



Cooperative Education Report

Title: Sales Strategies of Panchakanya Group

Written by
Ms. Bibhuti Niroula
Student ID: 5908040050

**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2019
Siam University**


Project Title : Sales Strategies of Panchakanya Group
Written by : Bibhuti Niroula 5908040050
Department : Bachelor of Business Administration (Marketing)
Academic Advisor : Ajarn Worraphoom Sangkaew (Ph.D. Candidate)

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019

Oral Presentation Committees

Worapoom Saengkaew

.....
(Ajarn Worraphoom Sangkaew)
Academic Advisor


(Bipsa Shakya)
Job Supervisor

Chanatip Suksai

.....
(Dr. Chanatip Suksai)
Cooperative Committee

Maruj Limpawattana

.....
(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President
And Director of Cooperative Education

Project Title : Sales Strategies of Panchakanya Group
Credits : 6
By : Bibhuti Niroula
Advisor : Ajarn Worraphoom Sangkaew
Degree : Bachelor of Business Administration (BBA)
Major : Marketing
Faculty : Business Administration
Semester / Academic Year : 2/2019

Abstract

This internship has been conducted in Panchakanya Group Nepal, a well-known brand in the construction material business as a university requirement. Objectives of the internship includes: (1) to know the functioning of different departments at Panchakanya Group, (2) to make professional connections, (3) to develop negotiation skills, (4) to develop the skills to work with a wide range of people. The company provides one stop solution to all the construction needs of the consumers. Around 80 per cent of the group's concentration is in the construction material production. Steel is one of the major products of the group. The company has been able to hold stability in market share for the last three to four years. Products of the group are marketed and traded through a single dealership. The group has around 150 dealers across the country. With the company, the student was assigned to work as an Intern, in the Sales and marketing Department for 8 weeks. The question was established by means of practical learning and concepts concerning Psychology, Sociology, Consumer Behavior, Sales and Marketing. In this matter, the student is able to learn more about communication, develop in speaking, deliver thinking and relationship management, which are very important for future career and growth.

Keywords: Business Development / Sales / Clients / Relationship Marketing

Impact of Covid-19 on this Internship

The novel coronavirus disease, which has spread from China to other countries around the globe, has created a huge panic everywhere. In March, the World Health Organization officially declared the novel coronavirus a global pandemic. Since its outbreak, COVID-19 has spread at a rapid rate to more than 981,000 people around the world, according to The New York Times.

To prevent the highly contagious disease, the WHO and the Center for Disease Control and Prevention have recommended social distancing, which means reducing close contact with people. In light of this, governments have taken measures to try and reduce the spread of COVID-19 by implementing lockdowns and travel restrictions.

Additionally, businesses and organizations were requested to apply work from home policy / Suspension of work including my workplace. My internship status is suspension of my internship due to the lockdown in Nepal due to COVID-19. The reason for the suspension of my internship is since the department i am interning is mostly about sales we have to use the office's means such as for calling and emailing them through the company's telephone number and email which is not accessible right now due to the complete lockdown in Nepal.

I had completed 8th week of my internship at Panchakanya Group before the lockdown. Even though, I haven't been able to visit my workplace, I am in constant touch with my supervisor and seniors from work. They have been guiding me through out. I have been on temporary suspension until the lockdown is over.

Acknowledgement

I want to acknowledge Panchakanya Group for giving me the opportunity to complete my internship in such a reputed organization. The internship has provided me with an opportunity to test my abilities and attitudes toward career possibilities for the future. This exposure has helped me bridge the gap between learning in classroom and application in the work environment.

I am very grateful to my supervisor, Ms. Bipsa Shakya (Sr. Sales and Marketing Officer) who taught me the key concepts and overall functionality of the company. I thank her for her constant guidance and counselling during the entire internship program.

I would like to convey my deepest gratitude to Siam University for this opportunity. I am also very grateful to my academic supervisors Ajarn Worraphoom Sangkaew and Ms. Laling Lama for their constant guidance and advice throughout the internship and also for helping me reflect on my internship experience. Finally, I would like to thank my family for giving me moral support.

