

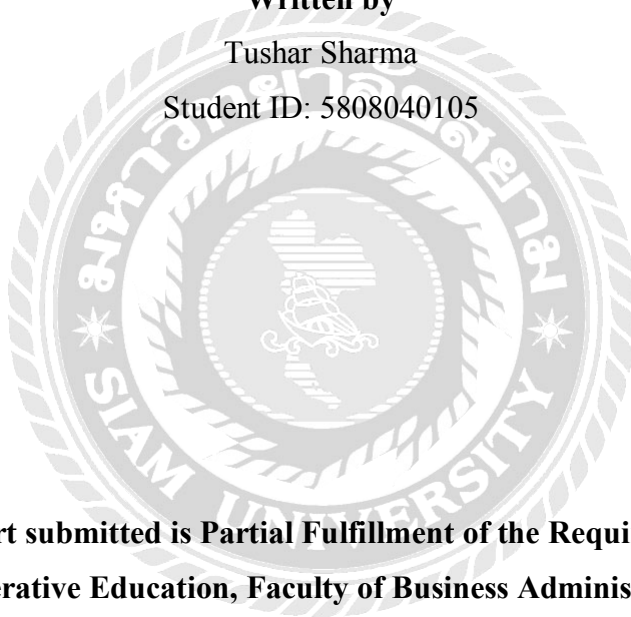


Cooperative Education Report
Creating Brand Value and Equity in Beer Industry

Written by

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This Report submitted is Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration

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Siam University

Title- Creating Brand Value and Equity in Beer Industry

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We have approved this cooperative report as a partial fulfillment of the Cooperative education program semester 2/2019.

Oral Presentation Committees

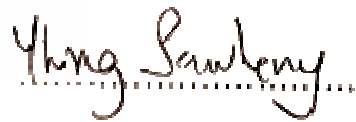


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Project Title : Creating Brand Value and Equity in Beer Industry

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Degree : Bachelor of Business Administration

Major : Marketing

Faculty : Business Administration

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Abstract

This Corporate report entitled "Building Brand Equity: Beer Industry" has the goal to explore the current market and identify new ways to place premium brand in mature market, where there are a lot of competitor brands and opportunity in the market to tap in consumers. The objectives of the study includes: (1) to understand the market & corporate working environment, (2) to reach out in markets and diversify the consumer experience, (3) to find the loop holes of competitors and tap there as well, (4) to build brand equity through increasing brand awareness, brand associations, enhancing perceived value of consumers & building bond with consumers through various activities. I was assigned to work as Brand Development Intern for the brands. The responsibilities were divided into two parts Brand Administration and Brand development along with execution to support manager in efficient operation.

Upon the completion of the internship, it was found that the problem was resolved by means of market visit, seeing how brands is perceived by consumers by self-observing on on-trade & off-trade markets. And another way is through proper communication at the point of sale which is effectively supported by Point of Sale Merchandise (POSM), Advertising material used to communicate product information to the consumers. In this matter, student is able to learn more about how to get accustomed to the working environment of Nepalese Market, which is very important for the future career development & profession.

Keywords : Beer Industry, Brand Equity, Mature Market, Activations.

Acknowledgement

I would like to extend my sincere gratitude to Kathmandu College of Management affiliated with Siam University, Thailand for providing me your continuous support, motivation and knowledge to make this opportunity of working more fruitful. This internship experience has enhanced my ability to find the balance between conceptual and applied knowledge of the major field of study. Your guidance and mentorship helped me in completing my assigned task and come up with the final work.

Furthermore, I would like to extend my gratitude towards my corporate supervisor, Mrs. Sambriddhi Ghimire, Brand Development Executive, for her continuous supervision and feedback. I would also like to thank Mr. Utkrist Nepal and Ms Ankita Shrestha for guiding me in every task and giving lessons outside the work curriculum that can help me adapt and secure a position that meet my career objectives.

This report would not have been possible with the suggestion and feedback given by my academic supervisor Dr. Parham Porouhan and KCM supervisor Mrs. Deeptangshu Thapa.

