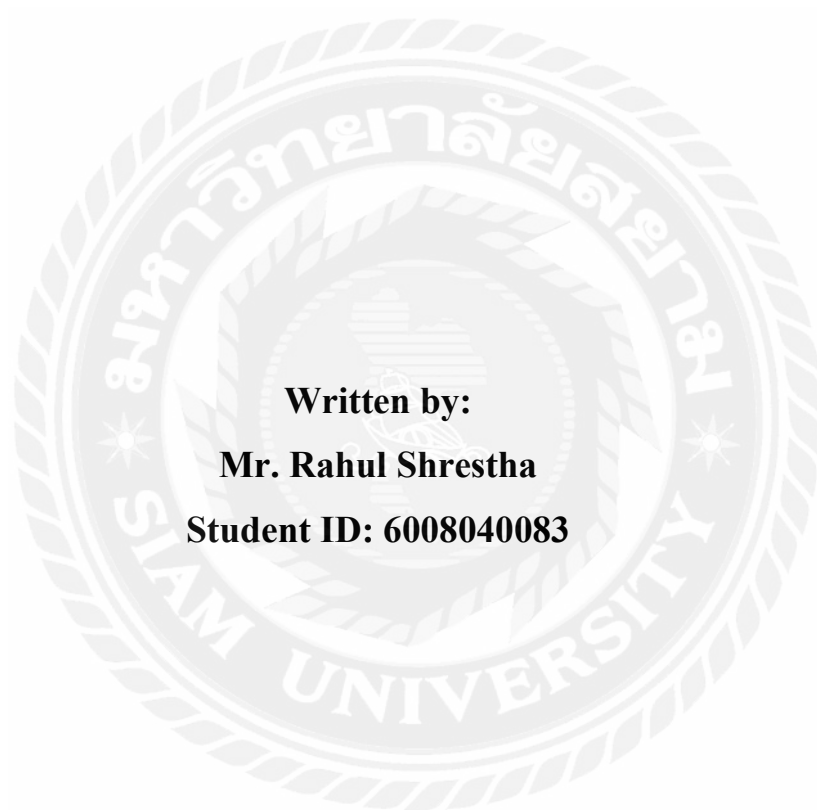




Cooperative Education Report

Linkage between Communication and Marketing in Food Company in Nepal



Written by:

Mr. Rahul Shrestha

Student ID: 6008040083

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

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Siam University

Title: Linkage between Communication and Marketing in Food Company in Nepal

Written by: Mr. Rahul Shrestha (ID: 6008040083)

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Asst. Prof. Maruj Limpawattana, Ph.D.

We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 1/2020.

Oral Presentation Committees



.....
(Asst. Prof. Maruj Limpawattana, Ph.D.)

Academic Advisor



.....
(Mr. Suman Jha)

Job Supervisor



.....
(Dr. Chantip Suksai)

Cooperative Education Committee



.....
(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Project Title : Linkage between Communication and Marketing in Food Company in Nepal
Credits : 6
By : Mr. Rahul Shrestha
Advisor : Asst. Prof. Maruj Limpawattana, Ph.D.
Degree : Bachelor of Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year: 2/2020

Abstract

This cooperative education report entitled “Linkage between Communication and Marketing in Food Company in Nepal” has the goals to study how marketing and communications are done in the food industry. Objectives of the study include: (1) to describe roles and activities in the marketing department, (2) to describe how branding is important in a food company and (3) to describe what type of marketing strategies are done in the food industry. With the company, I was assigned to work as a marketing intern, in the department of marketing with main responsibilities including research about the consumer demands, receiving feedback from customers about the products, I was able to learn about customers behavior using strategic planning methods on the products and brand name research about the competitors' products. It was found that comparing the products of the competitors with our product and finding out the position of the product in the market and all the responsibilities above mentioned correspond with the objective of my report. In a market like Nepal where most of the people are pulled towards international brands with the perception of having them of good quality rather than the local brands where their perception is not good, branding is very important. The brand communicates its goals, qualities, utilities to the consumers through branding which establishes good perception towards the brand by the consumers.

