



Cooperative Education Report

**Title: A Study on Sales Department of
CG|Motocorp: Suzuki Four Wheelers, Kathmandu,
Nepal**

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**This Report Submitted in Partial Fulfillment of the Requirements
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Title: A Study on Sales Department of CG|Motocorp: Suzuki Four Wheelers

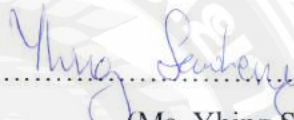
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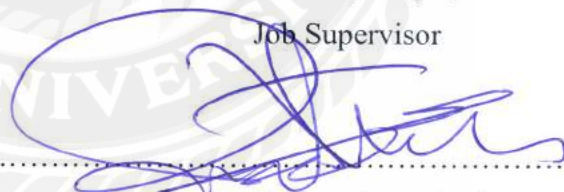
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Degree : Bachelor of
Major : Marketing
Faculty : Business Administration
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Abstract

This internship is conducted at CG|Motocorp:Suzuki Showroom, Thapathali. CG|Motocorp is one of the leading and a sole distributor of Maruti Suzuki India Limited and it has been running in automobile sector for past 30 years. This report is mainly aimed at understanding the activities performed in sales department; roles and responsibilities that were assigned by the supervisor and contributions made during the internship period.

The main objective is to understand the Suzuki's different models; learn each model's characteristics. To acquire knowledge about company's policy, financing and services; working mechanism and learn about competitors. Another main objective is to gain interpersonal skills from the professionals. This report also identifies the growing problem faced in the sales department and provides recommendation to those problems to the company. Using marketing tool, company's strengths and weakness were found. To achieve these objectives with the concrete outcomes, this study is designed as a qualitative study that is based on observation, field research, published data, internal data and internal reports.

The results found that sales department has an important role for the contribution of growth and development of the company.

Keywords: Sales department/ Interpersonal Skills/ Qualitative Study

my friend

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I offer my sincere thanks to CG|Motocorp for giving me the opportunity to work in their company. This internship opportunity was a great platform for me to explore, meet new people and learn with the professionals; who guided me throughout my tenure from 5th February to 10th May.

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Acronyms

CG	Chaudhary Group
FMCg	Fast-Moving Consumer Goods
EPC	Coastal Projects
CC	Cubic Centimeter
RPM	Revolutions per minute
BHP	Brake Horse Power
Nm	Newton Meter
Mm	Millimetre
Kg	Kilogram
Kmpl	Kilometers Per Litre
Nrs	Nepalese Rupee
AMT	Automatic manual transmission
ABS	Anti Breaking System
EBD	Electronic Brake Distribution
DoTM	Department of Transport Management
FOC	Free of Cost
DMS	Dealer Management System
SR Monitor	Sales Relation Monitor
i.e.	That is

Chapter 1: Introduction

Automobile industry has grown over the last two decades due to changing living standards and emerging perception about automobiles. As a matter of fact, it provides opportunities to many start-up businesses to sell the products as a distributor or a dealer; giving them chance to grow in the field of automobiles. Though considering the market, it is small; however, the increment in the growth in recent years has shown that the market is favorable (NEUPANE, 2018).

The Chaudhary Group (CG), a multi-industrial transnational conglomerate, owns over 100 companies under its umbrella which includes: fast-moving consumer goods (FMCG), Motocorp, EPC, hospitality, consumer electronics, cement, biotech and ayurveda. It is one of the initial organizations that have a wide distribution network reaching to subcontinents and making its presence known throughout Asia (Chaudhary Group CG). CG Holdings, part of Chaudhary Group, is lead by Arun Chaudhary that holds and manages six of the business verticals under it. It focuses on: Automobile, Manufacturing, Education, Hotel and Leisure, Financial Services, Retail chain/Convenience Store and Realty. The automobile is categorized into two parts: CG|Motocorp and CG|nxt gen (CG Holdings).

CG motocorp, the automobile division of CG Holdings, is one of the leading and a sole distributor of Maruti Suzuki India Limited (India). It holds over 30 distributor channels and sales outlets and 26 authorized service centers all over Nepal. CG|Motocorp, the automobile division of Chaudhary Group, is actively involved in the automobile industry for the past 30 years.

CG Motocorp ensures the product it offers is affordable and the spare parts of the product are easily available overall the country. It is committed to employ the best and dedicated human resources that can provide the best services to its customers. Suzuki is reckoned as “The No.1 Selling Car in Nepal” and “The car with the Highest Resale Value”. It is also well known for its ease of maintenance, efficiency and reliability (CG Holdings).

1.1 Company Profile



Figure 1: Chaudhary Group's Logo (Chaudhary Group CG)

Type	Private
Industry	FMCG, Financial Services, Hotels and Resorts, Consumer Electronics, Realty, Education, EPC, Cement, Infra
Founded	1968
Founder	Mr. Lunkaran Das Chaudhary
Headquarters	Chaudhary Group, Kathmandu, Nepal
Area served	Worldwide
Key people	Binod Chaudhary (President) Nirvana Chaudhary (Managing Director)
Revenue	US\$ 1.14 Billion
Divisions	CG Foods, CG Finco, CG Hotels & Resorts, CG Education, CG Electronics, CG Infra, CG Realty, CG Telecom, CG Brewery, CG Beverage, CG Tobacco, CG Packaging, CG Motocorp
Website	www.cgcorpglobal.com (cgcorpglobal.html)

Table 1: Company details (Wikipedia)



Figure 2: Logo (CG Holdings)

CG|Motocorp is the Nepal's sole and leading distributor in automobile sales industry. The products they sell includes from economy vehicles to mid range cars to luxurious cars. The main motive of CG|Motocorp is to make its products available to many parts of Nepal as a role of sole distributor for which they have opened many outlets in many cities. Another factor is it is mainly driven by customer-centric approach which has helped them to win the title as the bestselling car in Nepal and highest resale value.

