

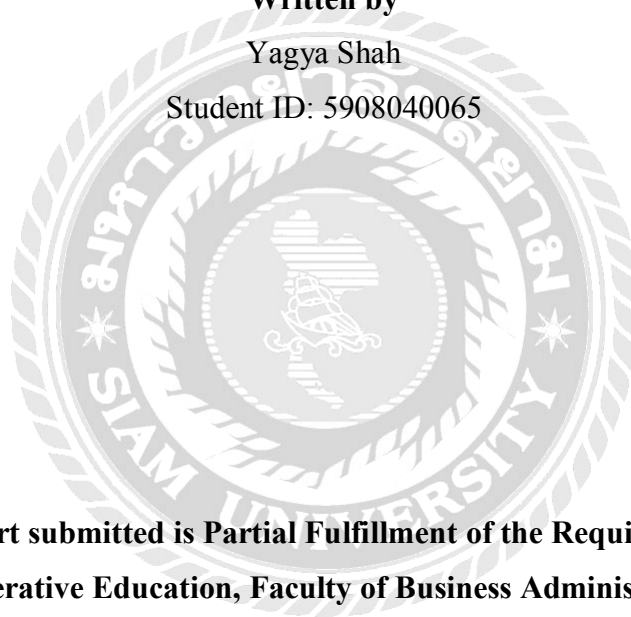


Cooperative Education Report
Digital Marketing of Apollo Tyres

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- Digital Marketing of Apollo Tyres

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Academic Advisor- Dr. Parham Porouhan, Ph.D.

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

Oral Presentation Committees



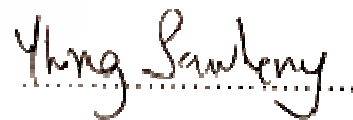
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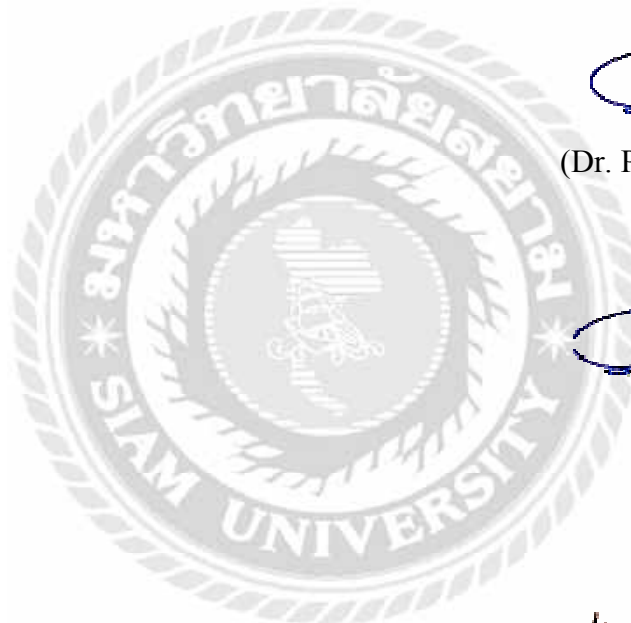
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Declaration

I, the undersigned declare that this report entitled is a result of my internship carried out in the year 2020. It has not been previously submitted to any other university or any other examination(s).

Signature

YAGYA SHAH

Yagya Shah

Batch of 2016-20



Acknowledgement

The success and final outcome of this internship report required a lot of guidance and assistance from many people and I am extremely fortunate to have got this all along the completion of my report. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

I would like to thank my college Kathmandu College of Management for highlighting the significance of an internship. I am very thankful to Subha Shree Pvt.Ltd. for having given me the opportunity to undertake my summer training at their prestigious premises. The internship opportunity was an incredible chance for learning and expert advancement.

I would also like to take the opportunity to thank Mr. Ram sir (Co-Founder) who in spite of busy schedule co-operated with me. I would like to thank Dr. Parham Porouhan my supervisor at Siam University for guiding me helping me complete this report successfully. I would also like to thank all my colleagues at the organization for helping and guiding me throughout 3 months patiently.

I owe my profound gratitude to the entire staff of the organization for helping me grow a better person and I hope to apply the knowledge gained in the corporate world in the near future.

Project Title : Digital Marketing of Apollo Tyres

By : Yagya Shah.