Upon the completion of the internship, it was found that the problem was resolved by the means of understanding the marketing strategies used by the company. In this matter, I was able to learn more about how the food company succeeds in managing its customer's demands by

providing good services and fulfilling their requirements according to their needs, which are very important for future career development and profession.

Keywords: food industry, marketing, products.



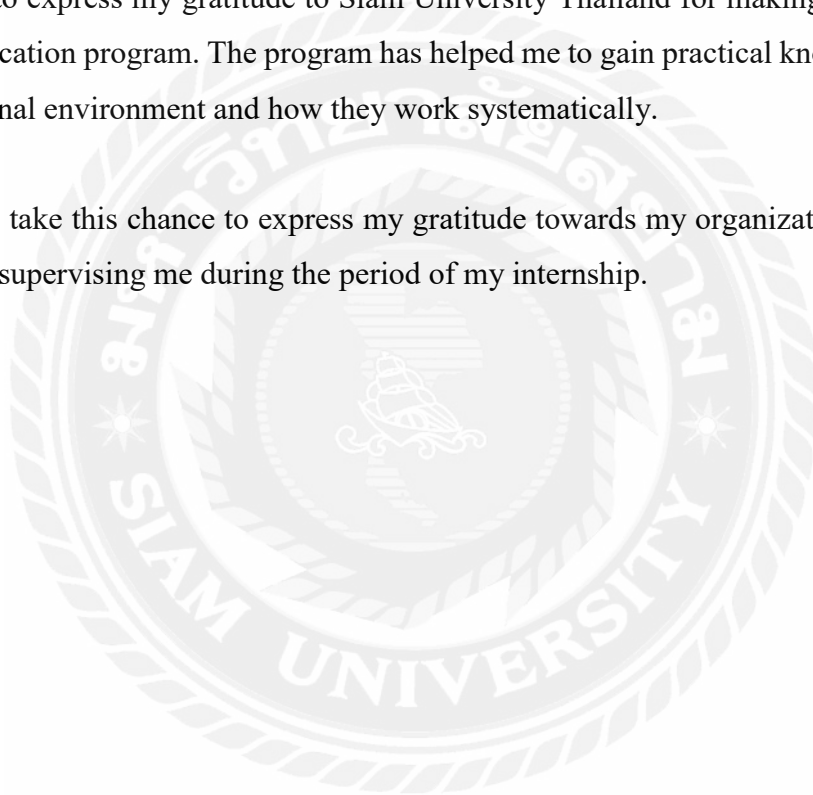
Acknowledgement

I would like to thank Baburam Devkota and Maria.E.I.Sherstha , Vice Principal of Kathmandu College of Management who gave me the golden opportunity to complete my internship at Century Food Packaging and Processing Udhyog Pvt.Ltd from 2nd August,2020 till 4th December,2020.The program has helped me in doing a lot of research and also came to understand the work culture of the organization.

Also, I would like to express my gratitude to Siam University Thailand for making me complete the cooperative education program. The program has helped me to gain practical knowledge about the real organizational environment and how they work systematically.

I would also like to take this chance to express my gratitude towards my organization supervisor Mr. Suman Jha for supervising me during the period of my internship.

Rahul Shrestha
6008040083



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Chapter 1 INTRODUCTION

1.Company Profile

Century Food Packaging and Processing Udhyog Pvt.Ltd is a food company , which is a provider of complete food-based products , market leading products and services offering for efficient sustainable food production. It is a reputed and leading supplier providing high quality branded and qualitative food products that is used by everyone for a variety of purposes. It has numerous locations across the country. It is one of the companies that can meet the customers fundamental needs . It embodies a powerful marketing strategy with the importance of branding for the consumers which includes a quality control software program for high qualitative production. The products that the company deals with are rice, grains, cookies etc. The company delivers good quality and safe food products all the time and makes a difference compared to others.

