



# **Cooperative Education Report Brand awareness analysis adopted for Panchakanya Group**



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**Title:** Brand awareness analysis adopted for Panchakanya Group

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

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### **ABSTRACT**

This cooperative report entitled “Brand awareness analysis adopted for Panchakanya Group” has the goals to examine the potential marketing scope of reaching out to the company’s goals and objectives with proper customer satisfaction. Objectives of the study include: (1) To get an insight on how marketing works through analyzing the brands and promoting them through social media (2) To understand the working mechanism of the organization and its subsidiary company. Thus, this further helped me to gather the experience and familiarity with working environment to support the course of marketing specialization. With the company, I was assigned to work as a marketing associate in the department of branding. Main responsibilities are to get an insight on how business works in real world and how to interact with clients in the market, coming up with some innovative marketing strategies and campaigns ideas for promoting the product in the market in order to increase sales and researching upon the possible opportunities that could be implemented by the company in their near future. Upon the completion of the internship, it was found that the problem was resolved by means of market research and implementing the feedbacks received from the customers. In this matter, student is able to learn more about identifying the exact market scenario of Nepalese market and dealing with the customers in real business world. This is very important for future career, development and profession.

**Keywords:** Brand, Promotion, Social media, Responsibility

## Table of Contents

### List of Figures

Acknowledgement .....	6
Introduction .....	7
1.1 Company Profile:.....	7
1.2 Organization Structure:.....	9
1.3 Statement of the Report: .....	10
1.4 Objectives of the study:.....	11
1.5 Internee main roles and responsibilities:.....	11
Chapter 2 .....	13
Internship Activities .....	13
2.1 Assignments and responsibilities.....	13
Chapter 3 .....	24
Identification of problems encountered during the internship.....	24
3.1 Problem Solving: .....	24
Chapter 4 .....	26
Contribution and learning process .....	26
4.1 Contributions made during internship .....	26
4.2 Details of learning process and knowledge received:.....	29
Chapter 5 .....	30
Conclusion.....	30
Annex .....	31
References .....	37

### **List of figures**

Figure 1.1: Organization structure

Figure 1.2: Sample of designed calendar for promotional activities

Figure 2.1: Official page of the company's website

Figure 2.2: Sample of designed flyer for promotional activities

Figure 2.3: Sample of designed flyer for promotional activities

Figure 2.4: Sample of drafted employee handbook for the company

Figure 2.5: Sample of drafted welcome kit for the new hires of the company

Figure 3.1: Sample of the drafted newsletter

Figure 4.1: Picture taken with the company's director Nitisha Shrestha (in the middle)

Figure 4.2: Picture taken with our supervisor and Brand Head Vishal Surana (in the middle)

Figure 4.3: The Branding and Marketing Team

Figure 4.5: The Branding and Marketing Team

Figure 4.5: Picture taken while conducting survey

Figure 4.6: Working space

## Acknowledgement

Furthermore, I would like to thank Siam University and Kathmandu College of management for giving me such an opportunity to work at different companies and fields each year which gives us a golden chance to enhance our interest on different fields and know our exact career goal.

I would also want to thank the company's director Miss Nitisha Shrestha and my supervisor and Brand Manager Mr. Vishal Surana for giving me the chance to be a part of their company and work with them at the level of other employees. Their constant guidance helped me to gain proper knowledge and work with an easy manner along with comfortable working environment. Also I am grateful to all the staffs of the organization for the friendly environment that made the learning process even more smooth and effective.

Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to become a part of this program. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period and encouraged me throughout my working days.

## Chapter 1

### Introduction

#### 1.1 Company Profile:

Panchakanya Group (PKG) is the one of the leading companies of Nepal. For the past 46 years, it has prevailed in the field of manufacturing and sale of construction materials. It has always thrived to the success of standing ahead to become an outstanding leader in the infrastructure development sector of Nepal. The Group has carved an unforgettable imprint in the minds of many Nepali consumers with its products that are reliable, durable, and affordable. The brand „Panchakanya“ has established itself as a leader in every market that it has chosen to enter and excellence has become its tradition. Its success can be attributed to its quality products, manufacturing standards, rendering quality services to customers, using resources efficiently and in an environment-friendly manner, and by understanding and adapting to the ever changing market conditions and demands. Another milestone in these years of establishment is the number of employees that has increased in strength. Thus, the group has always lived up to its slogan „Always first, Always ahead“

In the beginning, PKG had less than a dozen of employees, and now it employees“ are more than 1000 people who are directly and indirectly helping the company enter a new front towards newer successes. There are various products that are being manufactured within the organization. Some of the products manufactured by Panchakanya Group are: Fe-500 TMT steel bars, wires and nails, HDPE pipes, PVC pipes and fittings, PPR pipes and fittings, CPVC pipes and fitting, stainless steel water tank ready-mix concrete, bitumen and barrels, LPG gas cylinders. According to the chairman of the company Panchakanya was the first ever company in Nepal to acquire the license to produce stainless steel tank. The group was also the first one to receive quality certification in Nepal. Further, the company has been awarded with NS Quality Awards in 2012, 2008 and 1999. Likewise, the team also has various ISO quality certificates. The group has always introduced products in Nepal that are new to the market catering to consumer demands.

Panchakanya Group stands as a pioneer in introducing Thermex TMT technology, ready mix concrete, and CPVC pipes and fittings into Nepal. Panchakanya Group is involved not only in

the production of materials required for the nation's infrastructure development but also in various other business ventures. Panchakanya Housing and Land Development Private Limited, scenic Developers Private Limited, Dynamic Builders Private Limited, Tej Construction Private Limited and Tej Aggregate Private Limited are companies that have also made their mark in the real estate business and other construction sectors. Similarly, Pexim International, Paka Overseas Private Limited, and Explore International have been largely involved in export and import and other business activities (Group, n.d.).

At Panchakanya, innovation and quality have always been the important drivers for growth and excellence. The Group has followed the practices to the most devoted international quality standards and specifications, both in operational systems as well as in its products such as Fe-500 TMT steel bars, wires and nails, HDPE pipes, PVC pipes and fittings, PPR pipes and fittings, CPVC pipes and fitting, stainless steel water tank ready-mix concrete, bitumen and barrels, LPG gas cylinders. Today, Panchakanya Group has earned a reputation as a leading industrial and trading house in the country with its brand name gaining high premium in the market. Panchakanya Group, with its strength and standing, is marching forward for a better tomorrow since the time it started.

