



## **Cooperative Education Report**

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### **A Study of New Product Development and Branding for Foreign Market in Dog Treat Industry at Yak And Yeti Dairy**

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**This Report is submitted in Partial Fulfillment of the Requirements for  
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**Title:** A study of New Product Development and Branding for Foreign Market in Dog Treat Industry at Yak and Yeti Dairy

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**Academic Adviser:** Dr. Parham Poruahan

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

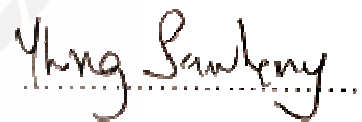
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## **Abstract**

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Yak and Yeti Dairy Pvt. Ltd. is a new venture of a well established business house of Nepal. This business house was taking a big step towards production in dairy industry through this new venture. I was presented with the privilege of getting my foot in the door from the very beginning of this venture.

During the internship period of the company's start-up, I was assigned to assist in the head office in Kathmandu and travel to the factory site (in Jhapa) as and when required. The work was very demanding and required a great deal of speed and flexibility. This enabled me to get hands on experience and learn vital aspects of starting and setting up a business from the ground up. I learned about machine procurement, construction, factory set-up, operation designing, workforce planning, production planning, marketing, branding, relationship management and reporting. I also got a great deal of exposure to learn about the inner workings of Nepalese bureaucracy. I got an opportunity to apply my theoretical knowledge about marketing into practice. Hence, this internship experience has paved the road for me to become a confident professional and have a successful future.

**Keywords:** Churpi, dog chews, new product development, brand development, factory, production, production line planing.

## Acknowledgement

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Sincerely,

YashVardhan More

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## Abbreviations

YYD: Yak and Yeti Dairy Pvt. Ltd.

SME: Small to medium enterprises

BPO: Business Process Outsourcing



# **1. Yak and Yeti Dairy**

## **1.1 Company Profile**

Yak and Yeti Dairy is a new venture of More Enterprises. More Enterprises has been operative in Nepal and Myanmar for over 50 years. It has many other businesses concerning trade, construction and manufacture in Nepal, Myanmar and Singapore. This new venture was initiated because the company's previous business of exporting Churpi (A traditional Nepalese cheese) to the US as a dog chew treat was successful. This new venture is a part of the export business's backward integration.

YYD's main factory is a low-lying (terai) area of Nepal, in Jhapa. This is due to a ease of accessibility to the raw material and cheaper overhead costs required to construct and equip the factory. Whereas, the main office is in Kathmandu. The Kathmandu head office of the company conducts administrative functions of all of More enterprises' companies in Nepal. This is where I planned to do my internship for the unique opportunity to observe and learn by participation in day to day activities and tasks involved in starting a new venture.

## **1.2 Organizational Structure**

YYD follows conventional senior-subordinate relationship. They have an open work space and friendly working environment. There is no physical division of departments for the initial stage. All employees share a common working area with their own individual desks which makes the communication flow direct and easy. However, there is an organizational structure which was purely designed to designate roles and responsibilities of personnel. The following was the structure according to my understanding.

YYD being a start-up, it had a small team. Many of the functions were done by the top management/owners themselves. Whereas, the paperwork and government office work such as registrations and certification was delegated to subordinates. During this time, I had a unique role of working in close proximity to the top management and helping them in various ways. The management consisted of two people based in Nepal and other two advisors based in Myanmar. Whereas, the administration staff included an accounting manager, and two executive staff.



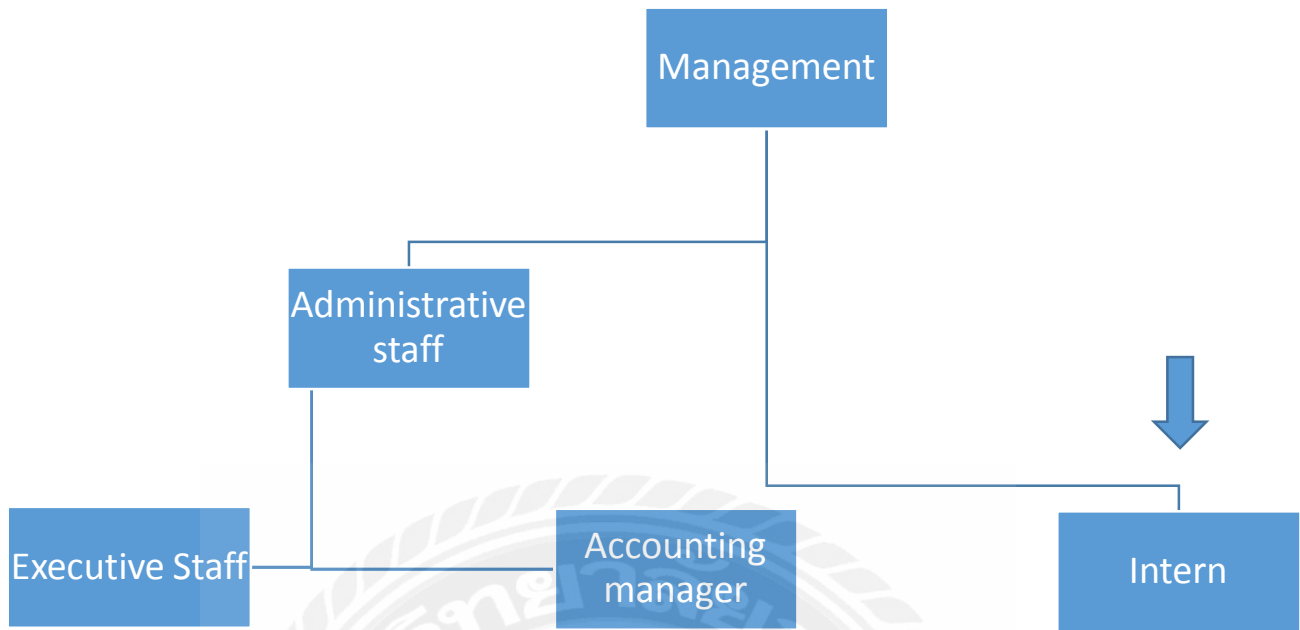


Figure 1: YYD Organizational Structure

### 1.3 Statement of Report

Theoretically, we know the steps needed to be followed to do certain functions in a company. These steps are discussed in detail in the literature review. As discussed, we understand that the steps can be quite expensive and time taking. Also, during the start-up phase, the resources of a company are usually over burdened.

However, SME companies neither have enough time nor other resources such as manpower to follow all the steps, and not all the theoretical ‘important’ tasks are performed. Yet, the new companies manage to form and establish themselves in the market and even thrive without seeming to have performed all functions which are theoretically needed. Lack of resources and knowledge might also be a contributing factor to this lack of adherence to theoretical knowledge.

