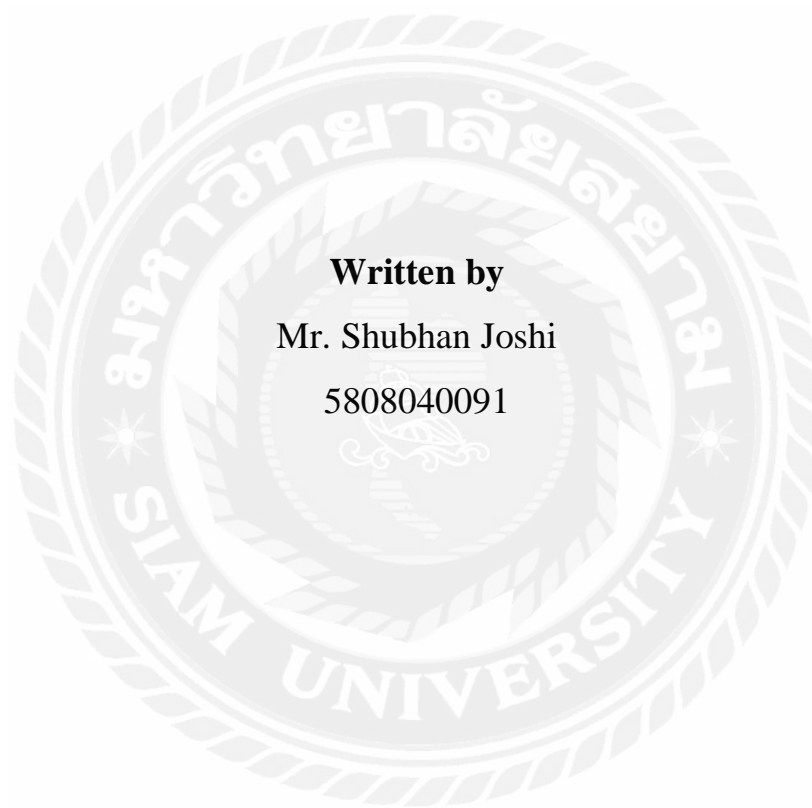




Cooperative Education Report

Upaya: City Cargo



**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration**

Academic Semester 2/2018

Siam University

Title: Cooperative Education Report on Upaya: City Cargo

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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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Degree : Bachelor of Business and Administration

Major : Marketing

Faculty : Business Administration

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Abstract

This Cooperative report entitled “Upaya: City Cargo” has the goal to examine the scope of cargo services within Kathmandu valley. Objective of the study includes: (1) to increase the volume of sales by finding potential clients (2) to increase the number of deliveries per day (3) to build a good relationship with the clients (4) to get an insight regarding the cargo market in Kathmandu. With the company I was assigned to work as a Marketing Associate. The responsibilities included getting insight on handling the client relationship, coming with innovative marketing strategies so as to increase the sales and the number of deliveries. In this matter, the student is able to learn more about how to get accustomed to the working environment of Nepalese Market, which is very important for future career, development and profession.