The team provides the customers with a convenient one stop solution to all the construction needs of the consumers. Around almost 80% of the group's specialization and focus is in the construction material production. Among all, steel is one of the major products of the group. The installed production capacity of steel is 80 thousand metric tons and the group is utilizing up to 70% of total capacity. The different products of the group are marketed and traded through a single dealership. The group has around 150 dealers across the country.

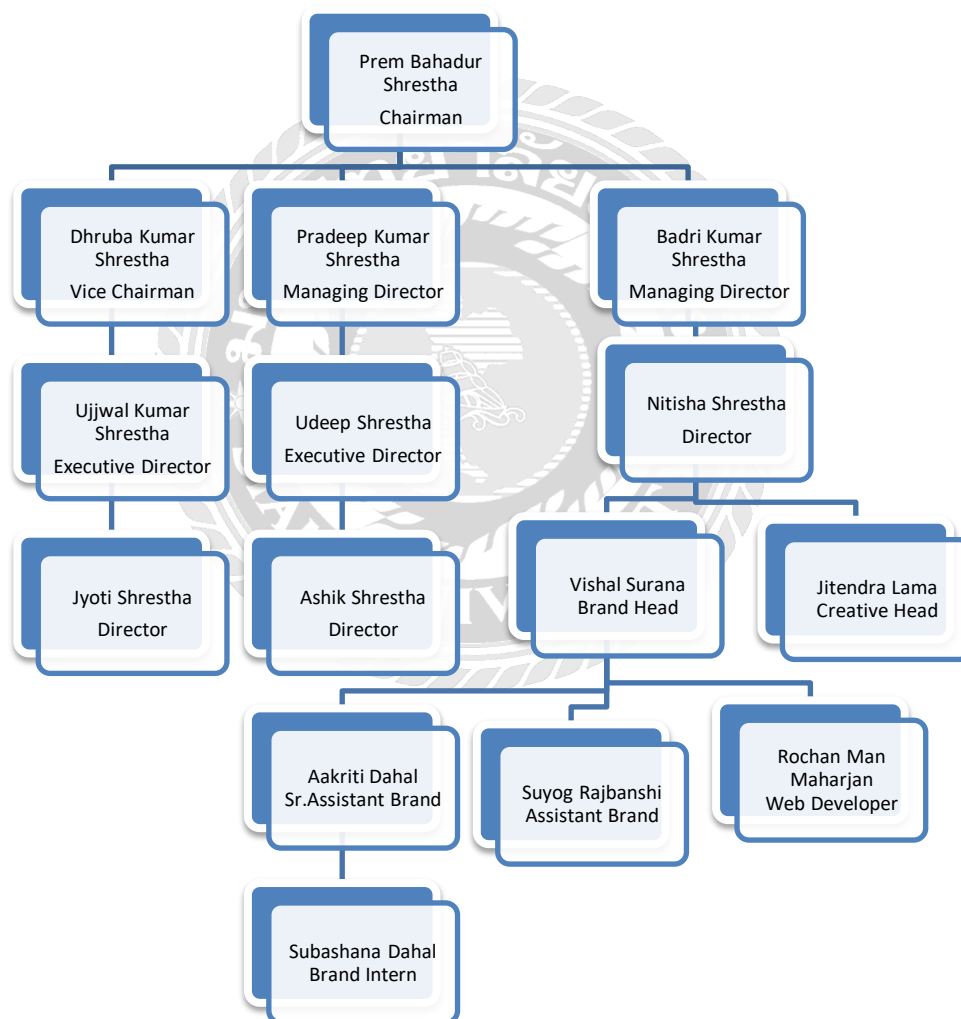
Likewise, among all the successful subsidiaries and other businesses of Panchakanya Group it also owns a service based online website named „Bhetayo“ (Found: translated in English) which provides various services like plumbing, electrician, carpet cleaner, technician, IT & Education, dog trainers, fitness trainers, yoga trainers, home catering, photographers, pest controller and many more. It enables users to find the suitable service professionals for their requirements with the largest database of service providers in Nepal with just one click on a button. People can register or log in in the website either as a service provider or a service seeker. The website's



mission is to connect service providers with the customers and fulfilling their needs. And its vision is to become Nepal's most visited and used service based website with proper customer's satisfactions.

Not only does the brand strive to satisfy the customers through high quality products provided to the customers but also considers environmental policy as the key element of the corporate philosophy. The company is highly committed to reduce environmental impact through intelligent design, conservation, and recycling.

## 1.2 Organization Structure:



**Figure 1.1:** Organization Structure

### 1.3 Statement of the Report:

Nepal is a developing country with different opportunities but due to the political disrupts and crucial condition, Nepal is still facing lots of obstacles in inventing a strong business base in many business sectors. Thus, focusing into such problem Nepal has stepped in into the better business environment of steels and plastics through Panchakanya Group.

Likewise, since there are lots of critical conditions that are faced by Nepal it is important for the nation to adopt some appropriate marketing strategies. A marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides (MSG , n.d.). It stands out as one of the most useful factor for enhancing the workings of any company.

And also due to the low population of Nepalese market it becomes inappropriate for the international companies to invest in such markets and due to this the local players of Nepalese market has the huge opportunity to take over the section and create a history in the world of business with a proper and effective use of various suitable marketing strategies such as; branding, advertising, use of social media, understanding search engine optimization (SEO) and so on.

Marketing strategies also helps the company to enhance because it will have the advantage of growing big due to the new and innovative business ideas and its proper promotion (LYFE Marketing , n.d.). In today's era the social media platform is stepping into the whole new revolution which is applied almost by half of the companies all over the world. Marketing strategies such as branding and advertising helps the company to stand out higher in the eyes of the potential customers as the people in the market becomes more aware and updated regarding the products and services provided by the company (pacific, n.d.).

Thus, in order to design the marketing strategies there are some of the important factors that should be looked after. Such as; choosing the target market (Whom the company wants to sell their products?) and gathering the marketing mix (product, price, promotion, and place). Thus, proper marketing strategies are important to the company due to the following reasons:

- Marketing strategy provides an organization an edge over its competitors.

- Strategy helps in developing the goods and services with best profit making potential
- Marketing strategy helps in discovering the areas affected by organizational growth and thereby it helps in creating an organizational plan to cater to the customer needs
- Strategy ensures effective departmental co-ordination

Another important factor is to invent several subsidiaries by exploring the market and customers' needs and wants. More the branches of the company more will be the power of the company. A company with various product varieties is always preferred by the customers. The different varieties of products allow the customers to choose between the available options. This method will also help to analyze the customer reaction and interpretation better which further helps the build the market scope.

