



Cooperative Education Report

Client and Sales Handling at Rising Mall

Written by:

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This report is submitted in partial fulfillment of the requirements for Cooperative education,

Faculty of Business Administration

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Title: Client and Sales Handling of Rising Mall

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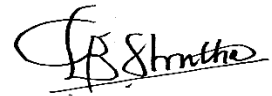
We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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Credit : 5 Credits
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Abstract

This cooperative report entitled “Client and Sales Handling of Rising Mall” has the goal to understand the importance of client handling of the company through terms of proposals, MOUs and contracts for the mutual benefit of both parties. The objective includes: 1) To understand the procedure on how the company collects the rent from its clients, 2) To analyze the local market in the context of Nepal competitors view, and 3) To study the performance of the company.

I was assigned to work under the marketing department under the direct supervision of the Managing director. The major responsibilities included handling writing proposals for companies in order to place their brand in the company, creating MOU for both the company and the client and research on the prospective clients for the company. Beside this, I was also assigned to review contracts, maintain files of the company and research on the competitors existing in the market.

Upon the completion of the internship, I found that few problems could be eradicated through branding and collaborations whereas few of the problems that the company are facing is there due to lack of proper enforcement on contracts. Through the internship I learnt that the external factors of the company hugely impacted their business.

Keywords: *Branding/ Proposals/ MOU/ Contracts*

Acknowledgement

This Cooperative report has been prepared as a prerequisite for completion of the BBA program at Kathmandu College of Management in partnership with Siam University. Cooperative Education has helped me practice and grow my knowledge of content writing skill and understand the corporate business from a different perspective. First of all, I would like to express my gratitude to Dr. Chantip Suksai for his constant support and guidelines throughout the cooperative program. Similarly, I would also like to thank Siam University and Kathmandu College of Management for providing me an opportunity to gain experience at the work field through our course period which allowed me to gain both academic and practical knowledge during the semester. Also, I would like to thank all the teachers who conducted various sessions through the online platform.

I would also like to thank the company's managing director Mr. Govinda Babu Shrestha who also acted as my supervisor for providing me an opportunity to work with the company whose constant guidance and support helped me become comfortable with the working environment.

The internship opportunity I had with Rising Mall was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am grateful for having a chance to meet all the professionals who led me through this internship period.

Thank you.

Priyasa Shrestha

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Covid 19 and its impact on the internship

The ongoing Covid 19 pandemic caused by SARS-CoV-2 was first reported in China on 31 December 2019 and arrived in Nepal at 9 January 2020. (WHO, n.d.) and within the increasing cases the government declared lockdown therefore restricting people to go outside of their homes. In such cases, businesses shut down and majority of them didn't conduct any activities for few months. However, that being said, this opened an opportunity for online businesses and the industry saw a bloom in the industry.

Along with that, majority of the businesses also worked via online and few of the businesses opened for 2 to 3 days a week to work physically. Due to the online work, I was provided comparatively fewer work compared to what I could have got while working physically and with that I was not able to communicate with majority of the employees of the company.

As for the internship, it was the period where covid was increasing rapidly and to maintain safety I applied for work from home internships. Due to the pandemic the mall was closed for few months and even after reopening the mall there was fear amongst the customers and their business was low during the period. However, administrative works still was conducted during that period for which I worked.

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Chapter 1: Introduction

1.1 Company Profile

Rising Mall located in Kamaladi, Kathmandu was established on 23 November, 2013 (Nepali date: 8 Mangsir, 2070) by Rising star properties Pvt. Ltd. It is one of the largest shopping malls in the capital. The mall consists of retail stores, coffee shop, salon, theatre, corporate bank office and branch office, Chinese restaurant and visa center. This is the first commercial building created by Rising star properties as they mainly engage in real estate. The mall was built around the cost of Rs 300 million. (Bhattarai, 2019)

Initially Rising Mall majorly opted for retail stores as their client including international brands such as Cotton On, Being Human, Arrow, Gini & Jony, etc. However, in recent years the company has opted for an official concept therefore having clients as banks and visa center. Currently, they have the aim to rearrange the company completely as an official concept. (TorismKathmandu.com, n.d.)