Sincerely,

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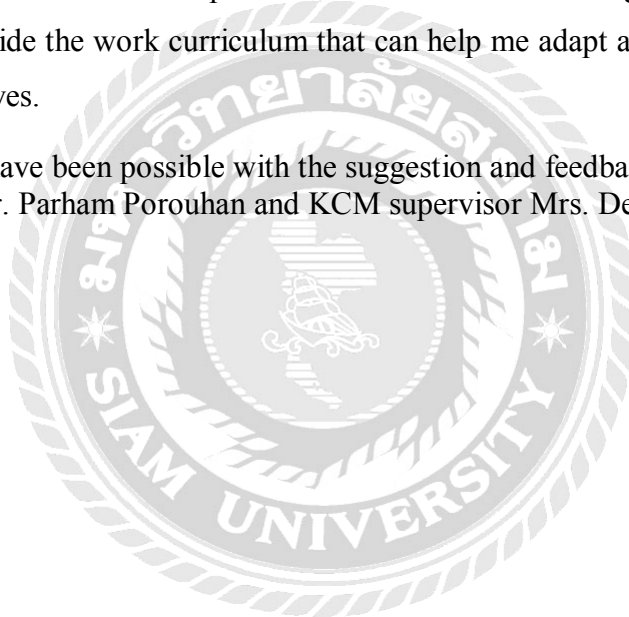


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Chapter One: Introduction

1.1 Company Profile



Figure 1: Company Logo

Gorkha Brewery was established in 1989 as collaboration between leading Nepali business house and the Danish multinational company Carlsberg A/S. Since then, Gorkha Brewery (GB) was and continues to be one of the largest single foreign investments in Nepal. The brands of GB are Tuborg, Carlsberg, San Miguel, Gorkha, Dragon, Redbull, and Somersby. Tuborg was launched in May 1990 which was the first ever international brand introduced in Nepal which was followed by Carlsberg in 1995. In 2004, GB started brewing & marketing San Miguel beer which is a beer brand of Philippines. In the past 15 years, it has grown to become a market leader with more than 80% share of Nepal's beer market. In 2007, Gorkha Brewery launched a new local beer named Gorkha. In 2010, Gorkha Brewery signed an exclusive agreement with T.C Pharmaceuticals, Thailand to distribute Redbull in Nepal. Red Bull is solely imported and marketed by Gorkha Brewery. In 2016, Gorkha Brewery Expanded into cider (non-beer) category with the launch of Somersby Apple Cider.

This astonishing success of GB is the result of the excellent brewing to truly international standards, strict quality control, efficient distribution nationwide, cutting edge marketing and sales strategies, wise financial management and talented and dynamic people who work in these arenas for Gorkha Brewery.

The brewery is located on the banks of river Narayani near Narayanghat city with nearly seven hectares area. GB has the most modern and complete wastewater treatment plant in the region. It has become a place of study and interest to many environmentalists, scholars and students because of the many words of praise won by GB for its commitment to protect the

environment. The plant of GB has the capacity to reduce biological oxygen demand to below 10 mg/l to the international standards.

Gorkha Brewery has been successful in becoming an integral part of Nepalese lives over the last 31 years. The mantra behind this extraordinary success is the result of excellence in every arena: brewing beers of truly international standard, stringent quality control, efficient and nation-wide distribution, cutting edge marketing, sales strategies and prudent financial management.(Gorkha Brewery, 2018)



Figure 2: Brand Portfolio of Gorkha Brewery

Carlsberg: A refreshing and uniquely character full international premium lager with a malty backbone and balanced bitterness. AKA: probably the best beer in the world.

Tuborg: Brewed on Pure Lager Malt with balanced character of dry richness, sweetness and hop subtleness makes Tuborg a truly crisp and refreshing beer, since 1880.

Gorkha: A premium quality Nepali beer, brewed with the finest hops, pure water and barley malt. This authentic Himalayan Brew is the most preferred high quality beer brewed in Nepal.

San Miguel: San Miguel is a pale, golden lager with a rich, full-bodied flavor. Its smooth, full-flavored taste complements its pleasant aroma, making it a perfectly balanced beer that has been brewing friendships and celebrating life since 1890.

