



Cooperative Education Report

**Title: Understanding Marketing Communication
and Distribution Structure in Telecom Sector at
Smart Telecom Pvt. Ltd., Lalitpur, Nepal**

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**This Report Submitted in Partial Fulfillment of the Requirements
for Cooperative Education, Faculty of Business Administration in
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Title: Understanding marketing communication and distribution structure in the telecom sector at Smart Telecom Pvt. Ltd.

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Project Title : Understanding marketing communication and distribution structure in the Telecom sector at Smart Telecom Pvt. Ltd.

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Abstract

The goal of this report is to understand the marketing communication and distribution structure in a telecommunication sector at Smart Telecom Pvt. Ltd. The main objectives of this study includes aspects such as gaining practical knowledge in regards to the theoretical learning, to gain experience and exposure to a professional working environment and to attain the partial fulfillment of my Bachelor in Business Administration in Marketing course. To achieve the objectives with concrete outcomes, this study is designed as a qualitative study and this report is descriptive in nature.

Also, this report includes the detailed information regarding what job activities were performed during the education program at Smart Telecom Pvt. Ltd. where I was assigned the regular day to day jobs which gave me a clearer understanding of the marketing communication and distribution activities happening in a telecommunication sector.

The result found that the Marketing Communication department and Distribution department which are two sub-departments of the Commercial department plays a very important role in the Smart Telecom Pvt. Ltd. and has been contributing towards the growth of the company with immense dedication.

Keywords: Telecommunication/ Marketing communication/ Distribution

Acknowledgement

I would like to express my heartfelt gratitude to all the people who gave me the opportunity to perform the internship of three and a half months at Smart Telecom Pvt. Ltd.

I feel highly delighted to work and share my experience as an intern at Smart Telecom Pvt. Ltd. and I would like to thank my work supervisor Mr. Tarka Raj Bhatta, Marketing Communication lead, along with Mrs. Shobha Devi Shrestha for their immense help and support during my internship. I am also thankful to all the other employees of the organization for their guidance and helpful regard to learn several works and tackle the difficulties during my Coop Education program. Further, I would like to thank Siam University and Kathmandu College of Management for the introducing the Coop Education program as it has given me a worth of a lifetime experience which will be really helpful in the future.

I would also like to thank Dr. Maruj Limpawattana, Dr. Chanatip Suksai and Mrs. Yhing Sawheny for their immense help and guidance for the Coop Education program. Without their help and support I would not have been able to complete my Coop Education program with ease.

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Chapter 1: Introduction

1.1 Company Profile

Smart Telecom Pvt. Ltd. (STPL) is one of the fastest growing telecommunication service providers in the Nepalese Market. It is the third largest mobile operator in the nation. It was established as a private company in July 1, 2008 (Smart Cell, 2018). The company has been able to gain the experience of 10 years in the Nepalese market and although the company has been registered with the name 'Smart Telecom Pvt. Ltd.' it has been branding itself with the brand name of 'Smart Cell'.



Figure 1: Smart Telecom Logo (Smart Cell, 2018)

Initially, the company was started by providing its services in the rural areas of the Nepalese market with offering services like Limited Sized Messaging (LMS) and Global System for Mobile (GSM) (Ashesh's Blog, 2018). The company took initiative on establishing mobile networks at those villages where no other mobile operators had stepped foots and owns telecommunication license to serve around 398 villages of the nation (Techsansar, 2018). After tapping into the huge rural areas of Nepalese market, Smart Telecom is gradually setting up its towers in the major cities of the nations like Kathmandu, Lalitpur, Bhaktapur and Pokhara (Smart Cell, 2018). They have started expanding in the areas where two of the leading mobile operators of Nepal, Nepal Telecom and Ncell Axiata had been rolling their dices.

Company website is as follows: www.smarttel.com.np

1.2 Organizational Structure

The organization structure of Smart Telecom is as follows:

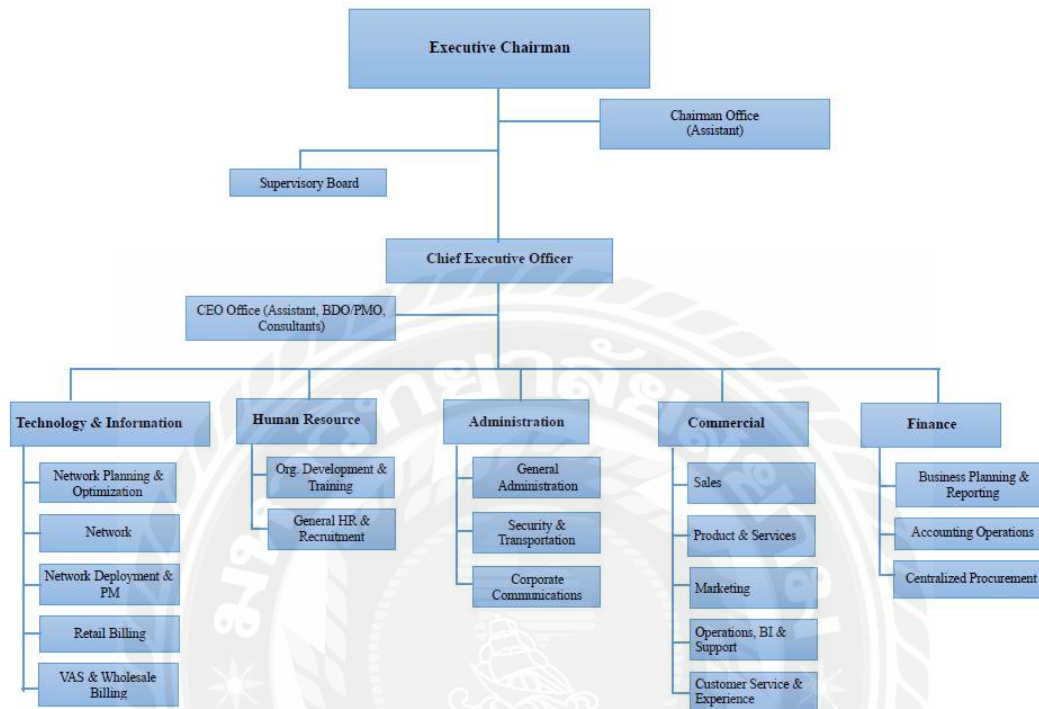


Figure 2: Entire Organizational Structure of Smart Telecom Pvt. Ltd.

