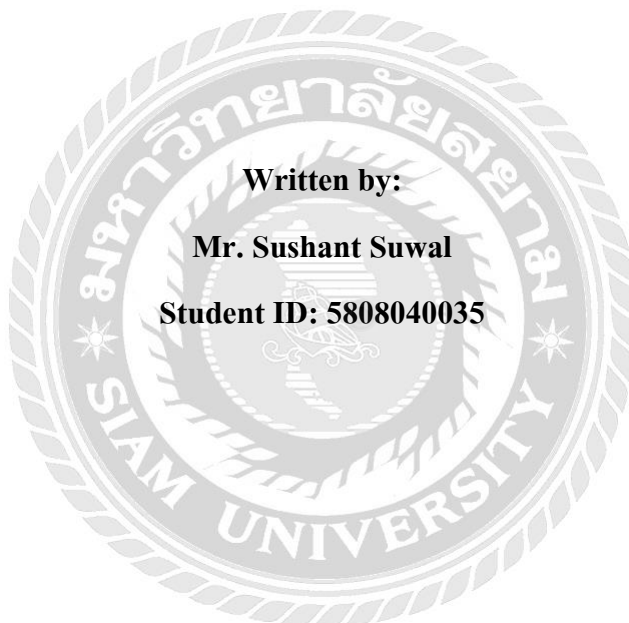




Cooperative Education Report

Market of processed meat at Prime Foods & Delicatessen



Written by:

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This Report Submitted in Partial Fulfillment of the Requirements for

Cooperative Education, Faculty of Business Administration

Academic Semester 2/2018

Siam University

Title: Market of Processed Meat at Prime Foods & Delicatessen

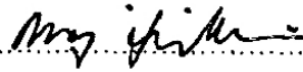
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018.

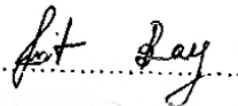
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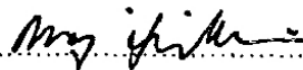
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ABSTRACT

This cooperative report entitled “Market of processed meat at Prime Foods & Delicatessen” has the goals to learn about processed meat market and manufacturing culture in Nepal. Objectives of the study were (1) to learn how the market of processed meat industry is and (2) to gain real life exposure of functioning business. With the company, the student was assigned to work as an Intern, in the department of marketing and sales as well as in production. Main responsibilities were (1) to find stores to sell our products, making of sales report and delivering the products, (2) to generate ideas of digital marketing (website), and product management. Upon the completion of the internship, it was found that the problem was resolved by the means of practical knowledge and theories concerning English in professional life, retail management, and sales management. In this matter, student is able to learn more about manufacturing industry (logistics, production, sales, and marketing), innovating oneself to speak, relationship management, how to communicate properly with people which are very important for future career development and profession

Keywords: Processed meat, Digital marketing, Market

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I am very grateful for my supervisor Mr. Rajesh Shrestha (sales manager) for supervising me and guiding me through the training; despite his busy schedule. It was a wonderful experience working in the sales and marketing sector along with production area as well.

Also, I would like to thank KCM and Siam University from giving this opportunity as I gained an experience by doing this internship. Special thanks to Siam University for arranging a CO-OP education as a part of course for the whole group of the year 2015-2019 through which we had the chance to apply learning and abilities obtained in the college to implement at the organization.

