



Cooperative Education Report

Managing a proprietorship firm

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ABSTRACT

This cooperative report entitled 'Managing a proprietorship firm' has the goals to examine the use of concepts of marketing and managing for Branding and Brand Identity of a local firm in Kathmandu. Objectives of the study include; (1) to understand how the quality and efficiency of the products helps in marketing and branding of a product, (2) to understand the comprehensive use of branding to give brands their desired visibility and presence in the market.

With the company I was assigned to work initially as marketing and branding assistant but later I was also involved in some of the logistics management as well as in the financial department of the industry

Upon the completion of the internship, I found that the problems of the firm were resolved by means of (1) understanding the needs of the customer, (2) efficient working, (3) Maintaining the working environment of a firm.

Key words: *marketing, branding, working environment*

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I would like to thank the University for allowing the students to enter in a real-world field by choosing a flexible organization for the internship. I wish to express a deep sense of gratitude towards Kathmandu College of Management as well as Siam University for providing us with such an opportunity and all the tools and materials relating to the improvement of our knowledge and experiences.

Furthermore, I would like to express my deepest thanks to Maharjan Metal Industries for accepting my internship application and for letting me work as an intern in their reputed organization. I express my sincere thanks to Mr. Ashok Man Maharjan (Human Resource Officer) and Mr. Hira Shrestha (Marketing Head) for supervising and guiding me throughout my internship period. At last, I would also like to thank the staff members who had contributed their valuable time and presented me with an opportunity to have a more practical experience in the organization.

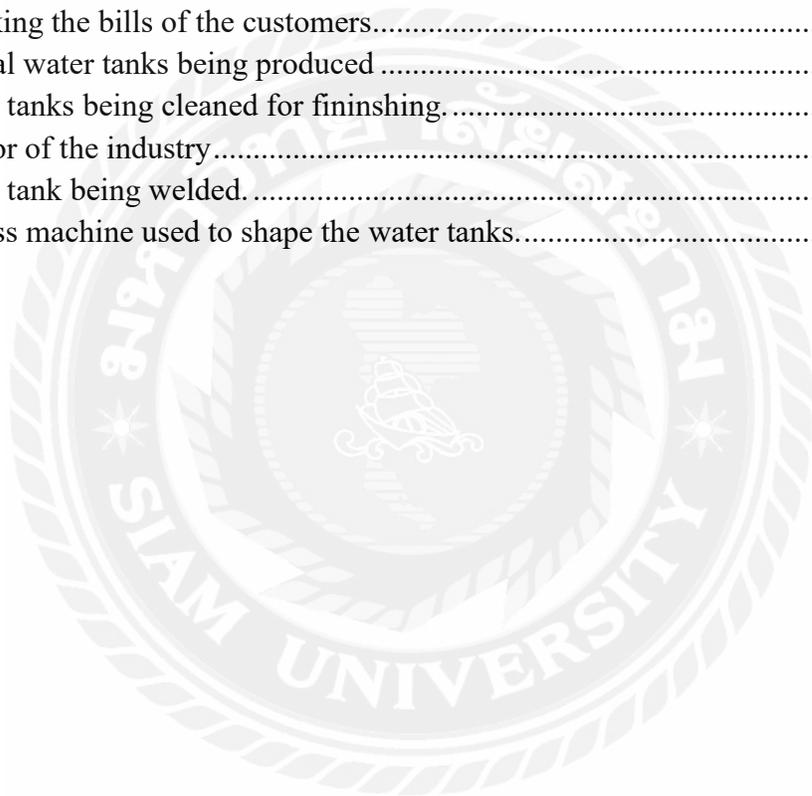
Aswin Maharjan

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Chapter 1

Introduction

Company Profile



FIGURE 1.1 Company logo

Overview

Established in 1985, Maharjan Metal Industries started its journey producing water tanks, water geysers and solar water heater heaters but with the introduction of new brands and technologies like plastic tanks which are much cheaper, the company started to focus only on solar water heaters although it still manufactures water tanks for the panels and also for special purposes (special orders). The metals used are stainless steel, galvanized iron or aluminum sheets as per the requirement of the customer. The quality and efficiency of the products therefore depend on the raw materials (metals) used in the making of the products as the properties and price of metals are different and the customer get to choose products according to the price they are willing to pay. The company also believes word of mouth is one of the best marketing technique ever used and works to catch the eye of the customers by advertising itself by marketing itself through the water tanks as they can be seen in the roof of any house its installed in and providing good service and products to the customers.