1.2 Organizational Structure

Rising mall is a commercial business organization and therefore doesn't require many human resources for decision making activities and majority of its employees are outsourced by the company. It is led by its managing director under whom lies the accountant and manager. The accountant handles the financial activities of the mall which includes collecting rent from its client and dealing with contract employees for the company's utilities and maintenance. Whereas, the manager handles the logistics, maintenance of the building and staff. Under the manager is Senior Supervisor and Marketing officer. Followed by the Senior Supervisor there is a supervisor who looks after the cleaning staff, logistics staff and security guards. In brief, there are three major departments accounting, marketing and logistics.

The company follows a top to down management structure where in most of the decisions are made by the top management and passed down to the employees.

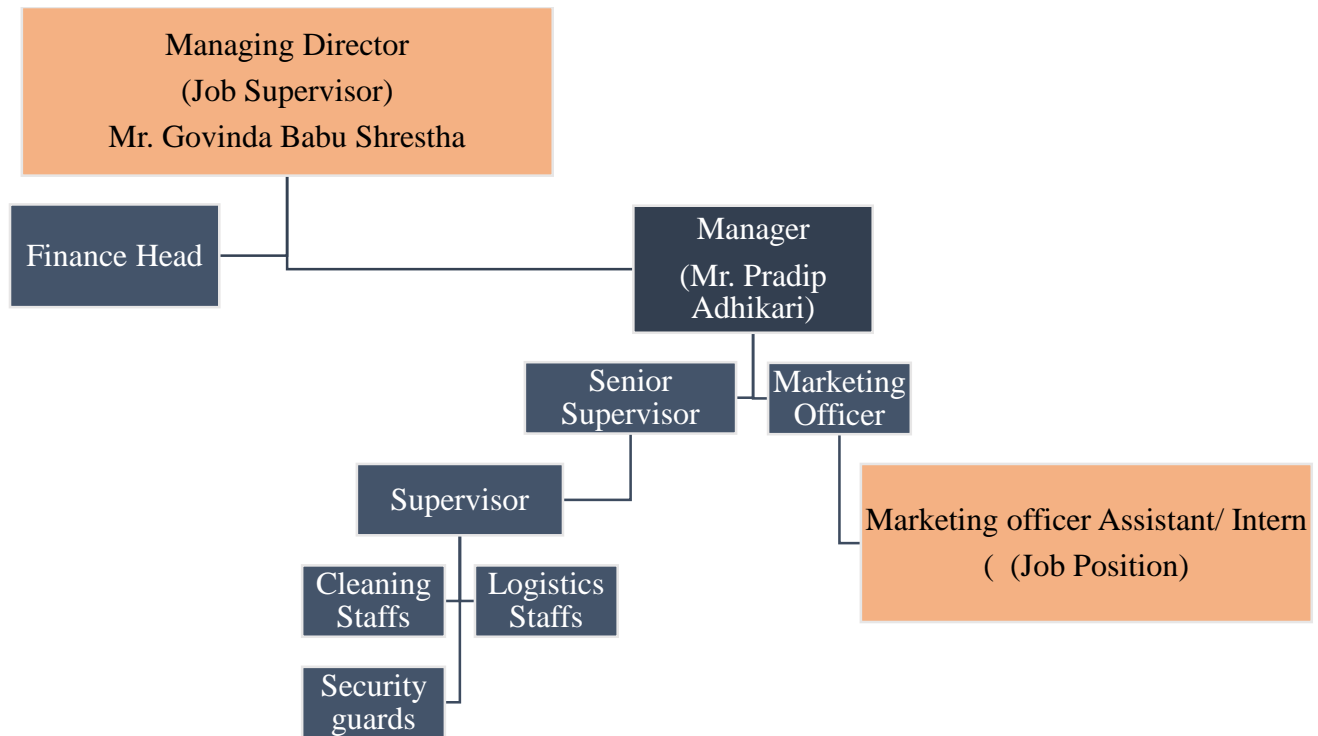


Figure 1: Organization chart of Rising Mall

Here I interned below the marketing officer however I my job supervisor was the managing director himself as working from home I had to provide all the details directly to him and was communicated and guided accordingly. Due to low labor force in the company, I was directly supervised by him.