The key persons of the company are:

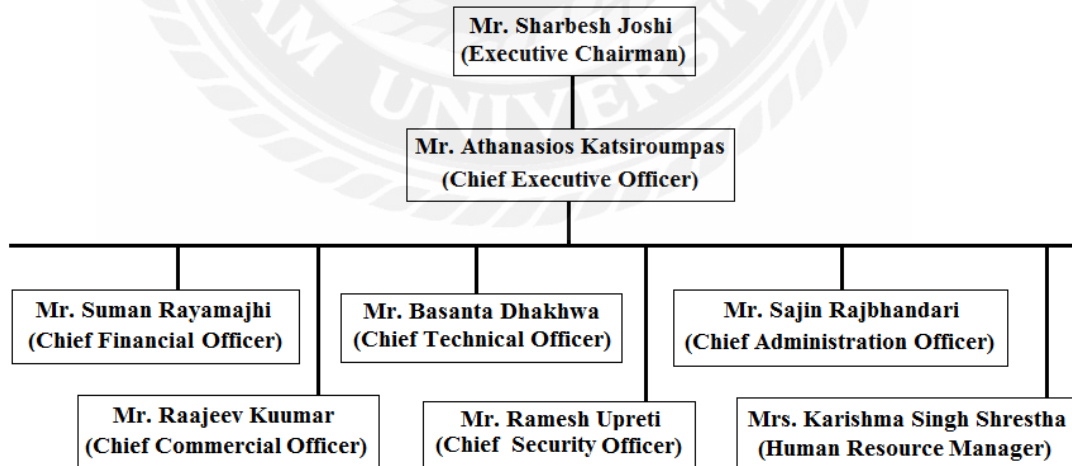


Figure 3: Key Person of Smart Telecom Pvt. Ltd.

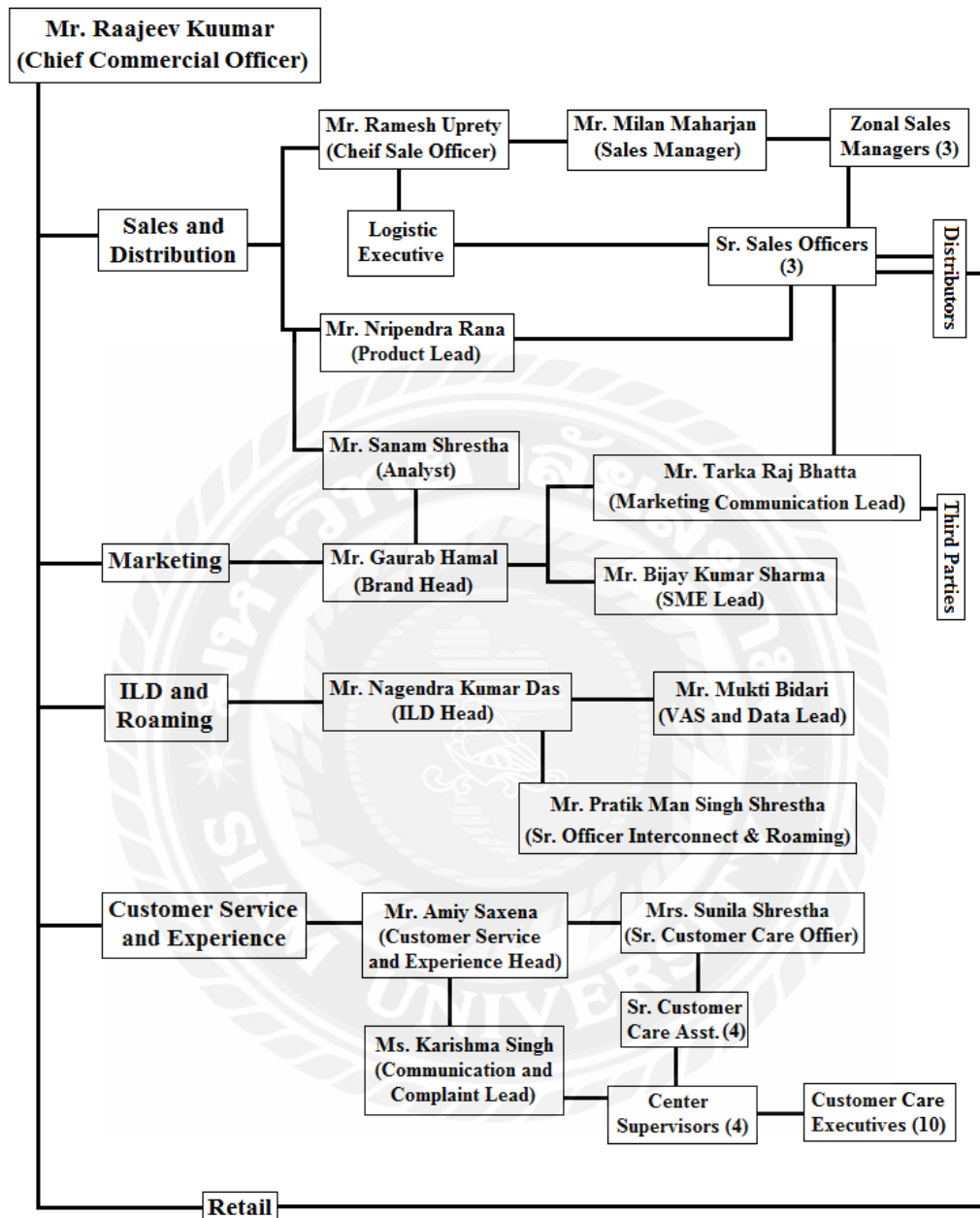


Figure 4: Organizational Chart of Commercial Department.