In response to this problem, our study proposes to investigate several options for reducing the gap between theory and practical working conditions in Nepal. I plan to carry out a investigation into the practical functioning of a company. I will also try and explore frugal and

innovative actions developed through practical experience by the firm's employees and managers. It is important to do this study, since this period in a company's life-cycle contributes to maximum overhead expenses and no revenue is generated and any understanding of frugal innovation can aid future start-ups.

#### **1.4 Objectives of Study**

The objectives of this study are stated below:

1. To find out practical and frugal ways to perform job activities
2. To know the process of frugal production
3. To learn to development of products for foreign markets
4. To understand the practical way of brand building
5. To develop business acumen and have frugal and innovative outlook

#### **1.5 Roles and Responsibilities**

YYD had a small team and many of the functions were done by the top management themselves, I had a unique roll of working in close proximity to the company's director. My primary role were:

1. To assist him in day-to-day activities (set-up meeting time, etc.)
2. Accompany him on work trips
3. Maintain records of procurement and other paperwork
4. Participate in meeting and come up with innovative ideas
5. Find contact details of new buyers in US
6. Communicate with the new buyers and forward prospects to senior management

During my internship, I shadowed the director of the company closely. My roles and responsibilities varied greatly, this gave me a glimpse at the big picture of establishing and running a business.

#### **1.6 Limitations of Study**

The internship tenure was of meager four months. Due to this overly shortened learning period, experience gathering was immensely difficult. Time to understand the workings within a company, adjusting to its flow and then doing my own study while dealing with the day to

daytasks was challenging. However, best possible use of time was made for completing all the given responsibilities for an optimal results.

Also, studying just one company is not enough, further study has to be done to understand the problem and formulate its solution in a better way. This study is just a scratch into the inner workings of SMEs. Study of more companies with a larger team in the future will reveal greater insight and will help in development of practical and effective business courses as well.



## 2. Literature Review

The internship provided with the opportunity to apply various marketing and sales concept that had previously been discussed in the classrooms. Here are some of the theories that were very much applicable during the course of internship.

### 2.1 Consumer Buying Behavior

Consumer behavior involves the study of how people either individually or in groups-acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating(Lars Perner, 2012). Generally, consumers go through a series of process before making their final decision regarding the product/service.

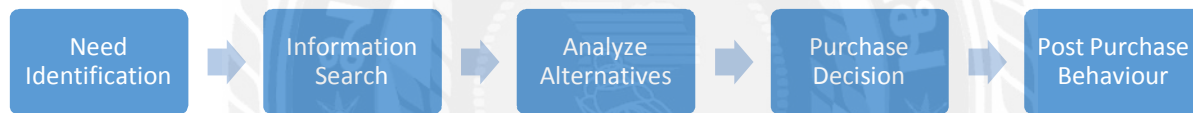


Figure 1: *Consumer Buying Process*

This theory is much applicable in the case of YYD as well. Customers go through the same decision making process. When a need arises, they search for information about the product/service, analyze and compare various products that suits their criteria in various e-commerce as well as physical platforms (Grabowski, 2017). After this, they make the final purchase decision selecting the best alternative they find. Finally, after sales services and customer services determine the post purchase satisfaction of consumers. It also determines if the customers will repurchase or not depending upon their level of satisfaction.

A consumer's decision making is highly influenced by many variables such as discounts, offers, gifts, rebates, etc. Customers are greatly attracted to products having heavy discounts and offers (Ansari, 2011). Hence, heavier discounts and offers induce greater consumer interest and purchase intent.

## **2.2 Professional Communication**

Professional communication skills are a must when it comes to becoming successful business personnel. Communication is the key to how you perform in an organization, because without proper communication, nothing can be achieved. How you express your views, how you behave with colleagues and clients, your body language, your writing prowess, and every other way of communicating is important for success in the corporate world. Success of leadership is indicated mostly by how well you communicate rather than how well your visions are, because if you cannot put forward your visions to your employees, it cannot be actualized. (Groysberg & Slind, 2012)

## **2.3 Strategic and Tactical Decision Making**

Strategic decision making refers to the kind of decision making that has long term impact on the company's performance. Decisions regarding building the company's mission, vision, goals, etc. can be termed as strategic ones. This kind of decision making requires detailed planning and analysis unlike routine decision making. (BBC, 2014)

Similarly, tactical decision making refers to types of decisions that are taken in order to achieve those goals of the organization. It is more of an action plan that guides the organization so as to achieve the set goals. These are more functional in nature. Tactical decision making may include decisions relating to marketing, finance, human resource, etc. that help in attaining the goals of the organization. (BBC, 2014)

Decision making skills is vital in a start-up. Decisions have to be taken constantly as the market is very competitive and failure to take the right decision at the right time may lead to damaging consequences.

## **2.4 Public Relations**

Public relations have the capacity to turnaround a business if it is done right. It is a powerful marketing tool that can help a business thrive because how a business maintains relationship with its stakeholders is very important and the stakeholders have the capacity to determine the fate of business. It is of prime importance how you value your customers, suppliers, government, clients, auxiliary institutions, and all the other related parties that matter to your business. If done rightly, PR can be a handy artillery for your business to gain a

competitive edge in the market, however if done wrong, it can cause a business its own annihilation. (Craig, 2016)

## 2.5 AIDA Model

Another important theory that was applied during the course of internship the AIDA model of selling. It is equally applicable in selling local products to foreign markets as it is elsewhere while selling a product. It is a series of phases that a customer passes through before finally purchasing the product/service (Ansari, 2011) . AIDA stands for:

1. **Attention:** phase where the customer's is attracted/aware to a product/service usually through promotions
2. **Interest:** phase where the customer wants to know more about the product after getting aware about it
3. **Desire:** phase where the customer develops a sense of want to buy the product
4. **Action:** phase where the customer actually buys the product.

This model is highly applicable in any business. Potential customers or leads are very much attracted to well targeted online offerings. They also express their interests by inquiring about the products, visiting the website etc. Out of many who express their interest on the product, some show a sincere desire to buy it. These are also known as “hot leads” in Sales Management. Finally, out of those hot leads, there are some who actually purchase the product/service, initiating purchase action. This is also known as leads conversion. Hence, in this way, AIDA Model is applicable here.

### **3. Internship Activities**

During my internship period, I was assigned various different tasks and responsibilities due to the frugal utilization of limited staff members and employees. This gave me a good amount of varied experiences and different problems and learning opportunities. These tasks were:

#### **3.1 Finding and Contacting Buyers**

My first and an ongoing task at the company was to find the contact details of pet supply companies in the US and email them. This email was to tell them about our new company and product and try to build a professional relationship with them. This initial contact with them was important in terms of company's future sales and marketing goals. This effort would co-ordinate to the awareness phase of AIDA model.

While handling this task I made a list of over 700 companies and emailed a small set of those companies every day with personalized emails to initiate a line of communication. My task included forwarding any replies to senior management for further communication. The further communication would be the interest phase of AIDA model. Also, this way, the senior management got a more refined list of possible clients.

