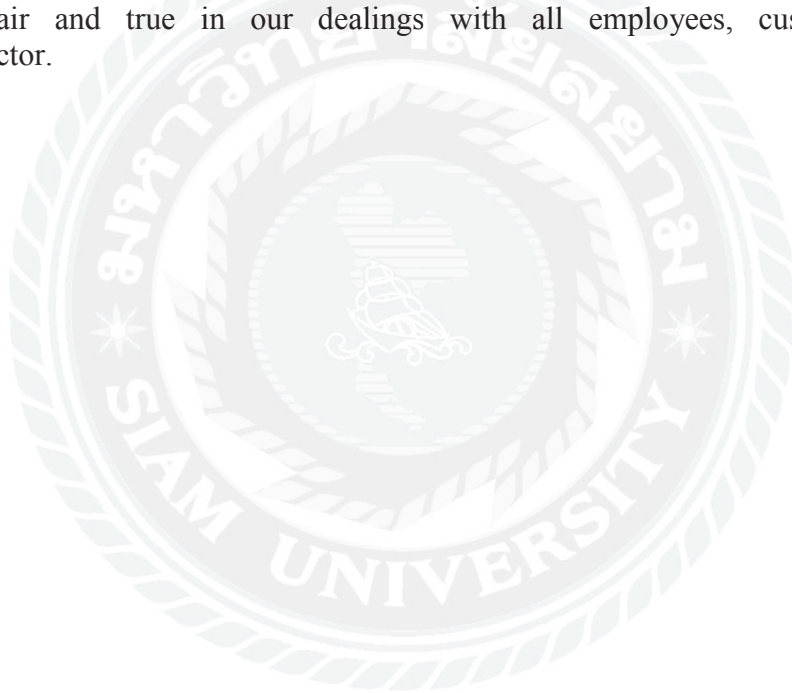
5. To serve with best value for money and high return on project.

Vision:

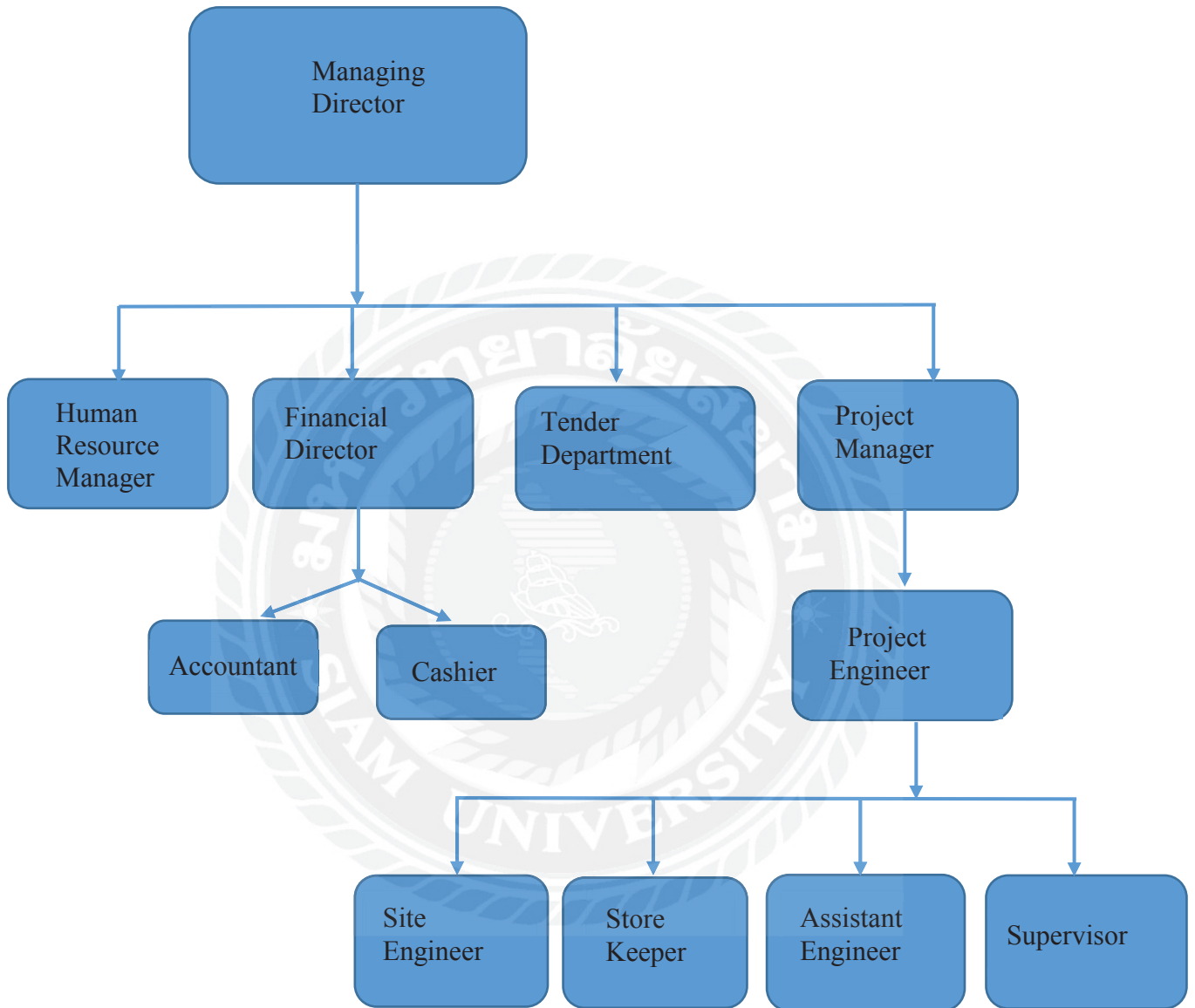
To become the number one leading engineering and Construction Company in Nepal and eventually in South-Asia, by consistently providing project that meet in international standards.

Mission:

To safely deliver high-quality, cost effective project on schedule by employing and supporting passionate, flexible and focused project team. To remain focused on controlled organizational growth. To develop an effective management that stresses productivity, perpetual development of the organization, and instilling work ethics in all personnel. We value the importance of our relationship and will continue to remain fair and true in our dealings with all employees, customers and subcontractor.



1.2 Organizational Structure



1.3 Statement of Problems

In the current context, Construction Companies are growing and doing well. Nepal is a developing country and so the construction businesses are running and growing rapidly.