I as an intern worked at the commercial department under its sub departments namely marketing communication department and distribution department.

All together, there are over 100 employees working together towards achieving single goal of the need fulfillment and being an excellent telecommunication

service provider of the country. The company has been able to grow for 10 years in the industry as it has highly qualified employees with excellent capabilities of handling their jobs with full effectiveness and efficiency. The company not only encourages self learning and self awareness in its association but also reminds the employee groups to encourage imaginative advancement and hold fast to the estimation of customer need fulfillment, cooperation and representative fulfillment.

1.3 Statement of the Report

This report is all about my Coop Education experience in Smart Telecom Pvt. Ltd. I performed my three and a half months of internship program at Smart Telecom Pvt. Ltd. in the Marketing communication and Distribution Department where all the activities related to marketing, media and distribution are handled and various branding strategies are developed.

So, the major statement of this report is all about understanding the marketing communication and distribution structure of a telecommunication organization, learning and performing activities as per the job requirement.

1.4 Objectives of the Study

The main objective of this Coop Education program is the partial fulfillment of my Bachelor in Business Administration (BBA) in Marketing under Kathmandu College of Management in affiliation to Siam University, Bangkok, Thailand. Also, it aims at the application of my theoretical knowledge to the practical work environment. Hence, the specific objectives of this internship are as follows:

- i. To gain an experience and exposure in a professional working environment at Smart Telecom Pvt. Ltd.
- ii. To develop managerial and interpersonal skills that would be helpful to tackle the difficulties that one has to face in the future.
- iii. To have an insight of the marketing communication and distribution departments' activities performed in a telecommunication company.
- iv. To build confidence and positive attitude required in the business world.
- v. To get an exposure to the telecommunication sector of the Nepalese market.
- vi. To learn the data keeping of various information provided.

1.5 Expected Outcome

Internship programs are basically an approach towards the practical opportunity to understand and learn the corporate cultures by observing the activities taking

place in the organization. And the outcomes that I expect to achieve from this internship are as followings:

- i. Understanding the telecommunication industry and the activities it practices.
- ii. Gain professional skills concerned to the telecommunication company.
- iii. Enhance interpersonal skills like communication, listening, positive workplace attitude, etc.
- iv. Develop a proper and effective skills on adaptation to new and changing work environment, time management, ethical and social behavior.
- v. Develop a professional networking through building positive relationship.
- vi. Obtain practical knowledge through the assignments given in marketing communication department as well as distribution department.
- vii. Enhance self discipline, confidence and maturity to deal with assigned jobs.

1.6 Limitation of the Study

The limitations of the study are as mentioned below:

- i. Time limitation as I got only 3 months of time span for internship.
- ii. Some of the secondary data collected from the internet and other sources might not be accurate.
- iii. I did not get any opportunity to interact with the top level management of the organization due to their busy schedule.
- iv. Due to the confidential prevention, various critical facts and issues could not be analyzed properly.

Chapter 2: Literature Review

2.1 Related theories and concepts

2.1.1 Brief history of Telecommunication in Nepal

The first telecommunication service in Nepal was established by Nepal Telecom as a government company in the year 1913 and the first telephone line was provided with an open trunk between Kathmandu and a town called Raxual in the year 1914 (Him Hippo Company, 2018). The company since then has been shining in the Nepalese market with more added advance technologies serving all the urban as well as the rural areas of the nation. Nepal Telecom was the company that provided the major contribution towards the development and growth of the telecommunication sector in Nepal (Top-Nepal, 2018).

Later in 2004, a company called Mero Mobile broke the monopoly of Nepal Telecom and by 2008 the company changed their name to Ncell Pvt. Ltd. and stands as one of the leading telecommunication company of the nation in the present days (Top-Nepal, 2018). Since the time, there are six telecommunication service provider companies operating in Nepal namely:

- i. Nepal Telecom (NTC)
- ii. Axiata Ncell Pvt. Ltd.
- iii. Smart Telecom (Smart Cell)
- iv. United Telecom Ltd. (UTL)
- v. Nepal Satellite Telecom Pvt. Ltd. (NSTPL)
- vi. STM Telecom Sanchar Pvt. Ltd. (STSPL)

Year	Major Events
1913	First telecommunication service was established in Nepal
1914	First telephone line was provided with an open trunk between Kathmandu and Raxual
1935	25 line automatic exchange was installation in Royal Palace
1955	Telephone lines were distributed to the general public
1996	VSAT services were introduced
1999	GSM Mobile Service was launched
2004	Prepaid Calling Card Service, Ncell Axiata was established
2008	Smart Telecom was established

Table 1: Growth Timeline of Telecommunication of Nepal

All of these telecommunication operators are offering different services such as PSTN, ADSL, GSM, CDMA, WCDMA, LTE, EVDO, NGN, SIP, etc. (Him Hippo Company, 2018). However, Nepal Telecom is the only operator providing landline services to the nation and Ncell and Nepal Telecom are the only companies having nationwide mobile connectivity coverage across the nation (Nepali Telecom, 2018).

2.1.2 Smart Telecom Pvt. Ltd.

As mentioned earlier in the report, Smart Telecom Pvt. Ltd. is one of the fastest growing telecommunication operators of Nepal. Following are the brief details about Smart Telecom Pvt. Ltd.

Smart Telecom Pvt. Ltd.	
Type	Private Limited Company
Industry	Telecommunication
Establishment	July 1, 2008
Chairman	Mr. Sarbesh Joshi
Headquarters	Kumaripati, Lalitpur, Nepal
Areas Served	Rural Nepal- 398 villages, Kathmandu, Lalitpur, Bhaktapur and Pokhara
Services	Voice Call SMS Services, SMS Packs Multimedia Messaging Service (MMS) International Calls Mobile internet, Data pack, 4G, 3G Caller Ring Back Tones (CRBT)/ Personalized Ring Back Tones (PRBT) Unstructured Supplementary Service Data (USSD) Missed call alert Recharge card offers Other Smart special offers
Website	www.smarttel.com.np

Table 2: Brief information about Smart Telecom Pvt. Ltd.