It not only gives services from only one place as it delivers services through a couple of branches. The branches of this organizations are in Biratnagar, Kathmandu

1.1 Organization's Mission

The mission of the organization is to become the most trusted, admirable food mark in the market we serve by offering world standard products at an affordable price.

1.2. Organizations Vision

The organization vision is safe and trustworthy food for everyone

1.3.Strategies of the company

This organization places consumers at the centre of all their activities. They focus more on consumers as consumers have fundamental right to safe food and also that they are not being misled about the food they are buying and consuming.

The core values of the company are

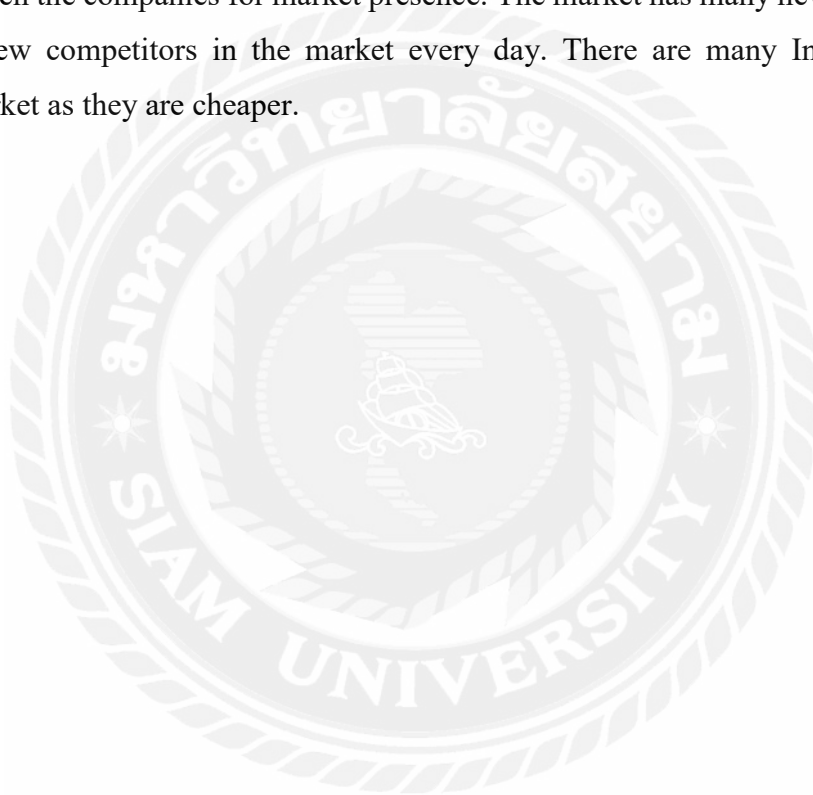
- Transparency: demonstrating clear picture and openness. The process, the quality certificates are shown in their packaging.
- Integrity: not hesitating to giving one's view and opinion,
- Responsibility: one should accept and justify action and decision

- Commitment: depends upon the employees commitment

It has long lasting experience in the food industry and have worked for most large players in the food industry . The competitor of the company is Sujal food Pvt. ltd ,Prabhu kripa foods pvt. Ltd , sarawagi group, Pearl, Taleju etc.