Keywords: Client Relationship, Cargo, Online Platform, Logistics

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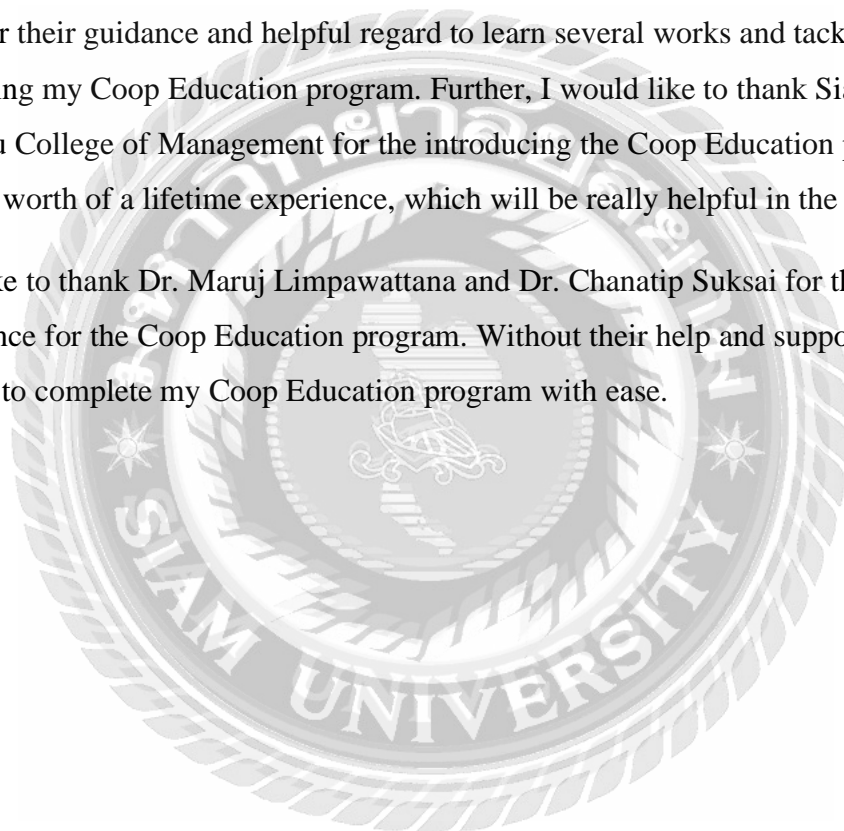
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I would like to express my heartfelt gratitude to all the people who gave me the opportunity to perform the internship of three and a half months at Upaya: City Cargo.

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CHAPTER 1 INTRODUCTION

Cargo and Courier service in the Nepalese market is a volatile and a very unsteady market with lots of opportunities still underlying beneath the market. The delivery of goods is not done in a systematic manner (Uwlnepal, 2018). People have to face many difficulties especially while shifting apartments, delivering goods to customers and even finding a vehicle to do so. There are many issues in the market such as availability, delayed delivery, bargaining problems and security concerns. Figuring out all the problems and conducting a proper market research, Upaya started an online platform through which people could order vehicles to deliver their goods on time.

1.1. Company profile

Upaya: City Cargo is a platform that connects the last mile logistic sector and transforms the way goods are transported around the city, enabling businesses to move goods seamlessly. Our goal is to provide hassle free and on time delivery services to our clients and change the transport logistic sector (Upaya).

Our main objective is to become the first and the most dominant player in the last mile delivery space. We also want to develop technology and operations in a scalable market for aggressive future growth.

We are strongly committed towards improving the quality of life of our partner drivers. Finally, we have plans to make strategic partnerships to strengthen our position in the market and to limit competition.