The authorized showroom is located at Thapathali, Kathmandu, Nepal and Pulchowk, Kathmandu, Nepal. There are 8 co-dealers within the Kathmandu valley. CG|Motocorp has the widest reach in the country through its retail outlets and dealers and sub-dealers networks (CG Holdings).

Vision

The vision of CG is to grow by 2020 to be five billion dollar enterprise (Chaudhary Group). CG|Motocorp reflects its commitment in providing its products in different parts of Nepal in a cost efficient way; making its spare parts available everywhere that results in to expand CG's footprint in the local as well as global arena.

Mission

The mission is to become and maintain the position of leading automobile distributor; fulfilling its customer's need and satisfaction; to keep on maintaining to serve quality products to its customers in every parts of Nepal in every way possible and recruiting the best talents within the country to make that possible.

Strategy

CG|Motocorp's key strategies are to establish distribution channels and after sales network in addition with high resale value. They are aggressively trying to reach as many as customers and aware them about the best offer price and support. Another key strategy is high customer satisfaction; to match the desired perception of customer CG holdings divided automobile to which CG|Nxt Gen was born specially focusing on customer satisfaction. It highlights on aspects such as high resale value, best mileage, and low maintenance cost, service centers all over Nepal and comes with the best price.

Products

The main products of Suzuki are:

- I. Alto 800 and Alto K10
- II. Omni Cargo Van and 8 seater van
- III. Eeco van 5 and 7 seater
- IV. Wagon R
- V. Celerio
- VI. Swift
- VII. Dzire
- VIII. Baleno
- IX. Vitara Brezza
- X. Ignis
- XI. Super carry

1.2 Organizational structure

Suzuki is under the operation of CG|Motocorp. The main key management of CG|Holdings: Mr. Karan Chaudhary (Executive Director), Mr. Siraj Pant(Deputy General Manager, CG|Motocorp, sales), Mr. Shyam Shrestha(Spares & Service, CG|Motocorp),CA Manish Jain(General manager|Corporate Finance), etc. The following structure mainly focuses on the organizational structure of CG|Motocorp (CG holdings).