FIGURE 1.2 Marketing through water tanks

1.1.2 Mission and Vision:

- Mission:

The firm aims to provide best-in-class water heating solutions and water tanks to its customers.

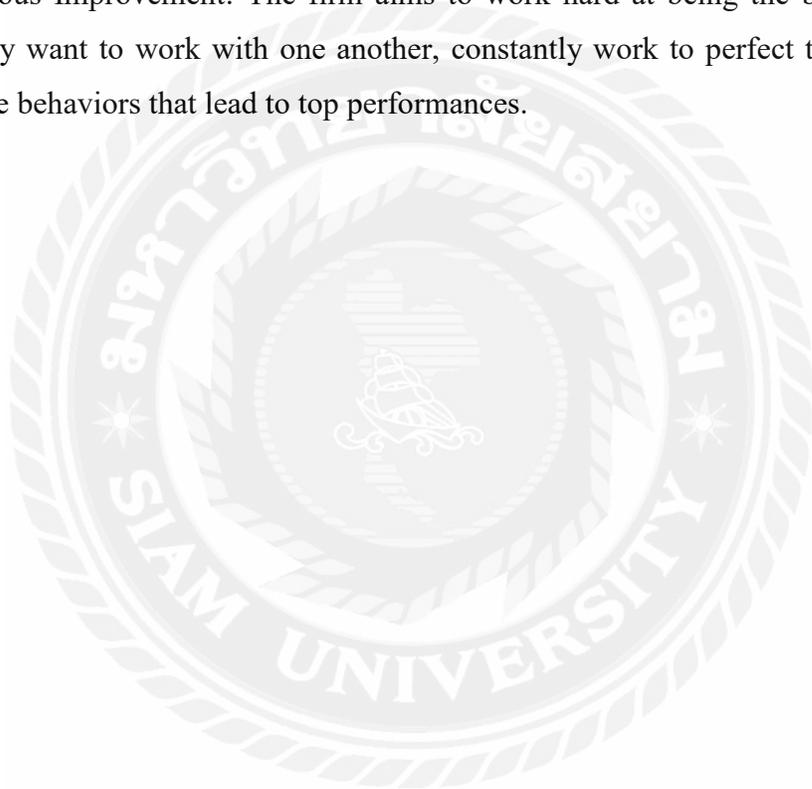
- Vision:

Maharjan Metal Industries is recognized as one of the oldest and reliable producers of water tanks. The company will also provide their clients with a level of excellence that surpasses their expectations.

- Values:

1. Service: The highest level of service on every assignment is provided. The project team is assembled based on the skills and backgrounds required to bring success to a particular project. The employees give the clients their complete attention and commitment.
2. Technology: The Company uses new technologies in the production of the tanks which requires minimum workers and gives off maximum quality and efficiency of the products.

3. Relationships: The Firm is committed to developing long-term relationship with the clients and building confidence and trust such that the clients come back again and again for assistance as well as convince new people to visit the industry if they need any assistance.
4. Integrity: Honesty and fairness is insisted as the guide against which all of the actions must be measured, and the firm dedicates to walking the high ground in all their actions.
5. Continuous Improvement: The firm aims to work hard at being the best, articulate how they want to work with one another, constantly work to perfect the model and reinforce behaviors that lead to top performances.



1.2 Organizational Structure

Maharjan Metal Industries follows a functional organizational structure. They have divided the company into different departments. Each department is assigned with the one head for the smooth functioning of the organization. I was assigned in the marketing and finance department of the firm.