Company website is as follows: <https://citycargo.upaya.com.np>

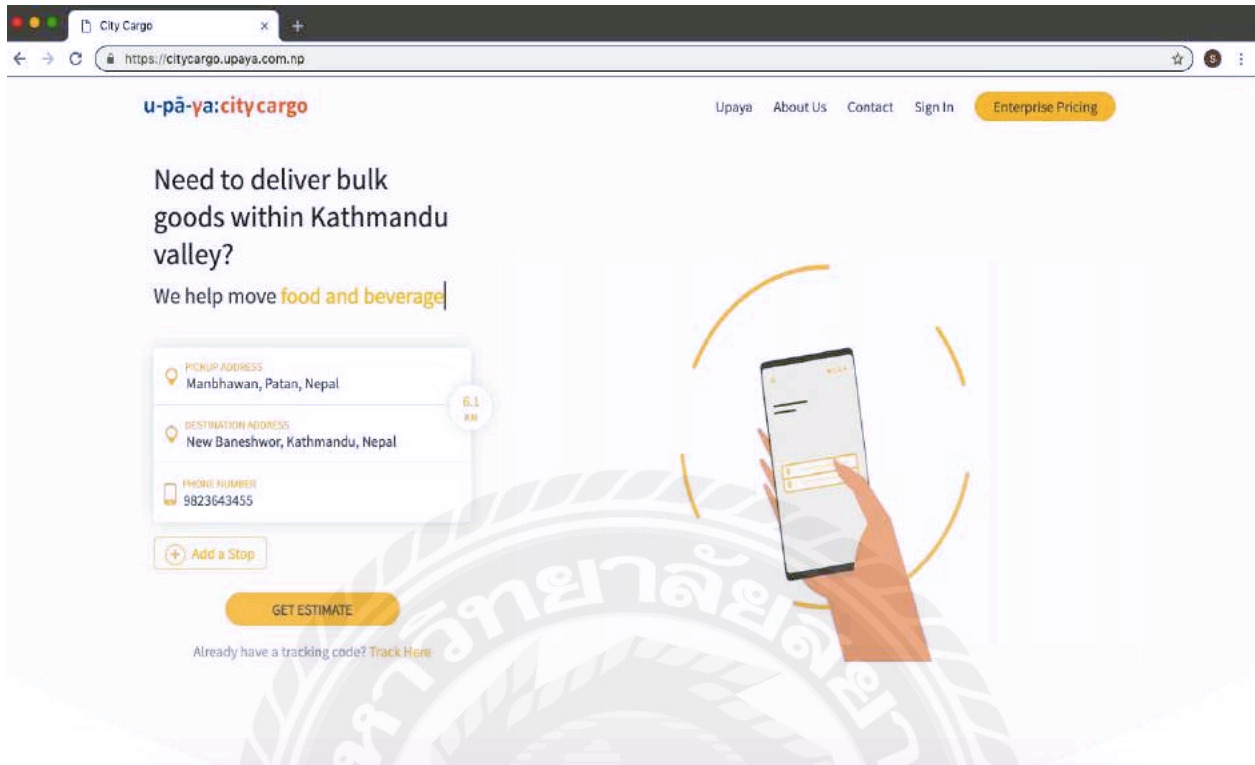


Figure (i): Home page of our website where you have to enter your pick up and drop locations.