Every coin has its two sides, as it is in a growing phase people are neglecting the small thing which might affect and create problems in the coming future. Although the worker's safety and health are quite reinforced with strict safety assessment by the company itself but the accident at the sites are still being alarming. Not only that, this company is still in traditional marketing practices, and maintaining reports and records. They need to determine why they are backward in this situation being an A class construction company they need to strictly look after these problems.

Understanding the construction site's management on safety and health is one of the main problems in this type of industry. Although cases were reported directly to the office but in the construction are still lacking in operation. Awareness on safety and health is important and must in a construction company. The company should provide the safety gear to the each and every worker in a site, as the company provides the safety gear to the workers but they need to look after the health problems. Company should follow the guide lines provided by the government as health and safety of a worker is a must.

Second Problem is the lack of understanding on the gaps of traditional marketing and advanced marketing. The company is neglecting the fact that its 21st century and they are still using the old approach of marketing. Till now they are doing the advanced work but later people will look after the profile of the company. As there already exists many construction company in Nepal. As this company is renowned and A class Construction company but marketing should be must for the future benefit and sustainability of the organization in the market.

Third problem is lacking in Maintaining the report and records. Reports and records are the proof of the company. The proper maintaining of the records and reports shows how much the company is strong from internal and external way. In the company, confusion arises while dealing with specific project.

Fourth problem is not having Trade Union in a construction company. This company has not provided any kind of policy to form a Trade Union. It is specially done for the welfare of the workers and to provide equal rights to the workers of the company. They have not given the platform of Trade Union. It might increase the employee's turnover in the company, as alone they cannot fight for their rights and they end up leaving the organization and search for new.

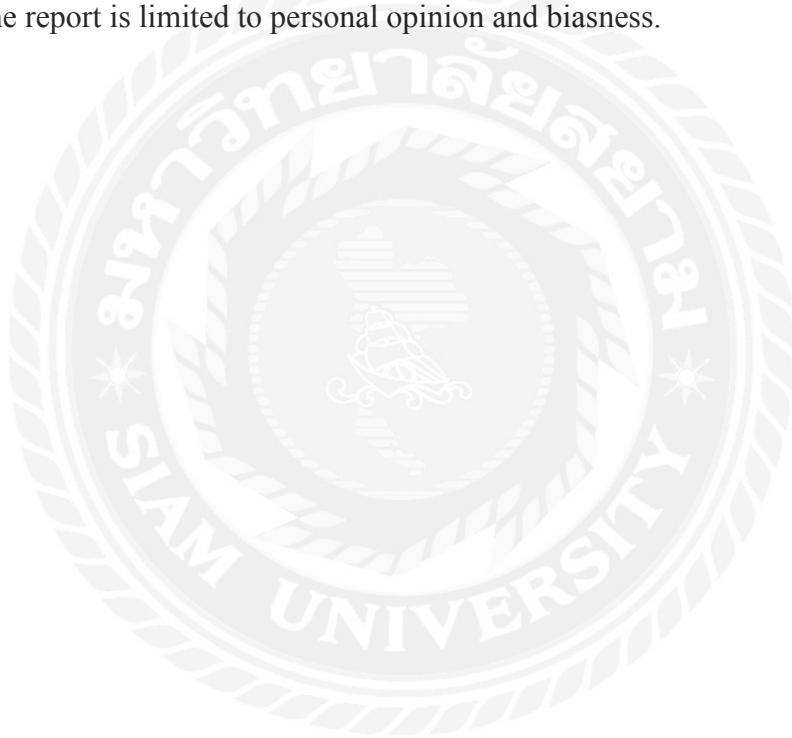
1.4 Objectives of the study:

1. To study the scope of customer relationship with the company
2. To study the importance of digital marketing in a construction company
3. To study the effectiveness of maintaining a customer database

4. To study the comparison between traditional marketing and online marketing.

1.5 Limitations of the study:

- The company is fully relied upon traditional marketing practices.
- Being a service oriented company, marketing expenses are not heavily put into as that for marketing a product.
- Time frame in the organization was only 3 months
- The context of the study is affected by political instability.
- Communication barrier with the clients.
- It was a huge market and time frame was not enough to cover up all the area for conducting proper market research.
- There was not any questionnaire to conduct this report.
- The report is limited to personal opinion and biasness.



Chapter 2

Literature Review

2.1 Main theories and concepts applied

a. Search Engine Optimization (SEO):

SEO, or Search Engine Optimization, means setting up your website and content to show up through online search results. While many marketing tactics rely on reaching out to the targeted audience, SEO gives the power to reach people when they are actively searching out information related to a company's products and services (Paquet, n.d.).

SEO helps a company to make themselves the most visible on internet. By using SEO the company can reach out to its prospective customers in a more effective manner.

For a construction company like this, marketing strategies to be used is very limited as they target mainly Business-to-business (B2B) sector of the market. They solely depend on referrals and WOM basis. To make themselves more visible in the business sector as well, they should create a website on their company's profile. And with a little more investment they should link words like 'construction' with their website. By which when viewers surf the internet for anything related to construction, their webpage will be the first link to be listed on Google. This practice of SEO in their business will make their company more visible and known to their targeted audience.

Thus, a theory like SEO plays a vital role in marketing a B2B oriented company like Rabina Construction Pvt. Ltd in their type of business industry.

b. Customer Relationship Management (CRM)

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth (Rouse, n.d.)

It is said that retaining new customers is 5 times more affordable than attracting new customers. For retaining customers, a company should build and maintain a good relationship with their current customers. Old customers also bring in new customers through referrals.

Managing customer relationships can be done through various techniques or using technology. For a construction company, the relation with a customer should not end with the termination of the contract. Rather the company should regularly be in contact with the customers who can refer other customers for making a contract or who will contact the company for their own construction contracts.

The company can use technological techniques like direct mail. Updating their old customers about the projects being done or attracting new customers whoever logs into their website or Facebook page.

c. Integrated Marketing Communications (IMC)

The main concept of integrated marketing communication is to make all aspects of marketing communications such as advertising, sales promotion, public relations, direct marketing, personal selling, online communications and social media work together as a unified force, rather than permitting each to work in isolation, which in turn maximizes their cost effectiveness. IMC is basically the coordination of all promotional activities to produce a unified, customer-focused promotional message. All the marketing communication efforts for a company's brands will contribute to its overall corporate identity, image and reputation.

It has overall role in building strong brands and strengthening companies. IMC is basically planning in a systematic way in order to determine the most effective and consistent message for appropriate target audiences.