Advisor : Dr. Parham Porouhan

Degree : Bachelor of Business Administration

Major : Marketing

Faculty : Business Administration

Semester / Academic year : 2/2019

Abstract

This report is a brief description of my ten weeks internship carried out as a compulsory component of the 4th year of BBA. The internship was taken under the organization Apollo Tyres Nepal Pvt.Ltd. registered as Subha Shree Pvt.Ltd located at Soalteemode, Kathmandu. As a student of Business Management with Marketing as my major, I opted under the department of digital marketing. My designation was Assistant Procurement Manager. This report incorporates all the insights that I have gained in the period of 10 weeks. Working and cooperating with managers and executives, I learnt to approach and address everybody keeping the important things in mind. I learnt how organization does the digital marketing work i.e. creating a remarkable site and analyzing which marketing strategy is beneficial for the company.

Keywords : Apollo Tyres Nepal Pvt.Ltd, Internship, Marketing.

Impact of Covid-19

There has been a negative impact on my organization's activities because of Covid-19 as the entire country is in lockdown because of which all the offices are closed. It has affected my work as, my work is to create post about the types of tires we provide and keep records of inflow and outflow of stocks. But because of this lockdown, my work place has given me a holiday and I am unable to create any posts or count the stocks. Moreover, all the systems that are installed in my work place cannot be accessed from anywhere else so basically, I cannot create the posts at home and I cannot update the details of the stock we have; Ultimately, I have no work from home.

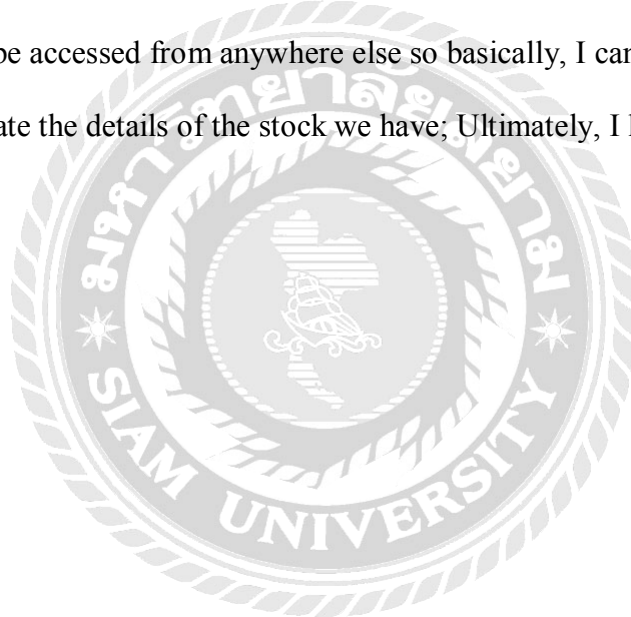


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Introduction

Company Profile

Apollo Tyres Nepal has been one of those ever-growing industries in the recent time that is very less likely to see a depression. With the concrete jungle growing rapidly all around the globe, from business point of view, it is one of the seventh world largest tyre manufacturing industries. This industry is mainly concerned with tyre manufacturers.

SubhaShree Pvt. Ltd, the firm where I interned, over the years successfully completed many challenging projects and developed expertise in becoming a best tyre manufacturers, finishing solutions, project management services and all tyre related work. The company has now the company has four manufacturing units in Nepal. It has a network of nearly 5,000 dealerships in India, of which over 2,500 are exclusive outlets in Nepal and other countries.

Subha Shree began on 2007. They started their dealership in the year 2007 at Birgunj in Nepal. In the year 2008 the company commissioned their second plant at Kathmandu in Nepal. In the year 2010 they acquired Premier Tyres at Kathmandu in Nepal. On November 17 2012 the company entered into an strategic alliance Michelin France for setting up a joint venture company namely Michelin Apollo Tyres Pvt Ltd for producing dual branded truck & bus radial tyres in Nepal.

The Company normally takes up works independently with challenges and endeavors to commence, execute complete and maintain them as specified to the satisfaction of the esteemed client. Sometimes it also works as lead partner and sometimes as Partner in joint venture. This experience includes works under pure Government of Nepal, different private organizations and even collaboration with different other automobile companies of Nepal. The company's scope of work is that it primarily works for service-based organization and provides all auditing services

from tyre distributing management to build under a same roof for their clients to simplify their life and business.

About of the industry

Apollo Tyres Ltd is the leading tyre manufacturing company in India. They are engaged in manufacturing automobile tyres and tubes. They are the first Indian tyre company to launch exclusive branded outlets for truck tyres and also the first Indian company to introduce radial tyres for the farm category. Its first plant was commissioned in Perambra, Thrissur, Kerala, India.