#### **1.4 Objectives of the study:**

The primary objective of the study is to get practical exposure to the functioning of the business organization there by understanding the challenges faced by the organization in the real business environment and learning to deal with the real management problems through various managerial skills. It is the chance given to the student to socialize in the organizational environment and to know how business is done in the real world. However, the objectives of the study are as follows:

- To analyze the brands and promoting them through social media.
- To get adjustable to the working mechanism of the organization and its subsidiary company
- To identify the existing competitors along with the SWOT analysis.

#### **1.5 Internee main roles and responsibilities:**

I was assigned to work in the branding and marketing department. The works I had to perform were related to the branding and marketing the company's product into the market among the potential customers. The main goal was to sustain and develop the brand name of the organization and its subsidiary company though the use of social media.

Ensuring the promotion of all the products and services contributing to the sustainability and greater good of the society was another responsibility that was to be performed during my working days.

Time management was always a first priority. At the very first I was assigned to gather the knowledge and information about the products of the company, market survey was followed further along with competitor analysis, news letter writing and report writing on various topics assigned. Thus, every works had its deadline and had to be completed within the given time and in this case I presented each assignment on time with proper research upon the works handed. For the correct and timely fulfillment of my works I made a systematic calendar for proper completion of all the tasks. Here is one of sample of the designed calendar.

The image shows a screenshot of a Microsoft Word document titled "Calender [Compatibility Mode] - Microsoft Word (Product Activation Failed)". The document contains a calendar for February 2019 and a list of promotional activities. The calendar is a table with columns for days of the week (Sun to Sat) and rows for dates. The activities are listed on the right side of the calendar, with some dates highlighted in the calendar corresponding to the activity dates.

February 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Activities listed on the right side of the calendar:

- 12<sup>th</sup>: Research upon Bhetayo (websites/ Facebook page)
- 13<sup>th</sup>: Competitors analysis/ Flyers designs/campaigns
- 14<sup>th</sup>: List of places to visit
- 15<sup>th</sup>: Preparation of questionnaires for survey
- 17<sup>th</sup> - 18<sup>th</sup>: Research on mileage cards/ customer ID
- 19<sup>th</sup>: Permission appointments from apartments /Recording feedbacks from previous customers or service providers through calls
- 20<sup>th</sup>-28<sup>th</sup>: Market visit with campaigns as mentioned in the draft

**Figure1.2:** Sample of designed calendar for promotional activities

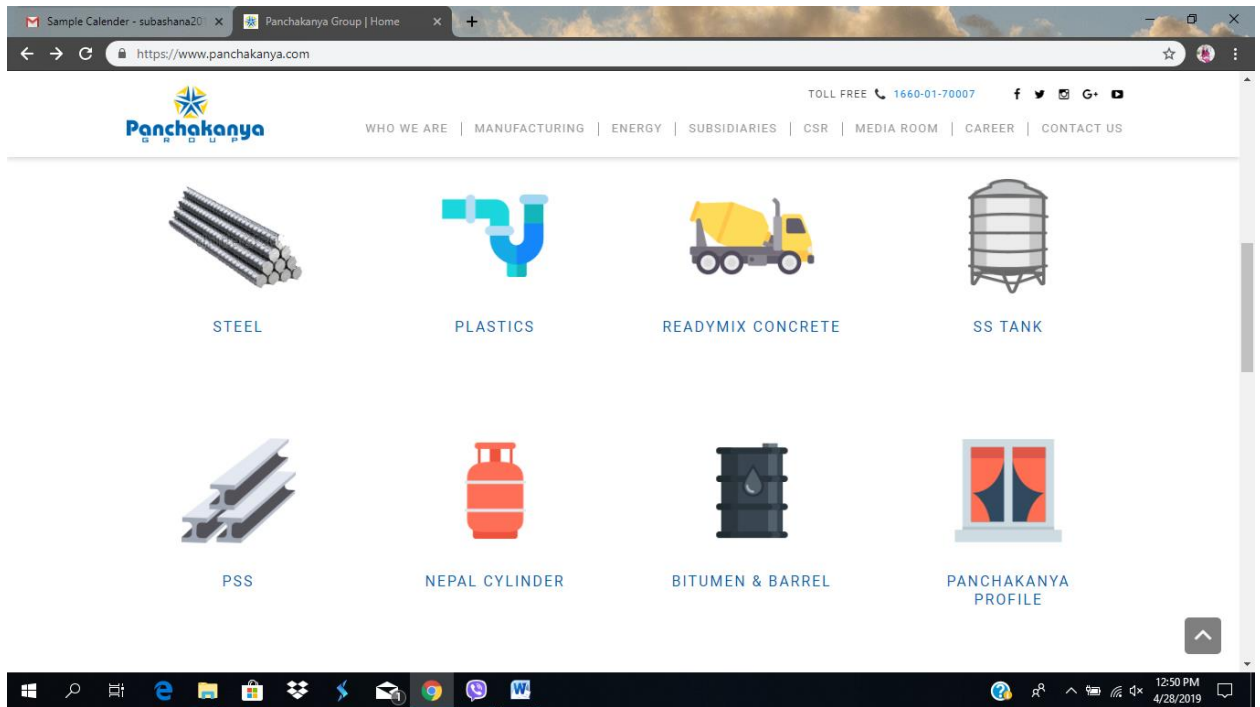
## Chapter 2

### Internship Activities

#### 2.1 Assignments and responsibilities

There were various different tasks that were assigned to me during my internship days. Some of the works were totally new to me. I learned a lot about different sectors of how a company works and how is it promoted among the customers. Thus, the works performed are explained in brief in the following points:

- A detail research upon Panchakanya Group:  
Before working in any company it is very important to gather knowledge regarding the particular company. An internee should have a brief knowledge related to the company's history and its working. Thus, the first few weeks were important for me to study in detail regarding the background, promotional strategies and other trading organizations of the company. This study helped me to know more about the organization like; Panchakanya Group (PKG) is a successful construction company since past 46 years with Nepal bitumen and barrel, Panchakanya steels, plast. Panchakanya ready-mix concrete, Stainless Steel Tank and many more. Likewise, I also got updated with its other trading organizations such as; Volvo Construction Equipment: Superior quality products, Official dealer of automobiles such as; Ducati, Benelli and BMW Mottorad. This made me more familiar and adjustable to the company's offerings and the works that were to be fulfilled.
- Gathering information and knowledge regarding the different products of the company:  
Another important factor for an individual is to have a proper knowledge about the organization's each product and the services provided during or along with their products. This works as one of the key responsibility for every individual working in any organization. Hence, from different sources of information such as brochures of Panchakanya pipes, supervisor, company's website I got detail product knowledge and I also got to know about the different ranges of the company's products and services. The information was gathered in detail from the official website of the company. Here is one of the pages of the official website of the company:



**Figure 2.1 :** Official page of the company's website

Reference: <https://www.panchakanya.com/>

- Competitor analysis:

Along with other works, the detail study regarding the existing competitors in the market is another important factor. Hence, I was also assigned to study in detail about the products like Fe-500 TMT steel bars, wires and nails, HDPE pipes, PVC pipes and fittings, PPR pipes and fittings, CPVC pipes and fitting, stainless steel water tank ready-mix concrete, bitumen and barrels, LPG gas cylinders, its placement, price and status in the market of the company's competitors and also to identify the possible opportunities that could be implemented in the near future. Thus, in the starting I had to study regarding the company's product like

1. Panchakanya pipes and fittings including:

- HDPE
- PVC
- PPR
- CPVC

2. Panchakanya Steels including:

- Fe-500 TMT steel bars

- Wires and nails
- 3. Panchakanya LGS (Light Gauge Steel)

- Newsletter writing :

A newsletter is a printed report containing news of the activities of a business or an organization that could be posted in social media pages and could be sent by mail regularly to all the company's members, customers, employees or people, who are interested in the working of the organization. Hence, the another important task was to write newsletters for company's different products like plastics, LGS (Light Gauge Steel), Ready-mix concrete, steels, Stainless Steels Tank, bitumen and barrel with a certain topics such as; Light Gauge Steels (LGS) for schools, Light Gauge steels for Military camps, Light gauge steels for Hydropower construction and so on.

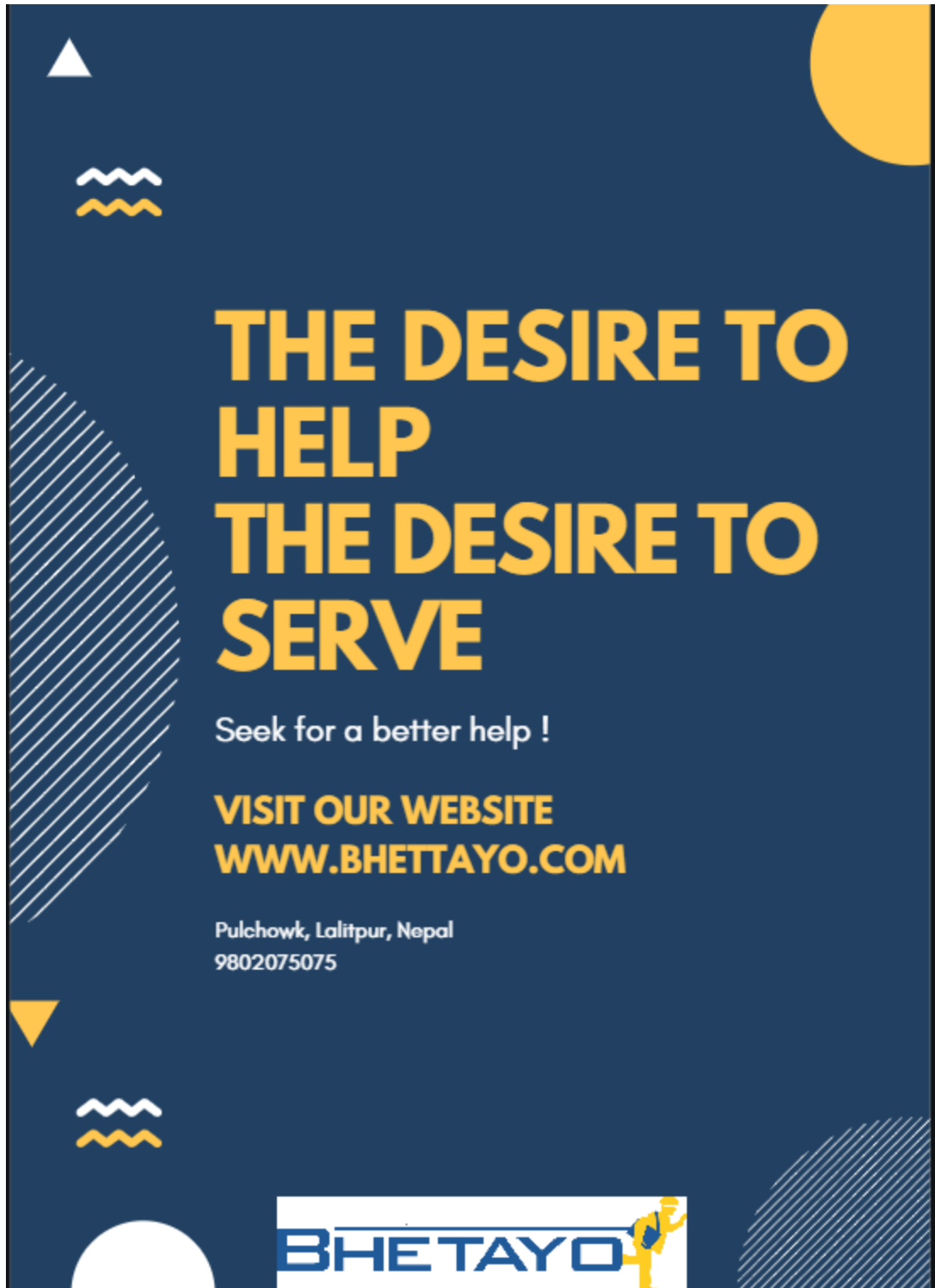
- Creation of promotional flyers for Bhetayo:

Furthermore, for promoting the website Bhetayo I had to come up with some creative and innovative flyers designs with appropriate tagline, sub line, creative images placement, content and context. The flyers were discussed by the team and with the majority the most appreciated flyers were chosen and printed out (The printed flyer is in Nepali language) for using them during survey and displaying on the most crowded areas. Here is one of the samples of flyers made for the promotional activities of the website:



**Figure 2.2:** Sample of designed flyer for promotional activities





**Figure 2.3:** Sample of designed flyer for promotional activities

- Market survey for customer feedbacks and interaction:

Survey is one of the most useful methods for gaining customers feedbacks and identifying the improvement areas of the company. Since I had been looking after the service based online website named Bhetayo (Found) I also had to conduct a survey for promoting the website and recording the feedbacks given by the existing customers. I had to draft some convenient survey questionnaires targeting the existing customers along with the potential customers for the website. Both the online and market visit survey questionnaires were drafted. The online survey was circulated among the people through social media pages like Facebook and E-mail. Furthermore, I also visited several markets like hardware shops, pet store, fitness centers, tuition centers, restaurants, etc. and registered an account for service providers. During the market visit the flyers were also distributed with an oral explanation of the website and its benefits.
- Generating innovative campaigns ideas for various events of the company:

Since Panchakanya Group is involved in other businesses as well the products and its placement in the market had to be promoted to make the customers aware about the product's existence. Thus, for this several innovative campaigns ideas were to be generated. Further, the drafted campaigns were discussed by the board's members and with a high majority the most convenient campaigns were selected that had the further planning for the implementation.
- Creation of advertisement ideas:

For several products promotions like steels, plastics, stainless steel tanks, light gauge steels (LGS) I was assigned to create advertisement ideas with content, tagline, creative image placement which were to be published in newspapers, magazines, prints ads, social media pages and so on (Kumar, n.d.).
- Identifying the most crowded areas inside and outside the valley:

The places with greater footfall especially famous places of Nepal were listed out to showcase the product placement and for the promotional activities. Higher the flow of the people higher will be the awareness of the product among the potential customers.
- Identifying the local influencers around Nepal:

Influencer marketing is another useful way of marketing products in the market. It is the process of identifying individuals who create high impact conversations with ideal target

audience. It is like people talking to people not company talking to the companies. Hence, I had to identify the local influencers of the seven different provinces of Nepal. The local influencers had to be such people who is respected and authorized by the people of the society. The contact details, location and status of each local influencer were recorded and further they were contacted to ask for their permission to get featured in the company's advertisement within their society.

- Identifying influencers of schools and colleges:

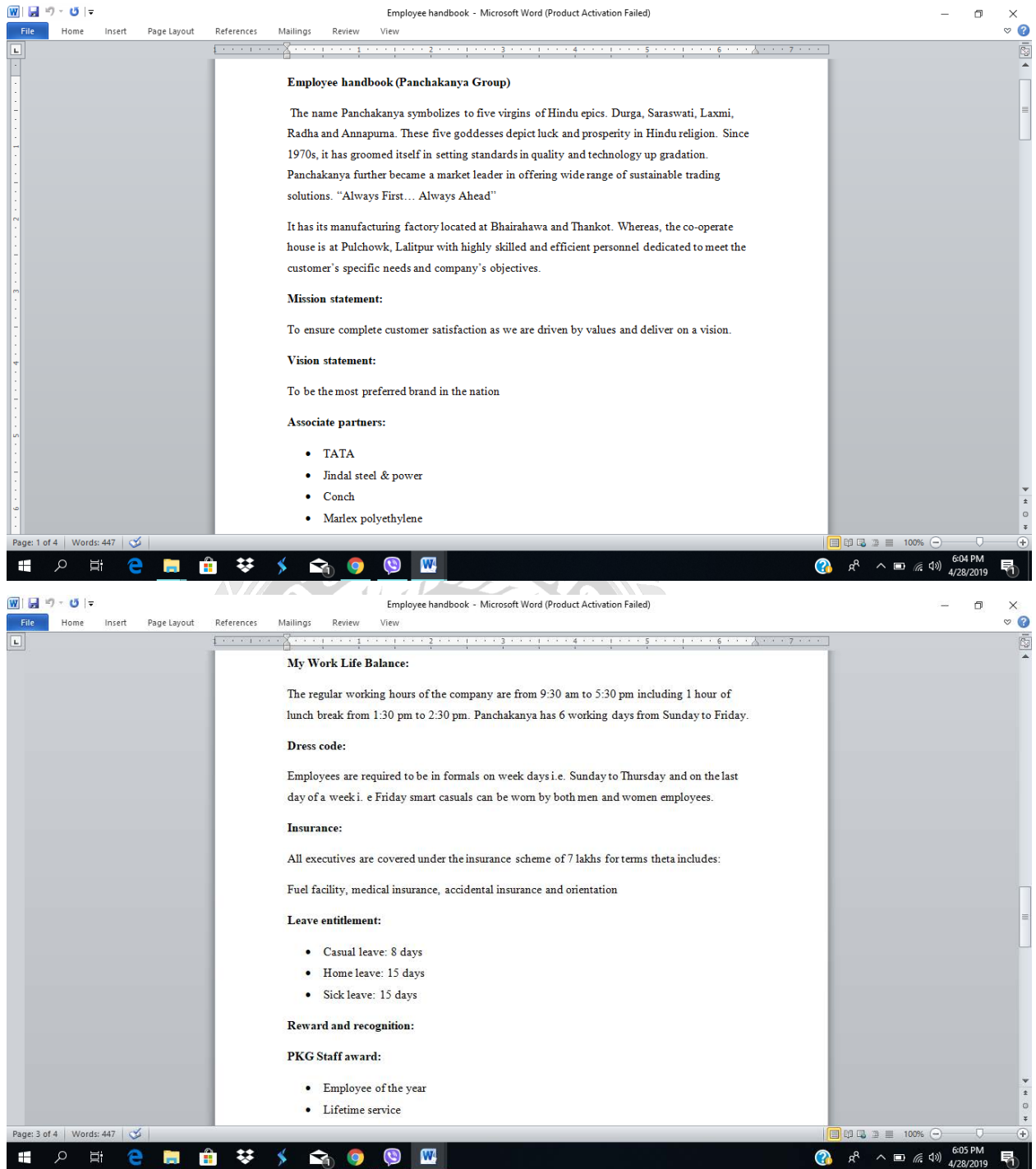
Along with the local influencers of a community, famous and respected students of any schools and colleges could also stand out as a proper influencer among the potential consumers in the colleges' areas. Thus, for this I had to identify the famous schools and colleges around Nepal and the authorized students of those colleges were identified with some personal links and research. During the research the student's contact detail, name of colleges/ schools, location and status were listed out for further connection.

- Problem screening regarding the online website Bhetayo (Found):

Since, the website Bhetayo had less promotion and awareness among the people due to the less effective team I had to identify the problems that arose while using the website. The problems were listed out and further it was presented in the board meeting with the team member of the website creator named Long tail and the director of the company Panchakanya Group. During the meeting I also had to present a power point presentation which included the website's competitor's analysis, possible opportunities and future implementation along with the SWOT analysis of the website.