Yours Sincerely,

Bibhuti Niroula

Content

Abstract.....	i
Impact of Covid-19 on this Internship.....	ii
Acknowledgement.....	iii
Chapter 1: Introduction.....	1
1.1 Company Profile	1
1.2 Organizational structure	6
1.3 Statement of the report.....	7
1.4 Objectives of the study.....	7
1.5 Roles and responsibilities.....	7
Chapter 2: Internship Activities.....	8
2.1 Assignments and responsibilities.....	8
Chapter 3: Identification of Problems Encountering during the Internship.....	9
3.1 Indication of how I successfully solved the problems	9
3.2 Examples	10
Chapter 4: Contribution and Learning Process.....	12
Contributions of student made during the internship.....	12
Chapter 5: Conclusion.....	14
5.1 Self-assessment as a professional	14
Annexure.....	16
Bibliography.....	18

Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company Logo

Panchakanya Group has been able to establish itself as one of the leading industrial and trading houses of Nepal and its activities include international trade, domestic supply, construction projects, and investment in financial institutions, hydropower project, schools, colleges, hospitals and construction related projects. Today, the organization has earned unmatched reputation in the business sector of Nepal and its brand name and products are considered to be premium forces. The Panchakanya Group has been marching ahead with its slogan, “Always First, Always Ahead”. (Shrestha, 2019)

The brand “Panchakanya” has carved an unforgettable imprint in the minds of many Nepali consumers. The group, through a dozen companies, is creating direct employment for thousands of people. “Panchakanya” has become a well-known brand in the construction material business. The name Panchakanya in itself is enough to describe the quality of the products, as quoted (Pradeep Kumar Shrestha, MD of Panchakanya Group). The group provides one stop solution to all the construction needs of the consumers. Around 80 per cent of the group’s concentration is in the construction material production. Steel is one of the major products of the group. The installed production capacity of steel is 80 thousand metric tonnes and the group is utilizing up to 70 percent of the total capacity. Shrestha claims that their market share of steel is around 20 percent among 15 to 18 steel industries in Nepal. He said that the company has been able to hold stability in market share for the last three to four years. Products of the group are marketed and traded through a single dealership. The group has around 150 dealers across the country. (Panchakanya Group: Journey of a Brand, 2013)

The Panchakanya Group has always believed in giving back to the society. So, as a part of its Corporate Social Responsibility (CSR) activities, the group has been contributing to various social causes. Some of the CSR Activities are: Panchakanya Group has supported Health

Transformed By Art as a part of corporate social responsibility. The company had sponsored the amount of Rs.100000 to paint all the wall of Kanti hospital. The women journalist expedition program was held on 5th August 2018. In this program four young women journalist involved in a different facets of county's journalism scaled the world's highest peak Mt. Everest. They also became the first team of journalism to script a history by successfully scaling the world's highest peak. As a part of CSR activities Panchakanya Group supported their slogan "Unified Voice For Equity" providing sponsorship worth of Rs.200000 to the team. This activity aims to empower women in Nepal and create platform for them. The wall painting project was initiated by Siddhartha Art Gallery and aims to provide psychological relief to patients, parents, hospital staff and general public. Similarly, on the occasion of International Women's Day, the group also promised a continuous support to empower and encourage Nepali women Likewise the group has carried out cleanliness and sanitation programs, 'Paint a School' campaign, construction of schools, hospital floors, 'Sattals', temples, tree plantations along with providing support for numerous programs for social causes. ("Paint A School' Campaign, 2016)

The products offered by Panchakanya Group

- Steel.

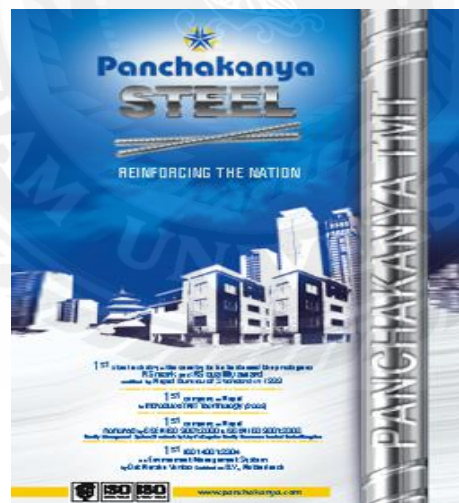


Fig 1: Panchakanya Steel

• Plastics.



Figure 2: Panchakanya PP-R pipes & Fittings, Panchakanya HDPE Pipes and Panchakanya PVC Pipes & Fittings

• Readymix Concrete.