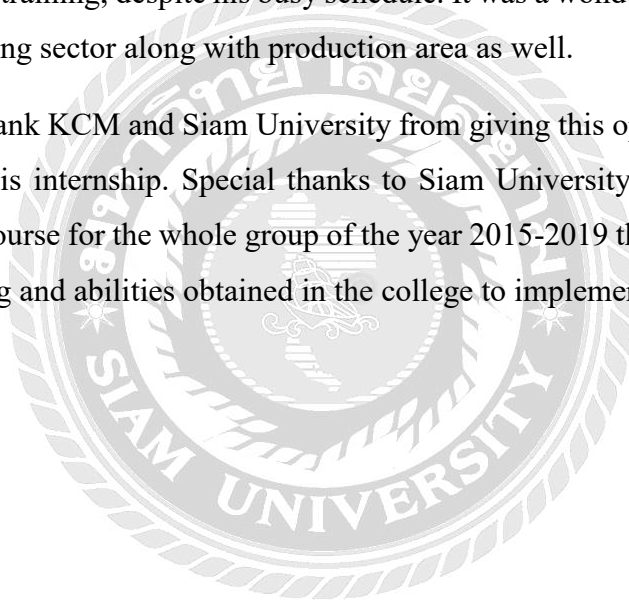


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Chapter 1

Introduction

1.1 Company Profile



Figure 1: company logo

Prime Foods & delicatessen also known as PRASUMA, first started as Prasuma Delicatessen. It is located in Tinthana-Naikap. The company was established in 1985 with the main objective of providing best quality of processed and raw meat in Nepal.

Prime Foods and Delicatessen is company which has played a pioneering and revolutionary role in bringing up the concept of quality and hygiene in meat processing field. Food hygiene is a discipline at its factory, which covers an area of 7500 sq.ft for processing and a strong back up of cold storage and frozen store facilities, the biggest of its kind in Nepal. Prasuma's focus is on "Quality for Existence, Reputation and Development". With Prasuma, every meal is celebration.

Prasuma also has its branch in India as well. It is located in Gurgaon, New Delhi. The industry there is runned by Mr. Mahendra Suwal. They have their website (Prasuma.com) and social media pages on Facebook and Instagram. They even sell seafood as their products and have many variety of meat products (references at Prasuma.com).

1.2 Organizational structure

Prime Foods & Delicatessen follows flat hierarchy. They have divided the company into three department: marketing and sales, finance and banking and production and logistics. All three department reports daily to the proprietor.

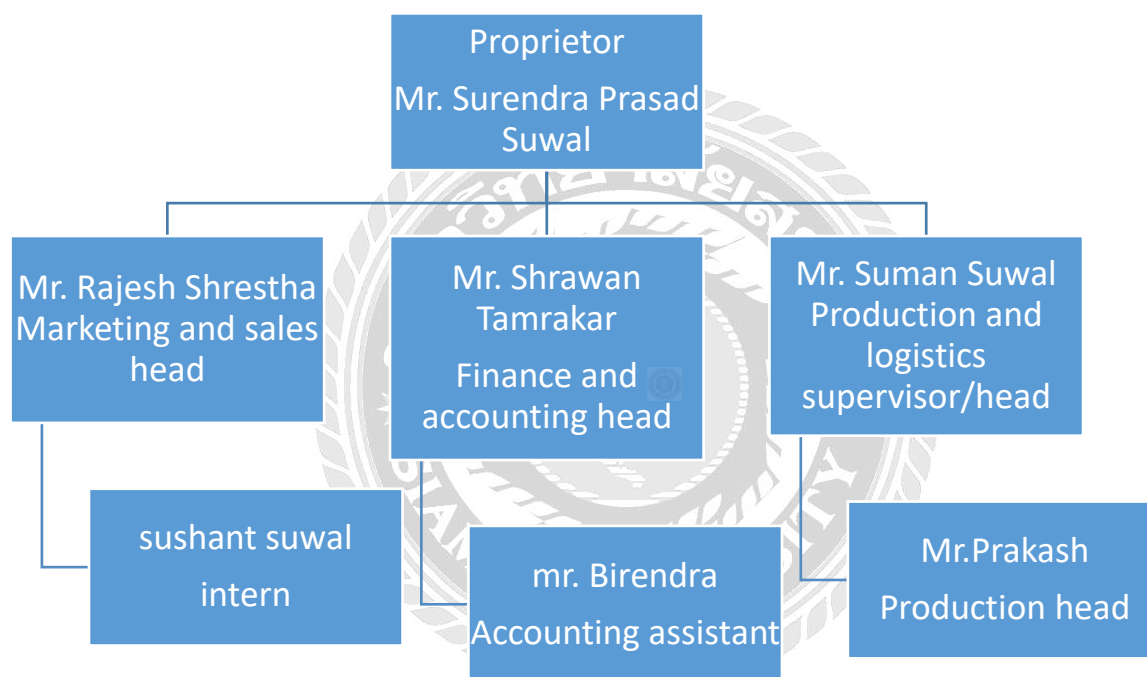


Figure 2: Organizational structure at Prime Foods & Delicatessen

Marketing and Sales Department: They are responsible for conducting marketing campaign and strategies for the product. All the sales activities are done under this department as well. The employees under this department finds markets where the product haven't reached there and looks for department store, convenient store or butchery shop where they can sell their products by telling them about the products. Delivery of the products to retail stores is also done in this department by the sales man.