1.3 Intentions of joining the company

In Nepal, there has been increase in the growth of new shopping malls and commercial buildings within the last the few years and new projects are in line to create more new malls and commercial buildings. Huge investments are being made for these projects and with growing number of people demanding for branded products available in the malls where people can trust due to the high availability of counterfeit goods in the market.

I wanted to understand what went behind the scenes of the malls as usually people aren't aware about what it and with the growing investment in this field, I wanted to learn what malls really do from learning their workflow, people involved in the organization to securing brands and clients for the mall, I wanted to get a new experience in the field I had few ideas on and

through this I also wanted build on new connections and learn about the industry. Along with that since I already had experience from previous internships that I wanted to hone through content writing I joined the company.

1.4 Statement of the report (problem)

With the increasing number of people going into the local market to shop instead of shopping at the malls due to the perception of high expense within the malls at Nepal and lack of enforcement of contracts in Nepal the company is facing crisis in gathering customers in the market and is running through losses as their clients aren't paying rent on time and they have no control over the situation due to the lack of government enforcement which could be overcome through branding themselves attainable by their customers and contract with penalty for the clients in case they don't pay the rent.

1.5 Objectives of the Study

The objectives of this co-op study were as follows:

- To investigate the client handling and sales
- To understand the procedure on how the company collects the rent from its clients.
- To analyze the local market in the context of Nepal; competitors view
- To study the performance of the company

Chapter 2: Internship Activities

2.1 Assignment, roles and responsibilities

There are three major departments of the company: finance department, marketing department and logistics department for which I interned at the marketing department.

My internship at the company required me to assist the marketing officer of the mall. In this department I majorly assisted the marketing officer along with the working side by the supervisor of the company where I created and updated contracts between the company and its client. Due to the current situation the company didn't grant me enough access to the company along with providing me limited work. However, despite that I tried to help the company in all ways that I could. Similarly, I gained insight on how the company is making its mark gradually towards its official concept.

During the initial phase of the internship, I observed how the company functioned and was assigned to research about the existing competitors, company's resources, their customers and potential clients, suppliers, etc. Along with that I reviewed files of the company for proper understanding regarding the details of the company. Later, I worked on content writing focusing on writing MOUs and proposals for prospective clients of the company with the experience I gathered from my previous work. With limited resources provided to me as I worked from home, I had the following responsibilities:

1. Do a brief market research and find the prospective clients who would be interested to provide their facilities in the company.
2. Maintain files of key clients.
3. Manage and write contents for proposals to companies in order to provide their service through Rising Mall.
4. Manage and create MOU and contracts for the client and the company.

2.2 Contribution of the student in detail

1. Market research: With the increasing number of competitors in the market, I was asked to research on the competitors about their strategies, existing customers, and their marketing mix. Similarly, I was asked to research about their organizational culture and how it affected their business. Along with that, since the company is currently switching their image from being a commercial mall to a business-oriented mall I searched for potential clients for the business including various flight operations, visa centers, banks, etc. Similarly, I also was asked to research on companies that were interested in promoting their product through the mall with mutual agreement from both parties.
2. Creating proposal: My major role was to create proposals from the company to the client directing both the parties to come to a mutual agreement by providing proposal through emails and making the client understand the benefit of being a part of the company. With prospective clients in mind, I was required to write proposal for the client on behalf of the company in order to come to mutual agreement. Through this we could explain our client why would they like to place their product/ brand in our mall and defining the benefits of the location as the mall is located at the heart of the city. Similar we would promote our company through the existing brands present in the mall and the impact they have on the perception of the consumers which allowed us to present our merits to the client through the proposal.
3. MOUs and contract: Similarly, another major role was to create MOUs between the client and the company where in the MOU could have changes according to the approval of both parties for the mutual benefit of both parties unlike the contracts where terms are rigid through legalization. After aggregating to terms of both the parties unofficially, I would create MOUs in order for the terms to be legalized. With previous experience I created MOUs discussing with both parties regarding their terms, purpose, what both parties had to provide each other, their starting and closing date of the agreement and signature from both parties. For few the clients I reviewed the contracts made by a senior from work and checked if anything was to be added or not. (Singh, 2021)