Therefore, the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organization and its products.

d. Quality Assessment

Quality is considered to be one of the important key factors for survival in today's competitive market scenario. Quality management has been an important issue for many years in various sectors of the market. The implementation of effective quality management has been witnessed and documented in the manufacturing industry, which set up a paradigm for other disciplines such as the design and construction industry. But as the market changes with rising of new competitors in the past few years, things have changed in the construction sector. It has opened its doors by welcoming policies that would improve construction process and lead to successful business strategies, effective quality management, especially total quality management. (Tang S. e., 2005)

Since the 1990's quality has been given the main importance in the construction company because not only people have invested their money but also emotions of the clients are attached with it. To ensure the quality of the products in a construction company, many government departments

have made it mandatory for contracting firms to have their quality system accredited. They have created a system called ISO 9000 which is the international standard accepted for certification of quality management systems (QMS). The smaller firms are repeatedly report complains regarding the difficulties and obstacles using the system whereas some large contractors are enjoying benefits from implementing their QMS.

In the past the attempts at tracking quality within construction have inevitably failed due to the fact that quality is subjective and what one person may accept as high quality may be considered by another to be insufficient. In addition, the past attempts have approached measuring quality using *indicators of quality*, such as the number of punch list items, the number of requests for information, or the number of callbacks for projects. (Tang S. e., 2005)

The problem with using the "indicators of quality" approach is that it was impossible to determine what an acceptable level of quality was for a project. Complicating the indicators of quality approach is the fact that not all indicators are negative – for example, requests for information that resolve installation issues and improve the quality of the end result is a positive. (Tang S. e.–6.; Tang S. e.–6.)

Therefore, in order to go beyond the "indicators of quality" approach and measure quality metrics that are comparable across projects and companies, there are two fundamental categories of quality metrics: preventative and resultant. (Tang S. e.–6.)

- a. Preventive metrics: (**Leading Indicators**) for any company to run in a long term it must follow or take preventive measures to sustain in the market as well as for a quality program to be successful, it is critical that a company implements preventative activities to proactively evaluate and ensure the implementation of quality on construction projects. Typical quality preventive metrics measures include: (CQEC, 2015)
 - Application of Lessons Learned/Best Practices
 - Alignment of Expectations
 - Creation of Project-Specific Quality Plans
 - Submittal Reviews
 - Pre-Installation Meetings
 - Initial and On-Going Verifications
 - On-Going Project Quality Evaluations
 - Risk Analysis
- b. Resultant Quality metrics: (lagging indicators) understand how to measure resultant quality in the construction industry, it is important to first agree that there are certain outcomes on a project that should not happen, and when they do, it is a clear indicator of a

“poor quality process”. This concept is already the foundation of measuring our safety programs – any injury is unacceptable and indicates a failure of the overall “project safety process”. Therefore, for quality, there is the Construction Quality Rate that measures the quality of during the construction of projects and there is a Claim/Latent Defect Rate that measures of the long-term impact of quality, typically after the construction of the project. Both of these rates are based on the reporting and categorization of a Quality Incident. (CQEC, 2015)

There are three primary items that cover the measuring and improvement of quality in a construction company.

1. What is a Quality Incident?
2. Key Information to Capture for Each Quality Incident
3. Using Historic Data to drive Quality Improvements (CQEC, 2015)

e. **Human Resource Management(HRM)**

Human Resources Management is a department in an organization which helps to hire workers according to the need and requirement. HR in construction sector - In the environment, there was a noted preference for informal performance management characterized by frequent dialogue as opposed to formal annual reviews that are highly structured and documented. Additionally, in the construction firms we learned about, general management (GM) development is relatively unstructured — culture plays a role in an ‘organic’ or systemic development of talent. Values and principles are important to managers, but they have to be matched with action to be relevant.

There needs to be an active, clearly visible connection between the values and principles and the actions taken by the firm, the firm’s leaders, and the employees. With increased outsourcing and splitting off of the administrative functions of HR, some have suggested new measurements of HR effectiveness are required. HR departments can no longer rely on traditional measurements of transactional activities. Indeed, most of the data indicated that many in the profession are making this transition. Companies are using employee surveys designed to measure subjective aspects of the individual’s experience in the firm.

i. *Recruitment:*

Recruitment means finding the best applicants for the employer’s open positions. Company has their own way to recruit the new employee. Recruiting method are superior to others, depending on the type of job. Even in employment law prescribes what you can and cannot do when recruiting. Recruitment is the process of discovering potential candidate

for actual or anticipated organizational vacancies. (Robbies/Decenzo). There are different types of stage they are: -

1. Defining Requirements: - company have to Prepare JD and JS and also deciding terms and condition of employment.
2. Appealing Candidates: - In this we reviewing and evaluating alternatives sources of applicants. After the JD and JS first company can search inside the company if there is no one to fulfill the requirement then the company can search the applicant outside the company with the help of advertisement and also can use agencies and consultants.
3. Selecting Candidates: - Selecting candidates is the hardest job of HR. Just by the few quires HR should select the best candidates among all. Selecting applications, Interviewing, testing, assessing candidates, assessment centers, offering employment, obtaining references and after the selection process the company should prepare a contracts of employment.

ii. Employee Testing and Selection

The process of gathering information for the purpose of evaluating and deciding who should be hired, under legal guidelines, for the short and long-term interests of the individual and the organization. (Schmitt and Schneider). In other words, the process of gathering information about job applicants in order to determine who should be hired on what basis. After the interview the applicant are shortlisted according to their performances. The HR manager should be very much careful while selecting the right person to fit the right job. If they do mistakes, then that new recruit will not be able to fulfill the organizational role and the work will not be essentially productivity. Selection is important because in an organization small things matters and it might affect the performance, cost might be high if the wrong candidate is selected and legal obligation might arise after the contract is don't within both the parties. There are many ways for employment tests: -

Obtaining Reliability and validity

- Validity: - It measures the person's attributes. It is the degree to which a test or selection procedure.
- Reliability: - It is the degree which interviews, tests, and other alternative methods.

We can also get the information about the candidate by Polygraph Tests, Background Investigation, Interviews, Integrity and Honesty tests, Medical Examinations. There are also the type of test like Cognitive abilities, Measuring personality and Interests, Work Samples and Simulations, Management assessments Centre, Background Investigations.

iii. Training and Development

In the current scenario, Technology has radically change the life of a person. Nowadays, People are influenced by the technological changes.

As it changes people need to upgrade themselves according to it. So, the organizational employee needs training and management development. Upgrading their co-workers according to the new invention should be must in a construction company. It is linked with Productivity and performance efficiency. Training and development works helps employee to do their current work better and prepare individual for the future, focusing on learning and personal development.

iv. Performance Management and Appraisal

Performance refer to an employee's completing and facing the challenges the assigned work. After the performance we can easily find out the strengths and weaknesses of a workers. Moreover, Appraisal means a judgment of an individual's performance.