The communication with possible clients was the key to understand the gap in the market, the required specifications of the product and other important details about service expectations of the buyers. This step had to be done in the earliest possible stages to reduce redundancy of work and related expenses and time loss.

#### **3.2 Marketing Activities in Co-ordination with Outside Freelancers**

Since the product YYD is planning to produce is going to be sold in their own brand name for the very first time, the company needed the support of marketing experts in establishing the brand. This was a matter of challenge because the target market was in US and YYD didn't have the capabilities to do the market research on its own.

After the company's screening and selection process was complete, I was tasked with the duty of being the liaison between YYD and the various marketing freelancers. This task involved telephonic conversations, meeting and email communication.

There were many decisions to be taken by the senior management. Making these decisions included having meetings and discussions at the company head office with the presence of top management. These decisions were concerned with the company's brand identity. This meant that changes in the decisions will be challenging in the future, hence the process was slow and deliberate and detailed reports were needed. My task in this was to give my perspective and take detailed notes of the discussions, and communicating it to the various marketing agents.

Apart from communication with the agents, I was responsible for coordinated effort with the marketing freelancers. This included but wasn't limited to researching available brand names, short listing possible brand names, registering available brand names, short listing possible domain names, checking availability of shortlisted domain names, registering domain name for website, figuring out steps involved in building a website, coordinating the website building activities and other related research.

The next step in launching YYD's product abroad was to have a website and as a new entrant the company needed to know what kind of content was present on the competitors' website. So my task was to surf the websites and make a detailed account of what other companies in this industry were presenting to their customers and visitors on their web page.

### **3.3 On-site Activities and Process Design**

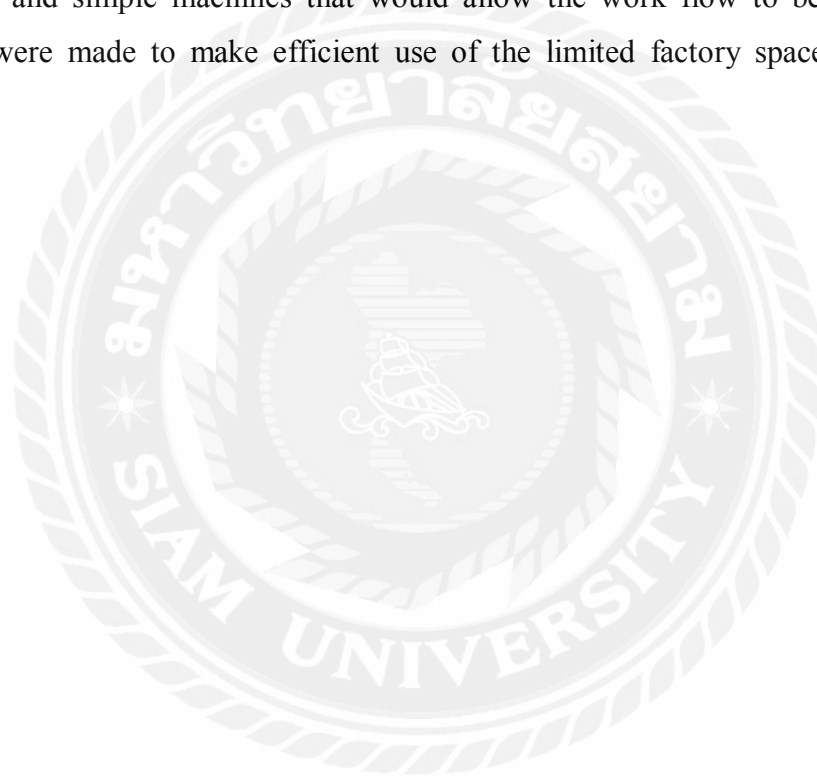
As YYD's factory is in the stage of construction, an oversight of the constructions process and coordination between YYD and the labor contractor in-charge of the factory construction was very important. It was necessary to ensure the construction happens timely and meet the required specifications. Time was a big factor in the construction because it was a coordinated effort between construction and machine ordering. If the factory wasn't ready in time, company would face additional expenses in storage of machines, damages and logistical costs.

I was responsible for making bookings for the trip, arranging transportation on-site and booking hotel room. I also accompanied my seniors in these trips and got the inside view of dealing with disorganized nature of governance and faulty policies of our evolving country. Working in such constraints is a reality of Nepal. Even though my role in this activity was a



minor one, it was a big contribution to my practical learning. These trips taught me how to deal with bureaucratic red-tape and working around them to keep project working on time.

Another key part of this business was to figure out a way to mass produce the dog chew earlier developed in frugal kitchen laboratories. All the equipment had to be customized and the process has to be designed to be able to meet the production goals. During my internship, I got to be a part of those meetings and take detailed notes for further study during factory set up. These notes were closely held company secrets and were not allowed to put into this report. However, I will discuss about it in my presentation. The topics of these meetings included the process of making Churpi, and simple machines that would allow the work flow to be foolproof. Also considerations were made to make efficient use of the limited factory space and its various challenges.



## **4. Identification of problem encountered during internship**

During the internship period, I faced a few challenges in performing the tasks assigned to me, for which I came up with frugally innovative solutions. These problems and following solutions are listed and explained below.

### **4.1 Problem Identification and Subsequent Successful Solution with Example**

#### *4.1.1 Contacting potential buyers*

Problems faced and solved while trying to find and contact potential buyers for YYD's products. There was no such directory or list of potential buyers for dig chew, so initially finding any leads was associated with trying to communicate with our existing buyers. But in this way, the growth of the list was taking too much time and the old buyers were reluctant to give us any new leads. The problem identified was the slow growth of data bases.

To solve this problem, I discussed with my immediate supervisor about how they usually find leads in local market and our discussion yielded in an idea that various trade fairs related to the industry maybe a good source of contacts to build our data base. Consequently, I did some search and found two such trade fares happening in US which were related to pet products. One of these was in Orlando and other in Las Vegas. These trade fair had a well organized list of participants and I was able to find their complete contact details from the websites. The list is presented in Annex 1.

Second problem faced in trying to contact these potential clients was to get through to potential clients via email. After sending about 50 emails, I started receiving notification about being reported as spam. This meant my emails would no longer reach the inbox of the potential prospects, instead they would just be marked as spam. With help from a friend I learnt about Mailchimp.com (which is an online service that allowed users to send one thousand emails per day). Using this service I was able to contact all the relevant clients on this list I had gathered earlier.

This whole exercise and related discussions with my supervisors brought about the idea that the best way to introduce ourselves to the market was to be physically present during one such fair. The management then decided to gear our strategy towards getting ready for the trade fair (which included a lot of activities that will be discussed below).

#### *4.1.2 Setting up the factory and designing the process*

After the stall at the trade fair was booked, there was a major change in strategy in the company. Things started to move much faster and we had to get certain things ready to be able to be presentable in the trade fair which is happening in Las Vegas, USA in mid-August. The activities included, factory construction and installment of equipment, setting up the production line and starting production, selecting brand name and designing brand identity, setting up our website and adding relevant content in it and finally launch product at the trade fair in Vegas.