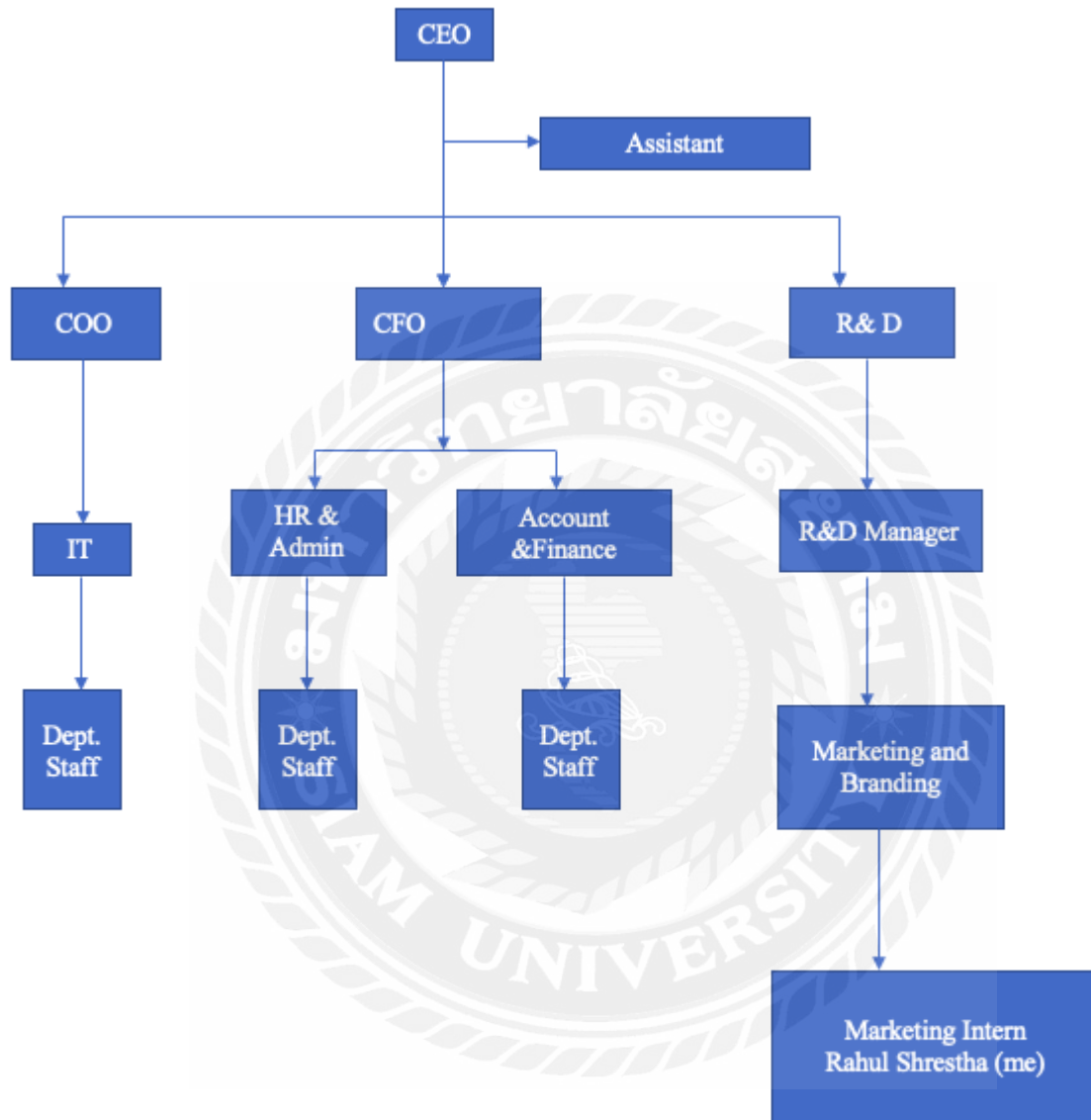
Nepal is an agricultural country. More than 75% of the population of the country is involved in the agricultural market. More than 30% of the country's land is used for agricultural purposes. The market is influenced by the Indian market,their price and Quality etc.

The market for agricultural products is experiencing a lot of competition. There are major competitions between the companies for market presence. The market has many new competitors. There are many new competitors in the market every day. There are many Indian products influencing the market as they are cheaper.



2. Organizational Structure

2.1. Organizational Structure



2.2. Job position

The organization where I worked was mainly focused in providing the consumers quality and healthy products at affordable prices.

I worked under the supervision of Suman Jha. I have learned a lot of new skills from my supervisor. There were various activities like collection of the products , keeping record of the products, quality determination, position of the organization in the market, consumers feedback etc. there were many activities in the organization but as being an intern I was not given a lot of work.