Performance Appraisal means evaluating an employee's performance, tasks of a job, whether or not they have fulfilled the work given. After the data, the HR manager motivates the employee for the better performance. The first step of performance appraisal is to define the job and appraising performance and lastly feedback session.

Performance Appraisal Tools are really helpful. It also increases the efficiency of the work. The workers will know their weakness and try to improve that area.

f. Cost Benefit Analysis (CBA) of a product

The economic impact of a construction cost overrun is the possible loss of the economic justification for the project. A cost overrun can also be critical for creating policies within sustainable development on the basis of economic costs. The financial impact of a cost overrun results also in demand for construction investments credits. It is considered important to develop a methodology to enable contractors to assess the true costs of accidents and the associated benefits of accident prevention as part of pre and post contract project evaluation. A framework is proposed based on an examination of economic viability of management of construction health and safety. The method developed incorporates accident cost elements, health and safety measures and benefit elements to improve decision making processes and guide contractors and designers in developing efficient and effective construction health and safety management practices. Moreover, we can also use Comparative analysis, Trend analysis, and composition analysis.

Comparative analysis basically used to judge the quality products of a project by comparing quality costs against specified element.

Trend analysis is a method to evaluate current level of quality control activities by analyzing the trend of quality cost by time period.

Composition analysis is performed for examining the changes in proportions of each quality cost item. While implementing it to the real world, manager or any other users check the proportion of each item along with the changes of overall quality cost.

i. Construction Bidding Process:

Construction bidding is the process of submitting a proposal to undertake and manage the undertaking of a construction project. The process starts with a cost estimate from blueprints and material take offs. The tender is treated as an offer to do the work for a certain amount of money called firm price, or a certain amount of profit which is usually cost plus. The tender, which is submitted by the competing firms, is generally based on a bill of quantities, a bill of approximate quantities or other specifications which let the tenders to attain higher levels of accuracy and the statement of work.

For instance, a bill of quantities is a list of all the materials and other work such as amount of excavation of a project which have sufficient details to obtain a realistic cost. The tenders should not only show the unit cost per material or work, but should also if possible, break it down to labor, plant and material costs. In this way the individual who is selecting the tender will be quite confident that the tender is feasible.

Bids are not chosen on cost alone. Sometimes contractors submit lower tenders to win the contract and win the work. Either the costs that the contractor incurs are greater than the price he is charging the client and thus is likely to go insolvent, or it is claimed for "loss and/or expense" due to discrepancies in the contract documents. The lowest tender is not always a feasible tender. The lowest tender is the most likely to increase the contract sum the most throughout the course of the project.

g. Digital Customers

As portrayed in one of the case studies, digital customer's decision journey can be portrayed as follow:



Figure 1: Customer Decision Journey

This figure denotes that 90% of consumers now research on a product or service online before they make a purchase. The digital landscape and the consumers view and engagement with brands has evolved, with evidence showing the customers journey does not begin or end with a purchase. This loop is complete when the consumer purchases the product and then shares their experiences via social media for other potential customers (Kelly, 2016).



Chapter 3

Methodology

3.1 Roles and responsibilities assigned by company

Following are the major jobs and responsibilities performed by us during our course of time in Rabina Construction Pvt. Ltd.

1. Coordinating with Project Engineer:

Rabina Construction was involved in a project of constructing hospital building for Nepal Medical College (NMC) located in Jorpati, Kathmandu. We were supervised under this project. One of our job responsibility was to coordinate with the project engineer regarding the procurement of materials used during construction.

When procuring those required materials we were made to communicate with the local suppliers about the amount of materials brought in and report it to the project engineer. Sometimes due to lack of communication between the project engineer and the suppliers, there would occur miscalculations for the required amount of procurement.

Here we handled the order of materials that should be brought in for the particular day's work. Every order was to be recorded in the register and later would be consulted with the project engineer before the orders were made. The project engineer would let us know about the next lot of required materials for the next day and we were to communicate with the suppliers and make the orders as per this supervision. Also, when the ordered materials were brought in the site, any one of us were made responsible to record the number of orders brought in and report it to the project engineer.

We were also made responsible for the extra inventory that would be stored in the store. Here every stock would be kept track of coordinating with the store keeper. These stocked inventories would be later reported to the project engineer on every last day of the week.

2. Planning and Suggesting marketing strategies

Rabina Construction Pvt. Ltd was involved in both business-to-business (B2B) and business-to-consumer (B2C). They were majorly doing business-to-business practices. Thus, due to their type of business industry, this company follows mainly traditional marketing practices. Currently they are involved in word of mouth communication and referrals marketing basis. But anyhow, they are also targeting the local consumers in Kathmandu valley.

When doing B2B business, companies do not invest heavily on marketing themselves to their target audience as most of the business deals are done through personal contacts and referrals basis. But if the company wants to make itself known to their local customers (i.e. B2C) then they should be involved in differentiating themselves in this competitive market.

For this, we were made to brainstorm marketing ideas for this type of industry. For a construction company marketing practices is very limited as they cannot collaborate with other products that's there in the market. Because these construction companies do not have a production unit and they have to outsource materials and products from different suppliers. This is the reason why a construction company cannot collaborate with other related products to advertise/ promote their brand. Those suppliers do not just rely on one client thus they do not collaborate with only one company for promotions.

However, the company can contribute to marketing itself through internet medium. Other activities can be involving in CRS strategy and outdoor advertising for this type of industry.

Therefore, under this responsibility we were made to brainstorm possible marketing ideas for the company by which they could differentiate themselves in the B2C market. And build a brand that would attract more and more local customers.

3. Record Keeping of the products

Cost analysis in a construction company is the most important thing to do. Company should maintain the quality product in an estimated price to satisfy their clients. We did the cost analysis for the various materials like civil materials, Small miscellaneous. Moreover, we have a trivial idea about the machinery materials. For the further research, they provided us with the list of current suppliers of the ongoing project. We did a research and compare the prices of the current suppliers and market suppliers. We verbally talked to the market suppliers and got to know that there is a differences in the prices. Somewhere high and somewhere at low cost. We list down the differences and gave to the project manager. But, project manager stated that they are bind in a contract with current suppliers so they can't breakdown the contract at the moment but they took our research as a references for the upcoming project.