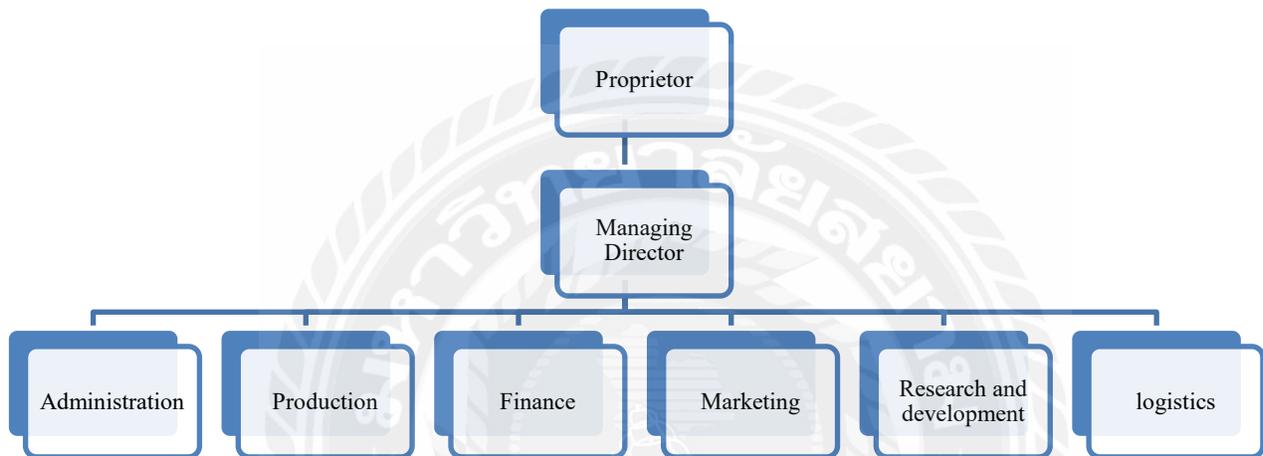


FIGURE 1.3 Organizational Structure

1.3 Statement of the Report

Branding is very important for any business as it influences the overall growth of the company. Branding can change the perception of the customers towards the company. Branding is how a company becomes recognized and becomes known to the consumers. Having a strong brand provides customer loyalty as well as enhanced credibility and ease of purchase.

My goal in my period of intern was to learn more about branding and advertising and its applications in real life and also apply the theoretical leanings that I gained in the university in real life practices and learn the practical aspects focusing on brand marketing.

The internship program gave me a platform to understand the market and the industry practically and gain insight and experience working on actual market and companies before completing of the undergraduate degree.

1.4 Objectives of the Study

- To understand how the quality and efficiency of the products helps in marketing and branding of a product.
- To understand the comprehensive use of the branding to give brands their desired visibility and presence in the market.

1.5 Roles and Responsibility of the Student

Maharjan Metal Industries is one of the oldest water heating solution company in Nepal with around 50 employees. Everyone from interns or trainee to top level management is assigned with respective job with the specific deadlines to achieve certain goal of the Organization following the same mission with shared vision.

My roles as an intern were associated with the marketing and department but later I got chance to see and learn about the logistics and finance department as well.

I was also tasked for sales and delivery of the products to retailers where I got practical experience of buying and selling with retailers and how the logistics and delivery works.

SWOT Analysis

Strength:

- Quality of the products
- Satisfactory financial performance (increase by 10% to the previous)
- Good customer base
- Established goodwill
- Choice availability in quality
- Absence of union

Weaknesses:

- Unskilled laborers
- Lack of trainers
- High capital cost

Opportunities:

- Long term opportunities provided by low quality alternative products provide by the competitors
- Huge prospect in energy industry

Threats:

- Political instability and Inflation
- Low cost product available
- Lack of infrastructural development
- Decreasing cost of LPG's

Chapter 2

Internship Activities

Talking about the internship activities I was assisted to marketing department. I used to follow my supervisor and help him out in daily official activities where I was also going to various sites in order to meet and convince customers about the products of the firm and their benefits.