Finance and banking: They are responsible for all the daily transaction of raw material, receivables, payable and cheques. They manage all the finance transaction in the company and reports the cheques to the proprietor.

Production and logistics: they are responsible for the acquiring the raw materials, production, finished goods and distribution of the products to the final customer. They report the daily purchases of raw material and supply of products and how much production was made in a day to the proprietor.

1.3 Statement of the report

People in Nepal are more fascinated towards variety of foods and with many restaurants being established in Nepal (especially in Kathmandu valley), people wants healthier and tasty foods as their first option.

So since the craze for food is increasing in Nepal, processed meat might also have a chance in tap in the food market. An example can be given of Chaudhary Group (CG). They have come up with new food product line. They sell their food product (Wai-Wai noodles) in stall but making them in using different ingredients and foods (Noodles being main food). They are trying to show that Wai-Wai noodles can be eaten using variety of ingredients, mixing it up and coming up with new dishes. Basically they are trying to bring their brand closer to the customer by making food entertaining.

So if CG can expand their brand and product, then there is an opportunity for processed meat industry like Prime Foods & Delicatessen to expand their brand and product line. So before trying to expand the processed meat industry, it is important to know the basics of the company like if the brand Prasuma is well known in the market, is processed meat popular in the market, how are the products made, and so on.



Figure 3: Wai-Wai city (Kathmandu)

1.4 Objectives if the study

The objectives of this internship are:

1. To know current market of processed meat

So before doing food trucks for processed meat or trying to expand the market of processed meat, it is important to have basic knowledge of processed meat industry. Processed meat in Nepal is well known among the customers. So, knowing the current status of the industry will give us the answer whether or not to expand the business further. There are many opportunities that are yet to be utilized in the processed meat market and I intend to use my knowledge and skills to tap those opportunities.

2. To get real life exposure of functioning business:

The objectives of this internship is to get real exposures of functioning business. There are many activities going on in an organization; whether it is marketing, finance, production, branding or logistics activities, it is important for a bachelor candidate to learn all the essential activities if they want to succeed in near future. So, things like finding markets (stores or places to sell products), making reports or production and delivery, these are things which a student should get exposure to.

1.5 Roles and responsibility

My roles as intern were more associated with the marketing and sales department, but later I got chance to see and learn about the logistics and production as well.

I was given the responsibility to meet new places in order to expand the distribution of the products. I was also tasked for sales and delivery of the products to retailers.