Organizational structure of CG|Motocorp

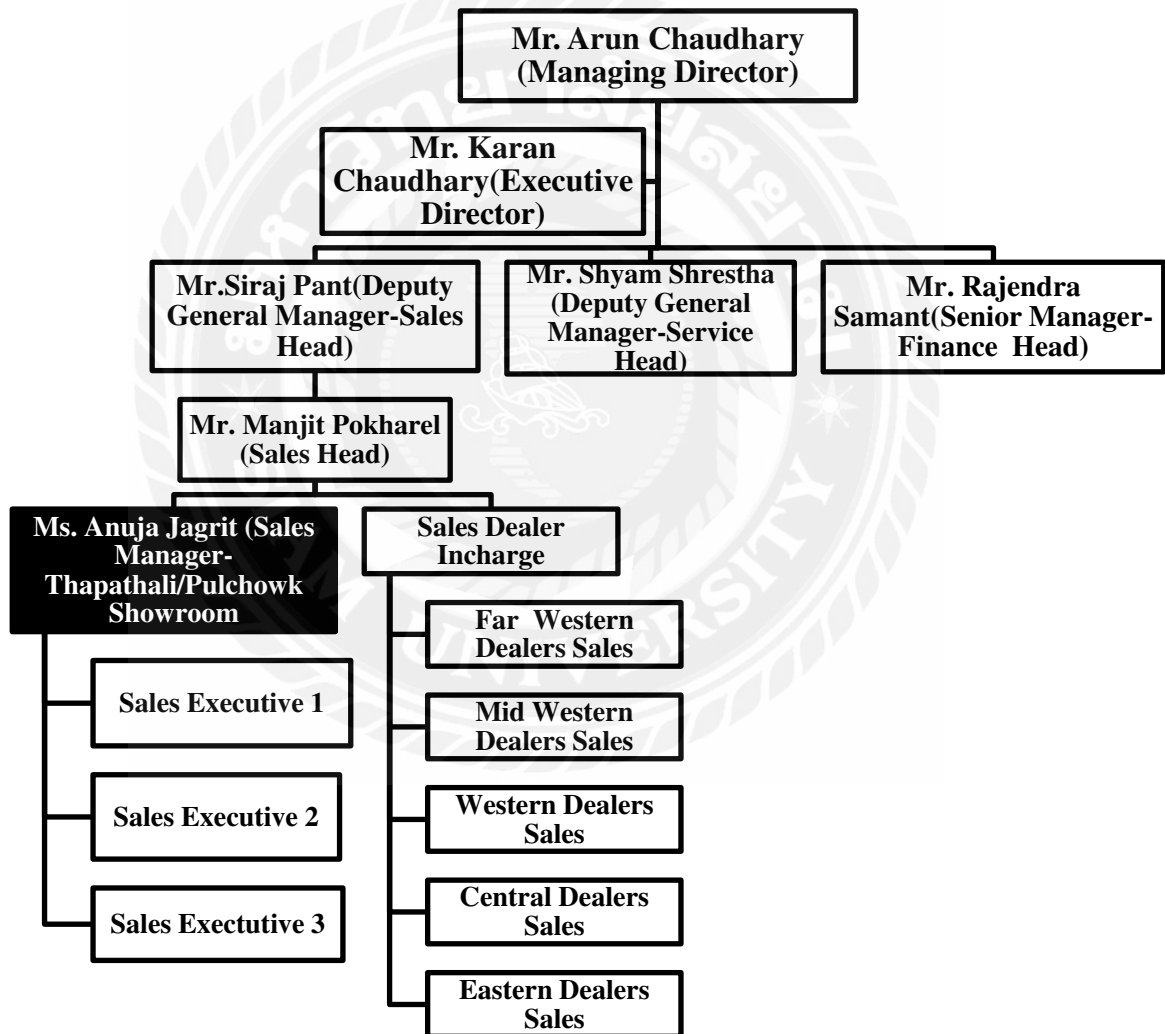


Figure 3: Organizational Structure of CG|Motocorp

I worked under my supervisor in sales department. The company is committed to employ the best and dedicated human resources that can provide the best services to its customers.

1.3 Statement of the report

This report is made for the completion of undergraduate degree of Siam University. This internship was conducted at Suzuki Showroom, Thapathali. CG|Motocorp is the automobile division of CG. This report identifies the main objectives that include learning about automobile industry; gaining interpersonal skills; problem faced and recommendation to the company. The major statement of this report is to understand the working structure in the sales department and how does it contribute to the whole company.

1.4 Objectives

The main objectives are:

- I. To understand and gain knowledge regarding automobiles industry
- II. To learn about product offered by CG|Motocorp
- III. To learn the company's policy, working system and work accordingly
- IV. To gain communication and interpersonal skills
- V. To understand the growing problem in the sales department and recommend the solutions to the company

1.5 Expected Outcomes

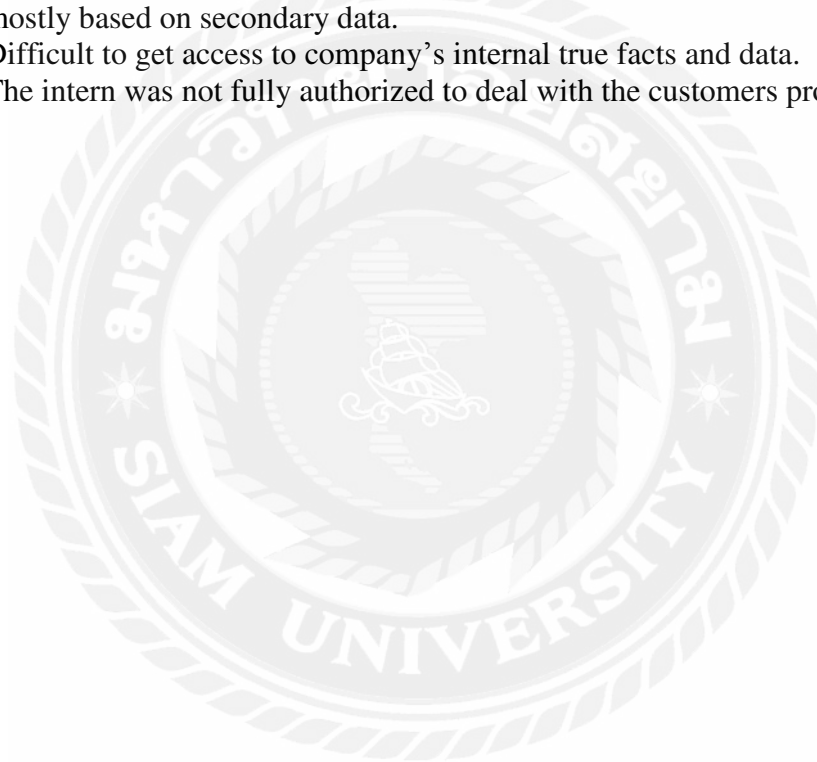
The results that can advantage a company with the learning's converting into real life situations during the times of my incumbency in Suzuki.

- I. Enhance interpersonal and professional skills.
- II. Practical knowledge about the products and services offered.
- III. Knowledge about automobile industry and the practices.
- IV. Build connection with the professionals and perform various activities under them.
- V. Understand the problems occurring and recommend the solutions to the company.

1.6 Limitations of the study

Every study is restricted with certain restriction and the present study is not an expectation. So, it has been conducted with certain limitation. Some of them are as follows:

- I. The information is based on the observation, fieldwork, old published data, articles, informal discussion and interview with sales professional.
- II. Less updates and information about the company CG|Motocorp:Suzuki and CG itself.
- III. The availability of primary data is very hard to access, so the study is mostly based on secondary data.
- IV. Difficult to get access to company's internal true facts and data.
- V. The intern was not fully authorized to deal with the customers problems.



Chapter 2: Literature Review

Suzuki is said to be the no.1 selling vehicle with the dealers and outlets; spare parts and service centers accessible and affordable all over Nepal. However, to know the reason to why sales are getting affected and what are the reasons of churning customers; the first option is to understand the overall automobile industry.

2.1 Automobile Industry

With the development of roads and transportation facilities in Nepal, there is decent growth of businesses in automobile sectors, its spare parts and other parts that has been able to assist in the growth and progress of overall economy of Nepal. The factors such as unavailability of abundant public transportation services and increasing population results people to own a car or any private means. In one way or another, automobile industry seems to be consistently growing past one decade and is the only industry that has passed any hurdles along its way.