Each of these tasks came with its unique set of challenges some of which I had to manage on my own while most of which was managed by the top management, but due to my unique position, I got to learn from those as well. In order to get the construction started YYD had to find and sign contractors and site supervisors. For this the top management needed to be on site in Jhapa. My duty was to book flight tickets, set accommodations for them. The problem was these trip were not previously planned and it affected the prices availability of hotels rooms. For which I established a corporate relation with the hotel. This solved the problem and made sure YYD employees had accommodation in Jhapa whenever needed.

It seems like a small issue, but when you consider that Jhapa is a relatively rural area and has little to no facilities. Finding any accommodation suitable for senior management becomes challenging. Also a proper accommodation and facility makes working in remote rural areas much easier. Future plan is to construct office and living space in the factory itself to allow managers to live on-site.

While designing the layout, as you can see in Annex 3, there is a stream right behind the factory area and the flow of water could be a challenge during monsoon months. So necessary embankment using GI wire mesh and boulders was made to overcome that issue. This idea was modified from many examples seen in landslide prone areas in the mountain side, which also proves to be another example of making frugal yet innovative solutions.

In the production process, since all of it is new, many problems needed to be solved. Such as gaps within the packed material placed in each mould (annex 4) need to be removed to prevent spoilage. This was solved by purposing a meat grinding machine used in sausage making to compact the material and remove air from it. The drying racks and drying rooms was another issue due to the constrained space. This issue was also solved with a innovative solution

borrowed from a different industry. The high trolley used in industrial bakeries and airline food preparation was used here to give mobility to the drying racks themselves so the material is not touched and contaminated in the process. The mold as shown in annex 4, is itself another innovation by the company's founders.

#### *4.1.3 Brand identity and marketing communication*

Next challenge for me was to research existing brand names, short listing our own brand name ideas, check availability, get approvals internally and getting it registered. The problem again was finding out all the registered names to see if the names we selected was still available or not. To do so by searching each name on Google was taking too much time and the results weren't always relevant. We also had to check if these brand names were already registered in US or not. The frugal solution I came up for this was to use free online services offered by US based company registration and legal BPO agencies.

Furthermore, the brand identity and related decisions for packaging, logo design, website domain name, website content, presence and content on social media and other branding and marketing related activities had to go simultaneously. While the top management was in Jhapa or even in Kathmandu, and the issue was of making swift decisions and communicating it to the freelancers and BPO agencies. This communication was important for timely progress in work and to be able to meet the deadline. Most of the work of branding is long term and wasn't possible to be included in this small study period.

## **5. Contributions and Learning Process**

### **5.1 My contributions**

My contributions during my internship period are listed below. The contributions are further broken down based on the type of internship activity I was performing at the time. The first set of contributions pertains to finding and contacting potential buyers. I searched for and created a data base of potential clients for YYD. It included more than 700 companies based in US involved with pet food and other pet related products. I reached out to these 700+ companies and introduced the YYD and our product to them.

I learned to do a monotonous task with a certain level of ease. Also I learned about various online services that allow us to send emails without being flagged as spam. But most importantly I learned that communication in person is much better than any other form of communication when it comes to forming relationships. Booking a stall in the trade fair for August in Las Vegas for better contact with potential buyers and introduction of the product.

During the rush to get ready for the trade fair, all activities had to be preformed correctly in the first attempt itself. There was no room for error. Therefore, my role and responsibilities changed as well. Booking travel tickets and accommodations in Jhapa (factory site) Forming corporate relation with hotel in Jhapa for further business trips.

This taught me that there are ways to show our value to the outside party to get a better deal. This was one practical negotiation and sales skill. While YYD was in high gear trying to get ready for the trade fair, branding and marketing related activities had to happen as well. My role during the time was to be the liaison between management and marketing freelancers such as online research experts, online advertising experts, brand logo and packaging designers, packaging manufacturers and social entities dealing with women empowerment. Forming seamless communication flow between multiple outside parties and management.

This taught me the importance of taking notes and effectiveness of various free to use applications available on mobile devices to be frugal yet effective in prompt flow of communication. During our various discussions and meetings to solve production flow and space constrain issues, I pitched a few interesting ideas as well such as, The trolley rack used by

airlines food preparation industry to function as YYD's drying racks because it was mobile and a few other ideas as well which are pending decision.

This taught me not to limit the ideas of one industry just because of its name or designed purpose. Practically thinking of the function of any object can lead to innovative yet frugal solutions. (Jugaad Innovation, 2012)

## **5.2 Details of learning**

Theories are the fundamental principles where as practicality deals with applying those principles. It sounds very simple; however, in real business environment it is very different. Theories give the basic idea about the market and how it works, however, in order to be proactive in the market. The application has to be relevant and should benefit the company. Businesses should be able to bend the theories and develop robust strategies those enrich business.

During my course of internship, I had two theories that were very relevant to my job: Theory of Consumer Buying Behavior and AIDA Model. I had to deal with a lot of potential clients, I had to make them aware and have a positive response about YYD. This directly correlated with the AIDA (Awareness, Interest, Desire, Action) Model. Awareness, Interest, Desire, Action are the processes that potential client goes through while considering their options. The seller should be very proactive and identify the stage they are in. It was also necessary to distinguish whether the client was genuine and interested, so that, time and resources are used effectively.

Making the customers aware about the products, creating interest and purchase desire in customers; and finally, encouraging them to buy products. However, the process is not the same in practice as the theory suggests. During buyer-seller interaction, the customer maybe already aware about and might already be very much interested in offer, but require certain other information about service provisions and company's production details to make an educated decision. In this case, it is more important to focus on convincing the client about the technical and support aspects of the firm rather than the product itself. The clients might be irritated with redundant sales efforts of competitors and getting a foot in their door through some other means might be necessary. In this way, I figured out that difference in theory and application.

Similarly, consumer buying behavior study was also a very important part of designing the brand and marketing channel. Since the targeted consumer base was actually in US and I had no direct way to observe their behavior, I relied on Google and Facebook analytics to gain an understanding about the market segments. In theory, the consumer buying behavior is a process that consists of: Need Identification, Information Search, Analysis of Alternatives, Purchase, and Post-Purchase Behavior. Customers go through these processes while they are making a purchase decision regarding any product/services.

However, to get to know the buying behavior or expectations of customers bases in US was a challenge due to our current base of operations. We had to come up with innovative ways to gather the required knowledge about or target market segment. For this we utilized various analytical tool such as Google analytics to understand what words are being searched and what is trending in the targeted market segment. We also used Facebook analytics to understand the kind of content our target market was interested in so we could design our own content in a way that attracted them to us organically without spending too much on advertising.