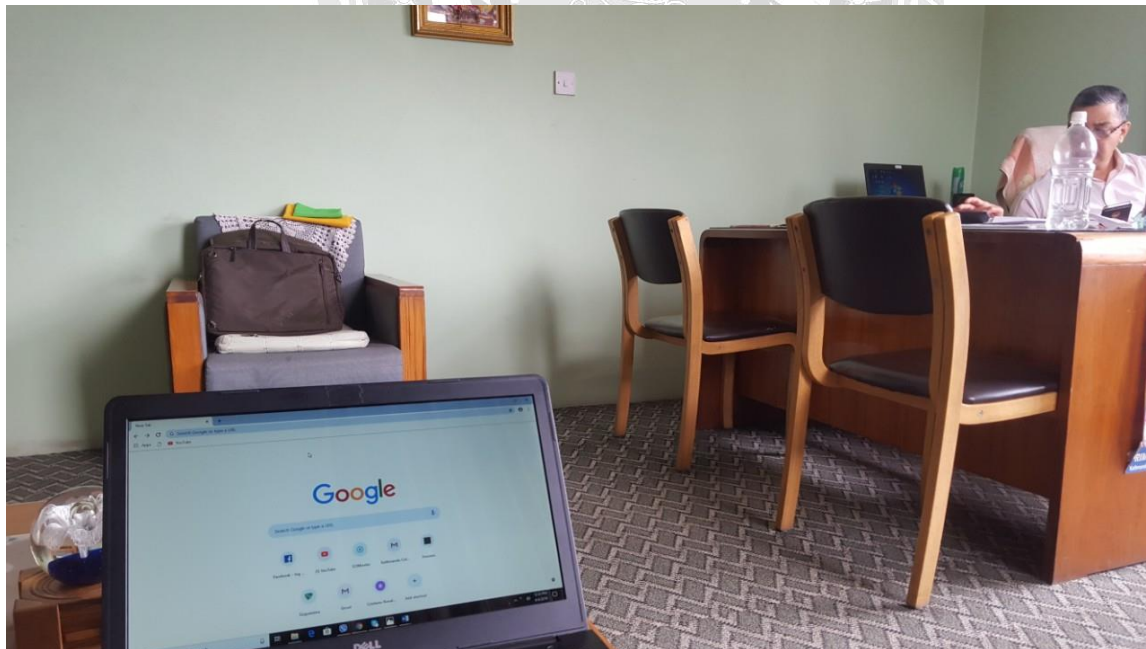


Figure 4: working area

Chapter 2

Internship activities

2.1 Assignments and responsibilities of the student

Finding stores and selling product

Finding new wholesalers, retailers and sellers. Introducing our products to them and convincing them to sell our products by giving certain rate of commission.

So, I was assigned to go to a certain department stores or meat shop and see whether they have our product or not. If not, then I would approach the manager or the owner of the store and tell where I am from and show a sample/pictures of our product (which is usually sausages at first) and the product list, and tell him the amount of commission we give and how much commission can s/he charge on the product so that s/he can have some profit as well. If they are convinced, they will sell our product. Then after few days or a week, I visit them to check the sales of the product. If the seller is satisfied with our products then I contact my supervisor for further talks and dealings. If they want to sell other products like salami, ham, chicken boneless cuts, etc., we will provide those products to them when required.

Sales and delivery

Distribution of the products to the department stores, wholesalers and retailers. Delivering the products and making reports of daily purchases and sales with the sales manager (supervisor). Making sure every delivery is made to the sellers that requires the product.

