



Cooperative Education Report

A Study on Management and Functioning of Panchakanya Feeds Industries

Written by

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Title: A Study on Management and Functioning of Panchakanya Feeds Industries

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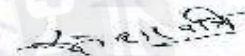
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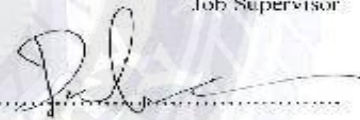
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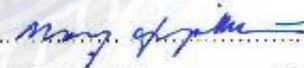
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Project Title: A Study on Management and Functioning of Panchakanya Feeds Industries

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Credits: 6 **Faculty:** IBBA Academic year 2019/2

Abstract

The goal of this study is to experience 3.5 months' internship to learn and execute the theoretical knowledge in the real life market situation. This report outlines the duties and responsibilities of an intern in one of Nepal's top feed manufacturing company in poultry industry I.E Panchakanya feeds industries. This report encompasses three major objectives being learning how to deal with suppliers and customers, learning about the functioning and development of the feeds industry and finally, to develop interpersonal communication skills while interacting with different stakeholders of the company

I was placed at Customer Service and Revenue officer, so that I could acquire all the information about the customers and their problems and difficulties in Panchakanya Feeds. Getting an opportunity to work as a customer service agent, a cash collector as well as collecting feedbacks for the Feeds industries was supposed to be a good beginning in the internship program

Keywords: *Customer Service / Communications / Supply Chain / Feeds Industries*

Acknowledgement

I would like to express my sincere gratitude to Kathmandu College of Management and Siam University for providing us with such a professional platform of internship. Due to which without even completing our graduation we were able to experience what corporate world is like and learn so much in it. I believe this experience has helped me grow professionally and will play a crucial part in my career.

Throughout this internship we have been guided by Mr. Chanatip Suksai. No matter how much we disturbed him, he always had the patience to help us and I am really thankful towards him. I would also like to thank my advisor Ajarn Yhing Sawheny who had always been there for me with her invaluable guidance in completion of this report.

Lastly, I would like to express how thankful I'm towards Panchkanya Feeds, who took me as an intern and took me in their family. I'm thankful to all of those who have helped me and taught me.

Saurav K.C.

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Chapter 1: Introduction

1.1 Company Profile

Established in 2056 B.S., Panchakanya Feeds Industries is growing its market in Nepal. Panchakanaya Feeds Industries Pvt. Ltd. specializes in all areas like medicine distribution, chicken distribution, Chicks importing, Pallet feed production etc.

Panchakanya's strength is in its staff all who has worked at a senior level in the Feeds industry, or in poultry sector. A team of experienced, creative experts/professionals and consultants actively involve and explore their knowledge and skills to identify the needs and demands of those who expect their satisfaction in feeds industries.

Panchakanya Feeds is also involved in the expanding its market and delivering quality production. Panchakanya Feeds grows as an efficient, experiential and customer oriented industry that is reliably creative, most trust worthy and quality feed product that offers quality services at an affordable cost with maximum satisfaction regarding information, materials assessment, development, production and their use.

Panchakanya Feeds is a group of professionals in the field of Feeds, Chicken production, Pallet Feed etc. Panchakanya Feeds are dedicated to deliver quality product. Panchakanya Feeds also a member of NFIA established in 2046 B.S. where it also follows the policy brought by the association. NIFA is feeds association where all the feeds industry is associated so that the unity of feeds industry be stronger in the market. Panchakanya Feeds Industries Pvt. Ltd. has partnership with Siddhartha Pallet Feed (Estd: 2065, Hetauda) its city office is in Lokanthali, it is also partner with Donne Poultry Breeding Farm (Estd: 2063, Bhairahawa) its branch is in Dharke which was estd at 2066.

Panchakanya Feeds top management also aims to spread its business all over Nepal so that earning of every farmer may increase. Panchakanya Feeds basically, wants to satisfy the customer and make stronger relation in market.