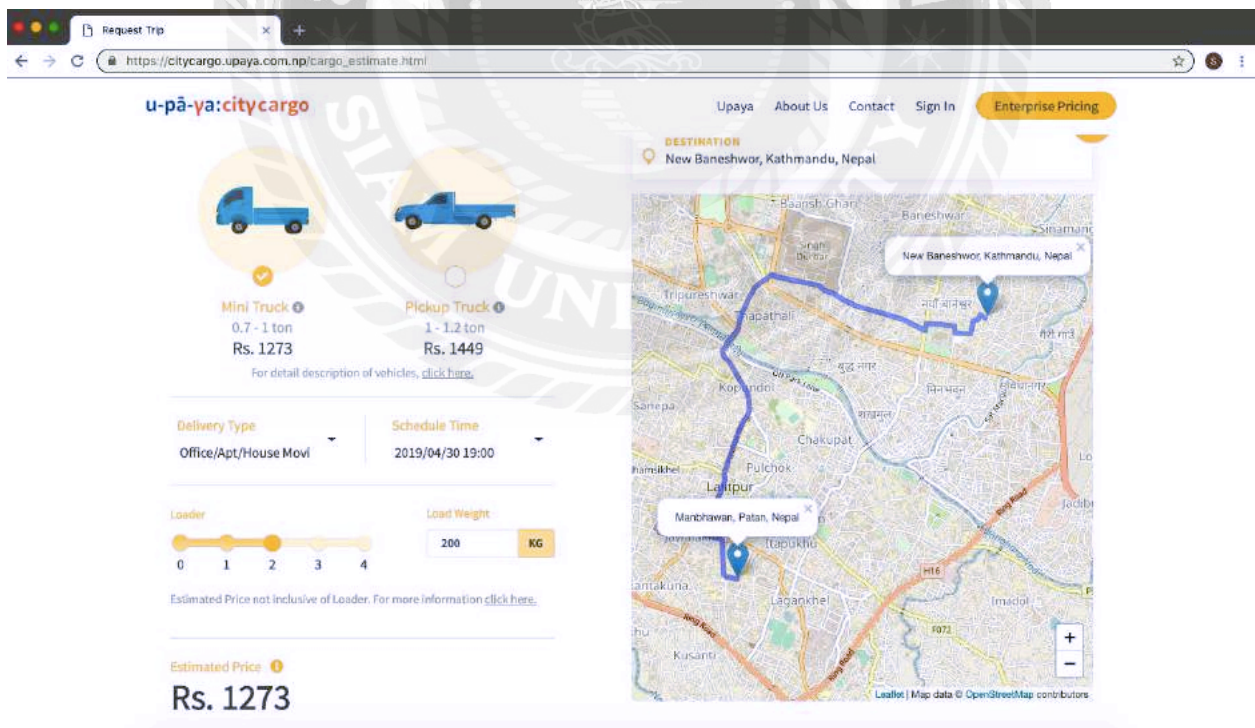
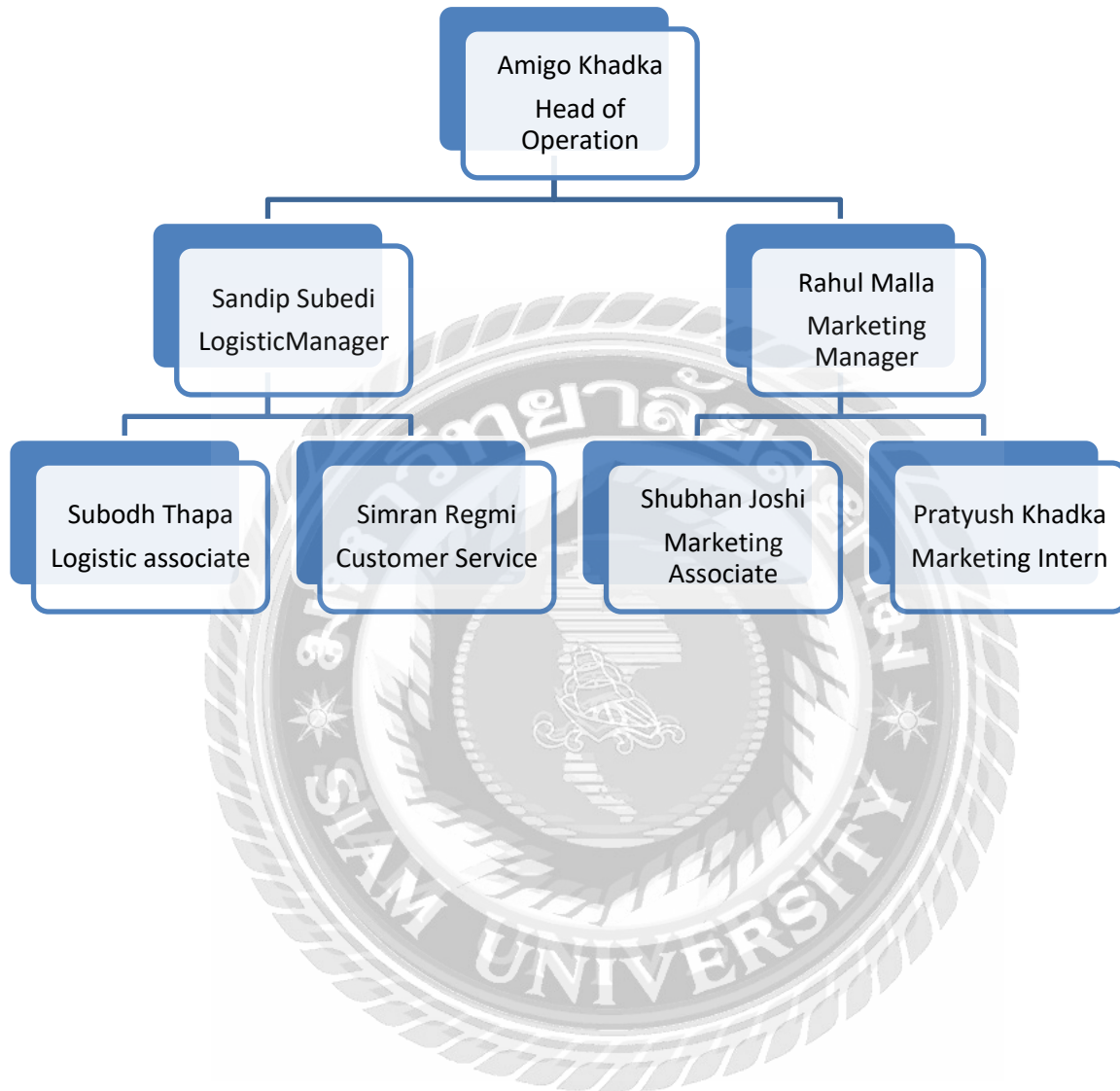


Figure (ii): Page where you get the price estimates for the delivery and select your vehicle according to the size of the truck.

1.2. Organization Structure



1.3. Statement of the Report

Being a fact as we know that Nepal is an rising developing country but due to disrupt and volatile political condition Nepal still faces a problem in creating a strong business base in cargo services within Kathmandu valley. Saying that digital disruption has started in Nepal and has been a gateway to new opportunities. Many companies have started to go online and market their products through the use of Internet (The Rising Nepal).