4. Creatives and content: Although minimal the company still promotes themselves through Facebook regarding various activities having with the company along with promoting the brands placed within the company. For which I reviewed the past contents of the company and provided ideas on how the company could brand their new image. (Facebook, n.d.) I would provide ideas for the company to work on contents for their social media as it is under developed.
5. Manage files of the company: In the initial phase of the internship, I was tasked to manage the files of the company and had to review some of them for proper understanding on how the company managed its employees' expenditure, company's expenditure, agreement between the company and the client which helped me learn more about the company.
6. Client handling: During the internship, I acted as a bridge between the company and the client (retail stores) for communicating what the client required to establish themselves in the company from arranging their aesthetics and space as required according to their brand image to the top-level management on what measures could be taken for rearranging the space. For this I provided proposals, ideas and opinions to the managing directors and sat down meeting with the client to understand their requirement for their brand to settle in the company.

Chapter 3: Identification of problems encountering during the internship

1.Lack of social media:

Saying that social media has taken the world by storm is like saying a bit of an understatement. Social media has proved to be the fundamental shift in how the society communicates. The pace of social media growth and its impact has evolved in such a way that it is constantly changing, marketing professionals are constantly challenged, and most businesses are overwhelmed by endless changes. While social media used to be just a social media tool, today it is viewed as an innovative and powerful tool for marketing many businesses. (Soriano, n.d.).

Social media marketing is a powerful way for businesses of all sizes and types to reach prospects and customers. The customers of the businesses are already interacting with brands through social media, and if they don't address their audience directly through social media platforms, they may be leave them behind the competition. With the use of social media, marketing has shifted the most in terms of engagement and the ability for marketers to engage with their prospects and clients instead of just talking to them. Social media marketing should be, and has been, much more of a dialogue and a two-way conversation as opposed to one dimensional advertising since the trend has shifted from marketers owning the brand to customers co-owning the brand.

Social media marketing could be a lot complex, faster and digitalized at times, but the heart lies in the ability to have a clear vision, tell a great story and take people with you not just on the outside but on the inside too.

One of the problems I encountered during the internship period was the company's lack of presence in the online community. The company is not digitally active and wasn't engaging their customers and therefore is currently difficult to engage and build up their social media presence since they aren't much active and have low engagement on Facebook. As the company's main focus is on the retail aspect through their clients the company has left social media engagement

to the client themselves due to which they have not been able to use the digital media to the fullest and are relying more on the clients themselves.

2.Delay in payment:

As I worked for the company, I found that the company had a hard time dealing with its clients as majority of them have not paid their monthly rent which is actually breaching the contract between the company and their client but due to the lack of the government's enforcement on the contract the company has not been able to take any action and are currently on terms of negotiation for the payment.

3. Absence in sponsorships (advertisement):

At the introduction stage of the company, the company provided various sponsorships (events in the mall) in order to promote the company however due to its gradual shift in its official concept it has lacked behind in terms of sponsorship. This rises as a problem as the company's competitors have been marketing themselves through events and social media (YouTube). However, this problem could be solved through email marketing as the company can create effective_email marketing_campaigns to cleverly attract attention in busy inboxes of their potential customers.

Marketing emails need to be personalized to the reader and filled with interesting graphics. Effective email marketing campaigns are designed for all devices on which users can read their emails - desktop, tablet, and smart phones. Email campaigns that are designed for mobile devices are especially important - a quality known as "responsive design".