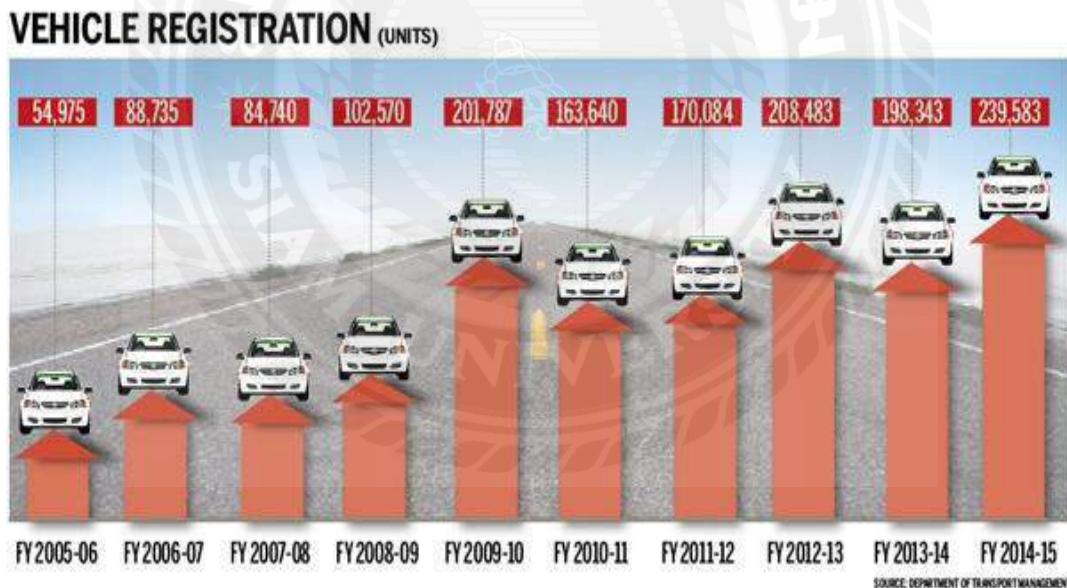


Figure 4: Vehicle Registration (Giri, 2015)

The contribution of automobile sector to the economy is prone to increase no doubt; however there is a question regarding sustainability of growth of automobile market. The road condition has worsen during the past few years due to several projects being implemented such as melamchi drinking water project,

road expansion project and several other projects still pending and left to be executed. Recent data has shown that the road condition will only aggravate in upcoming years. It was shown that car sales were to blame for the problems in road management and traffic jams by the general public. Apparently, facts and figures confirm that vehicle sales are not the actual problem; but the government efforts to properly organize and modernize the road management and transport facilities. Lack of road and parking lots, improper road management system and public transportation rules has disoriented the proper road management system. Despite earning huge revenue from the import, sales and taxes levied upon the vehicles, there seems to be fewer acts initiated by the government (Alisha, 2012).

The sales of automobile have increased with the help of inflow of the remittance and easy processing of loans by the banks and easy road networks by road expansion. With high competition within the automobile sector, each company is trying to increase their services.

With the support of Nada Auto Show, the largest automobile event in the country, dealers and distributors are encouraged to work on their sales. Auto show, a flagship event of Nepal's automobile industry, has been acting as a facilitator to boost up the businesses of auto dealers. Most of the businesses that are into automobile sector come and be a part of this event. Before 2010, automobile industry was growing by 15 percent annually; however 2010 onwards; it is growing by 25 percent (Republica, 2016).

2.2 Challenges

Government has classified automobile sector under heading luxury to which it gives less emphasis upon. Furthermore, there is a mismatch in the population to vehicles ratio. There is high focus on vehicles only in city areas; however, still demands are not yet fulfilled in cities (Giri, 2015).

Automobile sector is an important input for the national economy as it helps to create employment opportunities for skilled, unskilled and semi skilled labors. It is a good source of revenue for the government. Approximately 30 percent of the revenue comes from automobile sector for the government. Nevertheless, government is not participating actively for the construction of roads. The roads maintenance and growth of sales in automobiles industry is not developing simultaneously. Overflowing population in Kathmandu valley with increasing rate of number of vehicles are the major challenges faced by automobile sector. The government despite receiving funds and collecting fees for the road networks in the country; there seems no improvement with either road management or road

construction (Republica, 2016). The government has collected Rs. 60 billion from the automobile sector; however the amount is utilized in other sectors. The development of road has been increased by 10-15 percent in last two decades. (Giri, 2015).

Another main challenge is heavily duty tax levied on the import of vehicles by the government along with fuel costs, political instability, etc are the factors to be quickly acted upon by the government. Automobile business can be a good source of tax revenue for the country. However, the development in automobile sector is too sluggish. It has not flourished as planned in addition the government's action seems dull. Research shows that Nepal has the world's highest tax imposed when it comes to automobile that is totally a major backset for domestic businesses (Alisha, 2012).

Traffic congestion is the also the main issue that are caused due to lack of urban planning. Failure of government and city authorities to find space for street markets, stray dogs and other animals and street shoppers has led to traffic congestion (Alisha, 2012).



Figure 5: Traffic Congestion (Alisha, 2012)

2.3 SWOT Analysis

Strengths

- I. Brand Name: Suzuki is a widely known Japanese brand that has already established good brand name in automobile sector worldwide. Maruti Suzuki India Limited is a subsidiary of Suzuki Motor

Corporation of Japan so Suzuki holds major of stakes and has overall control of activities under it. Maruti Suzuki is the brand leader in India with high market share for four wheeler vehicles. Moreover, it is the most trusted brand in both India and Nepal. In Nepal, as of now Suzuki stands on top selling vehicle along with Hyundai among 22 other competitors.