Each and every business in Nepal has started to move towards digitalization. The growing importance of Internet can be seen in the market, as there is 63% of Internet penetration where as there is 19 million people using mobile phones. The price of smartphones and Internet has also decreased. On the other hand, we are also able to pay utilities online and also transfer funds to others account easily through the use of Internet (Shah, 2015).

There are more than 4000 private delivery vehicles around the valley available from 6 a.m. to 6 p.m. daily who deliver goods of businesses as well as individuals. There are 6 ideal deliveries available but they only do 3 deliveries in average daily. The drivers also face problems in promoting their services and are not digitally savvy. Our main goal is to incorporate all the drivers in the market into our business so we could create a bigger cloud of drivers in our company.

Furthermore, clients face difficulties in the availability of vehicles. The need to bargain every time is a huge loss of time. As well as the delayed deliveries create a major problem for the clients. Security is also a major concern for the clients who seek this service. The businesses that usually use this service are mostly retailers and B2B's among which furniture, electronics, hardware and construction companies are the major ones.

Here, Upaya: City Cargo provides an added benefit for both the parties. First, standardized prices due to which the clients do not require to bargain each time. Clients can also track their delivery in real time. Second, the drivers can have their own online or virtual office. Lastly, we help drivers to promote their services, which lead to added deliveries for them.

1.3.1. Problem Statement

The problem that is thoroughly being faced in this business is a lack of work force as the company had just started and everything was not in order. Every individual had to perform different tasks out of his or her field. Secondly, the drivers gave us a big problem due to the lack of require skill set, and their ability to understand about the business and how it works. We had difficulties while training them and getting them used to our system.

1.4. Objective of the study

There are two objectives in writing this report: General objective and Specific objective.

- General Objective: The general objective of this report is to complete the internship program as per the requirement of SIAM University, a student requires to work in a business organization to gain practical knowledge about the business operations of a business.
- Specific Objective: The specific objective of this report is to improve the volume of delivery orders of the company and make customers aware about the product company is offering. Adding to it, the main objective is to build a strong customer base and maintain of digital marketing.

1.5. Roles& Responsibilities of Student

The report is prepared on the company Upaya: City Cargo, which is an online platform that works as a freight aggregator in the last mile delivery service.

My role personally in the company was very fixed that is to pitch the business idea to potential new clients, help in digital marketing and think about promotional schemes, which can be rolled out in the market. My main responsibility was to add as much as client's possible into our business and maintain a good relationship with all the clients. Besides, I had to collect feedback from clients after their delivery was successfully completed which helped us to know more about the wants of our clients.

These were mainly the roles and responsibility assigned to me by my supervisor which I think I performed quite well as I was the one who registered or locked the first deal for the company.

CHAPTER 2 INTERNSHIP ACTIVITIES

2.1. Assignments and Responsibilities of the Student

As a marketing student, the internship activities I was basically assigned to was BTL marketing and digital marketing (Pahwa, 2019). Though I had to focus mainly on these two activities, I was also assisted to different departments and had to perform multiple tasks. The primarily focused areas were sales, marketing and accounts so to have full knowledge on how to market product and maintain a good client relationship.

In the first month, I got to learn more about the business and how it functions. Basically, there is 3 departments (i) Tech department which handles website development and other changes that needs to be in the system (ii) Logistic department which maintains the relationship with the our partner drivers and incorporate additional number of driver into our business and (iii) Marketing department which looks after the client relationship management and client acquisition.

Other than this, my supervisor guided me on how to pitch our business concept to the clients. They also told me the key points, which were not to be missed by me while pitching the clients. Through proper guidance, I was able to sign contract with a hardware company (Shakti Commercial Enterprises). It was my uncle's company so it was easy for me to lock the deal. He promised us to provide 25 plus deliver orders in a month, which was a great thing for me as my main objective was to increase the volume of deliveries.

Second month was all about BTL marketing, within the friends and family circle and people whom we new personally. I was also involved in digital marketing where I had to create contents and work with our graphic designer to post the contents in social media. Beside this, I went to pitch our concept to almost 10 customers whom I knew personally or through reference of others. I was able to lock deals with 3 companies namely Nepal Wool House, Advanced Trading and Mac Décor who were willing to provide 5-15 delivery orders within a month. By then, I was receiving a lot of motivation and thankful gestures from my supervisor and the team since I was the first one to get business for the company as it had just been 3 months that the company had started its operations.