4. Covid-19:

Due to the current COVID-19 I had to majorly work from home as the government had ordered nationwide lockdown for a period of time which led to communication gap between me and the company as we had to work and communicate online.

Since the company requires interaction among their customers in order for the business to take place the company didn't generate revenues for months as it was shut down and even after

slowing opening the mall there was fear among the consumers and the consumers had lower disposable income therefore business still didn't increase and along the government didn't provide any support or layoffs and ordered the company to pay their taxes which caused difficulty to the company. Similarly, many outlets at the mall discontinued their business as they couldn't afford the rent due to low business during this period.

Due to this the company has to face huge losses as they provided relief to their clients for few months and therefore didn't collect the rent and additionally had to pay taxes regardless of the fact that the market had been closed for months and there was no relief provided by the government for any businesses.

5. Repositioning

As the company in its initial years started out as a retail company and are currently repositioning themselves and catering towards serving business outlets, they haven't still been able to differentiate themselves and make potential customers aware about their repositioning and still has the brand image of being a typical retail mall which the company has yet to change .

Chapter 4: Learning process

4.1 Things learned during the internship

1. Organizational structure:

Practical knowledge provides an individual a completely different experience compared to the initial perception. It was a whole new experience to learn how malls dealt with their clients. Initially I needed to understand the organizational model as a whole which defines the hierarchy and provides knowledge on how a business operates. I gained knowledge on the perception of customers for shopping in Nepal. Along with that, I got a better understanding on how the company dealt with their suppliers, employees and outsourced resources as well as learning about how the company approached their prospective clients.

2.Content creation:

Since I had to deal with writing proposal and MOUs it helped me build my content creation skill as well as allowed me to research on various clients regarding their operations, logistics and allowed me to communicate with both parties regarding their terms thus helping the both parties to overcome any barriers in communication.

3.Social media management:

The correct brand allows the company to properly position themselves in the market and with a completely different business model in mind the company had to change the perception of the people regarding the company (Gupta, 2017). However, with limited posts in their social media due to lack of digitalization the company still has ways to go however we had then planned to create engagement by introducing various brands in the brands and provided content regarding the well-known brands present in the company.

4.2 Learning process (Theoretical vs practical knowledge)

Theory helps us understand why some methods should be chosen over others, why a particular action should be taken. But these theories taught to us are from the experience of other individuals, which is very influential but not as much as the self-experience. We might forget what we learnt from other's mistakes but can never forget what we learn by making mistakes ourselves. Thus, practical learning is as important as the theoretical learning. This integration of practicality and theoretical knowledge is provided by internships. I believe that my internship has provided me this very exposure.

The internship period was definitely a good mixture of theoretical as well as practical knowledge. All the theoretical knowledge that we've gained in our lectures in the college premises have become useful in the internship period as I got to learn the practical use of it. I had the opportunity to practice most of them and understand that that theoretical knowledge served as the tools to work, whereas the practical learning and experience are the procedure of using these tools to hone the craft, which is attaining the goals set by the company. The internship provided me a deeper insight on factors such as branding, digitalization, having competitive advantage, repositioning as well as importance of business contract which I had learnt through the course within the years (Jacob , Keller, & Parameswaran, 2014). Along with that I came across understanding various channels of the company which helped me gain new perspectives.

4.3 Details of the related learning process and new knowledge

Compared to the start of the internship to now, I am much more confident for content creation. This program has provided me a practical insight of how things are done in the corporate world as well as taught me when to use the academic knowledge.

The major knowledge I gained during the internship has to be with how companies deal with clients and understanding the business model of the company. Along with that I come to become more confident in handling proposals and understand the current performance of the

company. Along with that I gained new experience in the working field as the perception of working behind the scenes of a mall was different from what I had initially thought.