- Drafted employee handbook for the new employees in the company:

Employee handbook is a proper guidance for the new employees of the company. The handbook gives a certain confidence to the new hires to get adjusted within the organization. Hence, I was assigned to draft an employee handbook. I was provided with the total information regarding the company and a format for creating employee handbook. According to the topics appointed including the information and policies of the company a proper employee handbook is being finalized and will be printed in the near future. Here are some of the samples of drafted employee handbook:



**Figure 2.4:** Sample of drafted employee handbook for the company

- Report writing:

I was also assigned to write a detail report upon various topics like; agriculture marketing and its scope , wedding suppliers market and its scope, dry fruits market and scope and educative material for kids market and its scope all in context to Nepal.

- Drafted events for the festivals within the company:

As Nepal is a country full of different festivals, every festival is celebrated in the organization. Hence, new innovative celebrations ideas were generated that could be followed by the company in every festivals. Each festival had different celebrating ideas.

- Drafted tentative interview questions for Board of Directors of the company:

Several tentative questions that could be asked to the Board of Directors of the company for publishing in the manual book of the company were drafted. The questions were drafted by studying the company's background and different kind of suitable questions were drafted to the different positions of the board members..

- Drafted welcome kit for the company's new hires:

Welcome kit is an important way for welcoming the new employees. After all employees satisfaction leads a company to the better place. Thus, I created some of the ideas that could actually welcome the new hires in a positive ways. The welcome kit included the policies and useful assets that could possibly be provided to the new employees by the company. Thus, here are some of the samples of the drafted welcome kit for the new hires of the company:

Employee welcome kit - Microsoft Word (Product Activation Failed)

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**Employee welcome kit:**

The most common elements for welcome kit are:

- Welcome letter
- HR Documents
- Branded Merchandise
- Map of the company
- Company's mission and vision
- Schedule for new hire orientation activities

**Some of the possible welcome kit ideas that can be used for the new employees are:**

**1. Informative paperwork and guides:**

The new hires should always know about the company in detail. The paperwork and guides provides information that will help new employees adjust in their new workplace. Here are some of the guides that could be included:

- A print copy of the employee handbook
- HR forms like: employee contract, benefits forms, emergency contact form, company policies and acknowledgement, agendas for new hire's first day and first week at work.
- Organizational chart
- Office map
- An employee directory, including employee's : Phone number, email ,

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Employee welcome kit - Microsoft Word (Product Activation Failed)

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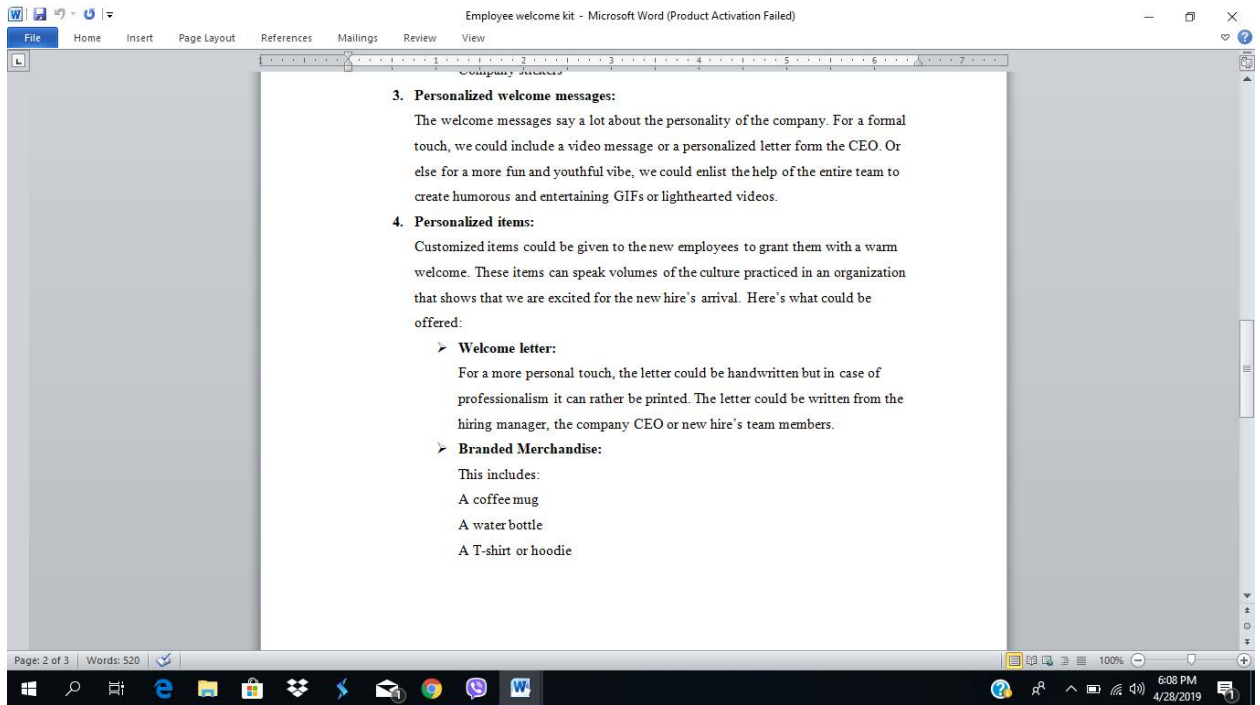
- A print copy of the employee handbook
- HR forms like: employee contract, benefits forms, emergency contact form, company policies and acknowledgement, agendas for new hire's first day and first week at work.
- Organizational chart
- Office map
- An employee directory, including employee's : Phone number, email , username and company communicating app

**2. Useful material and tools:**

Employees can be provided with practical items that they can use for daily basis. Such practical items could be:

- **IT hardware, including:**
  - Laptop
  - Monitor
  - Mouse

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**Figure 2.5:** Sample for drafted welcome kit for the new hires of the company

- **Bar chart for the company's products ranking:**  
A written survey was conducted to the users of plastics and steels. Thus, the results obtained by the survey were to be recorded and presented in a bar-chart format to identify the competitors of the company and the customer's preferences while choosing a brand.
- **Data entry for the list of plumbers :**  
I was given the data list of plumbers within the nation. Which were to be listed out in excel and make the record of the plumbers details and working position along with the firm's name.

## Chapter 3

### Identification of problems encountered during the internship

An internship program always leads an individual to new exposure and helps to begin with a proper career development. Thus, working as an intern and learning things, dealing with people in the market was a huge challenge for me as every task assigned was the works which i had never performed before. Though, the assigned works helped me to gain more experience and professionalism on working in any company. The work also taught me various things like how business works in a real world, how to face the clients in the market, what are the proper scenarios of Nepalese market and what are the further factors that can be implemented in the future. The learning process got tough everyday as it was my first time working in one of the top most construction company of Nepal. Overall, the company really helped me to grow as a professional.