Figure 3: Panchakanya ReadyMlx Concrete

- SS(Structural Steel)Tank.



Figure 4: Panchakanya SS Tank

- PSS.(Panchakanya Structural Steel)





Figure 5: Panchakanya Structural Steel (Decking Sheet, Light Gauge Steel and Corrugated Galvanized Iron)

- Panchakanya Profile.

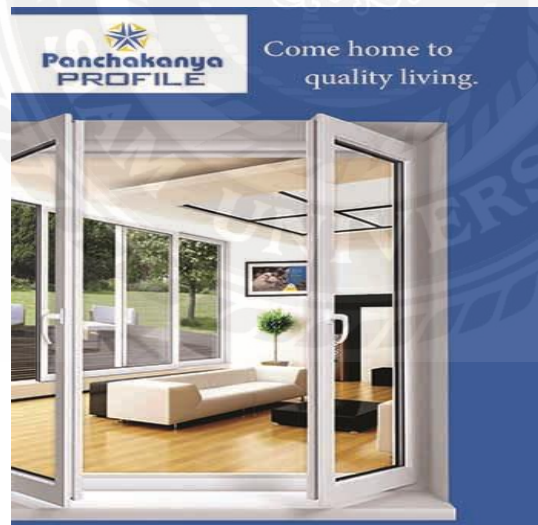


Figure 6: Panchakanya Profile

1.2 Organizational structure

The organizational structure at Panchakanya Group isn't a complex one which allows easy flow of communication amongst each department. Below is the organogram of Panchakanya Group, Nepal.