Overall, I was able to understand the practical learnings of logistics, retail, marketing planning, sales, promotion and operations which earlier I had accessed through my coursebooks. Finally, as a business student I was able to understand the importance of communication, teamwork, various business strategies, etc.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

I believe that internships are a great way of integrating practicality into the theories learnt within the classroom thus, helping us become capable enough of perceiving any situation with precision. Joining a company as an intern gives us the opportunity to work hands-on in a professional environment, which is a great platform for us BBA students. My internship at Rising Mall has helped me gain a professional attitude for the future, and provided me with the experience that could help me better utilize theoretical knowledge.

Similarly, internships provide us with the building blocks we need for our future. I feel really grateful that I got to experience working in a professional field in the very first year of my bachelor's degree. At the end of the BBA program, I feel I would be prepared in every way to enter into the economic sector and work professionally.

During my internship period, I got to learn a lot about marketing strategies that a company can employ into the market and with understanding how the company deals with accounting and logistics of its clients.

This internship period also made me realize the importance of time management. When working in a fast-paced professional environment, time management is a skill essential for everyone. Keeping up with work schedules can turn out to be very difficult in some days, yet this is very integral to act professionally and to even succeed in the work you do.

At the end of this internship, I became more aware about actual workings of the professional world. Similarly, this internship helped me personally to gain new experience and development through the process.

Annex

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Figure2: Files accessed from Rising Mall for understanding their company profile

A screenshot of a Windows File Explorer window. The title bar at the top says "Photos - Screenshot (148).png". The left sidebar shows the navigation pane with "This PC" selected. Below it are "3D Objects", "Desktop", "Documents", "Downloads", "Music", "Pictures", "Videos", "Windows (C:)", "My Passport (D:)", and "My Passport (D:)". The main area shows a list of files and folders. The list is headed by "Name". The items in the list are: "Chinese Restaurant", "Contract Nepali- (Nepal Sports)", "Contract Nepali- ABCDe Ink", "Contract Nepali- Barista Coffee Comp...", "Contract Nepali- Cinemark Movies", "Contract Nepali- Cottons On Pvt. Ltd", "Contract Nepali- Forever Young", "Contract Nepali- Glitter Box Enterprises", "Contract Nepali- Hanu Traders", "Contract Nepali- HealthTrack Fitness", "Contract Nepali- Max ElectroTrading", "Contract Nepali- Ramesh", "Contract Nepali- Sneha Creation", "Contract Nepali- SS Stone & Jewellery", "Contract Nepali- Subodh", "Contract Nepali- Sugar & Spice", "Contract Nepali- Take Me Trade", "Contract Nepali- Xpress Nepal", "Contract Nepali-Attire Pvt. Ltd.", "Contract Nepali-Ganga Siwakoti", and "rising mall contract-nepali Blue Bird". Each item has a small icon to its left.

Figure 3: Contracts between the company and their clients



Figure 4: Work space at Rising Mall (visited after completion of internship period due to COVID-19)



Figure 5: Rising Mall (visited after completion of internship due to COVID-19)



Figure6: My workspace (at home)

Annex: CV

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CORE COMPETENCIES

- Solid experience of 15 months in marketing at Movers & Shakers Pvt. Ltd
- Interned at Rising Mall
- Experience in handling proposals and MOU's for more than 10 brands
- Focus on marketing courses with 42 credit hours completed
- Experience in organizing national level college event like Inter College Music Competition

CAREER ASPIRATION

To obtain the position of marketing assistant at a skincare company with my content writing skills, social media handling and communication skills to increase sales and evolve as a sales head in the next 3 years.

EDUCATION

Kathmandu College of Management

Bachelors of Business Administration in Marketing.

- Concentration in Sales management, IMC and service marketing

Uniglobe College

+2 in Management

- Concentration in economics, business studies and accountancy

EXPERIENCE

- Experience in creating proposals and reports for more than 10 brands
- Assisted in the social media promotion for more than 12 companies
- Organized Color Republic and Imagine Nepal
- Experience in content creation; worked behind the scenes for campaigns

LANGUAGE

- Native: Nepali
- Fluent: English
- Level HSK3: Chinese

COMPUTER

- Basic Microsoft Office Package

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