As we all know about the fact that in Nepal political situation is not stable which also heavily impacts any type of businesses. This political instability gives a rise to a new government with in a very short period of time. This leads to change in rules and regulation. When new rules and regulation are being implemented by the government, other political parties do not agree with the new set of rules and thus put up strikes against the government in the whole country. As for producing products the production units have to

import raw materials from outside the country, majorly from neighboring countries. And when these strikes happen importing activity is brought to a hold and also transporting the required materials becomes impossible for the companies like ours.

The prices are strictly to be kept confidential as per the company policy.

S.N	List of Civil Materials	Price
1.	Steels	-----
2.	Rod	-----
3.	Cement	-----
4.	Sand	-----
5.	Fine Aggregate (Sand)	-----
6.	Course Aggregate (Crushed Stone)	-----
7.	Bricks	-----

Figure 1: List of Civil Materials

S.N	List of Miscellaneous Materials	Price
1.	Hammer	-----
2.	Wheel Barrow	-----
3.	Nails	-----
4.	Binding Wire	-----
5.	GI Wire	-----
6.	Shovel	-----

Figure 2: List of Miscellaneous Materials

4. Coordinating with HR manager for Organizational Behavior

It is known that any type of business cannot operate without efficient productivity of their employees. No any company is complete without its employee. Likewise, in this construction company also the employees play a very vital role for sustainability of the company. Organization is a place where different people works together to achieve the organizational goal. People from different culture, religious, work together for the benefit of the organization. Organization are social structure. If the HR recruits a new employee, the new employee should understand how they operate and should help the company to achieve the goal. Organizational behavior investigates the impact that individuals, groups and structure have on behavior within the organization.

HR maintain the evaluation sheet of each and every individual of the organization. They observe each activities and evaluate according to it. It is done to know the performance of the individual and their contribution

towards their organization. According to the evaluation they promote and give benefit to the excellent workers and motivates the other people to do so.

We coordinate with the HR manager. We talked about the process of the recruiting, Interview and also written. We discussed about the new ideas and HR manager really likes our idea. For the efficient productivity performance evaluation, benefits, good working environment should be must. In all the organization hierarchical label are there top level management and lower level management. Even in this organization they use the same methods.

5. Communicating with the clients

Communicating and convincing the client is a difficult job to do when it comes to constructing something. Bad communication can lead to loses of thousands or even millions of dollars. One of our roles and responsibility during the internship period was to deal with the clients who come with a tenure or a project.

6. Researching on quality product availability

The concept of quality management is to ensure efforts to achieve the required level of quality for the product which are well planned and organized. From the perspective of a construction company, quality management in construction projects should mean maintaining the quality of construction works at the required standard so as to obtain customers' satisfaction that would bring long term competitiveness and business survival for the companies (Abdul-Rahman, 2015).

Quality management is critically required for a construction company to sustain in current competitive construction market. The role of great quality management for a construction organization is not always a remote hobby, however intertwined with all the operational and managerial procedures of the organization.

Chapter 4

Results and Discussions

1.1 Contributions of student made during the internship

The organization is currently not involved in any sort of marketing activities except newspaper advertisement. However, when brainstorming marketing ideas, we came up with the following strategies that the company could own:

- a. **Official Website:** As there is no official website for the company, we suggested on commencing an official website on the internet through which the company's clients and customers can easily differentiate their company. And also communicate with the company officials for construction contracts.

With commencing a website, the company will be able to communicate/ define its mission, vision, their work activities, completed contracts more clearly. This might attract more local customers to make deals with the company.

- b. **Updating Facebook page:** The Company currently has a Facebook page but they have not updated anything in their page. The company's mission or vision is not mentioned, their completed projects are not showcased. Thus, it was advised to update Facebook on a regular basis for more visibility among its customers.
- c. **Newspaper Advertisements:** Rabina Construction Pvt. Ltd take up contracts on a tender basis. So, when they want to call in tenders for operation of a project, they advertise this announcement in the newspaper for a short period of time.

Advertisements in newspapers are being given but only as an announcement. It was suggested to give timely advertisements as a company and not only for the call of tenders. This gives brand recognition factor for the targeted audience of the valley.

- d. **Search Engine Optimization (SEO):** As Rabina Construction is not involved in any sort of online marketing practices. It was suggested to incorporate SEO which can be used to increase the company's visibility on the online platform along with that Rabina Construction might also have a comparative advantage over its competitors by using SEO.
- e. **Corporate Social Responsibility (CSR):** Rabina Construction being an A class construction company in Nepal, should definitely involve its organization in contributing to the welfare of the society. Nepal is still in the process of

development and faces severe problems in delivering basic infrastructural facilities to its citizens. Rabina Construction can engage itself in constructing public toilets and public drinking water projects around the valley.

Such a contribution will have a positive impact on its prospected customers. Also, it will be able to reach out to its customers through brand awareness and brand recognition.

- f. **Customer Relationship Management (CRM):** Rabina Construction is mainly involved in B2B business practice. It was suggested that the company should cater to the customers on a larger scale.

The organization can employ a Customer Database Management system which shall include feedbacks of clients during as well as after the completion of the project. This strategy will help the company to maintain good relationship with their customers and opens the door for positive word of mouth.

- g. **LinkedIn:** LinkedIn is a professional networking platform for all kinds of business professionals, graduates and undergraduates. With establishing an account on LinkedIn, the company can portray all its achievements and successful projects.

1.2 Details of related learning process

1. Planning to enhance marketing application:

We were informed that the company currently has not been investing heavily on marketing applications. We got to know that Rabina Construction in the near future has planned to incorporate relevant marketing strategies to increase its customer base from B2B to B2C. The company is also planning to hire a marketing manager in the coming year.

Therefore, our team of interns were requested to research on possible marketing applications which shall contribute towards increasing the company's brand presence as well as sales.

2. Reviewing successful digital marketing strategies

After the research was conducted on various marketing application for such a construction company, all the possibilities were analyzed one by one with respect to the cost, its effectiveness in brand building and sales.

Thorough research on each possibilities left us with some strategies that could be applied by the company for its benefits.

1.3 New Knowledge Acquired

1. **Creating press advertisement:**

The company is mostly involved in publishing different types of press advertisements only related to its projects. In the process of which we were at times assigned to contribute our insights on the design prepared by the outsourced multimedia team. We learned about specific factors which are very important in designing press advertisements such as alignment of the content, tagline and minimal layout design.

2. **Basic project construction process:**

We learned about the building blocks involved when a new project is acquired by the company. Specific processes such as observation and measurement of space, sketching and designing of architectural layout, devising the list of materials required and similar other processes leading up to the completion of the project.