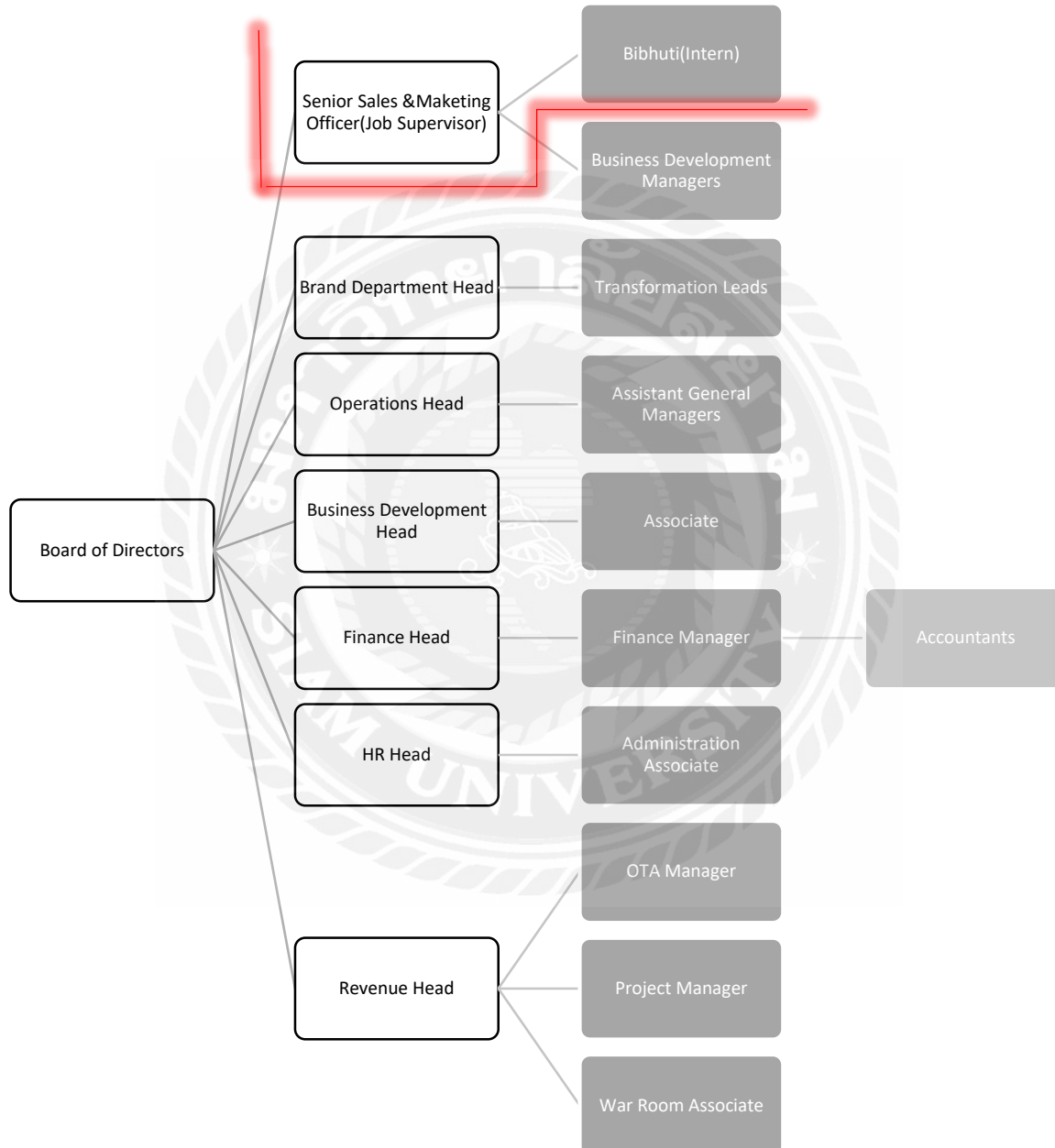


Figure 2: Organizational Structure

1.3 Statement of the report

This Internship is completed as per the requirement of Business Administration undergraduate program at Siam University. This is a part of the curriculum to complete 8 weeks' internship for better understanding of the concepts and overall functionality of corporate industry. This internship also provides the opportunity to develop professionalism among the students and gain experience of working in actual market before completion of the undergraduate degree. The experience gained by an intern during their internship period will develop them as an elegant professional for their future job prospects.

1.4 Objectives of the study

There are four main objectives of doing this internship they are:

- To study about function of different departments at Panchakanya Group.
- To make professional connections.
- To develop negotiation skills.
- To develop the skills to work with a wide range of people.

1.5 Roles and responsibilities

Panchakanya Group has different departments where different works are carried out and I was placed in the Sales & Marketing Department. The following were the roles and responsibilities of the student:

- a) Follow up to clients via phone calls and e-mails
- b) Relationship management
- c) Identify selling possibilities and evaluate customer needs
- d) Seek out new sales opportunities through cold calling, networking and social media
- e) Set up meetings with potential clients and listen to their wishes and concerns
- f) Create reviews and reports with sales data
- g) Ensure the availability of stock for sales
- h) Participate on behalf of the company in exhibitions
- i) Collaborate with team members to achieve better results
- j) Gather feedback from customers or prospects and share with internal teams

Chapter 2: Internship Activities

2.1 Assignments and responsibilities

I was working under Ms. Bipsa Shakya ,Sr. Sales and Marketing Officer who firstly gave me the brief description of the product line of Panchakanya Group ,she also mentioned about the new products launched by the company, then later gave me the following assignments and responsibilities:

1. Follow up calls and explain about our products and process of construction.
2. Collected data in order to reach potential clients.
3. Arrange documents and update files.
4. Made excel sheet for contact lists and did follow up calls.
5. Documentation of files.
6. Draft mails.
7. Sending emails to the clients as per their queries.
8. Arranged documents for event and prepare video for presentation showcasing all the completed projects.
9. Data entry and update files.
10. Attended to the NEPAL BUILDCON INTERNATIONAL EXPO 2020 held at Bhrikutimandap, Kathmandu and helped organize the stall and dealt with clients about the Panchakanya's products.
11. Prepare excel sheets about potential clients.
12. Prepare the list of the companies and potential clients and send e-mails and contact through phone calls

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indication of how I successfully solved the problems

Challenges

Communicating with the clients/ potential Clients

Since I had to make calls to potential clients I was not able to speak confidently to the clients which made nervous while talking to them because I was not prepared for the question they made because I had comparatively less knowledge about the product.

Lack of Resources

I faced issues such as unavailability of pens, paper and notebooks which were supposed to be provided by the company this was an issue which the employees were also facing. Slow internet or sometimes no internet also caused problems in completing the task/assignments assigned to me by my supervisor. There was problem of not being able to call the clients because the landline wasn't functioning.

Pressure from upper level:

The group leader monitor the whole activities of the sales executive and he or she sometime create pressure to the sales executive who does not perform well. The sales intern sometime considered it as challenging to maintain the pressure from upper level.