Finally in the third month of my internship, I was involved in bringing up ideas for the promotional schemes to be rolled out in the market. I together with the marketing team put up many different ideas for the promotional scheme but selected the best one amongst them which would fit our budget and also tempt our customers to use our service. I also helped in content writing for the company's brochure. The main goal of distributing brochures and rolling out the promotional scheme was to increase the volume of deliveries we do in a day. Other than this, I added two more clients who would use our service namely Ambience Lifestyle Pvt. Ltd and International Sound Services who would also provide us with more than 15 delivery opportunities in a month. Beside this, I had to get feedback from all of my clients about the quality of our service, efficiency, their wants and the changes we have to make to be more efficient.

So, as my main objective was to focus on BTL marketing and digital marketing I am quite happy that I could contribute something towards the company. I was able to maintain a good relationship with all the clients and increase the volume of deliveries in a day which was my target given to me.



Figure (iii): These are 4 companies among the 6 whom I convinced to use our service.

Chapter Three: Identification of Problems Encountered during the Internship

As a startup we had to face many problems during the first 3 months. It is very natural to have faced problems as we are in a learning phase. Problems give us a chance to learn more and improve through our mistakes as well as get experience.

3.1. Problem Solving

As mentioned already, my roles were very specific. For the whole three months I basically had to visit different companies, meet new people and people whom I knew personally or through my friends and family. Other than this, I had to look after social media marketing, which was not a difficult task for me as I am used to it and know how it works.

The main problem we faced was while visiting small businesses randomly where we didn't know anyone and didn't have any personally relation with. Here, in Nepal it is really difficult to get business from others as long as you know someone from the company itself. The clients where I visited randomly were not ready to listen to our business idea and implement to their business. Many of them said they were busy and weren't ready to change the structure of their business as our business concept was new and never done before in the Nepalese market.

On the other hand, all the companies here in Nepal have contact numbers of the drivers who help them in their deliveries. Drivers would be available immediately after they call them or many of the drivers will be lined up in front of the companies to help them with the delivery. Lastly, our major problem was we were not getting enough delivery orders as expected from customers, which made it difficult to meet our target for the month.

3.2. Examples

As we were not getting the number of delivery orders as we expected, we decided to roll out promotional schemes for customers which would motivate them to deliver their products using our service.

We rolled out our promotional scheme, which had 2 offers: "Ramro Offer" and "Gazzabko Offer" which increased the interest of customers. Everyone was willing to use our service at least 5 times and know how well we provide our service. The offers were such that we delivered products in much lower prices than the drivers were in the market. The offer unbeatable as we did this at a loss in order to attract the market and create awareness. Additionally, we also started

providing VAT bills to our customers, which they could claim later. They really liked this as the drivers in the market were not providing it.

Other than this, we started distributing our brochures in the market in which I was completely involved from its content writing to designing. Distributing brochures also helped in increasing the number of deliveries to some extent.

I was able to sign contracts with total 6 clients who were willing to provide 10-25 delivery orders within a month, which was a real boost. We also started providing 10% - 25% discount to customers willing to use our service frequently.

Doing these things, we were successfully able to deliver products 81 times and register a total of 13 clients. Though our target was to reach 100 deliveries in a month, 81 was a good number and everyone in the team was really happy with this achievement. It had just been 4 months that the business had started and we were definitely moving towards the right direction.



Figure (iv): Promotional scheme we rolled out in the market to increase the volume of delivery orders in which I was directly involved.



Figure (v): Front and last page of the brochure for which I wrote the content.



Figure (vi): Middle 2 pages of the brochure explaining how the system works and benefits of using our service.

CHAPTER 4 CONTRIBUTION AND LEARNING PROCESS

As a freshman you always have an objective to contribute something remarkable for the company and expect same in the return from the company that in the given tenure they teach you something remarkable so that at the end both of you feel i.e. from the company and the intern part you feel both gained something better from each other and ended in a win –win situation. Confidence, integrity, sincerity, your character, commitments and intendments towards your work determine your learning and contribution towards the work you make. Theoretical knowledge is one thing but applying it in practical is another so it takes effort of the company and individuals to carve out the best from you so that you are able to make the best possible contribution to the company and learn most things out of it as an intern at the end of the tenure.