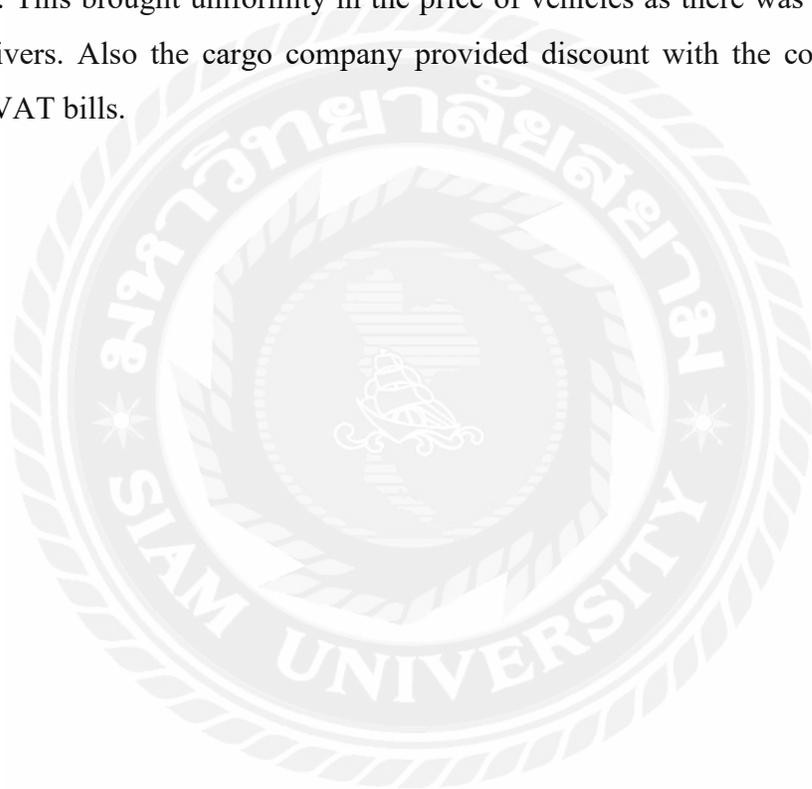
Later I was also involved in the logistics department where I helped the company sign a contract with upayacity cargo as well as I carried out some of the deliveries of the products to the sites. I also handled some of the financial part of the industry regarding the purchase of raw materials.

2.1. Assignments and Responsibilities of the Student

In the organization, everyone from interns to top level employees had specific roles and responsibilities to fulfill. Normal days for me comprised of reaching work at 10am and do the tasks assigned by my supervisor. Being an intern for the company, some of the assignments, duties that had been assigned to me are as follows:

- Customer care: I was assigned the task to meet and help new as well as old customers about the product offerings made by the company where I talked about the metals like Galvanized iron sheets, stainless steel sheets, normal steel sheets that were used in the making of the solar heaters and tank which resulted in long lasting of the tanks when compared to other water tanks. Also I talked about various welding techniques used such as gas welding, arc welding, etc. which were used according to the properties of the metals to be welded. Copper sheets were gas welded. I also sent the repair and maintenance employees to the sites that complained about the products.
- Carry on financial tasks of the firm: I was also involved in the billing and accounting of some of the raw materials of the firm. I was appointed to look for copper sheets suppliers inside the valley that could provide quality products at low price. I was able to deal with the suppliers and bring the sheets to the industry.

- Marketing: I was also given the task to carry out any marketing campaign for the company for which I visited a publisher in order to print out new calendars for the New Year and distributed it to the loyal customers and new customers.
- New contract signing: Finding delivery vehicles was a problem for the industry as many delivery vehicles were required each day for bringing in raw materials as well as delivering finished goods to the customers. I was able to solve this problem for the company with the help of upaya city cargo which is a phone application where we can select the start and final destination of any delivery and it would send the vehicle accordingly. This brought uniformity in the price of vehicles as there was no bargaining with the drivers. Also the cargo company provided discount with the contract signing along with VAT bills.