- II. Distribution network: CG|Motocorp being the sole distributor of Suzuki, it has the large distribution network all over the country. It holds over 30 distributor channels and sales outlets and 26 authorized service centers.
- III. Mileage: Suzuki is counted or known for mileage. The most selling cars are Alto, Swift, Dzire, Baleno, etc that gives more mileage that meets the expectation of customers.
- IV. Service: Suzuki spare parts are easily available and affordable in every part of the country. Even the maintenance cost is reasonable. In general, people buy Suzuki is because of services it has given to its customers.
- V. High resale value: If a customer wants to sell his/her any Suzuki vehicle, he/she can get high value in exchange. So, buying Suzuki people would benefit in terms of service and exchange.

Weaknesses

- I. Lack of effort to attract young generation: Younger generation seem to be less attracted to Suzuki than compared to other foreign brands such as Ford, Tata, Hyundai, etc.
- II. Lack of attention to customer complaints: Not much have been done with the complaints of customers related to service centers, spare parts and other complaints which needs to be identified and solved immediately.
- III. Competition within the sales person: There is a high competition within the sales people regarding who deals with whose customer. This has created grudges within the sales people.

- IV. Conventional way of working: There is still traditional way of working system such as paper works, less computerized system and less favorable environment that can demotivate staffs to work in the showroom itself.
- V. Lack of coordination within and cross departments: There seems to be lack of coordination between the departments that have caused many problems in the delivery process of the vehicle. This has caused many issues and less credibility with company.
- VI. Mismanagement: Service centers are working recklessly which can affect the brand image of Suzuki. These service centers and spare part companies are not working under the company rules which are the main reasons to dissatisfy the customers.

Opportunities

- I. Rising living standard of people: The purchasing power of people has increased in recent times so there is high possibility of high growth sales in coming years. So, if government maintains and build roads on different parts of the region, people are likely to buy vehicles; increasing the sales for the company.
- II. Launching of New Swift: The New Swift has created a lot of buzz in the Nepali market, however it still has not been launched. With New Swift on line, it can win the hatch bag segment with its new features like Dzire. There is lot of craze for Swift in the market.

Threats

- I. Competition from co-dealers and competitors: There are 10 outlets within Kathmandu valley and there is no thin line between authorized service centre and co-dealers. Co-dealers are offering people at high discount that has caused disadvantage for authorized showroom to make sales at this point. The competition is tough as most of the car showroom or four wheelers showroom is located at the same place Thapathali, Kathmandu, Nepal.

2.4 PEST Analysis

Political conditions

- I. High taxes imposed on vehicles by the government on import of the vehicles.

Economic Conditions

- I. Banks have provided opportunities of auto loans that makes easier for people to buy four wheeler vehicles.

Social Conditions

- I. The reason for people to buy Maruti Suzuki vehicles is because of its affordability; not only in terms of market price but also the maintenance cost and service cost. Middle class people increasing living standard and auto loans had made it possible for them to buy four wheeler vehicles.

Technological Conditions

- I. Maruti Suzuki has the quality parts used in the vehicle and its spare parts are easily available all over Nepal. It is the most preferred and trusted brand in Nepal.

2.5 Solutions

The foremost thing for government is to build a foundation to carry and ride vehicles. The infrastructure such as road networks, road expansion, parking areas and other road facility should be developed and the government should work on lowering the taxes levied on the automobile sector that results in making vehicle affordable and ultimately profit both the consumer and the government. Only about 0.75 percent of population can afford to buy four-wheeler and about 7 percent have access to two wheelers. Issues regarding heavily imposed tax are addressed but government failed to solve it; however easier option such as auto loans and remittance are the two easiest options that has helped automobile industry to grow (Republica, 2016).

The main backbone of automobile sector is bank. Banks has made automobile industry look promising and is the only reason for growth. It is said that there is

slow and steady growth in this sector has been witnessed that is with the joint effort that banks and financing institutions have provided of auto loans. Interest rates on auto loans might increase or decrease differing from banks to banks. The urban middle class people are looking for upgrades in four-wheelers, so there has been sudden growth (The Kathmandu Post/Asia News Network, 2014).

The government should discuss new rules and policies with the private sector for the progress of roads maintenance, management and other issues. They should also try to create a favorable environment to attract foreign investment, promote research and development and facilitating other infrastructure. This will overall impact revenue stream, cost and trust of the public (Republica, 2016).

Government should try to implement urban planning policies to which the road space should be enough for vehicles to travel, proper drainage system, electricity poled, bus stops and other factors (NEUPANE, 2018). Government should try to encourage its people to use electric and hybrid cars yet they are the ones who seem to be indifferent about it. Government should make an effort to promote green vehicles considering its multiple benefits. Nepalese main festive season is Dashain and Tihar; Nada Auto Show has created that time as an opportunity to showcase the new available cars and offers discounts to the people. This has created interests in people to buy the vehicle they desire to ride.

Competition for four wheelers has increased; Suzuki loses many of its customers in the hands of Hyundai, Ford, Datsun, Tata, Skoda and Peugeot. With this competition in hand and growing market size; companies are compelled to offer more facilities and services to their customers. There are lots of cases of loss booking, fail to turn customers into potential customer and sometimes lots of question on less provision on services. The sales department performs a huge role as being the first one to interact with customer. The sales personnel should have knowledge regarding product, pricing, documentation, competitors, competitors pricing and products, etc. Not only sales department but the entire department should go hand in hand and meet all the set standards. Sales department priority should not be specifically only sales of vehicles but also customer satisfaction. Marketing activities are to be carried not by particular department but by each of the department. In the end, Sales department is the income producing division of the company (Still, Cundiff, & Govoni).