#### 3.1 Problem Solving:

I was assigned to work as a marketing associate in the branding section of the company. I had to perform various marketing activities related to different products and services provided by the company along with a service based website Bhetayo. During the marketing activities I had to create several promotional advertisement ideas, campaigns ideas, survey questionnaires and many more for making the people aware about the products, services and existence of Bhetayo. This process actually helped the people in the market to know about the existence of Bhetayo in detail. Further, as a result the potential customers started to enquiry about the services provided in the website either through calling the official number provided in the website or communicating through the website itself. The websites official number was also handed over to me so that I could communicate with the customers orally. During this process I got frequents phone calls of some customers asking for a plumber, electrician, carpenter, home teacher and many more. While communicating with the customers I had to explain them about the services and the workings of the website and also sometimes I connected them to their preferred service providers by providing their details like phone number, address and the available time. Thus, the crucial part of this work was to identify the improvement areas of the website by noting down



the suggestions or feedbacks given by the customers. Also I had to visit various markets within Kathmandu valley to the places like hardware shops, pet stores, fitness centers, restaurants and so on in order to inform the potential customers regarding Bhetayo by providing the promotional flyers to the people in the market. Along with this I also created the online survey for recording the feedbacks and opinions regarding the service based website of the existing customers in the market. Here is the link for the online survey that was circulated to the people through social media:[https://docs.google.com/forms/d/1JIL7t4Uj-7E9inLqydVImKAP-qw4dYP72-LsfbQuoIg/viewform?fbclid=IwAR3ZtKeIQNsicDs4cOSCYzeU3KMW7YRVQ3lXTdb4N\\_Iy3eXjgz3EZCcN8KE&edit\\_requested=true](https://docs.google.com/forms/d/1JIL7t4Uj-7E9inLqydVImKAP-qw4dYP72-LsfbQuoIg/viewform?fbclid=IwAR3ZtKeIQNsicDs4cOSCYzeU3KMW7YRVQ3lXTdb4N_Iy3eXjgz3EZCcN8KE&edit_requested=true)

It was a tough task for me to perform every work assigned as a professional with less training and instructions. But with the help of my colleagues, guidance of my supervisor and self-encouragement I became confident on performing my works during the three months of internship period. Being adjustable and comfortable with the working environment of the company helped me to enhance my performance further.

One of the most challenging tasks that I had to encounter was to visit the different markets and deal with the clients around. For this task first of all I had to have a detail knowledge regarding the company so that whatever questions arose by the customers I could confidently answer them with brief knowledge. Similarly, the people behave differently which was yet very difficult thing to handle. Some of the people showing interest in the website services were easy to handle and to explain in detail but some of the people denying to know about the workings of the websites were very difficult to tackle with. Likewise, for the customers who prefer benefits more were to be explained with all the benefits provided by the website and during this task convincing them stood out as an another challenge. Furthermore, to tackle with this challenge I had to learn to be humble, patient and kind to all of the customers and gain their attention towards our works.

## Chapter 4

### Contribution and learning process

#### 4.1 Contributions made during internship

During my internship period I was given a great opportunity to know about the Nepalese market and ways to run a business and sustain in the real business world. Since, I was treated as in the same position to the level of other employees of the company I was able to work with the branding team to make sure that the works performed gives a positive output to the company and makes it run systematically with better management. Similarly, I was handed with a major responsibility of the company which was to handle the service based website Bhetayo examining all the problems arose and making it efficient to the service providers and service seekers. Bhetayo had lots of hindrance due to which it was not being operated properly in the market. Here, I had to make a proper effort on reaching out to the people regarding the website. Thus, as a result while examining the drawbacks of the website there were found many mistakes and factors that was necessary to get solved. The problems found were like; whenever a person tries to register as being a service provider they were to be sent a verification code through SMS or email but the verification code was never received by the registered person, while registering as a service provider entering their email addresses in the form was mandatory but the problem here was most of the local people did not had email addresses so it was impossible for them to register their name in the website and also while filling up the form for registration, edits on the information could be done as the information were shown as the already existed information. Therefore, for such problem the website's creator organization named „Long tail“ was contacted and a discussion meeting was held was I briefed regarding all the problems faced and why it should be improved. As a result, the organization further worked again in improvising the website and some of the problems were solved whereas, the remaining problems are still in process of solving.

Furthermore, I was assigned to write some newsletters for the company's products such as PKG Plastics, Ready-mix concrete, steels, Stainless Steel Tanks and Light Gauge Steel (LGS). This newsletter writing helped the company and the customers to know the benefits of the products into different sectors since the newsletter topics were like “Light Gauge steel for schools, Light

gauge steels for hydropower” and so on. In the newsletter the benefits of using Panchakanya products were briefed accordingly. Hence, as a result when the newsletters get uploaded in social media pages or in the newspaper when finalized, it gives an idea to the customers regarding the product and its benefits. Here is one of the samples of News letter writing:

**News Letter**

**Panchakanya Light gauge steels (LGS)**

Light gauge steel is a steel frame that is developed through cold formed process without the use of heat. The steel sheets have light weight that provides the consumers with a better quality house which is durable with low maintenance cost.

Along with this, the LGS takes lesser time for construction compared to any other conventional systems and is also resistance to devastating events such as; earthquake, fire and hurricane. Thus, these steel frames results in buildings that are more solid, rigid, stronger, and easier to build.