1.2 Organizational Structure

Panchakanya Feeds Team

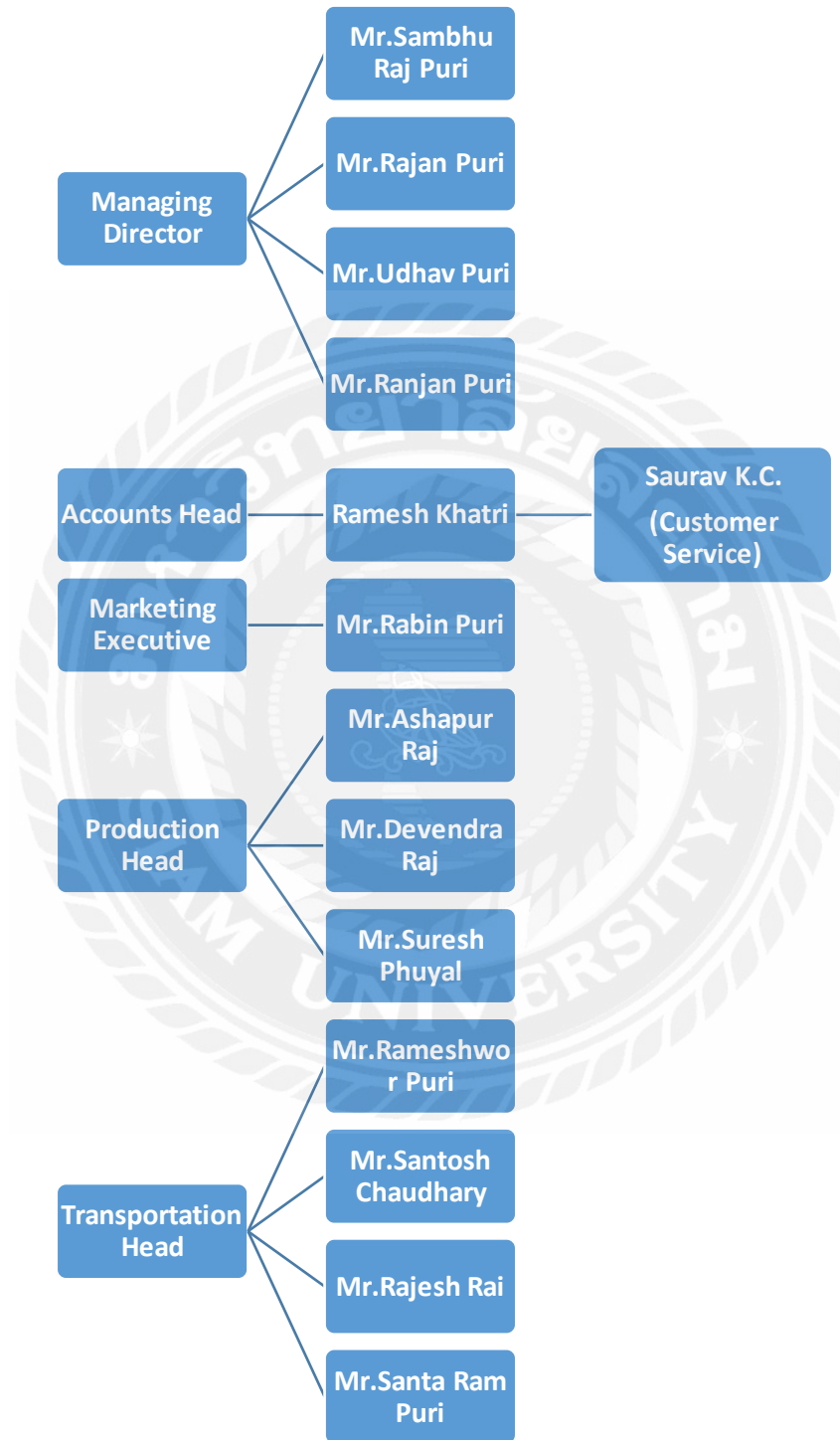


Figure 1. Organizational Structure

MANAGING DIRECTOR

- Mr. Sambhu Raj Puri
- Mr. Rajan Puri
- Mr. Udhav Puri
- Mr. Ranjan Puri

ACCOUNT HEAD

- Mr. Ramesh Khatri

MARKETING EXECUTIVE

- Mr. Rabin Puri

PRODUCTION HEAD

- Mr. Ashapur Raj
- Mr. Devendra Raj
- Mr. Suresh Phuyal

TRANSPORTATION HEAD

- Mr. Rameshor Puri
- Mr. Santosh Chaudhary
- Mr. Rajesh Rai
- Mr. Santa Ram Puri

CUSTOMER SERVICE

- Mr. Saurav K.C.

Departments in Panchakanya Feeds

As other feeds industry, this company has 4 different departments. They are:

- Customer Service Department
- Revenue Department
- Account Department
- Administrative Department

Customer Service Department

The Customer Services department provides support, interaction, and communication for its customer. Customer Services works with individual customers and departments to meet customer needs, providing expert assistance and service management. Customer Services is composed of many of the customer focused units. Customer Services includes internal services, such as financial services, including customer billing.