Chapter 3: Methodology

I was placed at CG|Motocorp: Suzuki Showroom, Thapathali starting from 5th February, 2018 to 10th May, 2018. During my placement in sales department, I conducted formal and informal surveys with the sales executives. Primary data's are based on observation, field work, discussion, etc. Therefore, this report is based on mostly secondary data's than primary data.

The several method of collecting the data is known as methodology. The main purpose of methodology section is to describe the research process for the purpose of understanding the problem and the gap. Most of the data have been collected through informal questionnaires from the Suzuki Sales professional and published data's.

The methodology has been divided into two parts.

- 1) Primary Data
- 2) Secondary Data

1) Primary Data

The data which is collected by the investigator or researcher by himself/herself is known as primary data. To conduct this study, primary data such as observation, informal discussion and interviews from which information were collected.

- I. Observation of sales people working in the sales department, customers, and competitors.
- II. Visits to different companies and competitors, cold calls to customers, dealing with customer were the first hand knowledge as an sales intern and were useful to collect the information
- III. Meet different sales executives from Suzuki, Hyundai and different competitor and working closely under the guidance of sales manager to gain the knowledge regarding automobile filed and how it works.
- IV. Informal discussion and interaction with the staff and professionals of the Suzuki.

2) Secondary Data

The data which has already collected and used by someone is known as secondary data. The secondary data could be collected from the Journals, Reports, magazines, and other published data. This data can be obtained from either private or public sources. Data are generated from other sources directly or indirectly.

- I. Different publication of CG.
- II. Information from the official website of CG.
- III. Official website of CG|Holdings.
- IV. Different publication from The Himalayan times and the Kathmandu post.
- V. Working guideline of from published reports.
- VI. Other publication of newspaper and magazines.

3.1 Roles and Responsibilities

- I. Understanding automobiles by studying characteristics, capabilities, and features; comparing and contrasting competitive models; inspecting automobiles.
- II. Qualifies buyers by understanding buyer& requirements and interests; matching requirements and interests to various models; follow up the customers.
- III. Demonstrates automobiles by explaining characteristics, capabilities, and features; taking drives; explaining warranties and services.
- IV. Closes sales by overcoming objections; asking for sales; negotiating price; completing sales or purchase contracts; explaining provisions; explaining and offering warranties, services, and financing; collecting payment and making receipt; delivers automobile.
- V. Updates job knowledge by participating in educational opportunities; reading professional publications.
- VI. Recording files; responsible for mails; advertisement collection; photocopies and prints
- VII. Visits to different companies and reporting to the supervisor.
- VIII. Visits to competitors on launching of new products.
- IX. To make cold calls to the prospects and follow up the potential customer; receiving all the incoming calls.
- X. Responsible for DMS software updates; entries and SR monitor.
- XI. Prepare the documents for the customer as asked by the sales executives.
- XII. Inquiry; visits, events and test drive report to be submitted to the supervisor.
- XIII. Learn to promote business through personal selling skills.
- XIV. Building good relationship with the customer, employees and other various departments.
- XV. Tracking vehicle inventory and reporting to the supervisor
- XVI. Learn to process sales and finance contracts and how to finalize the sales process
- XVII. Responsible for all the given tasks from day to day activities.

3.2 Project Detail

I was not assigned with a separate project in the company however was assigned to routine jobs. During my internship, I was assigned to perform day to day activities given by my supervisor and sales executive.

Week	Description of work
1	Introduced to sales department and sales personnel; understanding the products, pricing, schemes and computer software
2	Learned to make quotations, cold-calls, follow-up, enquiries
3	Learned to make use dealer management system (DMS); handling office documents
4	Emailing to respective clients and personnel's; Test drives; scanning and photocopies
5	Dealing with customer; product features & prices; recording files, advertisement collection
6	Visit to competitor; responsible for SR monitor and paper works
7	Responsible for all the incoming calls, customer queries, etc
8	Leanings of the whole process while selling of a car
9	Responsible for sending insurance; bluebooks recording; photocopies and queries
10	Preparing files for customer; closing lost and cold customer on DMS; preparing receipts; bluebooks copies
11	Responsible for all the given tasks; recording files; dealing with customer
12	Test drives; explaining products price and features to customer; receive files
13	Visit to customers; DMS updates; recording cold calls and visits

Table 2: Weekly Report

Chapter 4: Results and Discussion

4.1 Contributions made during the internship

During the 13 weeks internship, I worked as sales intern in Suzuki Showroom, Thapathali and performed several activities. Working in Suzuki made me realize how Nepalese automobile industries are working, what is lacking, how much it has improved and what is yet to be done. The activities that were performed are:

- I. Dealing with customer
- II. Handling office documentation
- III. Computer software
- IV. Visits to different companies on launch of new products
- V. Follow up inquiries of social media and managing incoming calls
- VI. Handling records and services
- VII. Customer complaints and build good relationship

I. Dealing with customer

There are three types of customer cold, hot and warm. Hot refers to the ones are willing to buy the vehicle. Warm prospect are those who have shown an interest in the product and are trying to learn more about the services, product and finances. Cold prospect is the ones who know little or nothing about the company or who are less interested on buying. Source can be either walk-in, generated or referral. My job was to deal with these valuable prospects and making them understand the product features, going on test drives, etc. The second follow up to the customer were assigned to different sales executives later on.