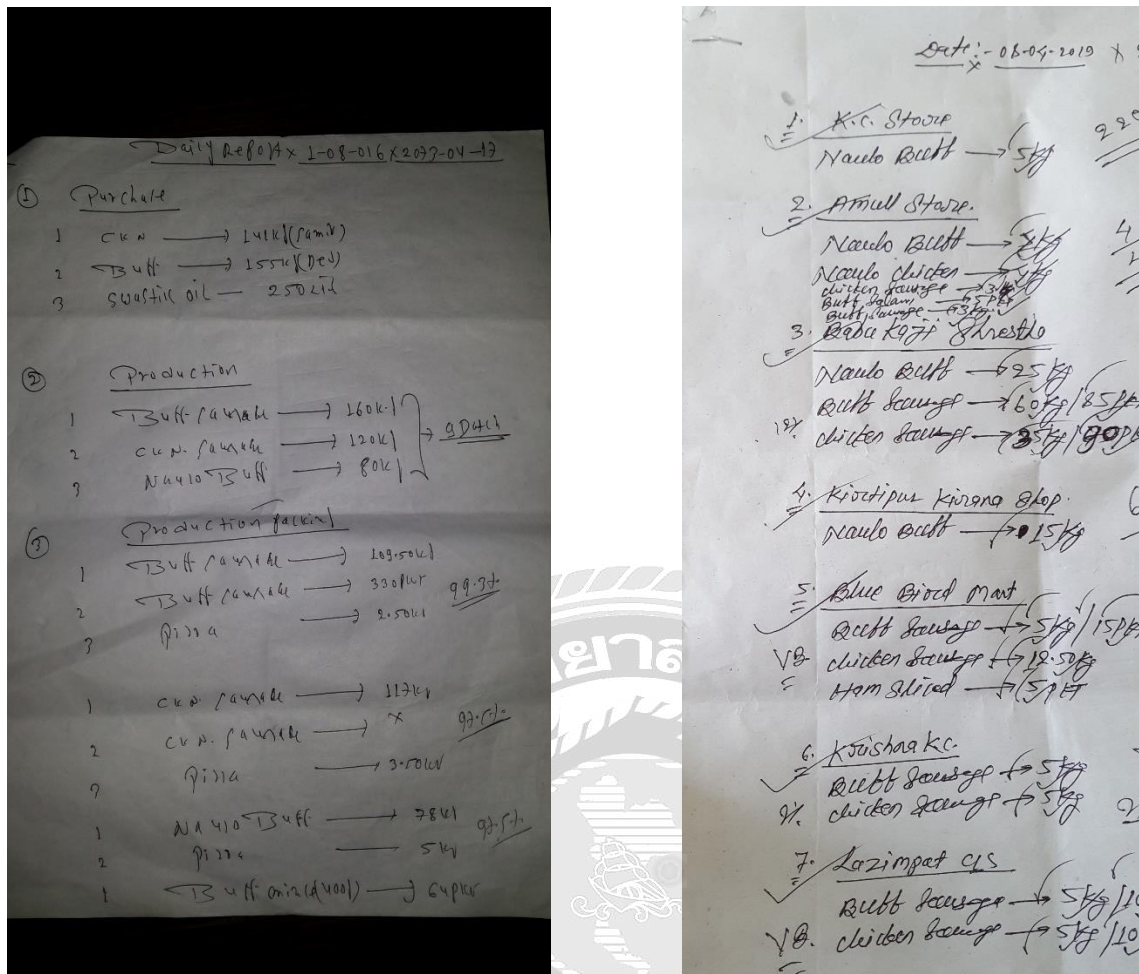


Figure 5: daily report of purchases, production and sales

Ideas for Digital marketing

I was given the responsibility to find an IT professional for digital website. Finding IT professional and collaborating with them. Mainly, this idea was for taking online orders from customers. So the idea was to make website mentioning little bit about our company, showing what products we had and their prices, and giving them our contact no., so that the customer could make online orders.

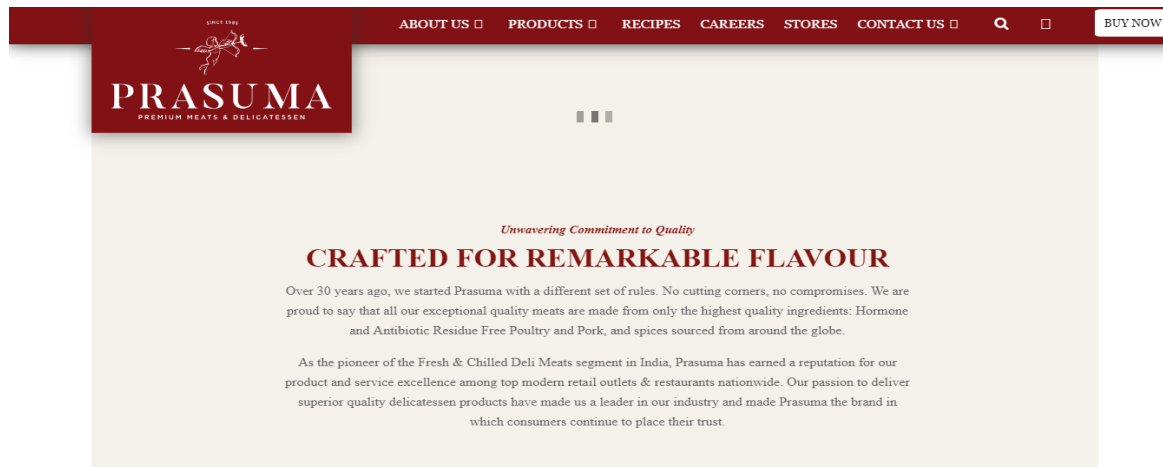


Figure 6: website of Prasuma (India)

Product management

I worked with my production supervisor to check whether the staffs are working properly and if the production area was clean or not. Since Prime Foods & Delicatessen gives major focus on quality and taste, I was responsible for checking the cleanliness of products. Plus the sizes of processed meat products (sausages, ham, salami, etc.) all had to be of same size.

I was tasked to see the response of customers which was basically to know whether they liked our product or not. This is known through sales of the product. If the products are being sold quickly and frequently, then we know that the customers does like our product and we would know that the customers of that certain area prefers our products. If not, then we find other stores or places to sell our products. So from there we would know how good our products is going in the market.