I also learnt that communication and PR are vital to any business, especially in foreign markets where in order to be competitive as well as stay relevant. Companies have to maintain a sound PR with all stakeholders. When it comes to communication skills, I have understood that it is the key to any companies success. No matter how well the strategies are crafted in theory, if they are not communicated well to the employees, then the strategies are bound to fail in practice, hence leading the business to the path of failure.

Hence, in this way, I learnt many things during the course of my internship which wouldn't have been possible through bulky books and theories. I have been able to apply my theoretical knowledge, and moreover, I have received a blend of practical experience along with the theoretical frameworks. Therefore, I intend to build my career based on these knowledge and experiences hoping to be the best in wherever I choose in future.

## 6. Conclusion

While we know theoretical methods and steps and processes of doing branding or going about a company's advertising, the challenges of working in a start-up however is one with constrained human resources, time and capital. So to deal with many of the challenges we had to use our creativity and making frugal solutions to big problems. Marketing and branding activities for a new brand does require a big capital injection, but by using in-house ingenuity and cheap freelance services under supervision and control can be an effective way to reduce those costs.

Even after that, many of the issues could not be effectively solved in-house. We weighed the cost and benefits of using the services of an established marketing agency or freelancers and found that recruiting freelancers was best when they were working under close supervision of company manager. Also we understood the unforeseen benefits of outsourcing the whole marketing function itself. These benefits can be effectively seen in freed up of the managers.

In building the infrastructure of the company, we learn a few important lessons as well. We learnt that we must be far sighted and just being frugal is not enough. Many times by cutting corners or reducing expenses we might end-up losing longevity and quality in the infrastructure. An effective way to think is to have a long term view and the vision of future expansion while making decisions about infrastructure. Keeping the structure's ceiling modular we were able to achieve the possibility of future expansion. The long term goal is to build a packaging unit for our product on the second floor. This would free up the space on the ground floor to add capacity to our production line. With the long term goals in sight we also learnt to deal with limited resources more efficiently as to avoid reoccurring expenses to fix mistakes or make changes.

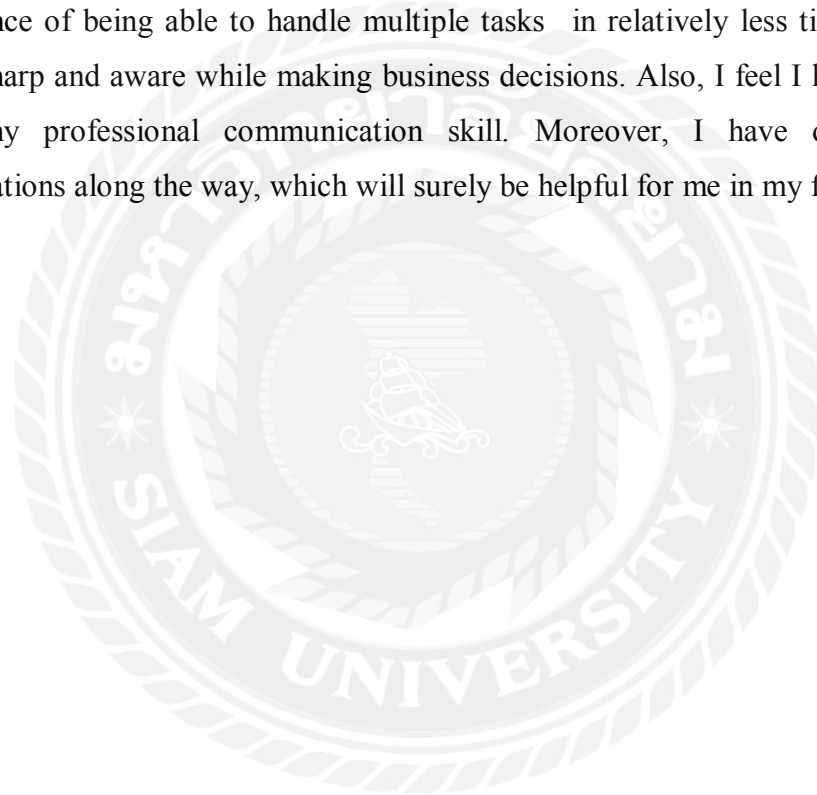
Though a long term sight is very important, some problems have to be dealt with in present and with limited resources. So, on the other hand, sometimes it is smarter to go with the faster solution. This might sound counter-intuitive to the above arguments, but its justified when you think about future revenue stream. A cheap fix now, would enable the company to first start production and generating revenue to continue improvements and better solutions without putting much pressure on the limited initial capital. The company did so with the various frugal innovations in the production line design and freelance services of marketing experts. This of



course is a balancing act that is learned by years of experience and working. Young entrepreneurs definitely need to build this skill over time.

### **6.1 Self assessment as future professional**

The internship at YYD has been very insightful and enlightening. I have had the opportunity to learn about the Dairy industry in Nepal and start-up culture. I also had the platform to practice my theoretical knowledge base in real time market. It has showed the path for becoming a better professional and a better individual as a whole. Working rigorously towards planning, forecasting, research, and sales; has taught me the value of time and also given me the confidence of being able to handle multiple tasks in relatively less time. I feel I have become more sharp and aware while making business decisions. Also, I feel I have been able to improve on my professional communication skill. Moreover, I have developed many professional relations along the way, which will surely be helpful for me in my future endeavors.



## Annex

### Annex1: Client List

These companies are a part of super zoo trade association that I connected with in order to find new partners for the firm I was working for at the time.

Nulo Pet Food	Angel Pet Supplies	Bare Bites
ZippyPaws	Angels' Eyes	Bark Potty
Hills Pet Nutrition	Angels Grooming Apparel	Bass Brush Company
Snappy Tom Pet Supply	ANIMAL AYURVEDA	Bayer Animal Health
2 Hounds Design	HERB PACK C/O KOWA	Beacon Design by ChemArt
21st Century Animal HealthCare, LLC	AMERICAN CORP	Bell Rock Growers
A Pet with Paws LLC	Animal Essentials Inc	Best Buy Bones / Nature's Own Pet Chews
A&E Cage Company	Animal Health Solutions Inc.	Best Pet Supplies, Inc
Addiction Foods	Animal Nutritional Products	Best Shot Pet Products Intl.
Advance Pet Products	Animal Supply Company	Big Creek Foods
Advantek	Annamaet Petfoods	Big Hairy Dog Information Systems - Retail Pro
Advet Inc.	Aquapaw, LLC	Bil-Jac
AeroMark International Inc	Aquatop	BioDOGradable Bags
All American Pets LLC	Ark Naturals	BiologicVET
All Four Paws	Arlee Pet Products	Bixbi Pet
All Star Dogs	Armstrong's Crickets Farm	Black Diamond Radio
Alpen Schatz	Aroma Paws	Black Gold Explorer
ALQO WASI	Artero USA Inc	Blackwood Pet Food
Amazing Pet Products	Artvark Pet Products, Inc.	Blue Buffalo Company
Amber Tech	Auburn LeathercraftersA	Blue Dog Bakery
American Pet Products Association/Global Pet Expo	Tail We Could Wag	Blue Ribbon
Andis Company	Austin and Kat CBD Pet Products	
	Back on Track	