Customer attitude:

All customer attitudes will not be same .Some maybe tough and rude where the sales intern has to maintain balance on their attitude towards the customer. They have to tolerate customer attitude even it is not appropriate.

How I resolved the problem

Communicating with the clients/ potential Clients

I regained the confidence of speaking to the clients as I made more phone calls and was able to answer questions to the clients as I became more aware about the information they were looking for. My supervisor also helped me. It worked to remove uncertainties along with other challenges which were faced while dealing.

Lack of Resources

This problem was solved by my supervisor as I shared the problem I was facing so my supervisor later contacted the concerned person regarding the matter but there was no immediate action towards the matter, so after few days she contacted the person again and it was finally fixed.

Pressure from upper level and customer attitude

For this I did following things-

- Being calm and sensible while dealing with customers
- Keeping customer record on diary
- Prepare a file with all the list of work assigned/completed
- Gathering product information
- Suggesting better product according to the need of the clients
- Being punctual and committed to the work

3.2 Examples

As assigned by the supervisor I had to make a list of potential client these clients were from the Village Development Committee of 7 provinces of Nepal, I had to call them and state that as they have many constructions happening they could use our company's product or contact us later if they are interested as the list was of about 150+ client I was given certain time to do that but wasn't able to complete it on time because the landline wasn't functioning well, I faced this problem for a week but my supervisor later contacted the concerned person regarding the matter

but there was no immediate action towards the matter , so after few days she contacted the person and it was finally fixed.

Another example would be I was not able to speak confidently to the clients during the first week of starting my internship I had to call the attendees of an event and ask if they were interested in the offer given to the attendees of the event conducted by Panchakanya. I faced the problem because I didn't have much experience but later I gained confidence and was able to deal with customers.



Chapter 4: Contribution and Learning Process

Contributions of student made during the internship

The contributions made during the internship was focused on “Sales and marketing”. Along this, contributions in other departments were also made.

Reached out to more potential clients.

I consider myself lucky enough to have done internship at Panchakanya Group because I now had the knowledge of how to reach out of potential clients for the company and also distinguish as to who/which companies could place as the potential target market this included FNCCI (Federation of Nepalese Chambers of Commerce & Industry), VDC(Village Development Committee) of Nepal, Municipalities of the seven Provinces of Nepal, the engineers and architects and consultancies related to construction.

Volunteered as a representative of Panchakanya in the BULIDCON Event,2020.

My Job Supervisor gave the opportunity to experience how companies showcase their products to the customers and have a face to face interaction with customers in Such events and Expos. This type of event also helped companies in knowing about how competitive the market is in terms of price as well as the varieties of products offered by the company rivals.

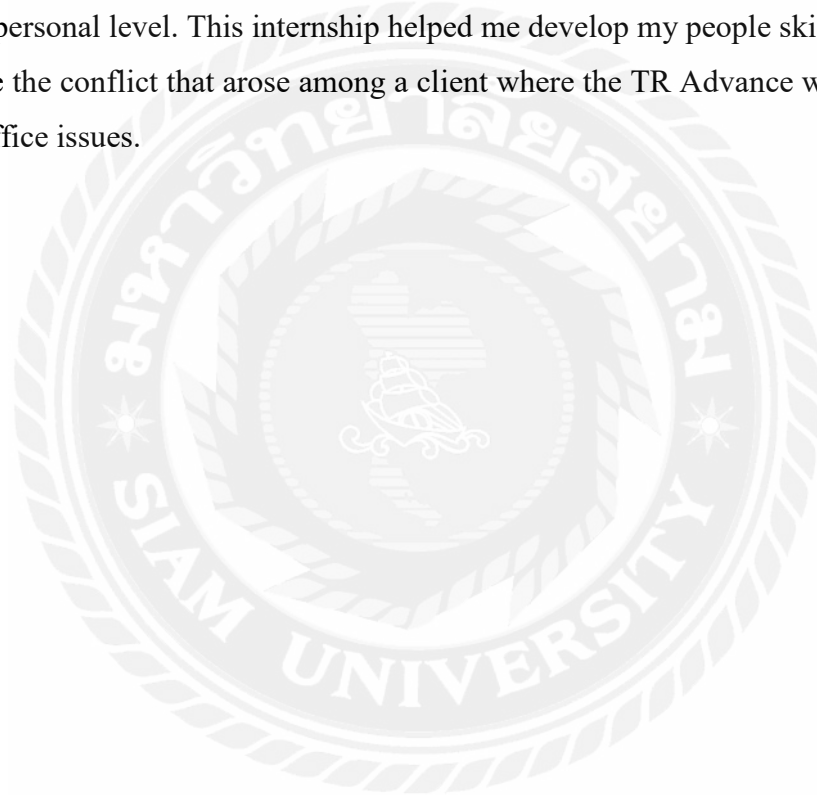
The show availed its participants and visitors an opportunity to exhibit, exchange, invest and progress and be a part of the Nepalese Building, Construction and Engineering industry. Exhibitors are seen celebrating the chance to showcase their potential by providing detailed demonstrations of latest products and services, within industry segmented pavilions. The exhibition featured the presence of a plethora of knowledgeable and influential stalwarts from the sectors of Architecture, Building, Construction, Design and Engineering.