2.3. Job position in the company's organizational structure

The company is very dedicated to providing its customers with better quality services . I worked under the supervision of the marketing and Branding department. I was required to report to him directly . I was the only intern in the marketing and branding department during the internship. I was a marketing intern and I was responsible for creating and approaches for data collection , adding ideas and providing feedback to my seniors about the packaging and also collecting data of clients to improve the services and product management.

3. Your intention and motivation to choose this company as your CO-OP studies workplace

My intention and motivation to intern in Century Food Packaging and Processing Udhyog Pvt.Ltd is to know more about how the customers like us are influenced by the packaging and designing of the products . How customers' perspectives differ when they see how their items and things are designed and distributed in a good manner. As covid-19 has hit hard in every part of the world the importance of food industries has been rising in peak. This is also the reason I was motivated more towards this company for doing an internship as it also aligns with my future career plan. I wanted to

experience how food products are distributed in terms of cost , price, quantity and quality.

4. Strategic analysis of the Company

For strategic analysis of the company . I did SWOT Analysis which is given below

SWOT Analysis

Strength

- Well-known brand
- Loyalty of customers
- Experience of the supervisors on how to deal with the consumers needs.

Weakness

- Import of most of the raw materials and rice from India
- Farmers not able to produce sufficient foods
- Most of the country is mountainous which affects the transportation, not much fertile soil for agriculture.
- Many people are looking for other jobs rather than being farmers
- Highly depended on weather conditions

Opportunities

- Agriculture is the main occupation of most of the people in Nepal. Most of the products are imported from India signaling opportunity for the expansion
- Lentils grown in Terai are popular in other countries and a good source for export earnings.
- The Tea grown in Nepal is known to be one of the best in Nepal and has a large export market.
- Fertilizers are exported, there is a market for producing fertilizers locally

Threats

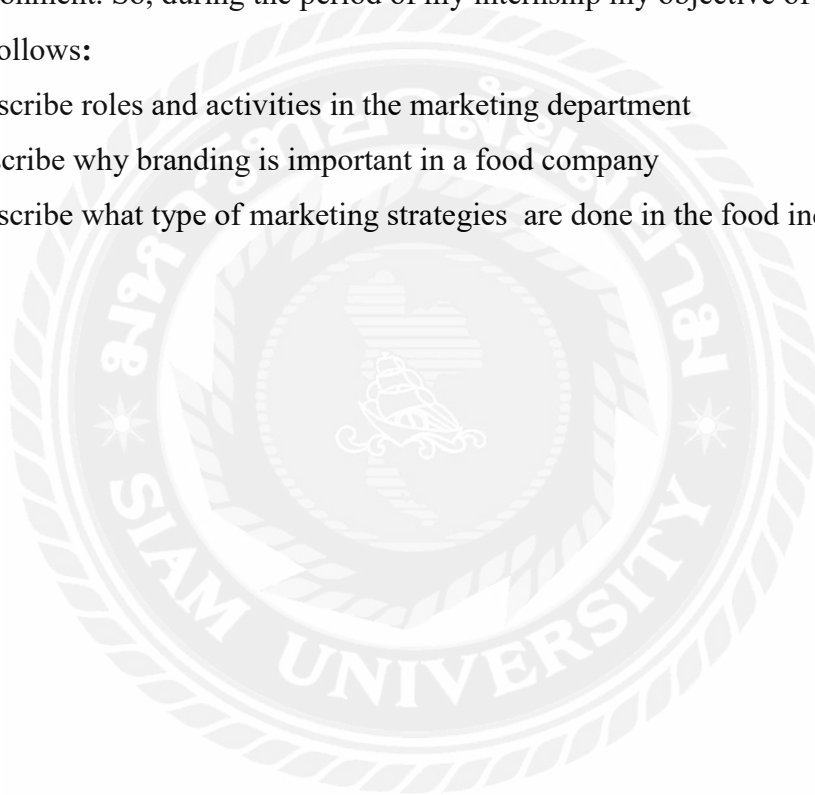
- Cheaper products from India
- Change in consumers preference