Further, it has been able to establish itself as the third largest telecommunication company in the Nepalese market.

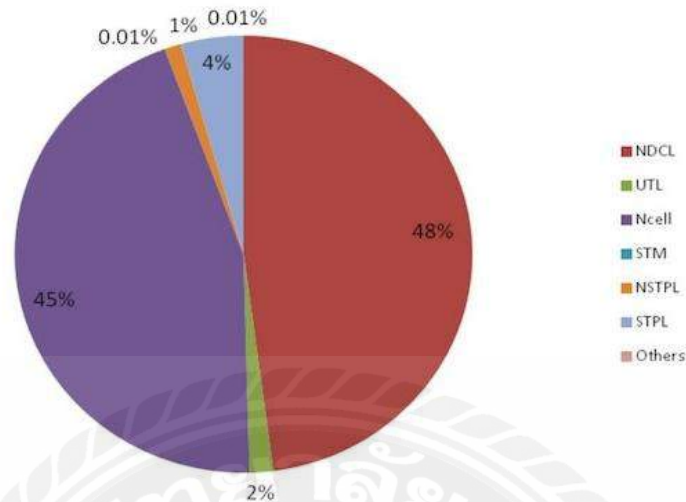


Figure 1: Market Share of Smart Telecom Pvt. Ltd. (Ashesh's Blog, 2018)

The above mentioned diagram states that among the other telecommunication providers in Nepal, Smart Telecom Pvt. Ltd. stood as the third largest telecommunication operator and shared 4% of the Nepalese market with 1.4 million subscribers till the year 2016 (Ashesh's Blog, 2018).

Services Provided

Being a fully fledged mobile operator, Smart Telecom offers the following services to its customers:

- i. Voice Call
- ii. SMS Services, SMS Packs
- iii. Multimedia Messaging Service (MMS)
- iv. International Calls
- v. Mobile internet, Data pack, 4G, 3G
- vi. Caller Ring Back Tones (CRBT)/ Personalized Ring Back Tones (PRBT)
- vii. Unstructured Supplementary Service Data (USSD)
- viii. Missed call alert
- ix. Recharge card offers
- x. Other Smart special offers (Smart Cell, 2018)

Target Market

For a company like Smart Telecom, it is quite difficult task to operate as Nepal being a country with deprived infrastructure, it makes it challenging for the company on reaching out to the various areas of the country to its target market.

However, Smart Telecom Pvt. Ltd. has segmented its target market as per the services they provide.

Most importantly, their major target market segment has always been the rural areas of the country which has been untapped by its competitors. Further, the core services they provide such as voice calls and SMS services are aimed to target the entire population of the nation holding a mobile phone in their hands.



Figure 2: A POS of Smart Telecom in Rural Nepal

Now if we talk about the mobile internet services and other advanced services being provided by the company are mostly aimed to target the professional world of business, education, government organizations, banking and other sectors as well as the individuals. Most recently, Smart Telecom Pvt. Ltd. has introduced the 4G mobile internet services targeting the market segment of people wanting a super speed internet on the tips of their fingers for the easy accessibility to the virtual world mainly to the students and business persons.

SWOT Analysis of Smart Telecom Pvt. Ltd. as per my observation

SWOT analysis is a procedure that classifies the strengths, weaknesses, opportunities and threats of an organization. It is a fundamental, explanatory system that evaluates what an association can and cannot do, and in addition its potential opportunities and threats. (Investopedia, 2018)

So the strengths, weaknesses, opportunities and threats that I observed about the company while working there are as follows:

a. Strengths:

- i. 10 years of sustainability
- ii. Third largest and fastest growing telecommunication company in Nepal
- iii. Qualified, experienced and highly motivated employees
- iv. Excellent relation with national and international associates
- v. Have tapped the rural market that was ignored by the competing companies
- vi. Updated trainings programs for the employees for better performance

b. Weaknesses:

- i. Lack of network coverage due to limited base station towers
- ii. Lack of well documented company profile and do not have specified the vision and mission
- iii. The company does not have a tag line for the target market to associate it with.
- iv. Website lacks on overall company information
- v. As the company has recently entered the urban areas, they lack brand awareness in the urban market.

c. Opportunities:

- i. Growing Nepalese market.
- ii. Social trends influenced by the internet.
- iii. Introduce new innovative technologies to the Nepalese market.
- iv. Diversification of an internet service provider or television cable operator.
- v. Larger urban market in Nepal compared to the rural market.
- vi. Open up Smart Center (customer care center) in many locations.

d. Threats:

- i. Tough competition from the leading market players like Nepal Telecom (Nepal Doorsanchar Company Ltd.) and Ncell and Axiata Company.
- ii. Customers may switch towards using the competitors services.
- iii. Rapidly changing technology.
- iv. The economy of the country and political instability.
- v. New entrant entering into the market like Reliance Jio.
- vi. People are more into using apps like Viber, Facebook, Whatsapp, etc. as the medium of communication.
- vii. Changing market taste and preferences as well as the government rules and regulations.

- viii. Unwillingness to change the numbers by the target market that they have been using before.

Smart Telecom as a brand is successfully able to establish itself in the Nepalese market due to its highly motivate employees working together in different departments of the company aiming to achieve one single organizational goal. There are five major head departments in the organization and being a marketing student, I worked in the commercial department as an intern.

Commercial Department is one of the important departments for any company to sustain in the market. This department looks into the exploration of new opportunities, management of the finance in regards with the projects as well as necessary negotiation associated to the ventures in order to pull out the profitable growth of the organization in terms of sales of products or services and revenue generation (Career Structure, 2018). Further, in Smart Telecom, there are six sub-departments operating under the commercial department namely Sale Department, Distribution Department, Marketing Communication Department, ICR, Wholesale, ILD and Roaming Department, Customer Service and Experience Department and Retail Department.

So, as an intern, I have been placed in the sub-departments running under Commercial Department of the company namely Marketing Communication Department and Distribution Department.