Somersby: A cider that has been crafted from fermented apple juice and natural flavors. This sweet and marvel forgoes artificial sweeteners, colors and flavors - making it a natural choice for pretty much anyone with taste buds.

Red Bull: Red Bull Energy Drink is a functional beverage providing various benefits. Its effects are recognized throughout the world by top athletes, busy professionals, college students and travelers.

1.2 Organizational Structure

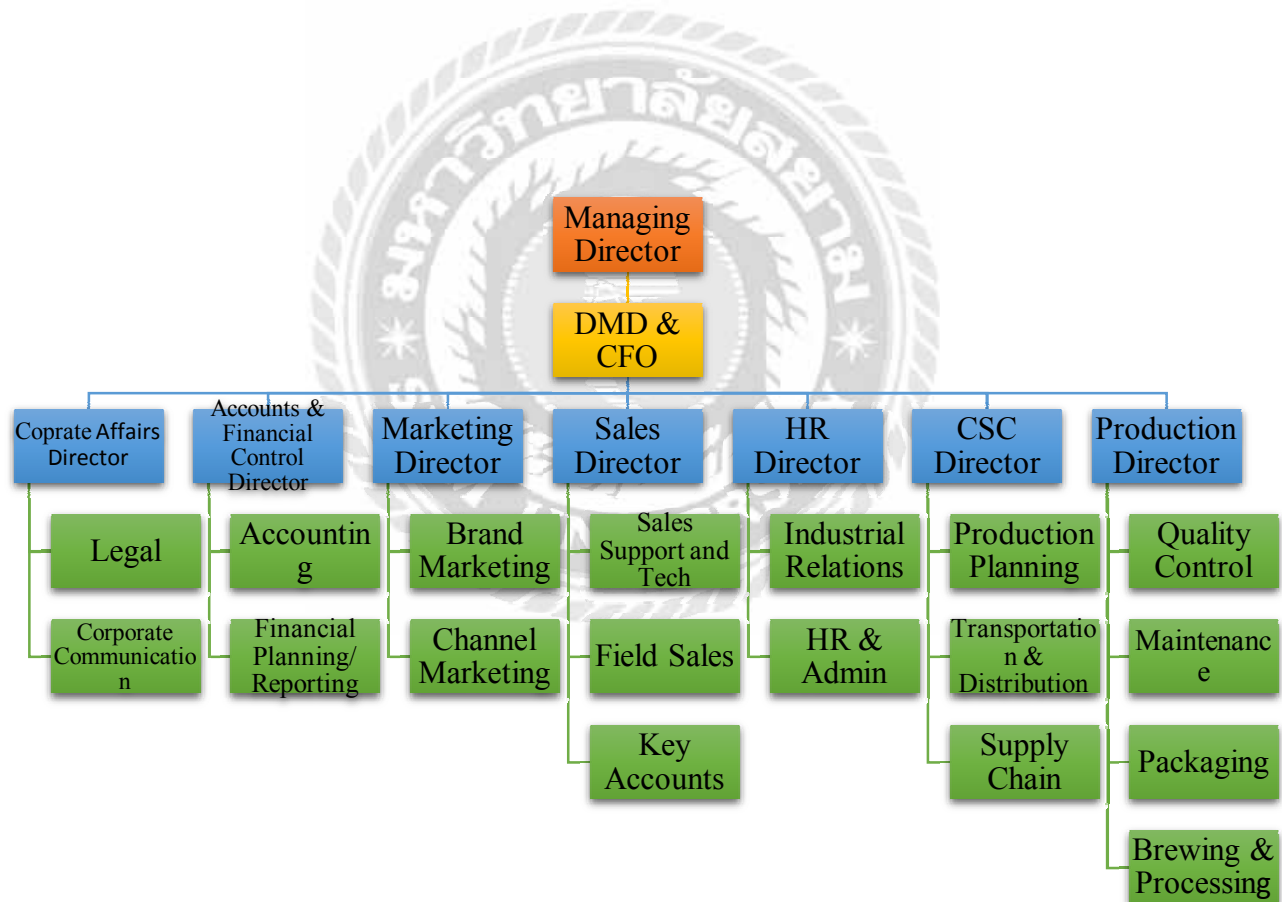


Figure 3: Organizational Structure

1.3 Intensions to join this Company

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

1.4. Objective of the study

The beer industry is an important global business which includes brewing, transportation, distribution, and advertisement & consumer consumption of beer.(Workdatlas, 2017) This industry holds major share in the market and has been expanding with new entry of local and foreign brands.