Customer services have been created to increase efficiency of problem resolution, improve high-level support of customer's projects, and help clarify customers seeking assistance for specific needs. They are the owners for developing company.

Its functions are:

- Get a brief about the customer and their needs.
- Manage customer relations.
- Maintain cordial relationships with old accounts to hold them.
- Locate, identify, contact and attract new accounts. Plan customers' accounts. Negotiate terms and conditions for new accounts.
- Plan, organize, coordinate and control flow of work of different departments to meet deadlines. Work as a traffic controller

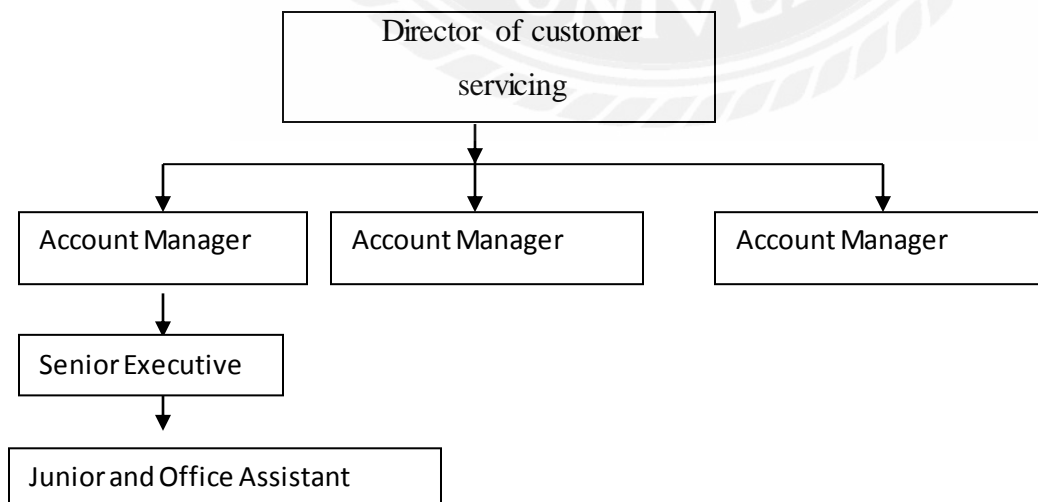


Figure 2. Customer Servicing Structure

Revenue Department

The revenue department is the source where the revenue is generated from the customers for the work done. The revenue department solves the financial problems of the organization.

The functions are:

- After the work is performed the revenue executive collects the revenue from the customer on specified time.
- Revenue Executive must act accordingly to the Debtor's List provided by the Account Department.
- Revenue Executive must talk politely with the customer during the interaction with each other.
- Revenue Executive must tackle the problems that are occurred while dealing with the customer.

Account Department

Finance department deals with all the accounting system of the agency and manages the budget and checks all the necessary transactions that take place within the agency.

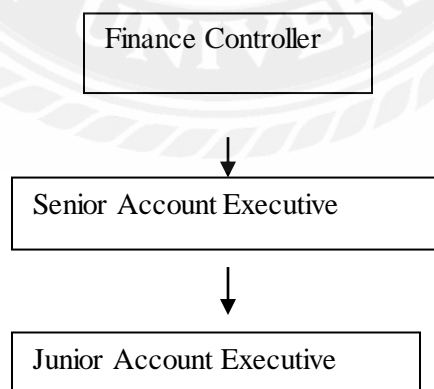


Figure 3. Structure of Account Department

Administrative Department

It is concerned with the administrative support to facilitate the work of other departments of feeds industry. It keeps the accounts, bill the client and make payments.

Its functions are:

- Manages vehicles.
- Manage human resources of feeds industry.
- Carry out financial management of feeds industry.
- Keep equipment and facilities properly maintained.

1. Manages Vehicles

In administrative department it supports managing vehicles of the feeds industry. It gives transportation department how to deliver the product and when to deliver as well as when to deliver.

2. Manage Human Resources of Feeds Industry

Administrative Department manages human resources for Panchakanaya Company so that the company production department or any other department may not be effective.

3. Carry Out Financial Management of Feeds Industry

Administrative Department deals with the financial management of the company so that cash management is done in systematic way.