II. Handles office documentation

Another part of my job was to handle office documents that refer to photocopying, managing a file for a customer, etc. The documentation process differs from customer to customer; if it is a cash customer then it does not take time to process and early delivery of vehicle. If the customer wants to pay half cash and take loan then it might take few days for loan to process. The minimum down payment is 30% and loan is upto 70% if he/she wants to process it through the company itself i.e. CG Finance. CG Finance provides opportunity for its customers to process the loan with interest of 11% for tenure of 7 years; so it depends upon the hands of customer whether he/she wants to buy vehicle in full cash or take loans from his/her preferred banks or process the loans under the company itself.

III. Computer software

Dealer Management System (DMS) is a must update for each sales executive. I was given a chance to use DMS for recording customer details, sending Free of Cost (FOC) request to supervisor, update on customer, discounts approvals, bookings, closing of enquiries, managing regular information on DMS, etc. Checking on Sales Relation (SR) monitor and reporting to supervisor; preparing excel sheets on cold calls, visits and events organized by the sales executives and reporting to the job supervisor. Preparing quotations, vehicle details, sending mails to customer and respective department for insurance, and other activities were performed.

IV. Visits to competitors on launching of new products

Along with other sales executive, I visited Tata showroom on launching of Tata Nexon.

V. Incoming calls

All the incoming calls were received that includes customer queries regarding products, finances, complaints, etc.

VI. Follow up inquiry of social media and Handling records

I was responsible for calling the cold customer that had queries on Facebook. Cold calls from yellow page to Jewellers in Kathmandu on requirement of any vehicle and finally reporting to the supervisor. Newspaper cut out advertisements of competitors, bluebook copies, inventory and stock, etc were to be recorded and reported to supervisor.

VII. Services and Customer complaints

Making customer understand about services, finances and warranties offered by CG|Motocorp through incoming calls, cold calls done and walk in customers. Customer complaints via telephone were reported to respective sales executives.

VIII. Exhibition and events

For the events such as Chhauni Housing and Sitapaila Housing, the lists were given in order for me to prepare the paper works. The exhibition was visited near

the movie hall Kumari Qfx was organized by the company showcasing Vitara Brezza.

IX. Building good relationship

As an intern, part of my job was to build good relationship with the customers, within sales department and other departments that would further help build good connection in future.

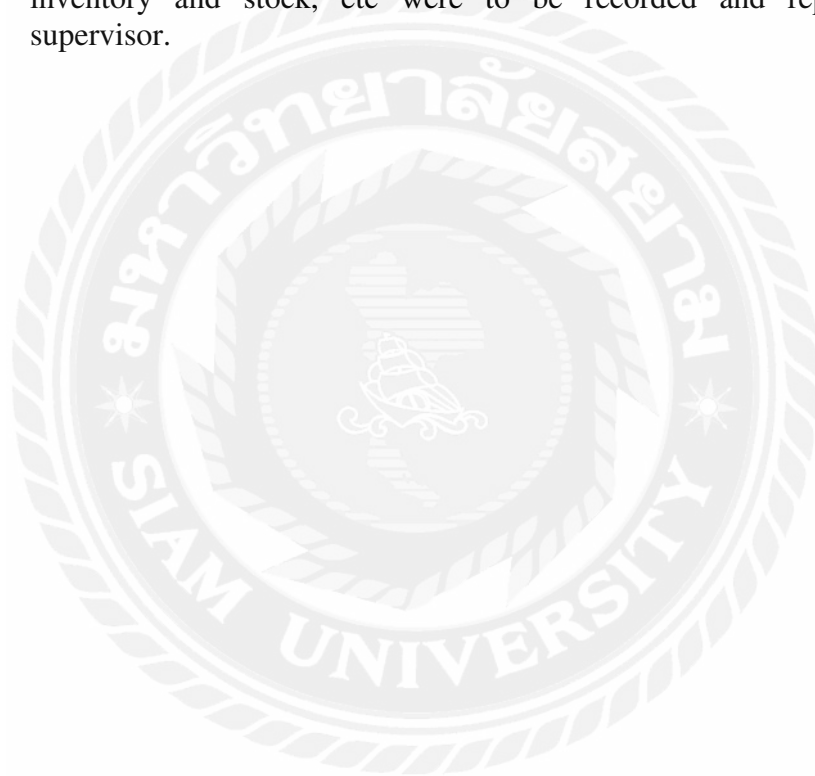
4.2 Details of related learning process and new knowledge received

According to the informal discussion with one of the sales executive, it was found that cars are not the first choice of the people. Normally, in Nepal most of the people would rather invest in land or construction projects or save it in a bank as Fixed Deposit. Only 35 percent of the overall population owns a car, rest would either invest in share or save it in a bank. Banks are making it easier for automobile industry; however, automobile industry is not on top of their list. They have criteria set for every sector. Therefore, it is difficult to expand the business but it is not impossible.