2.1.3 Marketing Communication Department

Marketing Communication refers to the activities performed by the organizations in order to convey messages or information about their offerings to their target customers in a direct or indirect way so that companies can persuade them to purchase their products or services. This helps organization spread brand awareness, create positive brand image and brand value in the minds of the customers so that the companies are able to sustain in the market for long term and be able to create customer loyalty and customer retention in the long run. Some tools of marketing communication are advertisement, sales promotion, events and sponsorship, public relation, direct marketing, interactive marketing, word of mouth, personal selling, etc. (Business Jargons, 2018).

Marketing communication is an important aspect for any company as it helps on developing the strategic vision allowing the company to seek new opportunities in the market which can actually deliver a competitive advantage as well as brand goodwill to the company. It will not only create brand awareness, but also help in

creating positive brand equity and positive brand perception in the minds of the target customers. This will also help contribute in the company's growth in terms of revenue as well as the quality of the products or services by attracting highly qualified employees to work for a renowned company (Chron, 2018).

The steps to be followed to achieve a successful marketing communication are as follows:



Figure 3: Steps to achieve successful marketing communication (Your Article Library, 2018).

Now talking about Marketing Communication Department at Smart Telecom, it is responsible for all the marketing activities being performed by the company in order to gain attention from its target customers.

The activities operated by the marketing communication department are:

- i. Initiation for Above the Line (ATL) and Below the Line (BTL) branding
- ii. Coordination with agencies and media like Maxmedia Pvt. Ltd.
- iii. Market visibility
- iv. Market expansion
- v. Lead different activities and smart campaigns

2.1.4 Distribution Department

Distribution refers to making products and services available to its target market by spreading its offerings throughout the market place. It looks into aspects such as channel management, transportation system for proper management of delivering products and services to the customers in different geographical areas, tracking system to make sure that right amount of right goods are delivered at right time, packaging of the products, exploring the locations suitable for allocation of the products in order to have an increased opportunity for a proper delivery of goods and services and fulfill their demand at its best. Further, it is also concerned with retrieving the products back from the trade if necessary (The Economic Time, 2018).

Distribution plays a very important role in the progress of any business as it helps in the satisfaction of the customer through the timely delivery of the products and services as per the needs and demands of the target market. It not only gives an additional value to the customer by creating utility of location, time and quality, but also improves the standard of living of customers by allowing accessibility to the products and services in right time, at right place and right quantity. Further, it connects the producers and consumers through which the flow of information from the producer to consumer and the feedbacks from the consumer to the producer regarding the products easy and the company can also know about the changing tastes and preferences of the market and gain a competitive advantage. It will not only assist the company to operate efficiently in terms of the market demands and order placements but also act as a helping hand in the cost reduction of direct distribution through the intermediaries. Further, it will benefit the society by creating employment opportunities in terms of the distributors, wholesalers, retailers, etc. (Business Marketing, 2018).

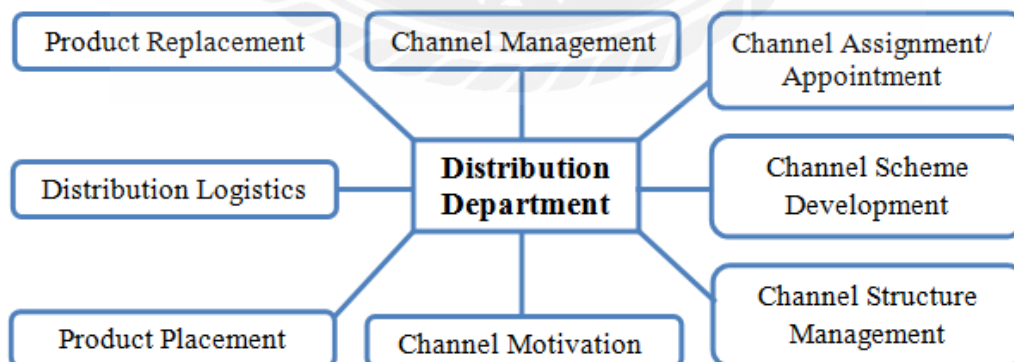


Figure 4: Distribution Activities operated in Smart Telecom Pvt. Ltd.

Above mentioned figure states the activities of distribution department in Smart Telecom Pvt. Ltd. So, basically the distribution department at Smart Telecom is responsible for placing its products and services in the market through different distributors in order to make the products and services available in the market for its target customer.



Chapter 3: Methodology

This report has been prepared on the basis of my internship experience gained during the time span of three and a half months. As the facts and findings are arranged in a systematic manner, this report is descriptive in nature and is based upon the primary and secondary source of data. The major source of data collection is interaction with the employees of the company, whereas, the website of the company and other internet sources has been a helpful source of secondary data collection.

3.1 Roles and Responsibilities assigned by the company

As an intern, I was not assigned with a separate project in the company but was assigned with the routine jobs. So, the roles and responsibilities that I had to perform was to assist my supervisor and other employees of the Marketing Communication and Distribution Department with their work along with performing other assigned jobs by the supervisors.

Accordingly, the jobs that I was assigned with during the internship are as follows:

- i. Daily POS visit record keeping
- ii. Listing the names of Dealers of Distributors and POS along with the necessary details
- iii. Daily stall sales record keeping
- iv. Making Service Acceptance Notes and data keeping of the invoices
- v. Order tracking of the promotional props
- vi. Looking into sponsorship, advertisements and collaboration proposals
- vii. Preparing PowerPoint Presentations
- viii. Preparing Press Releases and content writing

3.1.1 Daily POS visit record keeping

During the internship period, I had to keep records of the Points of Sales (POS) in MS Excel on a daily basis. This was basically done in order to keep a track of how much SIMs and Recharge cards are being sold from each POS along with how much the existing POS are contributing towards the sales as well as how many new POS has been added by the dealers of Smart Cell. This is also done in order to know which distributor is showing more effective results in terms of sales for the company and contributing in revenue generation. Further, this is done in order to know if the POS stores are also selling the products i.e. the SIM cards and recharge cards of the competitor brands like Nepal Telecom and Ncell Axiata

or not. Moreover, this report also includes the information of which POS has what kind of Smart Cell visibility props like for example, flying jet, posters, stickers or boards which helped in tracking the orders for the promotional props required at each POS.