4. Keep equipment and facilities properly maintained

Management of equipment and facilities maintained so that the company may not face the problem of equipment in future and the facilities of staff is also maintained in Administrative Department.

1.3 Statement of the report

This report focuses on the role of customer service department and revenue department in a feed manufacturing company like Panchakanya feeds. The report showcases my learning and growth throughout the internship period. This report is about how I was able to learn new things every day in my internship and how it opens my mind regarding the importance of

communication and providing the best qualitative service possible for the business stakeholders. My time here has also made me become a better professional for which I would like to thank KCM and Siam family for providing the opportunity.

1.4 Objectives of the Study

The main objective of the internship program is to explore the practical knowledge and gain practical experience about the functioning of an organization. The specific objectives of the study are mentioned below:

- To know about the current scenario in feeds industry.
- To know about functioning and development feeds industry.
- To analyze about the importance of marketing and customer department.
- To communicate and interact with the supplier, dealer and prospect.
- To understand the customer's perception regarding feeds industry.
- To learn about the difficulties and the techniques regarding the feeds industry.
- To develop the interpersonal communication skills while interacting with the customers in the organization and in the field.

1.5 Roles and responsibilities of student

Working in Panchakanya as an intern in the Customer Service Department and Revenue officer got an opportunity to learn many things and grasp new ideas and techniques in the sector of Feeds industry. Intern assists in the day to day activities done in Customer Service Department. Working in the customer service department and revenue officer got chance to learn, customer service, cash collection and the response of the customer towards Panchakanya. The following activities were done during the internship period:

- Dealing with the customer and keeping the records of customer response.
- Keeping the record of the raw material supplied from the dealers.
- Collecting cash in weekly basis (i.e. in 1st week going Kalimati area where the chicken is supplied, 2nd week Sitapaila area, 3rd week Koteshwor area, 4th week Baneshwor area, 5th week Chabahil area, 6th week Kalanki area, 7th week Satdobato area).

- Creating smooth follow of all the department like checking the entry and exist of other staff in the company.
- Handling complains of staff by informing to the management of the company.
- Informing customer as well as transportation head to take delivery of feed for chicken.
- Prospecting and follow up.



Chapter 2: Internship Activities

2.1 Assignments and responsibilities of students

Working in Panchakanya Feeds as an intern in the Customer Service Department, got an opportunity to learn many things and grasp new ideas and techniques in the sector of feeds industry. Intern assists in the day to day activities done in Customer Service Department.

The activities done in Customer Service Department are as follows:

Processing of Customer Details

The steps involved in the processing of the Customer detail are mentioned as follows:

- Firstly, the customer service executive and the customer interact with each other through meeting, telephone conversation.
- Then the customer service department collects the necessary information's for preparing the details of customer.
- The client service executive sends the details to the top management through computers.
- The top management overlooks the details and gives the correction if it not favorable or approves it if it favorable.
- The top management corrects the detail so that record may be effective in future.
- Then the details is forwarded to customer department for entry to the record book.
- The customer service department plays a vital role from the processing of detail for the future benefits.
- Lastly, the estimate cost prepared by the customer service department is handed over to the account department for the billing purpose.

Dispute Handling:

As we know that not every customer can be satisfied. No organization can make every customer satisfied. So there always occurs dispute handling, so for those entire dispute handling also customer service is needed because they are mainly made for the customer handling.

- **With Dissatisfied Customers**

Every organization faces the problem of unsatisfied customers. So customer service department has to face those customers and have to handle those customers. So different services are needed to be provided for those customers who are unsatisfied with the company for its work done or with the work they are doing.

- **Customers Appraisal**

To check what the reaction of the customers for the work is they have done, and if the customers are satisfied with the work done by the customer service department.

Coordination:

Coordination is the most important thing which any organization customer service has to do with full importance. If there is no coordination with customer, then the customers might be able to come to that organization again for the work. Coordination with customers or the management or any department is important for the customer service desk to make customer satisfaction.

- **With Customers**

Coordination with customers is very important because they are the one who will make the organization run. Coordination with customers plays a vital role for any organization. Customer service should look for what client have come for the organization and should help in every aspect of work of the customers and every service what customers want from their organization.

- **With Management**

Coordination with management is also another important field which customer service has to look after. Customer service have to coordinate with management so as to know the limitations of services provided, rules and regulations of the organizations and about the feeds industry for what they are made of and how to serve the customers for their works.

Functional Coordination:

Coordinating with other functional departments of the organization had been one of the most important tasks of all. Coordination evoked out more efficiency and work effectiveness among other staffs in the organization.