Assisted in preparing the list of inquiries and remarks from the customers

Prepared the list of the clients who inquired about the price or the facilities provided by the company which would make it easier to know who reached out to the company and what their wants were and also prepared remarks report to show whether the e-mail were sent or not and whether there was a follow-up call required . Preparing this list helped in acknowledging who new clients during which month a.

Improved communication and closing skills.

As being a Sales and marketing intern, the most important task was to build a good relationship with clients. It could be done only when one develops an attitude to listen more and speak less. By listening more to the clients, I was able to understand exactly what they were wanting from us. This resulted in better cooperation among ourselves and more closures. Relationship management not only includes business relation but also to be able to empathize with the clients on a personal level. This internship helped me develop my people skills. This skill was useful to resolve the conflict that arose among a client where the TR Advance was being delayed due to central office issues.



Chapter 5: Conclusion

5.1 Self-assessment as a professional

The internship was very productive and helped me develop my professionalism as well as grow as a person. It was a challenge for me and took some time to get along but I quickly started performing. Sales and marketing has always been my cup of tea and through this internship I was able to look back upon myself and evaluate my future as a Sales and Marketing professional. My supervisor at work was satisfied with my work. Though the internship time period was small, I was able to gain much knowledge in the field of Sales and Marketing as well as Business Development. I was able to understand the construction industry of the country. Nepal has a huge scope for this industry.

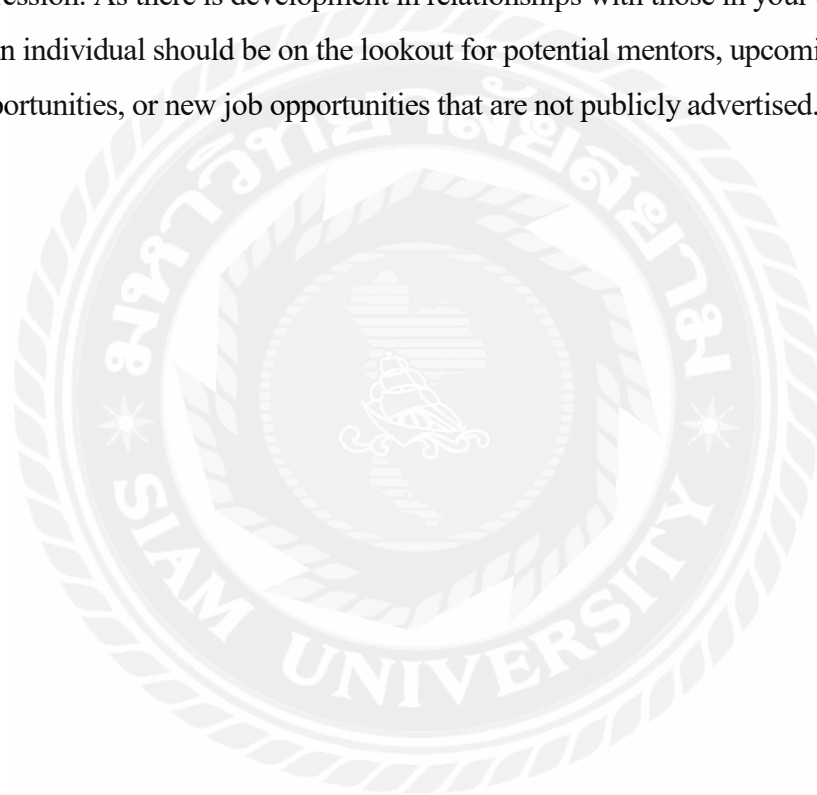
Internship in the Sales and Marketing Department helped me look into the importance of sales skill, listening skill and also the importance of the ability to speak confidently. Selling skills are critical in organizations that rely on ongoing buying from customers or clients. The ability to build relationships with customers, persuade them to make purchases and generate repeat business is at the heart of selling. Sales is a component of a company's marketing and promotions. What really distinguishes selling from advertising and other traditional promotional efforts is its interactive component. Salespeople not only present to prospects, but they ask questions, listen to responses and also read the nonverbal signs of buyers in face-to-face situations. This allows sellers to draw out concerns that would impact a sale. This doesn't happen when people watch or listen to commercials. By hearing what is in the way of a sale, a salesperson can more effectively combat those issues and convey a value proposition.