Figure 1: Me working on Daily POS Visit Report

3.1.2 Listing the names of Dealers of Distributors and POS along with the necessary details

Listing the names of Dealers of Distributors and POS along with the necessary details was an assignment where I had listed down names of all the dealers of distributions associated with the company as well as the POS associated to the dealers. This was done in order to check by what ratio the dealers have increased and to arrange the names as per the zone and districts of Nepal and to know how many of them lies on which zone and districts. Also, listing them as per there location made it easy for the company to track their performance.

3.1.3 Daily stall sales record keeping

During the internship period, I had to keep records of the stall sales in Ms Excel on a daily basis. This was basically done in order to keep track of how much SIMs and recharge cards are being sold from each stall that are place at different locations, streets and events by different distributors and from different areas of Nepal. This is also done to keep a track of the distributors' performance based on the sales from the stalls placed in different places.



Figure 2: Me working on Daily Stall Sales Report

3.1.4 Making Service Acceptance Notes and Data keeping of the invoices

As an intern, I also had to make service acceptance note in which I had to mention the amount that the company had spent on a particular marketing activity and attach the bills of those marketing activities to the note and get the documents approved and signed by the required authorities. Further, I had to arrange the pictures of the marketing activities performed by different contractors in a file as per the location as well as the contractor. Also, I had to keep a record of the invoices in the Ms Excel and report it to my supervisor.

These activities were basically done in order to keep a track over the budget set and spent for different marketing activities of the company as well as to keep record of the places that the activities are being performed.

3.1.5 Order tracking

I also had to keep a track over the incoming and outgoing orders of the promotional props like stalls, pens, pamphlets, posters, t-shirts, notebooks, etc. as per the requirement of the dealers and other associated bodies.

3.1.6 Looking into sponsorship, advertisements and collaboration proposals

As an intern, I was involved in going through several sponsorship proposals and assisting my supervisor with the sponsorship assignments.

Initially, I was given few old sponsorship proposals in order to make me understand how the sponsorship procedure works and what are the criteria and procedures of the sponsorship followed by Smart Telecom. Later, I was asked to assist the supervisor with the sponsorship works. I was also sent to few events sponsored by Smart Telecom along with a Smart Cell representative in order to make sure that the agreement between both the parties are being fulfilled as per the agreement or not.



Figure 3: Some proposals that I had done through

There were few advertisement proposals from the magazines and movies theaters that offered advertisements spaces for Smart Telecom. I was also asked to call them and try to negotiate the prices for the advertisement spaces as per the instructions of my supervisor. Further, I also went through a proposal for collaboration from an e-commerce company.

All these proposals were chosen as per the audience that Smart Telecom targeted to achieve in order to increase their sales as well as spread their brand awareness as they have just started to perform their marketing activities in the urban markets of the country.

3.1.7 Preparing PowerPoint Presentations

In these three and half months of internship program, I assisted my supervisor in preparing the PowerPoint presentations. The presentations basically included the data collected during the research done by the employees as well as the marketing strategies development for the company along with the pictures of the hoarding boards, flexes, posters, promotional props, etc. designed for the promotional purposes. This was done in order to keep the records of all the details of the marketing activities performed by the company. Also, the pictures of the events sponsored by Smart Telecom as the advertisement spaces were recorded in the PowerPoint to keep a record of the sponsored events along with the budgets passed for the sponsorships and advertisement spaces.

3.1.8 Preparing Press Releases and content writing

I had to prepare press release concerned to the important announcement that company had made. For this, I had to go through the newspapers, magazines and online news websites to seek the PR and then click its photo and arrange it in the PowerPoint presentation with the basic information like the name of the newspaper or magazine that published the PR, the published date, etc. As I had prior experience of content writing at a reputed ad agency, I also got an opportunity to write PR content as well as for the social media pages for the company which gave me additional experience on content writing.



Figure 4: Screenshot of the Presentation that I made to keep record of PR.

Along with the above mention activities, I was also asked to suggest some marketing strategies to be discussed with the associated advertising agency. I was also asked to make the letter for tax payment mentioning few of the areas and POS where the company has performed some of its branding activities. I was also sent to an event where Smart telecom had sponsored along with a representative of the company to make sure that the agreement between the associated company and Smart Telecom is fulfilled or not. I also documented the flanges installation report in order to keep the record of the activity. Other minor activities were mail handling in absence of the supervisor as per the instructions and assisting the supervisors with their works.

3.2 Project Detail

As mentioned earlier, I was not assigned with a separate project in the company but was assigned with the routine jobs. During my internship, I had to assist my supervisor and other employees of the Marketing Communication and Distribution Department with their work along with performing other assigned jobs by the supervisors. The jobs that were assigned to me were:

Weeks	Activities Performed
1	Service Acceptance Note, Invoice record keeping, order tracking, Daily POS Visit Report, Looked into 4 different Sponsorship Proposal, Listed names of POS places with details, Listed the Dealers of Distribution names along with necessary information.
2	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Helped in making Letter for tax payment for branding, Field visit for a sponsored event.
3	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Looked into 4 different Sponsorship Proposal, Prepared a rough survey questioner for awareness of brand to the market.
4	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report.
5	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Prepared PPT of Press Release, Content Writing.

6	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Looked into 3 different Sponsorship Proposal.
7	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Documented the Flanges Installation of Smart Telecom in different place of Nepal.
8	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Looked in 1 Sponsorship and 1 Collaboration/Partnership Proposal, Content writing.
9	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Compiled Daily POS Visit Report, Looked into 1 Sponsorship proposal, made Press Release PPT.
10	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, made Branding Boards PPT.
11	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report and Daily Stall Sales Report
12	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Looked into 2 sponsorship Proposals
13	Service Acceptance Note, Invoice record keeping, Daily POS Visit Report, Daily Stall Sales Report, Documented flanges report, Listed distributors' names with necessary details.