- **Coordination with Production Desk**

Production always had to be consulted about the quality of product so that the production head may also fulfill the requirement of the company and customers.

- **Coordination with Revenue Desk**

Coordination with the revenue desk about the daily releases of products in respective market had to been done for timely collection of the revenue from the customers. This has been a very crucial part of revenue job as the revenue officers are well informed about the schedules of the products releases.

- **Reporting Jobs**

All the above tasks while being done and after completion had to be informed to the top management for analysis. This had some significant benefits too. The management would assist the customer desk in planning and strategy building for the customers

Chapter 3 identification of problems encountering during the internship

1.1 Indicate how you successfully solved the problems

I had already worked as an intern in customer department of Laxmi Bank in the past but never as a revenue officer in a manufacturing company, so this was a new challenge to me and I had to tackle few problems in the early days of my intern. In the initial days I had problems connecting to my coworker due to big age differentiation. Gaining trust and confidence of my job supervisor was very important but difficult for me. The communication gap between different departments like production, HR and administration department was not so strong. And also there was no record keeping of people getting and out of warehouse. Pitching my ideas and views to my elder coworkers was also not so easy for me.

To successfully encounter these issues I had to strictly follow the work ethics there and get familiar to the working environment. Reporting all the activities of the day and learning from the feedback of my supervisor helped me gain confidence and trust from people working there. . I created a record of people coming and out which limited the frequent in and out flow of people in the warehouse. Overall every people working there were very supportive towards me and helped me fulfill my duties efficiently.

1.2 Provide some examples

As mentioned above I was assigned varieties of task to induce and improve my learning there as an intern. One of the remarkable work that I did there as an intern was: There were vehicles coming in from different parts of the country carrying variety of goods making a hectic inflow and outflow of people in the factory. I was asked by my supervisor to look after the loading and the unloading of goods so I created a systematic solution where people coming in would have to sign in before entering and leaving. This helped us keeping tracks of all the inflow and outflow of people and vehicles in different times of the day. This also improved the efficiency and delivery time of some vehicles as trucks could no longer stall around on their way to work since Panchakanya now has the track record of their arrivals and departures. Apart from this some of the areas where I helped the organization solve its problem are customer appraisal, prospecting and follow up to name the few.

Chapter 4: Contribution and learning process

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

Working as an intern at such an old manufacturing company like Panchakanya was hugely beneficial to me as I gained practical insights on production line, dealing with suppliers and customers and most important of all on management of human force inside an organization. I was taught and assigned varieties of tasks which I believe I did well. The employees used to have very hectic and busy work days and as an intern I was able to reduce that workload of the employees.

The contributions I made were in customer department and revenue department. Interacting with different individuals and flowing the messages from lower body to directors was my main task as an intern. I tried to make sure every worker in factory were satisfied with their jobs and performing at their best. I had equally good relationship with workers as I had with my seniors.

My experience at Panchakanya was fruitful for me and I made sure I gave my best every day. The work there was challenging for someone like me, new to an industry. My deepest gratitude to Panchakanya family for accepting me as their intern and guiding me through my task. I believe I had a positive impact, I can say this due to the promising feedback I got from my job supervisor and workers who were always there for me till the end.

Thus, I believe I was able to make small but important contributions to the company I worked as an intern.

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

Some of the related learning process and new knowledge that I received while working in this company is that I had very little idea about how a manufacturing company works and now by the end of this internship I have much clearer idea of how does a top manufacturing company works. I have acquired the knowledge about what the dealers and suppliers require and expect. I have realized the importance of relationship management with business clients. Every department in an organization is equally important and must coordinate together for the betterment of the company.

Some of the jobs that was new to me and new knowledge I received as intern at Panchakanya are as follows:

1. Collecting Revenue

When the revenue is ready than the Customer Service Department handovers the place to collect revenue. Revenue collection is done in weekly basis (i.e. in 1st week going Kalimati area where the chicken is supplied, 2nd week Sitapaila area, 3rd week Koteshwor area, 4th week Baneshwor area, 5th week Chabahil area, 6th week Kalanki area, 7th week Satdobato area).

2. Discounts, Payments Schemes

All the discounts that are allowed to the customer for the product they are coming for and about all the payment schemes should be clearly informed to the customer. There are varieties of discounts schemes for the customer. So every scheme should be clearly informed to the customers.