3. **Effectiveness of digital marketing for B2B business:**

B2B business is usually operating in a niche marketing. Due to which implementation of right marketing tactics becomes very crucial. We researched on marketing platforms used by construction companies in other developed countries and inferred that digital marketing can be rightly used to target the niche market customers. Different tactics of digital marketing is available due to the growth of technology. And we were able to learn about each tactic before suggesting the relevant tactics to the organization.

4. **Traditional marketing vs. modern marketing/ online marketing:**

Marketing is a holistic approach which has long been practiced in many different fields of the business world. However, traditional marketing is where the companies focused on selling the products to its targeted audience. Then, the main aim of the company would be to sell the products to their customers through the means of marketing. Marketing was more profit oriented than customer oriented. It focused more on reach/ frequency through mass marketing. It only involves one-way conversation, by which the companies would not get to know how their customers feel about their products or services. Traditional marketing is more about the company rather than their customers' need or satisfactions. It uses more of formal language and regulates controlled communication. The company controlled what message the customers would get and how they would perceive the brand. Thus,

traditional marketing was more about only marketing the company and letting your customers know about your existence.

But, modern day marketing or online marketing prioritizes customer satisfaction and sell or market their products according to their customer's needs. They market according to what the customer's desires or needs. They also emphasize more on customer satisfaction, after sales services, retaining customers and repeated purchases rather than just selling goods to earn profit. It is more focused on active involvement and engagement of their target audience. The scale of measurement for online marketing/ modern marketing is the customer's engagement through one-on-one marketing. It is more about the customer's needs and satisfaction rather than only the company's description. It involves two-way communication and uses more of informal communication. Thus, modern day marketing engages customers for the company's interest and tries to create a platform where they can bond with their potential customers.

While traditional marketing used mediums like flex boards, pamphlets, radio and television for advertising whereas modern marketing not only uses traditional medium of advertising but also uses modern methods like social media marketing, internet marketing and other such innovative, creative means to advertise their products. (Parikh, 2017)

5. Marketing in Construction Business Overview:

In most countries, the construction industry is specifically classified by high risk, fierce competitiveness and low profit margin when comparing with other industries in the business world. The main reason for high competitiveness is due to reason that anybody can get into a construction business, even people with limited and low investment. Due to ease in entry in this industry, there are many established construction companies wherever in the world.

Moreover, these companies have to participate in a competitive bidding process for gaining access to operate a new project. This creates condition for them where they cannot demand for the services they will be providing. These circumstances leads to higher rate of construction failures than in any other type of industries.

In these situations, the construction companies look for other means to win the projects. In this context, marketing can help create a sustainable competitive advantage for such companies and help them differentiate themselves from their competitors.

According to Arditi and Davis, marketing in construction comprises activities such as seeking new clients, new types of construction, and new markets, satisfying clients and keeping them loyal, market research and analysis,

offering additional services, including advertising, publicity, brochures, and corporate identity programs (Hassan, 2017).

Construction industry is often criticized for its slow adoption of ICT and innovation. The Office for National Statistics (2013) report findings affirms the above claim in terms of social media adoption. Findings show that up to 77% of companies in information and communication sectors are leaders in social media adoption in 2012 whereas only 20% of construction companies reported to have implemented social media within business. A different survey of top 15 construction companies in the UK reported that over 90% of the construction companies holding a Twitter account and LinkedIn account and 65% having a Facebook account for the company. Further, more than half of the companies have linked the website with social media accounts while all having the capability to analyze internet traffic. In addition to that another study reported that the most popular social media platform used by construction professionals is LinkedIn followed by Twitter, Facebook, YouTube, Blogs, Google+ and Pinterest. (Perera, 2015)

Despite the benefits, reluctance of top management, lack of understanding and encouragement from top management, unfamiliarity of staff/ lack of technical skills in handling social media platforms, perceived unimportance, and lack of use by the competitors are reported to be the barriers of social media implementation in construction organizations. While some feel that social media should not be encouraged in a working environment as it is highly unregulated, unmanageable and perceived to be of high risk to reputation, others think that it is a good medium of marketing, attracting younger generation and disseminating knowledge through interactive forums, video blogs and the likes (Construction Industry Council, 2014) (Perera, 2015)

According to a study done on marketing effects in a construction company in the year 2011, the following results were accumulated:

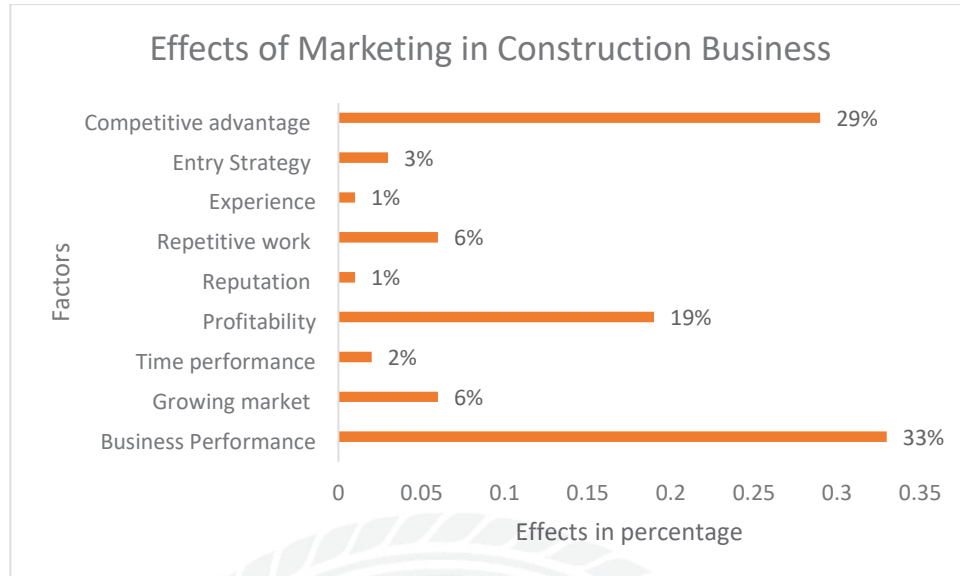


Figure 1: Effects of Marketing in Construction Business

It can be analyzed from the above chart that marketing effects on three factors more heavily in a construction company - competitive advantage, profitability and business performance. This gives a clear perception that the main motivation to implement marketing strategies in construction industries is to gain economic benefits (Naranjo, 2011)

6. Problems with marketing in construction:

- a. Reluctance to adoption and integration of marketing in construction businesses
- b. Misconceptions and misperceptions and lack of understanding about marketing in construction
- c. Lack of In-House marketing expertise
- d. Resource Constraint – Firms do not separate adequate funds to support marketing activities
- e. Engineers Paradigm: The presence of cultural- roles barrier in the industry (Jonas Ekow Yankah, 2015)

7. Prospects of online marketing in construction industry example:

Here, we can take an example of Sobha Ltd. from Bangalore, India founded in the year 1995 A.D.