Chapter 3

Identification of Problems Encountering during the Internship

It's normal to face problem anywhere you work. In an organization the more we face problems the better because it will help us to become a better version of ourselves and have a better experience for future works.

3.1. Problem Solving

My duty as a marketing intern was basically to find customers who are looking to solve the hot water problems in their house and their workplace and inform them about the various alternatives that our firm provided for the same purpose. Working in the industry made me realize that its focus was more on the quality of the products rather than marketing as the company highly believes in marketing through positive word of mouth which can only be gained through quality in products and services. Having said that I along with the team went for new area within the valley every week where we believed would be a place to market our products to the valuable and possible customers. Also I indulged in the logistics department in order to carry out swift delivery services to the customers.

3.2 Examples

In Kathmandu we had to visit various ongoing construction locations to showcase our product and do bookings and delivery according to the requirement of the customer. The task was to convince the owner/customer to put our product to solve their hot water problems with our own production or the products we import which were vacuum tube solar panels which were cheaper but less reliable or heat pumps that produced high amount of hot water consuming minimum electricity although the installation cost of these heat pumps were high. This gave customers a variety of alternatives to choose from according to their needs and requirements. E.g. Patan inn, a new hotel in the locality was looking for hot water solutions where we put 6 solar panels with a 1000ltr tank water tank connecting it with a heat pump where the solar panels heated the water on an everyday basis and the heat pump could be used when the hot water produced by the panels depleted because of lack of sunlight, overuse of hot water or other problems which was

the perfect solution for this hotel or any hotel that required an efficient hot water solution throughout the year.

I was also responsible for the publishing of the calendar for the New Year where I went with pictures of some of the major projects carried out by the industry to cover the calendar. We published 2000 calendars in the first phase and handed it out to the suppliers, major customers and new customers. This was done as a form of marketing.

I was also involved in recording some of the purchases and sales made by the industry where I wrote the expenses and the incomes made in vouchers and later entered that data in the computer. This helped me realize the importance of record keeping for legal purposes as every transaction had to be recorded in various accounts.



FIGURE 3.1 Entrance of the industry



FIGURE 3.2 visiting card of the managing director



FIGURE 3.3 Normal water tanks being produced

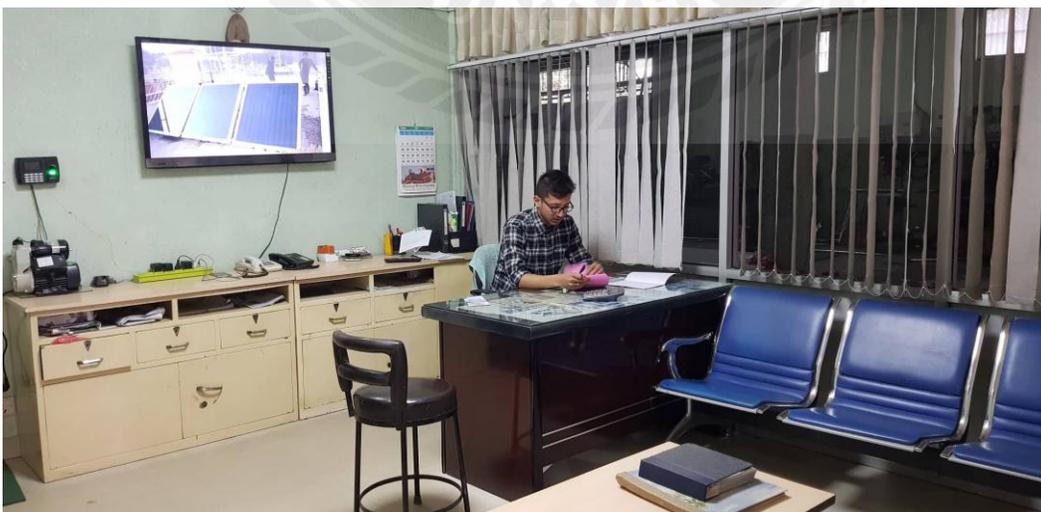


FIGURE 3.4 Checking the bills of the customers



FIGURE 3.5 Special water tanks being produced



FIGURE 3.6 Water tanks being cleaned for finishing.