This internship allowed me to step outside college boundaries and involve in corporate business world where I was able to use the knowledge gained from the university. Some of the most relevant courses that had a great significance during my internship were Management Information System, Sales Management, Psychology, Sociology, Consumer Behavior, Marketing Management and Brand Management. Practical learning is a dynamic process; it was very challenging and at the same time encouraging to work with Panchkanya Group.

This internship has made me realize the importance of networking for career development. Career development, in its simplest terms, is the lifelong evolution of an individual's career. It's influenced by a number of things that include the jobs you hold, the

experiences you gain in and out of the office, the success you achieve at each stage of your career, the formal and informal education and training you receive, and the feedback provided with along the way.

There may be assumptions that networking is an activity reserved for a time out of the office and off the clock, but nothing could be further from the truth. While there is much value in connecting with people who work at other companies or in different fields, don't discount the importance of networking in the workplace. Whether an individual is new to the company and want to get the lay of the land or they're already established, networking with co-workers can be incredibly beneficial to your career progression. As there is development in relationships with those in your department and in other divisions, an individual should be on the lookout for potential mentors, upcoming professional development opportunities, or new job opportunities that are not publicly advertised.



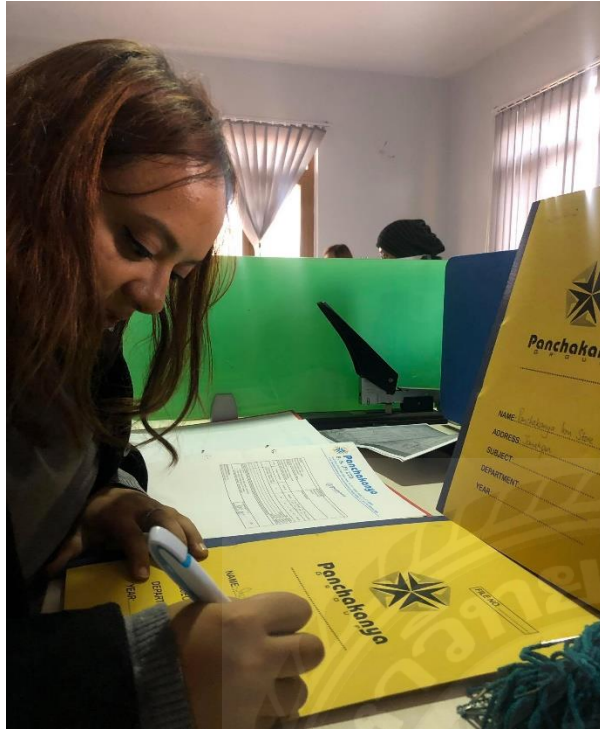
Annexure



Appendix 1: Image of Head office of Panchakanya group



Appendix 2: Image of workspace



Appendix 3: Image of my workspace



Bibliography

Anderson, C. (2013, March 19). *Inspirational Sales Quotes*. Retrieved July 18, 2021, from <https://smartbusinesstrends.com/inspirational-sales-quotes/>

Cole, B. M. (2019). *Forbes*. Retrieved July 18, 2021, from <https://www.forbes.com/sites/biancamillercole/2019/03/20/why-networking-should-be-at-the-core-of-your-career/#1e49af381300>