Figure 2: Logo of Sobha Limited, from India

The company currently has ongoing residential projects aggregating to 41.8 million square feet of developable area and 26.59 million square feet of saleable area, and ongoing contractual projects aggregating to 9.31 million square feet under various stages of construction (enw).

Sobha Ltd, has been rigorously involved in marketing itself in an online platform since the last decade. They have been able to secure a strong foothold in the real estate segment in the digital and social media front (Jain, 2015). Their domain has been operating since almost 13 years. They are among the highest ranked webpages in the industry, with global rankings of 66,756. Also, their website is responsive which a big boost to their search engine rankings. They also currently run Google search ads (Jain, 2015).



Figure 3: Sobha Developer's Web Link



Figure 4: Online Platforms Sobha Developers are involved in

They are actively involved in social media like-

- Facebook, where they have about 2, 94,631 followers. They post about their brands, CSR activities, contests, corporate news, etc.

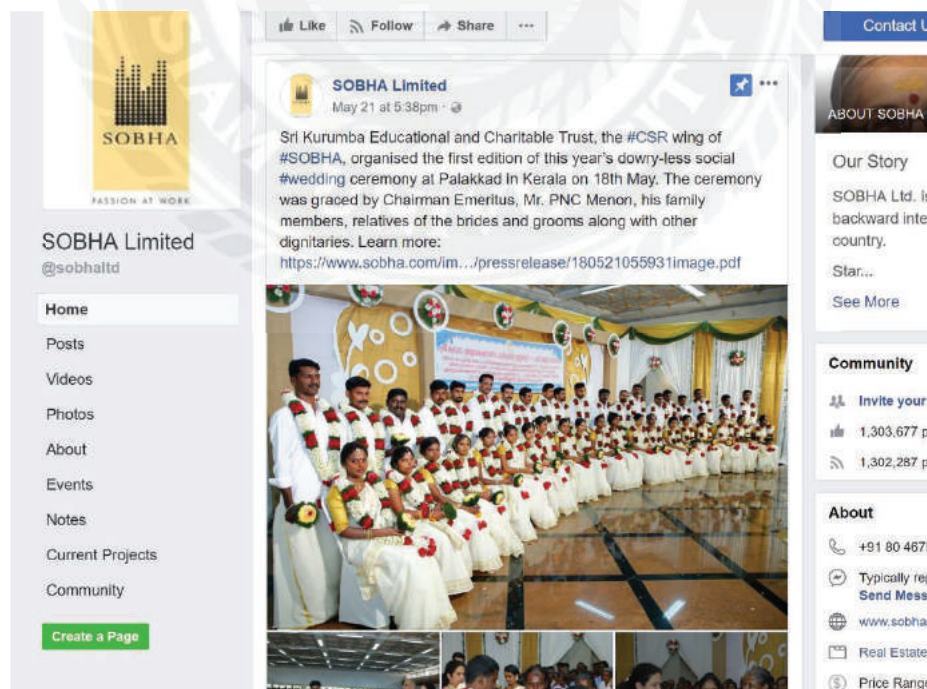


Figure 5: Facebook page of Sobha Developers

- Twitter, they have a remarkable figure of 14 tweets per week on an average, and make appropriate use of hashtags. Example, their hashtags are either based on the location of their project or the kind of flats they are making, or their own company name Sobha Ltd (Jain, 2015).

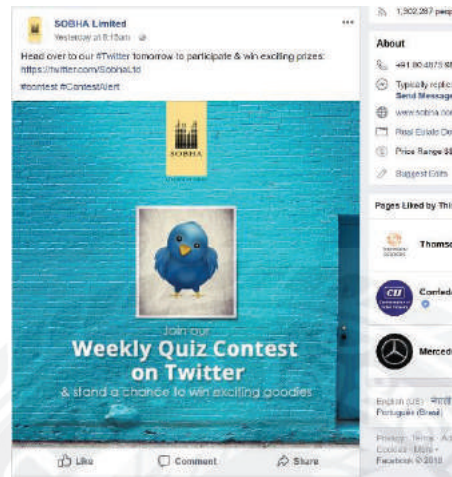


Figure 6: Sobha developers organizing twitter contests

- LinkedIn, they have replicate content that is being posted on Facebook and have a followers base of about 10, 715 individuals.
- Pinterest, their start on this platform is very modest. The boards they have created are based on their different projects across the country (Jain, 2015).

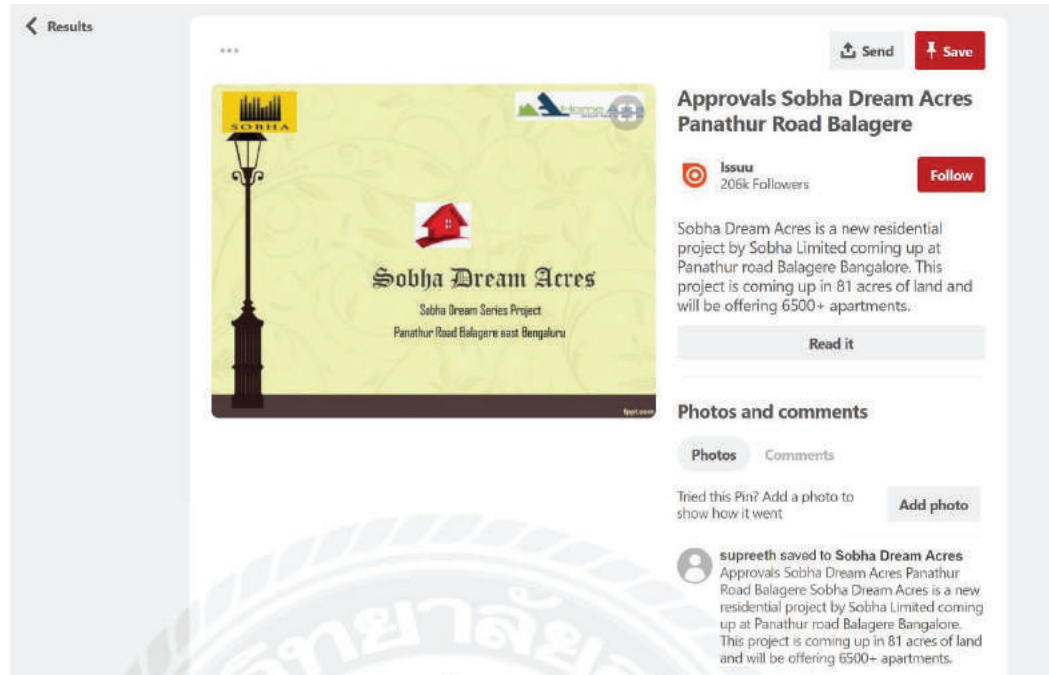


Figure 7: Sobha Developers on Pinterest

- YouTube, with 75, 940 views, they have over 84 videos and a total of 326 subscribers (Jain, 2015).