3. Coordination with Revenue Desk

Coordination with the revenue desk about the daily releases of feeds in respective customer had to been done for timely collection of the revenue from the customers. This has been a very crucial part of revenue job as the revenue officers are well informed about the schedules of the pricing releases.

4. Entry and Exit Record

When the suppliers and dealers contact to Panchakanya Customer Department does the entry and exit of raw material, chick's entry, feed supply to customer. So, record should be managed for future losses and conflict with customer.

5. Record of Vehicles

All the vehicles that bring the raw materials should be first entered in the record book. Than after all the raw material is store th99an exit time should be recorded. So the suppliers be clear about the time taken to reach the manufacturer.

6. Record of Raw Materials

All raw materials that are ordered with the dealers are record in the quantity basis. After the raw material is entered than it is recorded for manufacturing purpose.

7. Record of Chicks Supplied

All chicks supplied with the dealers are entered in record. Chicks are supplied according to the customer demand. Customer demands are record than the chicks are provided to customer.

8. Prospecting and Follow up:

Prospecting for new customer in the market among the potential customer appeared to be the most crucial job as a marketer in the office. Prospecting included several methods like direct phone calls, client visits, public relations etc. But the major jobs are

- **Direct Phone Calls**

Direct phone calls to the customers through provided database of potential customers had been done on a daily basis according to call schedules. This job included phone calls to the corporate houses and also small business firms.

- **Prospects' Profiling**

Profiling the prospects according to the company names, the concerned marketing authorities/executives, the company phone numbers, the company address, phone numbers of contact persons and their current suppliers and dealers used to be the job in this section of marketing activities.

- **Call for Appointments**

On the basis of collected information regarding the new and current customers, several phone calls and had been done to fix appointments with those.

- **Receiving and making calls**

Receiving calls make know what the customers wants from the company and making the response of call which makes customers satisfied because its shows the responsiveness of customer by Panchakanya feeds.



Chapter 5: Conclusion

5.1. Self-assessment as a professional

In this 7 weeks long internship I was able to grow professionally as well as personally. This internship was like a reality check for me, where I could know my strengths and weaknesses. I had to do many tasks and actions which were outside my comfort zone and I believe this what I believe has helped me grow.

Working in agency had always been an interest for me and this internship definitely show me the first had experience of working in an agency. This was a new experience for me but I hope this internship will help me a lot in my professional career in the future. Here I also learned about the practical skills of managing one-self, being a better communicator and a professional worker. Even though I was an intern, I always saw myself as an employee here and also got treated as an employee in the works I handled.

Here are still many places where I have to improve and develop various skills but I believe this internship has been a kick starter to my professional career.

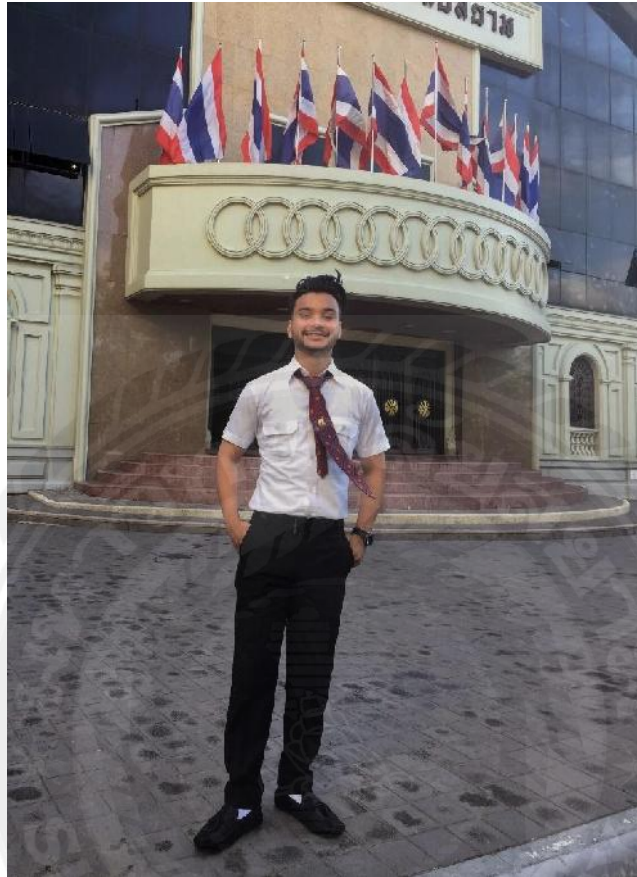
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