Bobby + Bambi's Gourmet Dog Bakery
Bosco& Roxy's
Boss Pet Products-PetEdge
Bowers Pet Products
Bow-Wow Pet (European Home Design)
Boxiecat LLC
BPV Environmental.com
Bradshaw Home
Bravo Pet Foods
BrightPet Nutrition Group
Broadly
Brown's
Buckle-Down Inc.
BUDDY BELTS
Bulletproof Pet Products
Butcher's Block Pet Treats LLC
Butcher's Bones
By Nature
C&S Products Company Inc.
Caitec Corporation
California Professional Pet Groomers Association Inc
Canada Pooch
CANIDAE Pet Foods
Canine Brands
Canine Caviar Pet Foods
Canine To Five

Capital One
Cardinal Gates, Inc.
Carmel Ceramica
Carna4 Hand Crafted Pet Food
Carnivore Meat Company
Carolina Creative
Caru Pet Food Company
Cat Dancer Products
Central Garden and Pet
Central Pet Distribution
Champion Petfoods
Charlie's Backyard
Charlotte's Web
chewish pet toys
Chi Dog
Chicken Soup for the Soul Pet Food
CHILLY DOG
Chona Shears by C & J's Sharp Edge
CHOPWARE INC.
Chris Christensen
ClearBags
Clifford W. Estes Co.
Coastal Pet Products
Cobalt Aquatics
CocoTherapy
Company of Animals
Comp-Ware Systems, Inc.

Conair Pet Pro
CoolerDog by Maranda Enterprises
Creating Better Days
Crumps' naturals
Crystal Works
Curicyn
Curtis Wagner Plastics Corp
Cycle Dog LLC
Darford
Dave's Pet Food
Dazzling Paws Jewelry LLC
Dharma Dog Karma Cat
Diamond Pet Foods
Diedrich Pet
Do Only Good Certified Pet Nutrition
DOCO PET LLC
Dog Diggin Designs, LLC
Dog Gone Smart
Dog is Good
Dog with a Mission
Dog Worldwide
DOG Worldwide
Doggie Walk Bags Inc
DoggieWater
Dogline
Dogness Group LLC.
Dogs & Cats & Co.
Do-It Corporation

Dope Dog
DoyenWorld
Dr. Becker's Bites
Dr. Earth, Inc.
Dr. Elsey's Quality Cat Products
DrTim's Aquatics
DT SYSTEMS
DurvetInc
E&S Pets
Eagle Flexible Packaging
Earth Animal
Earth Buddy Pet Products
Earth Rated
Earthbath
Earthborn Holistic Pet Foods
Elanco Animal Health
ElastiTag - Bedford Industries
Elevate
Elmo's Closet
Emerald Pet Products
Envirogroom LLC
EPICOR SOFTWARE
eShipping
Espree Animal Products
Ethical Products, Inc.
Evanger's Dog and Cat Food co., Inc.
Evolution Shears

Exclusively Pet, Inc.
Eye Envy
EzyDog
F.L. Emmert
fabdog, Inc.
Farmina Pet Food
FasTrax Solutions
Fetch
Fetch for Pets
Fetch! Dog Treats
FiberCore, LLC
Fidobiotics
Fine Doggy
FirstMate Pet Foods
Flair Flexible Packaging Corporation
Flex Plus Pak
flexi North America LLC
Fluff & Tuff, Inc.
Folium Biosciences
FoodScience Corporation
FOOZYS FUN SOCKS
foufouBRANDS
From The Field LLC
Fromm Family Foods
Furrever
FuzzYard North America
Gaines Family Farmstead
GeibButtercut Handmade Shears

General Distributing & Sales Co.
GF Pet
GivePet
GlobalOne Pet Inc.
Glo-Marr Products, Inc
Go Green Environmental
Gold Paw Series
Goli Design
GOOD L CORP
Grandma Mae's Country Naturals
Green Coast Pet
Green Source Organics
Grizzly Pet Products
Grocery Pup
Groomers Pro
H&C Animal Health
Hagen Group
Halo Purely for Pets
HandsOn Shedding/Bathing/Grooming Gloves
Hangman Products, Inc.
Happy Go Healthy
Happy Howie's, Inc
Happy Tails
Haute Diggity Dog, LLC
HEALTH EXTENSION PET CARE

Health Technology
Professional Products Inc.
Healthy Essentials
Healthy Hemp Pet Company
Healthy Pet
Heavenly Hounds
Heka Pet
Herbsmith
Hexbug (Innovation First Labs
Higgins Premium Pet Foods
Highwave
Hikari Sales USA, Inc.
Hills Pet Nutrition
Hillside Farms (Globalinx Pet)
Himalayan Pet Supply
HippoSak
Holistic Hound
HomeoPet
ht-pet, LLC.
Hugglehounds
Hurtta
Hyper Pet LLC
HYPONIC
Iceland Pure, Pet Products
Icelandic+
Icelandirect, Inc.
Ideal Pet Products
iFetch LLC

imagine This Company
iMARC Engraving Systems
InClover Research
Indigenous Pet Products
INDIPETS INC
Innovet Pet
Insect Shield Repellent Technology
International Pet Group
Intersand
Irish Dog Foods ltd
Isle of Dogs
ITI Manufacturing, Inc.
Iv San Bernard USA
Jax& Bones
JcvGroup LLC
Jiminy's
Jolly Pets
Jones Naturals, LLC
Julius-K9 LLC
K9 Granola Factory
K9 Natural
K9Align
Kenchii Professional
Kennel and Crate
Kent Pet Group, Inc.
kin+kind
Kittrich Corp: Eco-Smart /
Nature's Gourmet
Klippo Pet Inc

Knots of Fun- Makers of Happy Hands Happy Dog Toys®
KONG Company
L&L Freight Services, Inc
Lafeber Company
Lennox Intl
Lickable Treats
Lifeguard Aquatics
Lightspeed POS
Lilly Brush Co., LLC
Liquid-Vet by COOL PET Holistics
Live Pee Free®!
Living Well Products Direct
lixit corporation
Loopies Toys
Lotus Pet Foods
Loving Pets
Lucky Pup
Luna Blue
LupinePet
Main Street Hub
Mammoth Pet Products
Mars Petcare
Mason Company
Meowijuana LLC
Merrick Pet Care, Inc.
Messy Mutts
Metro Paws LLC.