In the year 1991 the company commissioned their second plant at Limda in Gujarat. In the year 1995 they acquired Premier Tyres at Kalamassery in Kerala. In the year 1996 exclusive tubes plant commissioned in Ranjangoan in Maharashtra and in the year 2000 they established exclusive radial capacity in Limda. On November 17 2003 the company entered into an strategic alliance Michelin France for setting up a joint venture company namely Michelin Apollo Tyres Pvt Ltd for producing dual branded truck & bus radial tyres in India.

In the year 2004 they produced India's first H-speed rated tubeless passenger car radial tyres. Also, they increased the production capacity of Automobile Tyres and Automobiles Tubes by 1283560 Nos and 414000 Nos respectively and in the next year they further increased the production capacity by 1466432 Nos and 1567200 Nos respectively.

Organizational Structure

The full-fledged internship of ten weeks was a result of compulsory requirement of the course along with the urge to work and gain experience in the real-life sectors. The internship program is designed to gain experience, develop skills, make connections, strengthen their resumes, learn about a field, and assess their interest and abilities.

The objective of the internship was to make us understand the scenario of how business digitally works in real life in Nepalese context. At the same time, we were also able to understand our individual potential and develop professional attitude in us.

The internship that I undertook at Subha Shree Pvt.Ltd. was my keen interest to understand the digital marketing of Apollo Tyres in Nepal. Also, I was keen to learn on how digital marketing functions in Nepal. The main idea was to learn something new and practice the marketing details done by a company. The placement was done via personal contact with the co-founder of the firm. However, the team took a general interview before providing me with the confirmation letter. The overall duration of the internship was for ten weeks.

Intentions to join this company

Over the course of ten weeks, I learnt things I wasn't aware of previously. I worked under the Digital Marketing Department. I learnt on how to make your business widely updated on social medias too to grow business in the digital field too.

Along with digital marketing works, I also looked at the tele marketing works of the company. I had called some of our clients and take their suggestions and feedbacks regarding the services they have been getting from Apollo tyres and i assured them to work on it a more effective way. Over the period, I had sent mail to various clients building my public relation. Along with, I also had few meetings with the clients where I was able to solve their queries and handle their needs regarding digital marketing matters accordingly.

Objectives of the Study

Objectives of the study was to learn about digital marketing and how can a good digital marketing help a company grow and enhance online as well. Over the period, I also had a basic idea of how to manage graphic designing and payment issues. I got to learn specific color requirements according to specific company and some basics on how to use the software. I had prepared various pages and for different clients and maintain a record of the same. At the same time, I was assigned the task to follow up with the clients and meet the deadlines of the work assigned.

The limitations I felt at the organization was there was no exact time for coming at the office. If some employees were late, they were not punished or scolded for the same. There was no set reminder for the tasks to be performed which at times resulted in delaying of few tasks. Also, there were many documents related to the same client which at times created a lot of chaos and confusion in the organization.

Internship Activities

Job description and responsibility

Digital promotion was my main work so i focused on page management in social media with the effective designs and contents and images. One of the interesting activities during my course of internship was field-visit. During field-visits, I was given the opportunity to have on ground experience of what actually the company does. At times, I had to collect feedbacks personally from various clients, and work on its improvements.

Contribution of the Student in details

During these three months, I learned the importance of teamwork in the organization. The fact that a company is actually run by so many people and each one being equally important by providing their valuable inputs was clearly seen. This internship really helped me grow as an individual, teaching me the importance of professionalism.

The project execution philosophy and methodology of the company is as to be followed were:

- Create detail schedule and resource planning to meet client project objective
- Communicate clearly with all project clients and distributors.
- Track Project progress and fine-tune deviations
- Supervise closely on quality of work-done
- Completion of target on agreed time frame

Identification of Problems Encountering during the Internship

Indication of activities done and Problems Solved

Internship at Subha Shree Pvt.Ltd. has been a phenomenal experience thus far. During the sixteen weeks internship, my involvement was diversified in many departments. However, the focus was given to the work of Digital Marketing.

As assigned to the role of a digital marketing head, I was able to make sure that the designs were submitted at the respective organization. Also, a proper follow-up was ensured. A clear communication was maintained between my Supervisor head and me. I handled all the details or the requirements as mentioned in particular tender and final approval was made by the supervisor. On a daily basis, I created a post related to our types of tyres we provide and kept a record of inflow and outflow of stocks. Also, I looked at the telemarketing procedure with our existing clients.