Main aim of the study is to work for international brand and make decisions considering national scenario meeting international standards made by global itself.

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

Chapter 2: Internship Activities

2.1 Job description and responsibility

The report is prepared on the products of Gorkha Brewery Pvt. Ltd, which talks about building brand equity. My role was divided into three parts:

1. Brand Administrative

- Carry administrative duties such as filing the tracks of Share of Voice (SOV).
- Coordinate emails for the events, branding, sponsorships, and billings purpose.
- Keep brand budget track by making Purchase Order (PO), Purchase Requisition Note (PRN), and Goods Received Note (GRN).

2. Brand Development & Execution

During my internship I was able to work for many major events sponsored by different brands of Gorkha Brewery. The events were

- FIFA EURO 2020 (Carlsberg)
- Armaan Malik Live in Nepal (Tuborg)
- Valentine's Day 2020 Campaign (Somersby)
- Holi Campaign 2020 (Tuborg)

3. Competitors Analysis

During my period of internship Arna8 (330ml) was launched by Yeti Brewery which is one of the competitors of Gorkha Brewery. So its market analysis was done to know its impact on market.

2.2 Contributions of the student in details

- *Maintaining SOV file on daily basis*

SOV which stands for share of voice is basically an ad revenue model that focuses comparing the weight or percentage among other advertisers and is used to signify the comparative portion of ad inventory available to a single advertiser within a defined market over a specified time. As one of the jobs assigned to me as an intern, I kept a daily record of all the advertisement of the company's as well as its competitors' brands and updated the SOV daily.

- *Assisted in office activities*

I helped my supervisor and other employees as well in most of the office activities like expense tracking of Media Internet, Print Media and sponsorships, claiming bills, drafting contracts for various events sponsored and organized by the brands of the company, PRN (Purchase Requisition Note), coordination with agencies for designs and coordination with out of valley executives for various out of valley events.

- *Attended meetings*

I was invited in some of the team meeting where they discuss various campaigns to be done for the brands and various decisions to be taking as a team. There I was required to give my suggestions, views and ideas regarding the discussed topic which were to some extend helpful for the team.

- *Assisted Job supervisors during their Events*

Sponsoring and organizing events that closely communicated the brand message and relates to the brand characteristics plays a huge role in creating strong brand image and correct brand communication. Therefore, Gorkha Brewery organizes and sponsors a lot of events through its various liquor and beverage brands. I got an opportunity to work for many such events organized and sponsored by the company's brands. For the events, I was part of the meetings with the event organizers after which I had to make required TOAs (Terms of Agreements), I coordinated and followed up with the agencies for the designs of the various branding materials required for the event and coordinated with the suppliers who gets the finalized designs and deliver it to the event venue. I also visited some of the event venues to check branding and crowd before Holi Event. I also went to 7 days market visit to check the branding done in local shops and Marts for Holi Campaign. For the completed events like Holi events and Valentine's Day events, I did the report compilation.

- *Market visits*

7 days market visit of different location was done to know about Arna8 (330ml). Details like Price, Packaging, and Schemes were collected through Q/A. Branding ideas of Arna8 were collected.