**Advantages of LGS:**

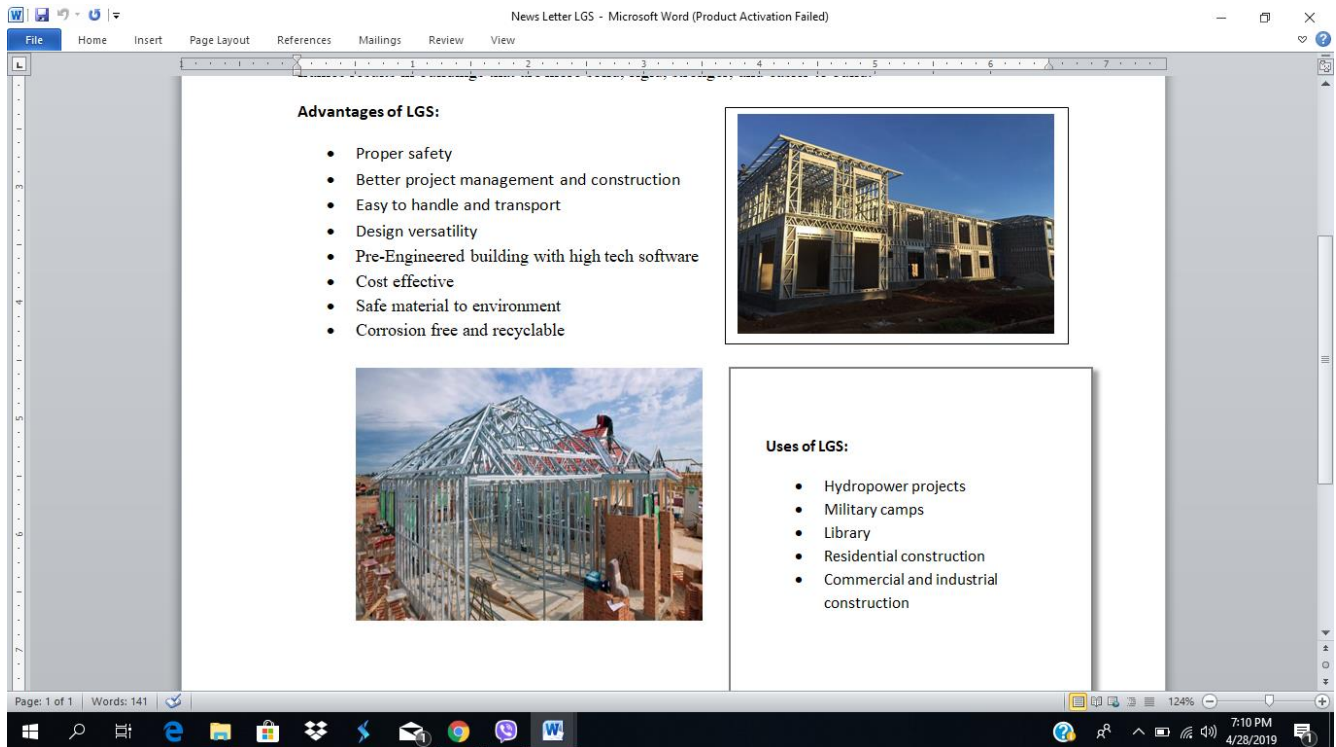
- Proper safety
- Better project management and construction
- Easy to handle and transport
- Design versatility
- Pre-Engineered building with high tech software
- Cost effective
- Safe material to environment
- Corrosion free and recyclable

The document also features two images: one showing a large LGS structure under construction at dusk, and another showing a close-up of the LGS steel frame against a blue sky.

Page: 1 of 1 Words: 141

7:10 PM 4/28/2019





**Figure 3.1:** Sample of the drafted news letter

Likewise, during the research upon the competitors of the company there were several factors that could be implemented in the company as well like; the reasonable pricing according to the features and benefits of the product and a proper and frequent use of social media pages like; Facebook and Instagram for the effective promotion of the products and services provided by the company

Furthermore, the list of local influencers drafted for featuring into the promotional advertisement of the company's problem helped the company to easily access with the listed local influencers and take their permission to get featured in the advertisement. Likewise, the innovative ideas for the CSR activities also helped the company to come up with one convenient idea for promotional activity.

Most importantly, conducting survey for the feedbacks of the potential customers actually helped the people in the market to know about the existence of Bhetayo in detail. Further, as a result the potential customers started to enquire more about the services provided in the website either through calling the official number provided in the website or communicating through the website itself. The website's official number was also handed over to me so that I could

communicate with the customers orally. During this process I got frequent phone calls of several customers asking for a plumber, electrician, carpenter, home teacher and many more. While communicating with the customers I had to explain them about the services and the workings of the website and also sometimes I connected them to their preferred service providers by providing their details like phone number, address and the available time.

Here is the link to official website of Bhetayo: <https://bhetayo.com/>

#### **4.2 Details of learning process and knowledge received:**

Interning at “Panchakanya Group” gave me an opportunity to test my true self and indulge in activities that helped me to groom into a true professional. It provided me with experiences, lessons, and the tools that I will need in the near future. This period provided me with the opportunity to grow and learn before fully entering the working world.

While working as an intern in this company it taught me a lot regarding my career sketching and how a business runs in the real world along with how to tackle the obstacles that lead in our way. This internship became an opportunity to test out all the skills that I had developed in my college days and see how they work further. Another most important thing I learned as an intern is the ability to speak with people in a professional setting. Customer handling, dealing with clients and vendors, having discussions with my supervisors and team members all gave a lesson as to how to talk and behave with the seniors.

Thus, I realized that it takes a lot of effort and patience for any kind of business to reach its highest peak. Along with time I learnt the different ways to promote a product as a marketer. The market visit and survey also helped me to deal with people around that have different queries of their own. The work also helped me to know that there are different aspects that affect a business such as the environmental factors, social factors, and political factors and so on. Overall it was a really helpful and effective experience that will surely lead me in the better paths of working.

## Chapter 5

### Conclusion

This three months internship program helped me a lot in the area of increasing the analytical skills along with the workings of a business in the real world. This also helped me enhance my confidence on talking to people in the market and convincing them on trying on our services and products. Since, practical learning stands out as the most important method of learning which also utilizes the theoretical learning here I got an opportunity to face the practical scenario of Nepalese market. Hence, it was an appropriate method of learning and gaining experience for career shaping.

Likewise, during my works I also learnt about time management and utilizing time while working in an organization. Whether it was arriving on time or meeting the deadlines of the assigned works. Communication skills were another essential factor that was learnt while working in Panchakanya Group. I had to deal with different clients in the market which gave me the experience of learning the actual preferences of the customer which would help me further in operating any kind of businesses. Overall working in Panchakanya Group was a huge opportunity for me to learn a lot about the actual business world. Now I can say that I can work as a professional with greater confidence any kind of marketing sector. Hence, the complete and all- round understanding of the products, services and the workings of the company made me work more skillfully, confidently and efficiently. Moreover, knowing about the basics of the company helped me to work with other staffs in the company along with dealing with the concerned stakeholders more efficiently.

**Annex:**

**Figure 4.1:** Picture taken with the company's director Nitisha Shrestha (in the middle)



**Figure 4.2:** Picture taken with our supervisor and Brand Head Vishal Surana (in the middle)





**Figure 4.3:** Picture taken with the Branding and Marketing Team





**Figure 4.4:** Picture taken with the Branding and Marketing Team



**Figure 4.5:** Picture taken while conducting survey



**Figure 4.6:** Picture taken in my working space



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