- Global competition
- High cost of modern Technologies

2.5. Objective of the study

While working in Century Food Packaging and Processing Udhyog Pvt.Ltd. I wanted to gain as much knowledge as possible. During the internship I also got an opportunity to practice my theory knowledge into the marketing field in a real life working environment. So, during the period of my internship my objective of my report are as follows:

1. To describe roles and activities in the marketing department
2. To describe why branding is important in a food company
3. To describe what type of marketing strategies are done in the food industry



Chapter 2 CO-OP STUDY ACTIVITIES

2.1 Job description

Job title : Marketing Intern

Company name :Century Food Packaging and Processing Udhyog Pvt.Ltd

General tasks: research, surveying,feedback,sales , helping in content creation and generating ideas are some of my tasks.

Location: Kathmandu

Salary : not paid but lunch was provided

2.2. Job responsibilities, work duties

As a Marketing intern, I was assigned multiple of roles and responsibility, which are given below:

- a. Finding out the position of the product in the market.: how branding is evaluated by the customer.
- b. Receiving feedback from customers about the products.: For the feedback I needed to call the customers and ask if they liked the product and how their experience was with our products which was done both by word of mouth as well as the survey made to fill up.
- c. Researching about the consumer demands.
- d. Researching about the competitors' products.: competitors' ideas like what they are doing or developing new products .These were usually done by looking at their social media ,website and news regarding the competitors company.
- e.Comparing the products of the competitors with our product, : How are we different from them? For example : giving out vouchers to the clients , providing customers incentives
- f. Creating documents in Nepali text format.

g. How branding is evaluated by the customer.: 1. Product design and features 2. Brand communication 3. Social responsibility 4. Place 5. Price 6. Perceived self-image

2.3. Activities in coordinating with co-workers

As an intern I was not given a lot of responsibilities as I was new in the company. I was not as experienced as others. There was not much work in the company due to the lockdown and covid. So most of my work was to research what my seniors told me to do.

Collecting information about other companies. Under this I along with my supervisor went to various consumers where we collected information about the competitors services, prices and combinations offered by each, This information was then used to differentiate with that of our products and services.

2.4. Job process diagram

Before the lockdown , my internship started from 9:30 am to 5pm. I had to go to my internship and then meet the head of the department of marketing . He is the one who gives me work and tells me what I need to do . For external experience he also used to take me along for the meetings he had on a day .During meetings I also had to write down the things discussed and if I have any ideas regarding it I had chances to pour in him .I also had to sell the products in the markets to various wholesalers and retailers in which I got to learn how they communicate and brand their products in the market.I also helped in documentations.

After the lockdown was introduced , all the works were shifted to online based where most of my work was to research and take parts in meetings

2.5. Contribution as an Co-op student in the Company

I think I have contributed a lot in this company . I took every job assigned to me seriously .My contribution as intern to the company was, I contributed in the

company's daily marketing and networking works. My work included recording and maintaining many information about which product demand is higher with another product. All of the surveys and feedback were recorded on excel sheets which was helpful for the company while focusing more on the product that the clients want. I was asked to record feedback of the food products regarding its taste, quantity and quality which was one of the main important activities for the department during the final months. I have also been part of meetings where I was asked to give feedback as well as give ideas to my seniors by which I felt helpful in the department. I also showed interest in learning new things. During my first week I did the job of researching and learning about the software the company used to work and provide data accurately.

During the second week, I was also made to do Nepali typing of some documents which was required by the banks and other suppliers for keeping records. I did the work of learning and researching how the product is positioned in the market. Many of the work were confidential so I was also not able to work on the projects.

I am thankful as I was able to learn a lot from my internship. I was able to build my knowledge, motivate myself, etc. I am very thankful for them for being a wonderful supervisor and support network. I've really enjoyed the experience and the knowledge gained from them.