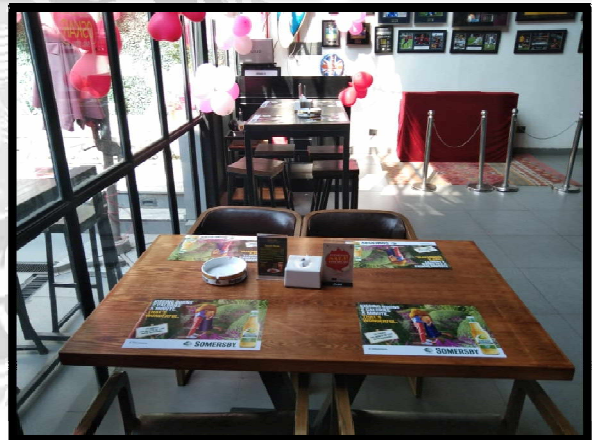
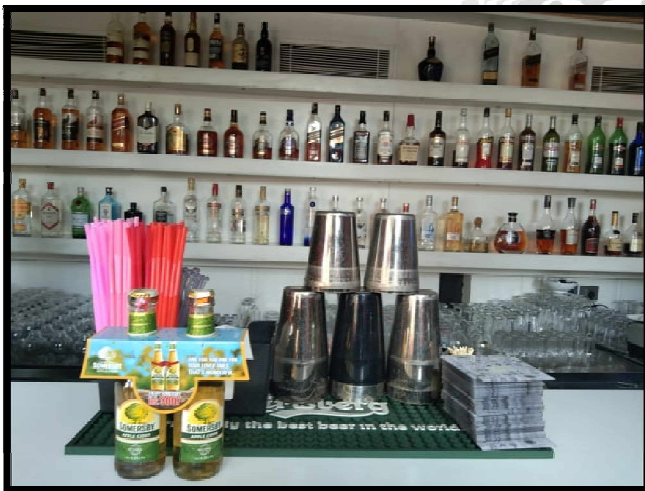
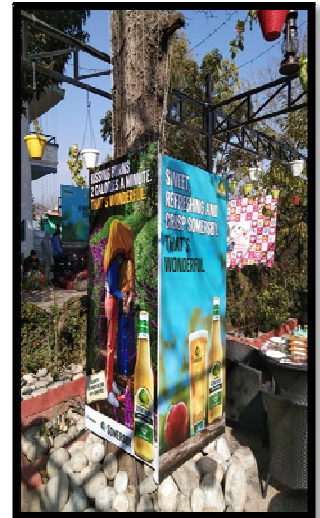
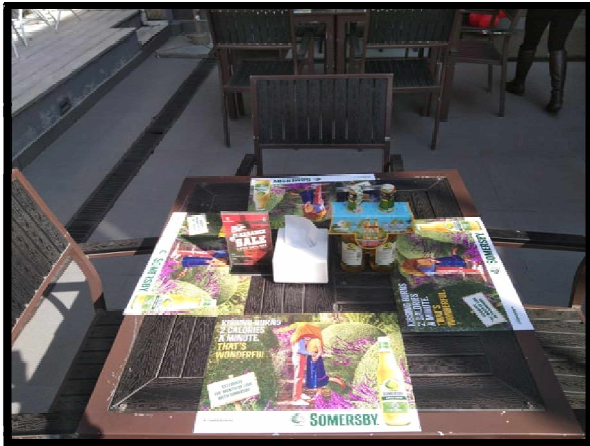