Figure 7: production area

Chapter 3

Identification of problems during internship

During my internship, most of the problems came from the production and logistics area. Sometimes the machineries was down, the raw materials were falling short, or the delivery van was not available. In the sales and marketing, there wasn't much problems. Sometimes the delivery would be late or delayed.

We also faced the problem of making website for online orders. Seeing the roads of Kathmandu valley, it would be very difficult to make online orders because first they are no proper address in Kathmandu. Second, we would have to hire delivery person where there salary will add up in the expenses and if the people don't make online orders as per our expectation, then the idea would just go on loss because Prasuma will still have to give salary to the delivery person despite the less or no online orders. So the website making is in hiatus.

The other problem was how to approach and communicate with retailers when going to new stores.

3.1 Solving problems

So, if there was a delay in delivery, the sales department would contact to the retailer (who was getting the products) saying that some problems had occurred. This is important because Prasuma doesn't want any communication gap between their wholesalers and retailers. In order case, Prasuma does have back up delivery van to deliver the products.

There are some cases, when there is no production due to machineries problem, Prasuma does have back up products stored in the cold room. So, until the machines are fixed, we give the back-up products so that the delivery process doesn't stop.

For the problem in talking with retailers, I took some practical experiences from our class English in professional life (handshake, introduction of oneself, what purpose did I came to visit them, so on). I also took help from my supervisor on how to approach them.

3.2 Example

Just a month ago, our paste making machine was not working, so the production got stopped for 1 or 2 days. But, we still had to deliver the products to the market. So to solve the problem, we send the readymade products which was stored in cold room.



Figure 8: paste machine

Chapter 4

Contribution and learning process

4.1 Contribution made during internship

- a) Since Prasuma had many small outlet and was busy delivering the products to them, I didn't have enough time to find many stores and outlets. Even though, I found some new stores (one or two) to sell our products. So, I convinced the owner of those stores to try selling our products. If the sales was good, we would talk further dealings. If not then we would let the owner of that stores decide whether he wants to sell or not.
- b) Better productivity from production area. As I was given the task to check the cleanliness of the staffs and working area later on, the production level was getting better and efficient. The products were also getting better with taste and cleanliness.
- c) New ideas about products in the case of taste and flavors. I made some contribution on trying out products using different ingredients and we even tried one even though it didn't worked out well.

4.2 Learning outcomes from internship

I was worked in both administration sector (marketing and sales) and later on in production and logistics sector during my internship in Prime Foods & Delicatessen. There I learned that it is essential to maintain communication with all the employees. One miscommunication can lead to unwanted problems. I also learned that every sector needed a supervisor for smooth and better operation in the organization because there was certain misconduct in production area like the cleanliness of the production area and products not being of same sizes (mainly with sausages).

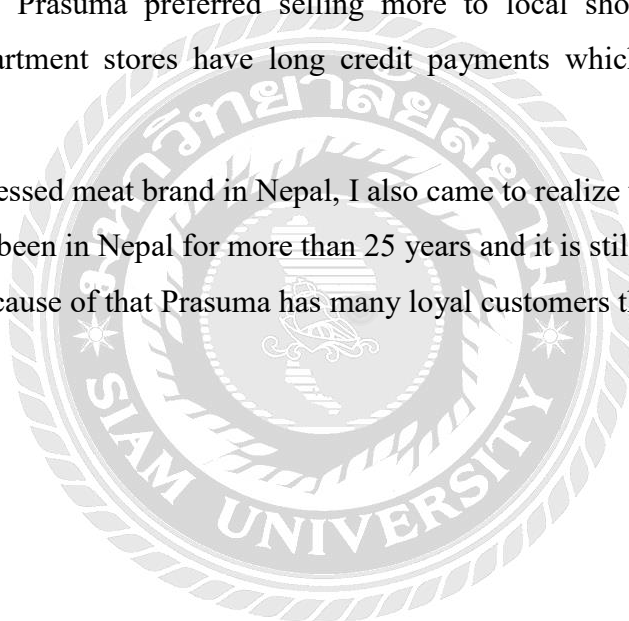
In the administration area, what I got to know is about how the VAT is charged and how much commission percentage is given to the retailer as well as wholesaler or in simple words distributor. Every day, an employee is given with a responsibility to report all the purchases of goods required for production, and purchases of product and sales amount figures. I got a chance to see all those

purchases and sales that happens each day to have an idea on how daily manufacturing company works.