At Apollo Tyres, every task was properly assigned to each individual. Due to few employees in the organization, some tasks such as records of stocks outflow were being delayed. For the same, I was given the task to handle all the outflow inflow of stocks details and ensuring proper follow-up. This resulted in timely procurement and submission of all the tenders.

Things learned during the internship

The internship experience at Subha Shree Pvt.Ltd. helped me understand the importance of teamwork and coordination which can provide best results in an organization. The staff of the organization was very helpful throughout 3 months and was supportive in every way possible. Everyone I met, helped me grow, both as a professional and a person.

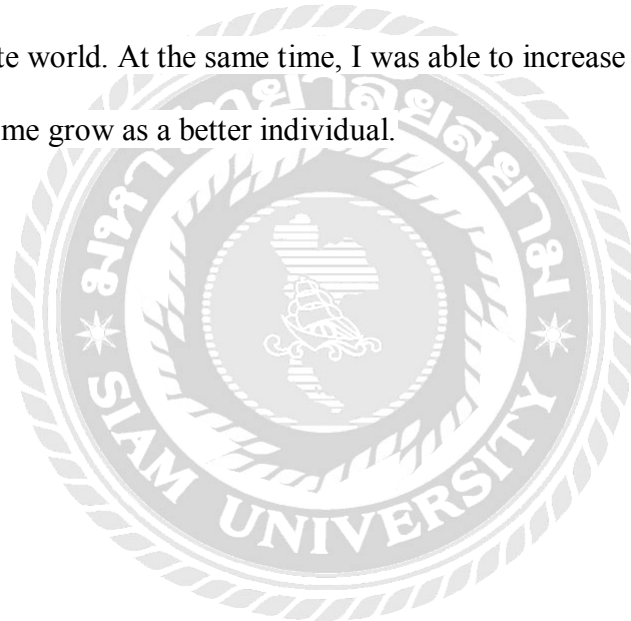
Learning Process

Details of the related learning process and new knowledge received

The organization had an open working space environment which resulted into my understanding four important things. First, always listen to your respective head. Listening is the first foremost thing as only then a certain task provided can be performed. Second, accept your mistakes and always seek for a feedback as it is a learning process and making mistakes only

helps you to grow further. Third, don't be shy to follow up on the information you need from someone and don't stand back at helping others. Fourth, always have an open mind to gain knowledge and ideas from others and if you have the same regarding a product or service, don't be afraid to share one.

The ten weeks of duration resulted in me being more punctual, organized and disciplined. It helped me become more cooperative and brought in me the insight to teamwork and coordination. The internship helped me manage my personal life along with professionalism. It helped me nurture myself in adapting to different situations that may arise in near future while working in the cooperate world. At the same time, I was able to increase my network as everyone I met, helped me grow as a better individual.



Conclusion

Self-assessment

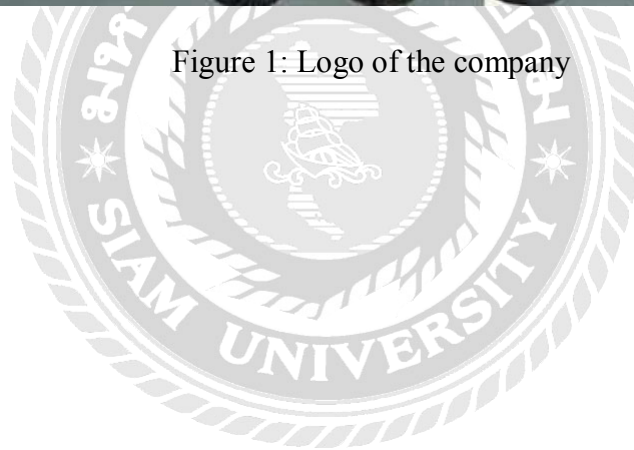
Company value assessment	Lo w	Me dium	Hi gh
Both professional and personal goals achieved to improve or develop your performance in your current internship			xx x
Supervisor helped you to accomplish these job-related goals			xx x
Additional support provided by the organization so that you are able to achieve these goals		xxx	
Friendly co workers and environment to grow and learn more about digital marketing			xx x
Resources and support provided by the organization so that you can accomplish this professional job or career growth goals		xxx	

Table 1: Self-assessment of company

Figures



Figure 1: Logo of the company



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