Figure 4: Outlets Visits before Valentine's Day Event

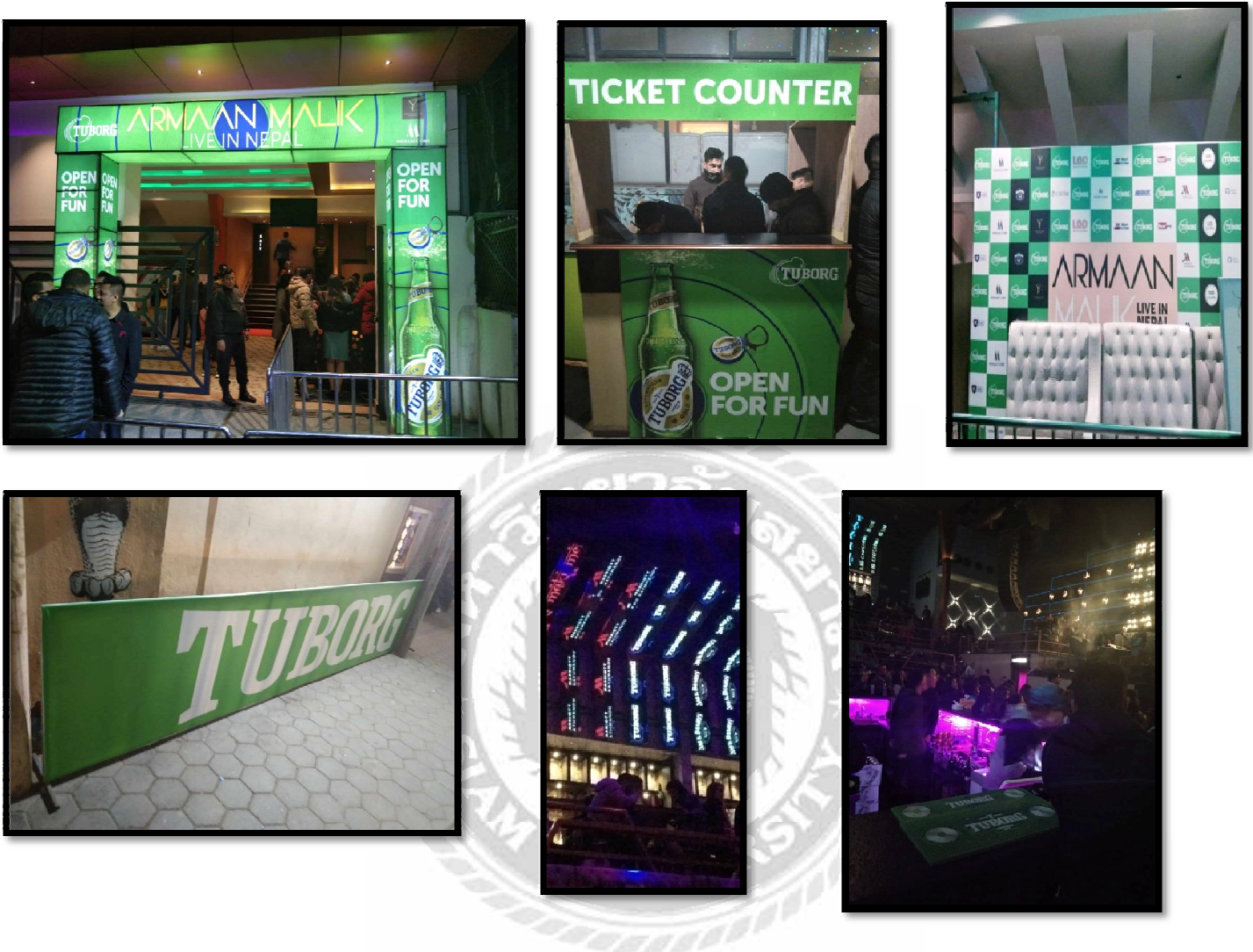


Figure 5: Checking Branding in Events

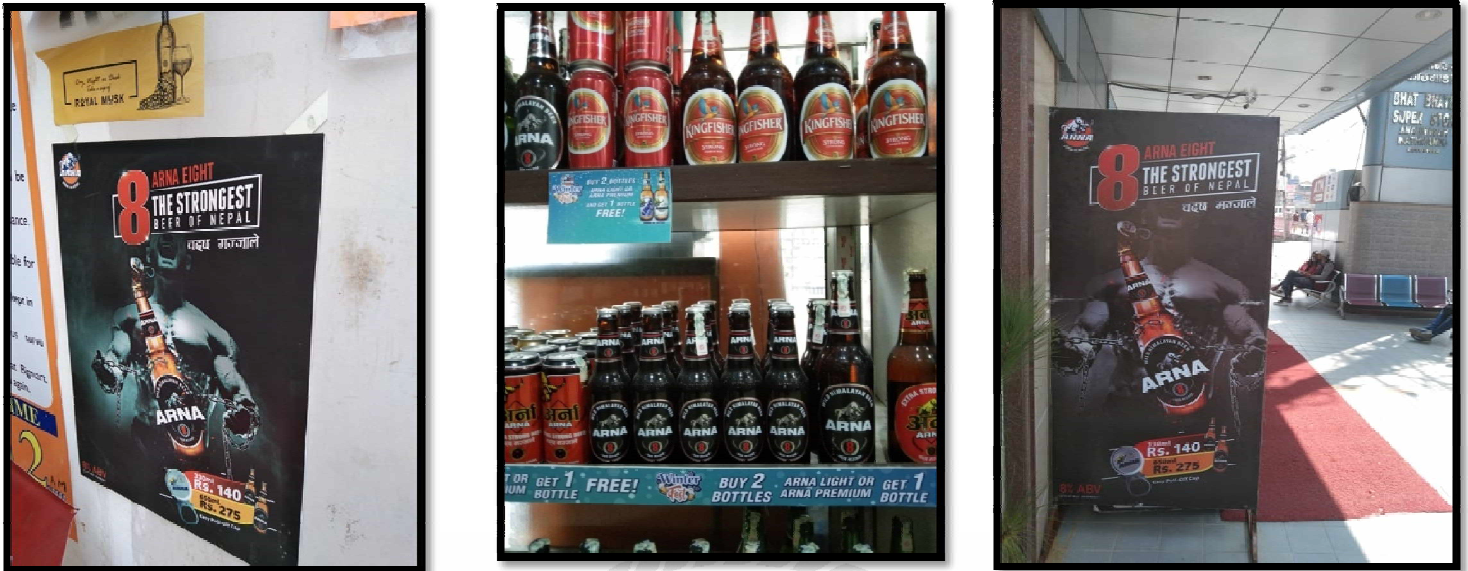


Figure 6: Market Analysis of Arna 8

Chapter 3. Identification of Problems Encountering during the Internship

As a Marketing intern I was helping Mr. Utkrist in making marketing plans for FIFA EURO 2020. It is one of the major marketing campaigns run by Carlsberg. After doing some research and making some marketing plans we found that FIFA EURO cup is postponed till 2021 due to COVID-19. So we were facing problems in making plans for future campaigns.



Figure 7: EURO 2020 POSTPONED

I was Assisting Ms. Ankita Shrestha for Holi. Major problems we faced were cancellation of events during Holi Festival. Government decided to not give permissions for Holi events with

mass populations. Most of our major events like Color Republic, events by AMA and many other were cancelled.

3.1 Indicate how you successfully solved the problems

Major Events were cancelled due to COVID-19. We focused more on digital and consumer promotion. Sponsorship was done only where small group of people were gathered.

3.2 Provide some examples

Holi t-shirts were given as reward to consumers buying Tuborg in large quantity. Some Examples of digital and consumer promotion,