4.1 Contribution made during the Internship

In my tenure of internship at Upaya: City Cargo there were few things I contributed as an intern. In the first month I locked in a deal with the first client for the company for which I am really happy. Moreover, I developed content and posts related to problems faced while delivering products i.e. bargaining issues, availability of vehicle, security of goods and delayed delivery.

In the second month, I wrote content for our brochure in English as well as in Nepali Similarly, I made posts for social media, which catered the solutions provided by Upaya for all the 4 previous problems. I carried out BTL marketing but mainly focused on companies where I had personal relation with the owner or the employee, which made it easier for me to add 2 more clients into the business who would be using our service.

Finally in the third month of my internship, we started distributing brochures in the market and started intensive marketing. We also brought promotional schemes in the market, which increased the interest in customers and created market awareness. I also focused on customer feedbacks and noted what they were expecting from us. Additionally, I locked deals with 3 more clients, which made it a total of 6 clients whom I convinced to use our service for their deliveries.

Thus, these were the few contributions I made during my internship tenure. As, I am a marketing student my supervisor always made me focus on BTL marketing along with digital marketing

and always motivated me in every task I performed.

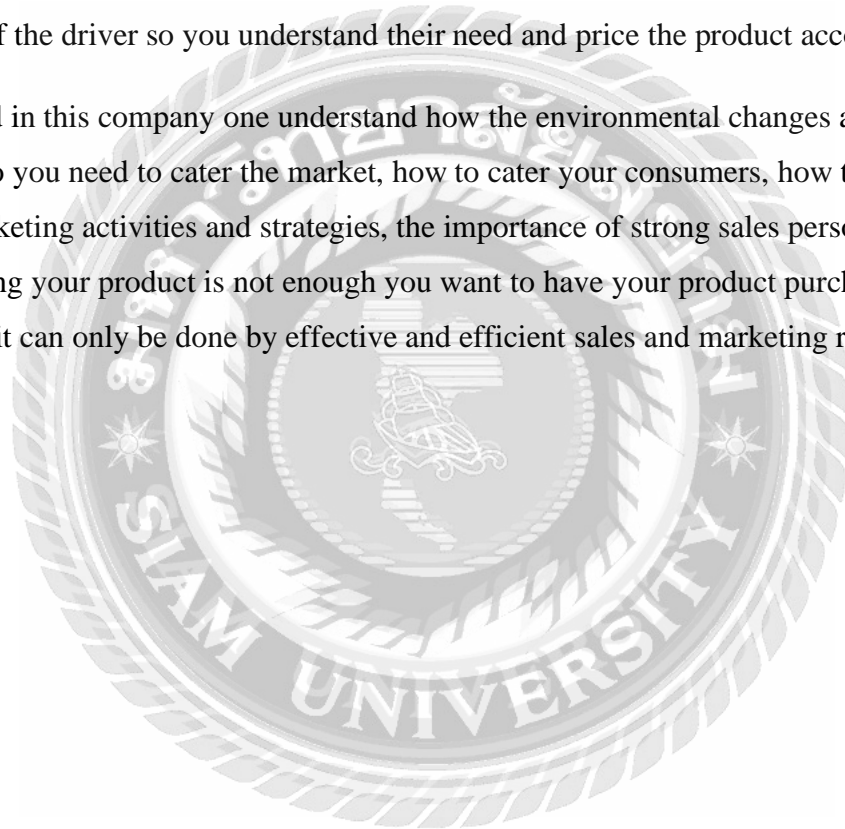


4.2 Details of Learning process and Knowledge Received

As mentioned in the previous chapter about the contribution made amidst the company requirement so doing that is the phase where you unconsciously in the back of mind gain experience learn things and gain knowledge about the market you have been working for.

Talking at the front end i.e. sales and marketing I understood how to market your product online at low budget and reason for it as it helps you cater the mass and most importantly deliver the message and mission of your company more prominently and at sales end the most important part for me I now know maximum drivers of the company and understand the way of dealing and requirements of the driver so you understand their need and price the product accordingly.

Having worked in this company one understand how the environmental changes affects your market, how do you need to cater the market, how to cater your consumers, how to have prominent marketing activities and strategies, the importance of strong sales person in your hand as just marketing your product is not enough you want to have your product purchased is the main goal and it can only be done by effective and efficient sales and marketing respectively.