Unknown about automobile industry mechanism and the processes required to purchase a vehicle were understood. Meeting new people, knowing how management worked, how automobile industry worked, customers preferences, etc. This internship program has helped my skills to refurbish; helped to boost my confidence and work on developing professional skills. Automobile industry has become a competitive sector that can help boost country's economy. The growth is magnificent till date and will surely increase in future also. Working at CG|Motocorp: Suzuki made me realize my mistakes, strength and weakness. It has been a rollercoaster ride working at CG but I had fun loving people and knowledgeable professionals to guide me in every step. The following are the things that I encountered during the time of my internship period:

- I. Study about products namely Baleno, Dzire, Alto, Wagon R, super carry, Vitara Brezza, Swift, Ignis, Omni, Eco, Celerio and K10. The characteristics of each model; price; discounts offered, and the competitors. The main competitors were Hyundai and Tata.
- II. I got a chance to build good relationship and networks with managers, sales executives, competitors, clients and customers.
- III. To know about strengths and weaknesses of the company.
- IV. Exposed to dealing with customers, handling customer queries and complaints and maintaining good relationship with the customers.

- V. Maintaining office documents, handling brochures, photocopying, scanning, and emailing the required documents as per the sales executives.
- VI. Use of FIN Pro software to make receipts, use of DMS software to record
- VII. Make Quotation, letter of payment, vehicle detail, traffic letter, searching registration number, etc for the bank and customer.
- VIII. To deal with the customer, cold calls to customer; making them know about the schemes offered, finances, etc.
- IX. Newspaper cut out advertisements of competitors, bluebook copies, inventory and stock, etc were to be recorded and reported to supervisor.



Chapter 5: Conclusion and Discussion

5.1 Self-assessment as future professional

CG|Motocorp, the automobile division of Chaudhary Group, is actively involved in the automobile industry for the past 30 years. CG Motocorp ensures the product it offers is affordable and the spare parts of the product are easily available overall the country. Working at Suzuki Showroom made me realize my potential in this field. I was able to build networks with the professionals, build communication skills and know how to handle situations.

To be able to adjust in working environment and to be able to know my strengths and weakness that will help me in my future career. The following mentioned points are the things that will help me in my future career:

I. Communication skills

During my span of internship, I was able to open up with the surroundings and deal with customer which has really helped me to build my communication skills.

II. Build confidence

With the frequent interaction with the customers and the professionals, I was able to boost my confidence level. The time spent interacting with the supervisor, the sales executives and the customers made me realize that I can perform better and do smart work.

III. Connection with the professional

A lot of networking with the professionals from different companies such as Hyundai, Datsun has been a learning process for me to which has helped me to analyze and built the problem solving capacity.

IV. Knowledge about automobile field

The knowledge about automobile field was completely new for me; nevertheless I was able to cope with the environment, its work culture and learn about the industry with the help of sales executives.

V. Coordination within departments

I realized how coordination among and within the departments played an important role in an organization. I found lack of coordination among the departments resulting organization to lose most of the potential customer.

5.2 Comparison of practical learning VS theory

Theory knowledge is all about learning the practices, concepts and building the foundation or context to make strategies. Practical learning means to acquire knowledge on field. This basically means gaining firsthand experience yourself with the help of professionals. For example: There is a difference when you drive a car and learn about a car. During my time of learning I was able to understand the features; uses, etc and gain firsthand experience to actually feel and learn about the car. The concepts and strategy learned in college were applicable to some point however it actually depends on an individual to go through the problem and make decisions. Practical learning through observation were as follows:

- I. Plans and targets were to be given by sales executive at the beginning of the month. At the end of the month sales manager would have to send a report to general manager regarding total sales occurred within that month.
- II. Real and frequent interaction with the customer via telephone and direct interaction.
- III. Observation of motivation given by the manager to the sales executive.
- IV. Incentives offered by the company to those who sell more cars.
- V. Training and seminars for sales executives with the professionals.
- VI. Mystery shopping and calls test with the sales executive to know their true potential.
- VII. Test drives with the customer.
- VIII. Strict rules regarding punctuality.
- IX. Policies, finances, price were explained to the customer.
- X. Customer satisfaction level; complaints and problems; and solutions.

Theory and practical knowledge are simultaneous. With this internship opportunity, I was able to gain practical experience of learning about car, work ethics, culture, interpersonal skills, etc.

- I. Theoretical learning is not enough alone. Practical knowledge is necessary as theories cannot be directly applied to the working environment.
- II. Theory helps build base knowledge whereas practical knowledge helps to gain experience

5.3 Recommendation and conclusion

CG|Motocorp has been doing well in the automobile field for many years, yet some of problems were not prioritized. With this, I would like to recommend solutions on those problems; however action is needed to be taken accurately:

- I. Motivating employees as they are the main asset of the organization. Sales people are the ones who are reliable to deal with the customer; so it becomes the duty of the organization to motivate employees if any of the employees are not satisfied with company's offerings.
- II. Favorable working environment should be given to the employees with proper working devices and facilities.
- III. There should be cross communication between different departments. There should be frequent informal and formal discussion that should be held thrice a month among the employees so that managers can know where the things went wrong while working in the organization.
- IV. Modern ways should be introduced in the working environment such as computerized way of handling things instead of paper works.
- V. More frequent updates on social media so that customer can get clear message and news on official websites and social media.
- VI. Customer complaints and problems should be solved first rather than just focusing on product sales.

To conclude working at Suzuki Showroom, Thapathali has been a great experience in learning about importance of sales department, coordination, team work and products. I was able to assess myself and gain knowledge regarding the automobile industry, company's policy, and services offered and establish myself during this period. My confidence level and will power has grown stronger than before. Therefore, this had been a great journey and wish in coming future to work as a professional.

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Appendix 1: Suzuki Team



Last day of internship with Suzuki Team (Sales Department)

Appendix 2: Sales executives



With the sales executives of Suzuki

Appendix 3: Celebration with Suzuki Team



Celebrating birthday with Suzuki Team



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