METROVAC
MidWest Homes for Pets
MILLERS FORGE, INC
Minus Forty Technologies
MiracleCorp Products
Modesto Milling, Inc.
Molly Mutt
Momentum Carnivore Nutrition
Mondi
Moots Pets
Morris Packaging
Multipet International
Muttluks Inc.
My Custom Pet Store
My Dog Nose It!
My Healthy Pet
MyFamily
Natural Balance Pet Foods
Natural Dog Company
Naturally Fresh
Nature's Logic
Natures Pet Club
Nature's Specialties
Nature's Variety
NaturPet Inc.
NaturVet
Nayothecorgi&Petorama
NEATER PETS
Necoichi

Nestle Purina PetCare
NETbilling Merchant Services
New Age Pet
New Wish Inc.
Newco Distributors Inc.
NexPet Retailer Co-op
Next Gen International Corp
NitelzeInc / Otterbox
Nordic Naturals
NORTH AMERICAN PET PRODUCTS
North States MyPet
Northwest Naturals
NOW Pets
NPIC
NRG Original Dehydrated Dog Food and Treats
Nulo Pet Food
Nupro Supplements
Nutreco Canada Inc
NVMK Sales / Nandog Pet Gear
OdoBan
Omega Paw Inc.
Omega Sea LLC
Omnipet by Leather Brothers Inc.
One Fur All
Only an Ocean   Poochie-Pets

Open Farm
Open Road Brands LLC
Organic and Nature Private Label Inc.
Oscar Newman LLC
Oster Professional Products
Outward Hound
Oxbow Animal Health
Oxyfresh Pet
P.L.A.Y. Pet Lifestyle and You
Paco& Lucia
Paperproducts Design (PPD)
Parisian Pet
Park Life Designs
PARTY ANIMAL, INC
Patchwork Pet
PAW - Pet Adventures Worldwide
Paws Effect
Pawsitively Approved by JSG Oceana
Pawz Dog Boots
Penn-Plax
Perfect Pet Treats, LLC
Perrigo Company
Pet Boss Nation
Pet Business Magazine
Pet Center Inc. / PCI
Pet Factory Inc.,

Pet Gear
Pet Gifts USA
Pet Health Solutions
Pet 'n Shape
Pet Parents®
Pet Releaf
Pet Store Websites
Petabis Organics NaturaPetz
Organics The Petz Kitchen
PetAg, Inc.
PetBizinsurance.com
Petcurean Pet Nutrition
Petfive
PetGuard
PetIQ
PETIQUE
PetKind Pet Products
Petlou
Petote
PetPals Group
PetRageous Designs Ltd.
Pet's Best Life
Pets First co.
Pets Global Zignature/Fussie
Cat/Essence
Pets Stop
Pets+ Magazine
PetSafe
Petsport, INC.
PharmatchnologyInc

Phillips Pet Food & Supplies
Phytobites
PIDA/Pet Store Pro
Pin Paws
Pioneer Pet Products, LLC
Plantacea CBD
Platinum Pets
Plato Pet Treats
Playa Pup PlangeaInc
Plush
pocket pet
Polkadog Bakery
Pooch Outfitters
PoochPad Products
Portland Pet Food Company
PowAir
Prairie Dog Pet Products, LLC
Prefer Pets
Presidio Natural Pet Company
Prestolabels.com
Preston
Prevue Pet Products
Primal Pet Foods, Inc
Primetime Petz LLC
Professional Pet Products
Promika, LLC
PUBT INC

PUPPIA INTERNATIONAL INC.
Puppie Love / KittieKittie
Puppy Cake
Pura Naturals Pet
Pure Treats Inc.
Python Products Inc.
QT Dog LLC
RC Pets
Real Pet Food Company
Receptra Naturals
Red River Commodities
Red Rocket Pets
Redbarn Pet Products
RELIQ PET LLC
Replenish Pet Inc / Maximum Bully
RESCUE REMEDY® PET
Reserved
Richell USA, Inc.
RIO GRANDE SERVICE CENTER
ROK straps Global Corp
ROOP
Royal Canin
Royal Pet Inc
Rubie's Pet Shop Boutique
Ruff Dawg
Ruffwear
Rush Direct Inc / Procao.ind

RYANS PET SUPPLIES
SAUDER PET HOME
Savory Prime Pet Treats
Scoochie Pet Products
Scott Pet
Scout & Zoe's
Sentiments, Inc.
Shed Defender
Shipper's Advocate, Inc.
Shor-line
SHOW FLOOR TALKS: Free Animal Wellness & Retail Topics
Sierra Packaging & Converting LLC
Silicute DBA H&E Global Sourcing Inc
SiliDog - The Silent Pet Tag
Silverfoot
Skout's Honor
Sleepypod
SLEEPYS
Smallbatch Pet Food Co.
Snap Lock Chicken Coops
Snappy Tom Pet Supply
Snook's Pet Products LLC
Snoozer Pet Products
SO Bright
Solid Gold Pet
Source CBD Hemp Oil