FIGURE 3.7 Interior of the industry



FIGURE 3.8 Water tank being welded.



FIGURE 3.9 A press machine used to shape the water tanks.

Chapter 4

Contribution and learning process

4.1 Contribution of student made during the internship

1) Fresh ideas

New ideas and concepts need a lot of patience and creativity. It is very important to understand what the available resources are and then using the same resources to create new ideas and designs. One of my biggest accomplishments in the firm was to convince my supervisor to use upaya city-cargo which provided delivery vehicles across the valley at lower rates which included discounts and VAT bills. I was also able to build a new concept for the calendars that were to be printed and sent to the customers as well as suppliers.

2) Delegation of Authority

Mr. Anil Man often delegated his authority to me regarding some of the decision-making process of the firm. It was a very important learning process for me, as I had to make the right decisions and work accordingly. I was given the authority to carry out any marketing campaign for the company where I decided to publish 11*17 inch calendars with pictures of some of the major projects of the industry which would give people a brief knowledge about the company and its products. While I contributed my efforts and ideas to the team, this helped me become aware of the situations and handle the problems. This gave me a sense of responsibility and also helped me realize my decision-making potential.

4.2 Details of learning process and new knowledge received

The internship at the firm has helped me to understand my true interests in the business world and also help me become a professional. Working as an intern at this institution has taught me some new skills and has also helped me improve my old ones. It has helped me to understand how to adapt to new work environments. Moreover, it has helped me to know how to approach and deal with clients, as all clients are not the same. Also, how to understand the branding needs of the client and explore physically and technically sound solutions and how to make better use of examples to create high quality concepts in the minds of the customers. My work as an intern was very challenging yet very exciting. It needed a lot of brain storming and mixing the ideas with the knowledge I had as I dealt with customers with financial as well as technical problems.

Approaching a customer is a very important stage of branding as well as marketing as it decides if you get the interest of the customer or not. Understanding the requests or demands of the customers also plays a vital role in the satisfaction of the customers as well as the image of the company in the mind of the customers.

Time management is also something I learnt, as being punctual with the delivery of products and services is very necessary to keep the customers happy and satisfied. It also helps in the smooth functioning of the work processes.

The main learning process I attained was a good communication skill. I met lot of different people talented people and it helped me gain exposure and get new experiences. Overall my internship was a fruitful experience and it also helped me realize my interest in branding and helped towards taking a step in my career for being an entrepreneur.

Chapter 5

Conclusion

5.1 Self-assessment as a Professional

After completing my internship at Maharjan metal industries from January 4th 2019 to May 4th 2019, I was able to be familiar with how firms carry out the process of creating designs and concepts for building and empowering the brand identity through the products. It has also made me realize how the comprehensive use of the same gives brands their desired visibility and presence in the market.

Although I face a few problems during the internship, I also worked toward solving them and it made me realize that solving problems motivates us to attain more and helped me to know that I was capable of doing such complex tasks and achieve good results. I would describe my internship as a positive and enlightening experience, Not only did I gain practical skills but also had the opportunity to meet some really talented yet down to earth people. I learned a lot from my supervisor, Mr. Anil Man Maharjan as well as other employees of the firm.

I think the internship in the firm was a success for me as the things learned from this co-operative education are mostly regarding how to deal with the customers or clients of different personalities, which has been and will be helpful to me in the future. I also got to learn how to use different accounting software like tally and fin-pro. The main goal of my responsibilities was to provide the clients with good knowledge about the products and their alternatives giving the customers the ability to choose the hot water solution that they prefer.

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