I also learned that in the market of processed meat, quality and taste have a great significance to the customers. Pricing does have an impact but if there is slight change in the taste and quality, the customers can easily select different alternatives. So as I aim to be an entrepreneur, I learned that it takes discipline to keep maintaining the product quality, managing the staff and keeping the organization in smooth flow.

While I was given the responsibility of finding new stores to sell products and delivery of the products, I found that the products are sold fast in local meat shop rather than big supermarkets or department stores. So, Prasuma preferred selling more to local shops and the reason was supermarkets and department stores have long credit payments which is not good for daily operating business.

As Prasuma is top processed meat brand in Nepal, I also came to realize the importance of branding. Prasuma has been in Nepal for more than 25 years and it is still running as a top brand for processed meat. Because of that Prasuma has many loyal customers throughout the years.



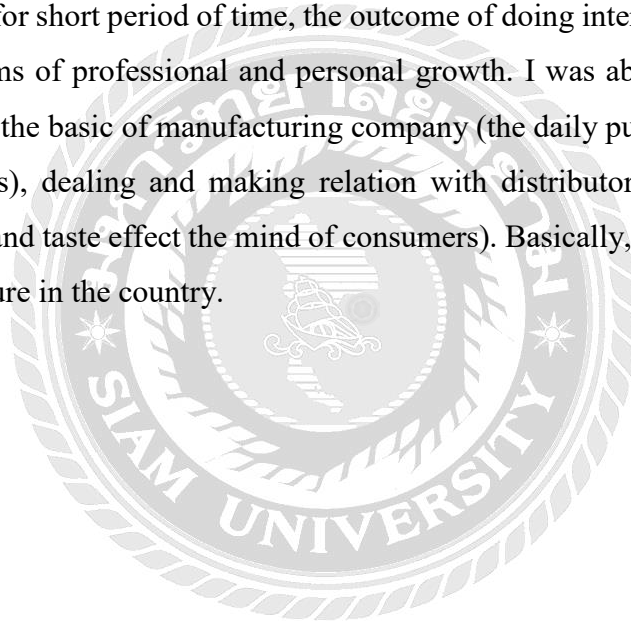
Chapter 5

Conclusion

5.1 Self-Assessment as a professional

Internship at Prime Foods & Delicatessen has helped me grow both professionally and personally. It has helped me to know the market in a practical sense and how to maintain the brand name and company's position in the market. Internship at Prime Foods & Delicatessen has helped me perform multiple task during my work period. I was able to enhance my creativity and think ideas out of the box. This will help me to work better in corporate field in any company.

Even though I worked for short period of time, the outcome of doing internship here has given me beneficial result in terms of professional and personal growth. I was able to gain knowledge of meat industry in nepal, the basic of manufacturing company (the daily purchases of raw materials and selling of products), dealing and making relation with distributor and sellers, consumers behavior (how quality and taste effect the mind of consumers). Basically, I was able to understand the manufacturing culture in the country.



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Prasuma meats & delicatessen. (2018). *Prasuma India*. Retrieved from <https://www.facebook.com/Prasuma/>



Annex



Figure 9: working (me)



Figure 10: company

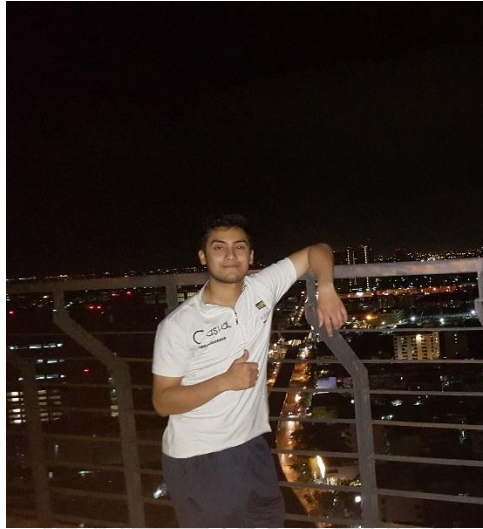


Figure 11: supervisor



Figure 12: products

Bibliography



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