CHAPTER 5 CONCLUSION

5.1 Self-assessment as future professional

I joined Upaya: City cargo as an intern for the partial fulfillment of Bachelor of Business Administration in marketing final year. And I have realized many changes in me since I started working here. I have learned my thing during this period of thirteen weeks which was not possible only with the theoretical studies. Under mentioned are the few aspects that I have gained as a very valuable treasure for my life which will be a huge helping hand for developing my professional career in the future.

- i. **Confidence built up:** Before this internship program, I used to feel really uncomfortable and nervous while interacting with someone new. But during this internship period, dealing with several people has helped me built up my confidence level.
- ii. **Practical implementation of theoretical knowledge:** While working as an intern in Upaya, I learnt and was able to implement most of the theoretical knowledge that was gained during the class hours practically in assigned jobs.
- iii. **Developed communication skills:** Regular interactions with many people in the office as well as the reporting of several documents and reports have helped me improve my communication skill.
- iv. **Socialization with the professionals:** Socialization with the professionals of the corporate community is very essential for making the working environment sound and friendly in any organization. Facing any kind of adverse situation calmly and handling the complex situation tactfully is very important.
- v. **Knowledge about organizational environment and work culture:** The working environment at Upaya was very comfortable and friendly. Employees in the company were very helpful and supportive.
- vi. **Exposure of different companies in Nepal:** I learnt about many other companies being operated in Nepal through pitching business ideas. There are many creative and innovative companies that are performing excellently in the market benefiting the socially as well as economically.

vii. Being Expressive: Most importantly, I have learnt that being expressive in regards to the opinion and other necessary aspects is the key towards making good impression in the real working environment.



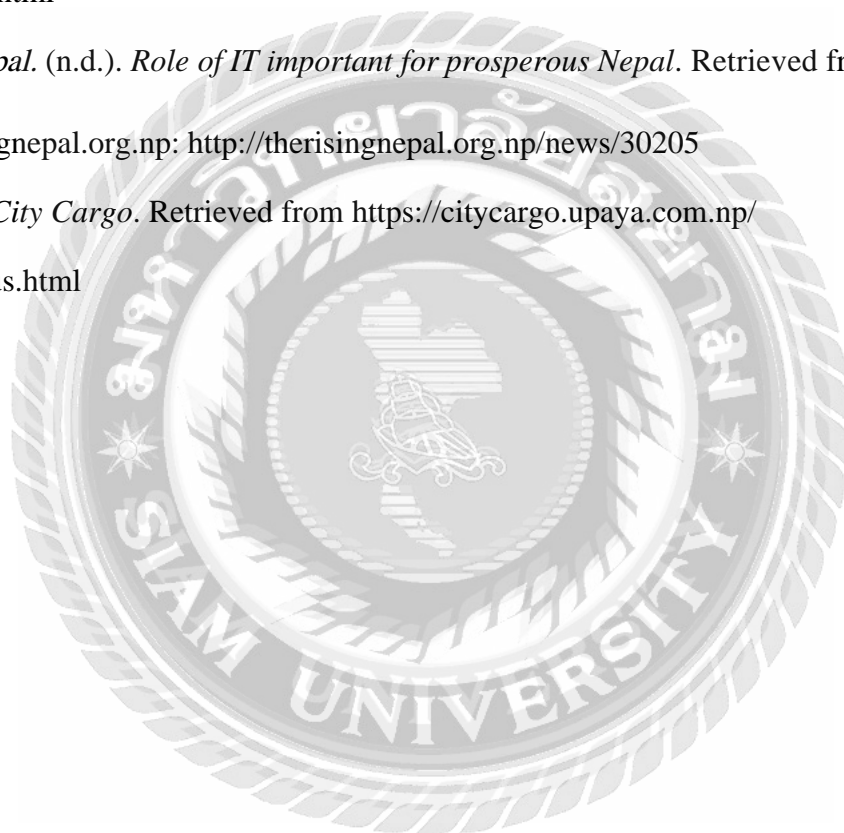
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Picture representing: Me with website designers and everyone else in the tech department.



Picture representing: Mr. Sandip Subedi our Logistic Manager



Picture representing: Mrs. Simran Regmi our Customer Service representative.