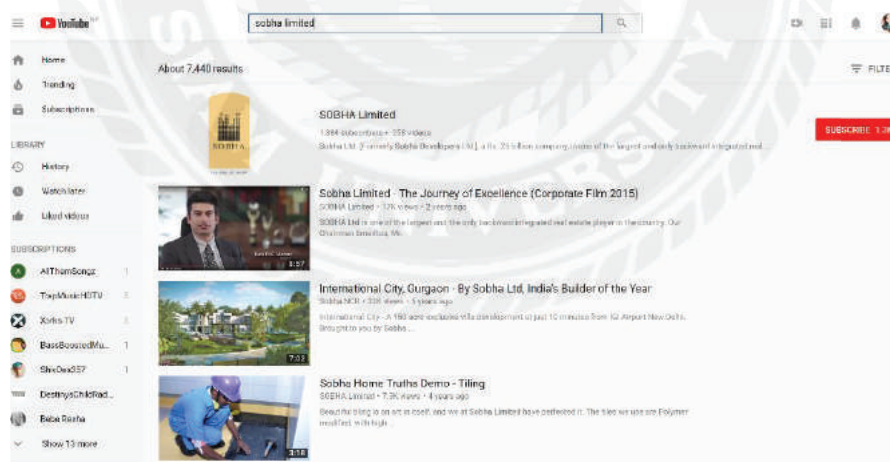


Figure 8: Sobha Developers on Youtube

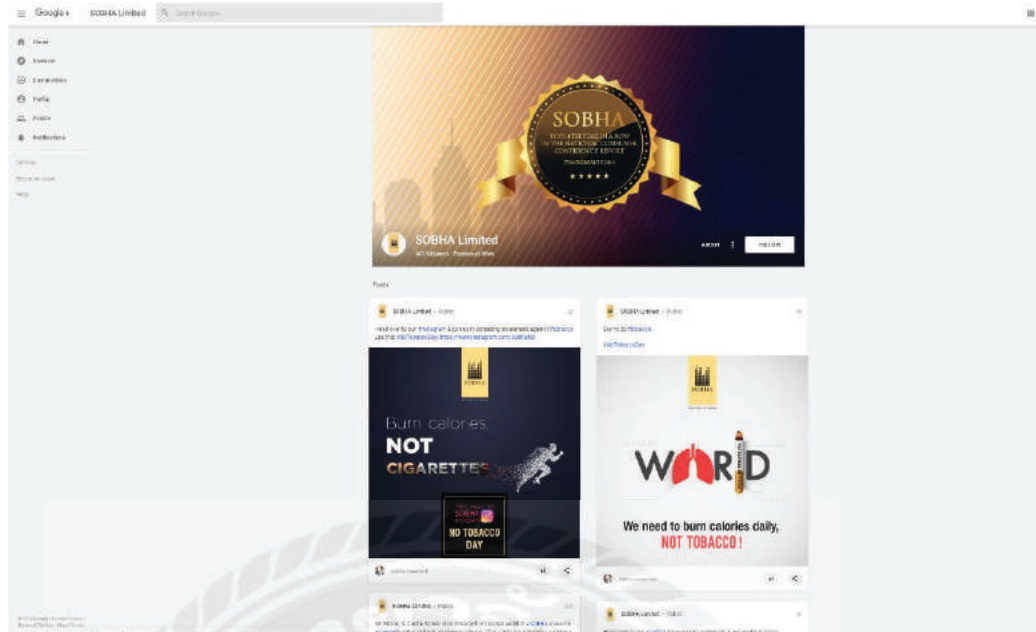


Figure 9: Sobha Developers on Google+

The use of online marketing has proved to be a great success for Sobha Ltd. Through the use of these marketing strategies they are able to attract many online customers, increase their visibility, create a brand identity, brand awareness, brand recognition, create differentiation and competitive advantage and ultimately penetrate their market for sustainability and growth in the market.

Chapter 5

Conclusion:

1.1 Self-assessment as future professional

As a professional, in any field there are always going to be some important behaviors which guide an upcoming fresher in the business world towards success. As an intern in the organization, I was able to learn by observing my supervisors and other employees of the organization about the fundamentals of working in an organization.

The fundamental learning during the internship helped me to better understand the organizational behavior practices along with individual qualities which are necessary in the business sphere. I realized that punctuality is of utmost importance and helps a person to better deliver desired outputs.

Along with this I also realized that in today's globalized market, digitalization of business is very important in growing the business. In the future wherever I am working, the digitalization tactics learned during this internship are going to be very beneficial.

Similarly, effective communication skills as well as interpersonal skills are often required to solve critical problems faced at work. These skills are also imminent to successfully complete the tasks while working in any organization.

As a future marketing professional this internship opportunity presented me with tremendous knowledge regarding traditional as well as modern marketing practices. With this I also learned how marketing tools have great impact on branding of any product or service. Without marketing, a company will be less competitive in the market and will face severe difficulties in increasing their market share. Marketing also helps in communicating the promises to the customers which further delivers the desired value to them.

1.2 Comparison of practical learning VS theory

Learning is boundless and when it comes to comparing the knowledge acquired among the walls of the classroom and learning through experience we realize that there is a definite connection with them. Every theories and concepts learned in classrooms are applied in practical scenario. This makes our planning and implementing process in any organization more efficient and effective.

But however, it is a fact that an individual learns more from his experience than what knowledge he has acquired from books. As, the individual has to make on spot decisions and cope with every challenge that come their way. With this, the

individual learns to deal with different circumstances in a standard procedure which involves a mixture of knowledge gained theoretically and practical insights and experience.

Although, theoretical knowledge and theories are at the core of every business's foundation but practical knowledge is required to be able to sustain your business in the market. Practical experiences helps to grow an individual for better - decision making skills, negotiation skills, problem solving skills and communicating skills.

Fundamentals learnt in the classrooms prepare us for winning the war in such an imperfect market and also help us derive insights from our work experience.



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