Table 1: Day to day activity that I performed

Chapter 4: Results and Discussions

4.1 Contribution made during internship

Working as an intern at a telecommunication company was a whole new experience for me. As an intern, I have been able to gain a lot of knowledge related to the activities performed in a marketing communication and distribution department of a telecommunication company. Professionalism is a must at the working environment is one of the most important lessons I learnt during this internship.

I not only learnt, but I also contributed few things while working as an intern at Smart Telecom. Under mentioned are few of the contributions I made in the company:

- i. My major contribution towards the company was being an extra pairs of helping hands for my supervisor by making their task easy and quick.
- ii. I contributed in keeping records and making reports for daily POS visits, daily stall sales and dealers of distributor's lists.
- iii. I helped my supervisor with data keeping of invoices and making service acceptance notes.
- iv. I also looked into the sponsorship as well as collaboration proposals and suggested my point of views regarding if the proposals are beneficial for the company or not.
- v. I also kept the order tracks of the promotional props as regards to the amounts of the props like stalls, pens, pamphlets, posters, notebooks, t-shirts, etc. has been sent to the distributors or any other third party associations.
- vi. Further, I contributed towards the content writing for PR and social media posts, prepared PPTs for Press Release and pictures of other branding events' and advertising spaces in order to keep the records of the sponsorship events as well as the budgets being passed for the sponsorship and advertising spaces.
- vii. I also handled the mails in the absence of my supervisor as per the given instructions.

Further, the marketing communication department was planning on doing a survey for the brand awareness of Smart Cell, so, I helped there by preparing a rough draft of questioners that could be helpful for the survey. I also suggested the company to printout the brand calendar so that it could be distributed to the

distributors as well as employees which could act as a marketing factor for the brand.

As I was interned at the company for a short time span of thirteen weeks, my contribution to the company was limited to this time frame. However, I was able to contribute to the company by giving suggestions like having a proper and updated company profile including all the necessary details of the company as the company lacked in this aspect. This would not only help the customers and other associated parties to know about the brand in general but also would serve as a helping hand to the newly recruits of the company to know and understand the company's expectations and work as per the goals and objectives of the company.

Furthermore, I always completed the given assignments on time so that the further proceedings of the job would not be held back or delayed.

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

During my internship period and while preparing this report, I gained a lot of knowledge about the marketing communication and distribution structure and the activities each marketing communication as well as distribution department performs in the commercial department of a telecommunication company. Before this coop education program, my knowledge was just limited to the knowledge that I acquired from the books but after this coop education program, I have learnt about the in-depth activities performed by these departments.

As we all know that marketing communication and distribution departments are two of the most important departments of any company in terms of customer satisfaction, brand awareness, positive brand perception development, brand accessibility, gaining competitive advantages, etc. I understood how the company effectively manages its operation in these departments and manages its resources efficiently.

Getting an opportunity to work as an intern in the marketing communication and distribution department under the supervision of Mr. Tarka Raj Bhatta opened a gate for me to understand the activities performed by each department in the company.

So, I learnt that the Marketing Communication department in Smart Telecom performed activities such as:

- i. Doing ATL (Above the Line) and BTL (Below the Line) branding.

- ii. Coordination with national agencies and media like Maxmedia Pvt. Ltd.
- iii. Taking care of market visibility and market expansion.
- iv. Lead different activities and Smart campaigns.

Accordingly, the jobs that were assigned to me in the marketing communication department were as follows:

- i. Making service acceptance note and data keeping of the invoices
- ii. Looking into the sponsorship, advertisement and collaboration proposals
- iii. Preparing PowerPoint presentations
- iv. Preparing press releases and content writing

All these activities gave me an insight on:

- i. How the marketing communication decisions are made.
- ii. How the budgets for different marketing activities are passed.
- iii. How the records of each activities are kept for the track of the activities as well as further references.
- iv. On what basis the proposals are accepted form different associates.



Figure 1: Documents for making service acceptance note

Although the activities at the marketing communication department were similar to what I had experienced in my previous internship program at an renowned adverting agency, I gained many new knowledge regarding how the same activities of the marketing communication department has to be operated differently in different industry as per the requirement of the industry and its market. Here at Smart Telecom, advertising companies pitched with their ideas to promote our brand and we also had to suggest them with the information related

to how and what we want to communicate about the brand to our target market and how do we want them to perceive the company as while dealing with the associated agencies.

Now what were completely new for me are the distribution department and its activities as it is my first experience working with it. Before all I knew about the distribution was the surface level knowledge gained by the theoretical studies of the topic but after practicing different activities of the department for thirteen weeks at Smart Telecom, I have understood how the department actually works for the smooth flow of products and services in the market. The activities of the distribution department in Smart Telecom are:

- i. Channel management
- ii. Channel assignment/appointment
- iii. Channel scheme development
- iv. Channel commission structure management
- v. Channel motivation
- vi. Product placement, distribution logistics and product replacement

Similarly, the jobs that I got assigned with are as follows:

- i. Daily POS visit report making.
- ii. Listing the names of dealers of distribution and POS along with the necessary details.
- iii. Daily stall sales record keeping
- iv. Order tracking

Performing these assigned jobs actually gave me an understanding of how important is the distribution department in the company as this was the department that took care of all the availability of the products and services in the market. The jobs assigned to me in the department were mostly related to the POS (Point of Sales) and the distributors. These jobs were to be done in order to keep the record of the numbers of distributors that the company had assigned and how many other dealers and POS are being operated under each distributor. This also gave an insight of the distributors' performance in regards to the sales as well as the market demand. This not only gave the information about the order requirement but also about the choice and preferences of the consumers in terms of its competing brands in the Nepalese market. Although there are much more activities and jobs being performed by the distribution department at Smart Telecom, the few assignments I performs gave me various new knowledge about how the department works.

Further, while preparing this report, I also gained brief knowledge about the history of telecommunication in Nepal and regarding the telecommunication development in the country. Interactions with the supervisors and employees gave me a lot of exposure to the realistic situations that may arise in a company while working and how calmly one should handle it.