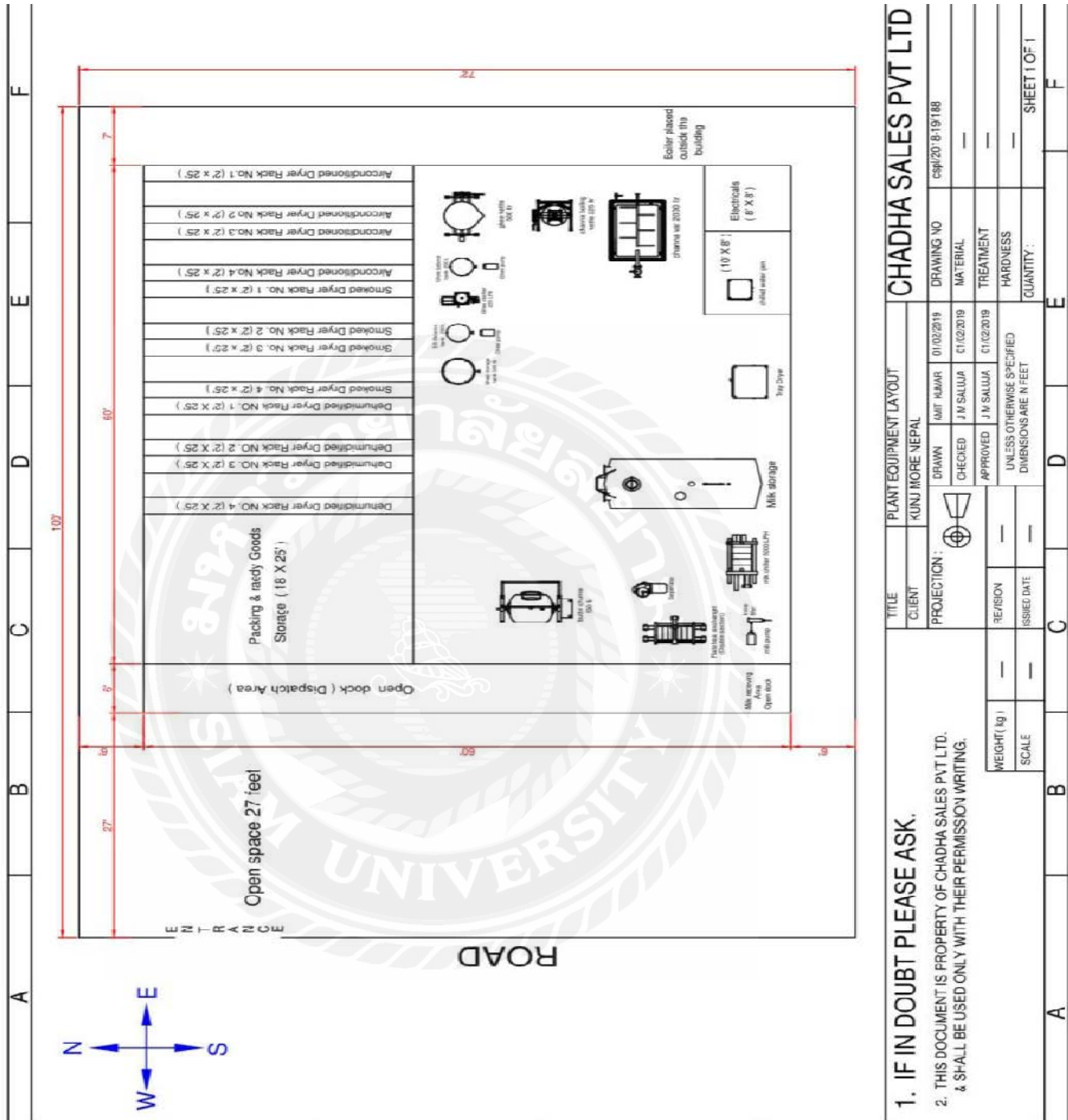
SPEARTEK
specialty pet products
Spectrum Brands
Spina Organics LLC
SpoiledRottenDogz
SPORN
Spot Farms
Spunky Pup
Star brite
Starmark Pet Products
Stella &Chewy's
Steve's Real Food
Suitical International
SUNSHINE MILLS, INC.
Super Snouts Hemp Company
Superior Farms Bark & Harvest
SuperZoo Info
Supreme Petfoods
Surf City Pet Works
Susan Lanci Designs
Suzie's CBD Treats
SwedencareUSA
Sweet Feet and Beak
SwiftPaws
SynergyLabs
Tail Bangers
TALL TAILS
TarHong

TC Transcontinental Packaging
Tender & True Pet Nutrition
Tenka Pack
Tether Tug
TEX's
SMOKE'N'CHEWS/KUHLE KATZ
The Absorber Pro Dry
The Bear & The Rat: Cool Treats for Dogs
The Honest Kitchen
The Natural Dog Company
The Pet Team
The Petstaurant
The Worthy Dog
This & That Canine Company Inc.
Thomas Labs
ThunderWorks Company
Timberline Live Pet Foods
Timberwolf Pet Products/Sport It LLC
Tolsa, SA
Tomlyn Veterinary Science
TrePonti USA
Treat Planet
Treatibles
TropiClean Pet Products (grooming)
Trouw Nutrition



True Leaf Pet	Vee Enterprises	West Paw
True Raw Choice Pet Products	Versele-Laganv	WESTMINSTER PET PRODUCTS
TrueBlue Pet Products	Vet + Instinct // Primo Pup	Wet Noses Natural Dog Treat Co., Inc.
(grooming)	Vet Health	WHEEL HOUSE DESIGNS, INC
Tucker's Raw Frozen and Treats	Vet Worthy/Finish Line Pets	WHIMZEES
Tuffy's Pet Foods	Vetalogica USA, Inc.	Whitebridge Pet Brands
Tumbo LLC	Vetericyn Animal Wellnes	WholesalePet.com
(unrelated)	Veterinary Service, Inc.	Wholistic Pet Organics
Tyson Pet Products	VetMatrix	Wild Pet Products (no website found)
Uckele Health & Nutrition	(website developers)	WJ Packaging Solutions Corp.
Under the Weather	Vetnique Labs, LLC	Wolfgang Man & Beast
Unique Pet Care	Vets Plus, Inc.	Worldwise., Inc.
(cleaning products)	Victor Super Premium Pet Food	Wyld'sWingdom, Inc
UNIQUE PETZ LLC	VIP Products	YAPPY GLOBAL PETS
United Pacific Pet	Vista Pet Supply	Yellow Dog Design
United States Postal Service	VitakraftSunseed	Zee.Dog
(exactly what the name says)	Volkman Seed Factory	ZenPet
Up Country inc	(birds)	Zesty Paws
Up Right Trading Corp	Wahl Clipper	Zinpro Corporation
Urine Off by Bio-Pro Research, LLC	(pet grooming)	ZippyPaws
(cleaning product)	Walkin' Pets by Handicappedpets.com	Ziwi USA Inc
Van Ness Pet Products	(Very unrelated)	Zoo Med Laboratories, Inc.
VAVA Pet	Ware Pet Products	ZuPreem
(can't reach the website)	Warren London	
	Weruva International	
Zymox @ Oratene by Pet King Brands.com		

**Annex 2: Factory Layout**



1. IF IN DOUBT PLEASE ASK.		TITLE CLIENT		PLANT/EQUIPMENT LAYOUT KUNJ MOORE NEPAL		CHADHA SALES PVT LTD	
2. THIS DOCUMENT IS PROPERTY OF CHADHA SALES PVT LTD. & SHALL BE USED ONLY WITH THEIR PERMISSION WRITING.		PROJECTION :		DATE 01/02/2019	DRAWN AMIT KAJAR	DRAWING NO ESP/2018/19/188	
				DATE 01/02/2019	CHECKED J N SALUJA	MATERIAL ---	
					DATE 01/02/2019	TREATMENT ---	
						HARDNESS ---	
						UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN FEET	
						WEIGHT (kg) SCALE	
A	B	C	D	E	F	QUANTITY ---	SHEET 1 OF 1

**Figure 3: Factory layout**

Source: Chandha Sales Pvt. Ltd.

### **Annex 3: Packaging Ideas**

These are few pictures of the packaging design that we were considering at the moment for our premium product. All though the final decision hasn't been made so far about the packaging material or design in case of the premium product.



**Figure 4:** *Premium packaging Ideas*

#### **Annex 4: The Mould**

This mould was custom made for producing the premium product. Its made of aluminum and was made to exact specifications drawn through our product research and development. Although the mold and machines that will be used in the production line is still being developed.



**Figure 5:** *Mold for Sampling*





## Annex 5: Logo Ideas

These are a few design ideas for the logo. The final design for the logo has been decided as well, but I was not authorized to use it in the report.



**Figure 6:** Logo examples

Source: 81er Pvt. Ltd.

## **Annex 6: The Product**

Our product is a type of traditional cheese which is dried. It lasts longer than other competing products. This feature is very desirable for the pet owners.





**Figure 7:** *Product types*



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