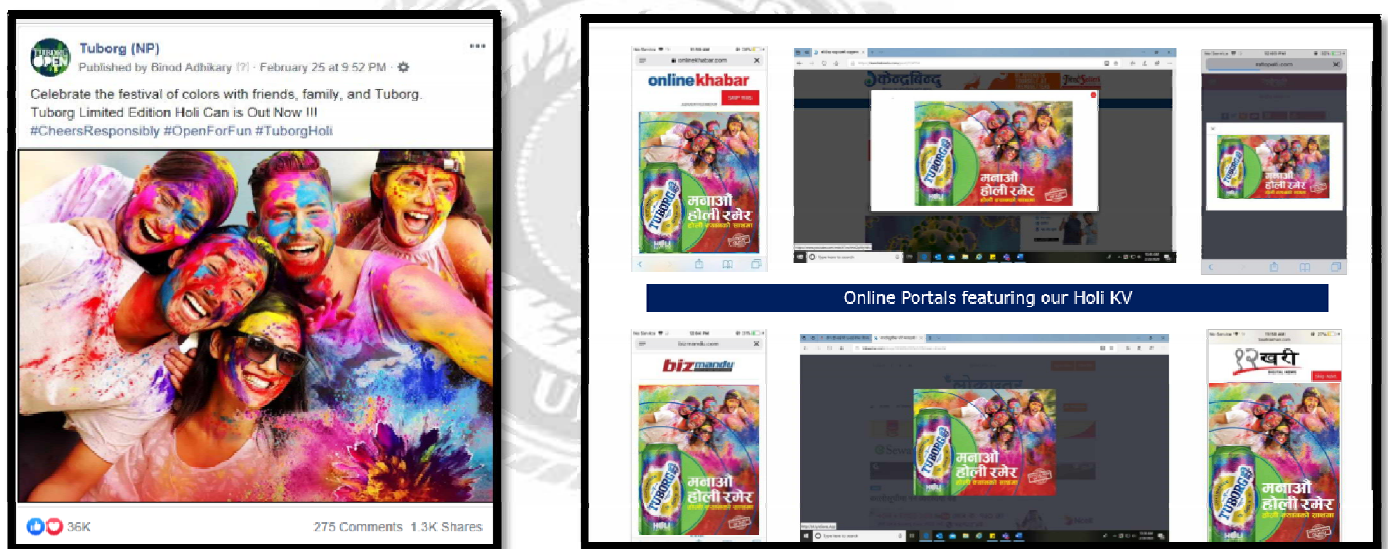


Figure 8: Online portals Feature Holi KV

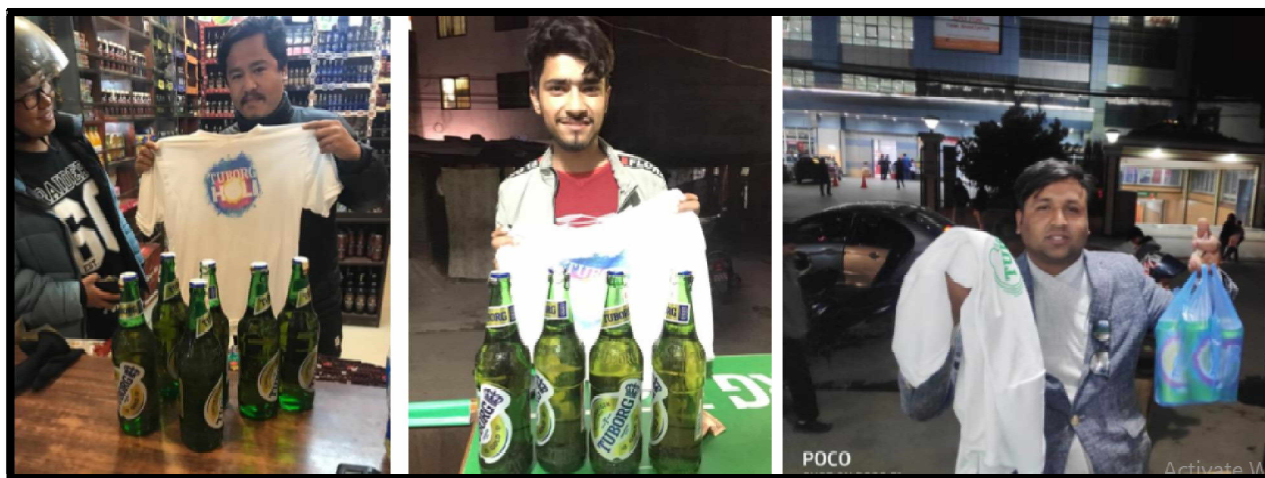


Figure 9: Consumer rewarded with Holi T-Shirts

Chapter 4: Learning Process

4.1 What are the things you have learned during the internship?

Theoretical and practical education are two sides of same coin and are interrelated to each other as one need both practical and theoretical knowledge to be educated. Theoretical education acts as a base for anything practical we do. Likewise, the theories learnt during the 4 years BBA program acted as a base for me to learn the practical part of it through this 2 months coop program. The theories learnt were applied but had to be twisted or used in some other according to the situation, requirement, target market and change in market scenario.

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

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

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

The 2 months Coop program was whole new experience for me where I got an idea of corporate culture and how professional people work. I got to develop and prepare myself as a future professional. As I did my internship on focusing on my major subject in BBA course, marketing, I worked in the brand marketing department learning more about branding, brand development and various other aspects of branding. A brand being the most valuable intellectual property of a company and the first touch point and experience that the potential buyer has with the company, brand marketing involves activities that generates awareness, enhances brand equity, and that creates a strong brand focusing on the brand quality, visibility, packaging, warranty, etc.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

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

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