Chapter 5: Conclusion

5.1 Self-assessment as future professional

I joined Smart Telecom Pvt. Ltd. as an intern for the partial fulfillment of Bachelor of Business Administration in Marketing final year. And I have realized many changes in me since I started working here. I have learned my thing during this period of thirteen weeks which was not possible only with the theoretical studies. Under mentioned are the few aspects that I have gained as a very valuable treasure for my life which will be a huge helping hand for developing my professional career in the future.

- i. Confidence built up:** Before this internship program, I used to feel really uncomfortable and nervous while interacting with someone new. But during this internship period, dealing with several people has helped me built up my confidence level.
- ii. Practical implementation of theoretical knowledge:** While working as an intern in Smart Telecom, I learnt and was able to implement most of the theoretical knowledge that was gained during the class hours practically in assigned jobs.
- iii. Developed communication skills:** Regular interactions with many people in the office as well as the reporting of several documents and reports have helped me improve my communication skill.
- iv. Socialization with the professionals:** Socialization with the professionals of the corporate community is very essential for making the working environment sound and friendly in any organization. Facing any kind of adverse situation calmly and handling the complex situation tactfully is very important.
- v. Knowledge about organizational environment and work culture:** The working environment at Smart Telecom was very comfortable and friendly. Employees in the company were very helpful and supportive. The work in the company is done very systematically and the employees solved every kind of problem immediately despite of their hectic work schedule.
- vi. Exposure of different companies in Nepal:** I learnt about many other companies being operated in Nepal through their sponsorship and collaboration proposals. There are many creative and innovative companies that are performing excellently in the market benefiting the socially as well as economically. In a way, I got exposed to many other companies through the medium of STPL's Marketing Communication department.

vii. Being Expressive: Most importantly, I have learnt that being expressive in regards to the opinion and other necessary aspects is the key towards making good impression in the real working environment.

Also, I got a clear understanding of the sponsorship process, how effective flow of distribution channel will be if the proper records are kept in terms of the demand and the order placement and other related aspects to a distribution and marketing communication as a whole. Further, I understood the importance of time and punctuality. Additionally, I was able to built a trustful bond with my supervisor as well as other employees and learn about the general activities performed in each department along with how and with what criteria the crucial decisions of each departments are taken. Moreover, I understood knowledge is nothing if one is not able to apply it in practice. Most importantly, I learnt the importance of professionalism in any company. Internship at Smart Telecom Pvt. Ltd. has contributed a lot in my skill development as well as enhanced my personality.

5.2 Comparison of practical learning vs. theory

During this internship program of thirteen weeks, I have been able to understand that theoretical learning and practical learning has many differences. Theoretical learning helps one gain all the necessary knowledge about the theoretical concepts and terms whereas, practical learning enhances one's theoretical knowledge and teaches how they can be applied practically in the real working environment. I have been able to understand all the theoretical concepts more clearly and gain experience accordingly.

What I believe is that theoretical knowledge and practical learning goes hand in hand. Both of these concepts are related to each other not only in terms of building knowledge but also in terms of skill development. While theoretical learning provides a strong base to a person, the practical learning actually provides the technique to build up a person's skills. Similarly, all the theoretical learning that I gained while completing my Bachelor of Business Administration in Marketing course was really very helpful for me while performing my Cooperative Education program in Smart Telecom Pvt. Ltd.

However, I realized that only theoretical learning is not sufficient for a person to be fully skilled in the course, practical learning is equally important as the theoretical learning taught in the classroom cannot be directly applied to the real working environment. And different situation in the dynamically changing market demands for different solution to its problems.

Like for example, while going through the sponsorship proposals, there were many proposals which were absolutely perfect and acceptable if we looked only into theoretical aspects that were taught in during these four years of time, but if we look into it practically, those proposals did not seemed really beneficial for the company.

Similarly, I found that, the theoretical learning will only provide us with the concepts of the theories and findings of the Marketing as a whole but in order to apply those concepts we practically need to develop our own creative thinking and works as per the demand and requirement of the situation.



Figure 1: A picture of me with Mr. Tarka Raj Bhatta, Marketing Communication Lead, and Mrs. Shobha Devi Shrestha, Sr. Sales Officer.

To conclude, Smart Telecom is telecommunication operator that has been able to sustain over the last 10 years in the market. It is positioning itself to be one of the most trusted telecommunication brands of the country through providing different beneficial offers to the market along with different marketing activities to attract the target customers in the Nepalese market.

During my internship period and while preparing this report, I gained a lot of knowledge about different activities in the Marketing Communication and Distribution department of the company. Before this internship program, my knowledge about marketing communication and distribution activities was just limited to the knowledge that I acquired from the book but after this internship program, I have learnt about the actual activities performed by these departments

of the company. I have also learnt how data are to be kept and how all the works has to be done carefully. Similarly, I have also known that the company has a professional working environment. Working at Smart Telecom Pvt. Ltd. as an intern has given me an opportunity to gain valuable insights of a working environment of a real business world. I am sure that the working experience of 13 weeks will provide me a guideline in the future and help me build a sound career for myself. I feel proud to had have worked at such a renowned company and grateful to everyone who has been supportive and helpful during my internship period. During my internship, I not only learnt about the other aspect of the departments I was assigned to but also learnt about the ethical behavior to be maintained in a working environment in order to keep a sound, friendly and healthy relationships with my seniors and other working colleagues.

5.3 Recommendation

Although Smart Telecom Pvt. Ltd. has been doing a good job with entering in the urban market lately, I would recommend the company to overcome its weaknesses and work on the following aspects:

- i. Establish more base station towers so that the lack of coverage issue is solved.
- ii. Develop a well documented company profile with proper mission and vision stated so that the new recruits, employees as well as the investors can look into it and gain clear understanding about Smart Telecom as well as know what the company is actually aiming to achieve.
- iii. Make a tagline so that the target market can associate the product to it and the brand is recalled while the need is aroused in the minds of the target customer.
Promote Smart Telecom more so that the problem of lack of brand awareness in the urban market is solved.

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