Chapter 3 LEARNING PROCESS

3.1. Problem/ Issues of the Company

In my internship, I was the only intern in the marketing department. I had to face a lot of challenges which has taught me as well as developed me in many ways. My main problem during my internship was that I was not able to use the software program that my company used. I was not able to use the softwares of the company due to being a beginner in the company and also due to lockdown. The other problems that I encountered during my internship were unable to be more in touch with the projects due to the lockdown and also it was hard to travel from one place to another in certain days because of the odd- even rule made mandatory in my country.

3.2. How to solve the problem

The above problem was solved when I had to first have knowledge and skills to use the software provided for the recording and data management. The knowledge of how it works and produce results after all the required data such as demand of products mostly favoured the surveyors. As a beginner and only intern at my department, I had to learn from first to understand the process and how it works to provide accurate results. After a few weeks of practice, I was able to use it properly. I was able to help and coordinate well with my seniors which helped my department to reduce the workload and work more efficiently than before. The other problem of travelling could have been avoided by the company by providing the company vehicle for pick and drop for the employee. So that we could all have been available in the company for every work.

3.3. Recommendations to the Company

As this company has provided me a lot of experience and knowledge. There are only free recommendations to the company which is even during covid they could have divided the employees in a group with timetables and shifts. So the company would have been going and carrying on with the activities physically with social distancing and safety. They should have a long term strategy as in most of the employees as well as me an intern didn't have good assistance when the lockdown was implemented in the nation. We were confused about which

medium was used by the company to have meetings online. Later it was all solved by it could have been early.

3.4. Lessons learned during the Co-op Studies

It has been a really good experience for me by doing an internship in Century Food Packaging and Processing Udhyog Pvt Ltd. I have gained a lot of knowledge about how a food industry functions . It not only focuses on bringing in the business and expanding but also focuses on the enhancement of the employees. It gave me insights of how marketing and communication plays a huge role in the expanding food industry.I also got the learning of how digitization has taken over the industry and can quickly find the work needed to improve and complete . I also received the knowledge about the importance of branding playing a vital role in the company .

I also learned why we should focus on marketing and communication in the food industry . Some of the reason why we need branding and packaging are as follows :

- Differentiating the products of the organization from other competitors of the organization
- Branding builds communication, networks in the market.
- Branding builds relationship with the consumers
- Word of mouth from consumers helps the organization to pull new and potential consumers.
- Branding Improves advertising as the consumers can feel more closer to the products.
- Connects the consumer with the organization

I learned that to examine which level of marketing communicating tools are used in the food industry is the main thing you need to know.My company used the marketing communication tools (sales promotion, advertisement etc.) How the research is to be done like for example a survey was applied to customers about the products delivered to them. For marketing communication tools used in the food industry we need to know the purpose while conducting it like it might be for increasing sales and reducing inventory. There are many marketing communication tools that are used in food companies which are personal sales, direct marketing , sales promotions and advertisement.

A marketing orientation approach is concerned with the satisfaction of the needs of your customers. It need to be focused on the basic physiological need of the customer when it comes to the product which is considered to be food. The other functional aspects that is need to be

focused are on other factors such as quality, design, image, packaging and presentation and when presented to the customer. The marketing strategy should be built around developing the appropriate marketing mix to achieve the desired consumer response.

3.5. Knowledge applied from coursework to the real working situation

As a marketing student, I learned in college about brand management which I found that it's very crucial for a food packaging industry. I experienced and also was able to differentiate about the differences between brand image and brand identity. I come to learn how brand image interprets one thing and the brand identity the other. Brand image means “what a brand currently is” and Brand identity refers to what a brand should ideally stand for.

In theory, we have always learned about the advantages of communication, leadership, networking, interpersonal skills and being punctual but in real work scenarios we tend to experience it and build it ourselves. So the company was very strict at time management and deadlines for any assignments given to work on. I was able to attend meetings and share my ideas to my seniors and co-workers.

The knowledge we get from coursework and real work are completely different from what it actually is. For example, while studying business research we were taught the limitation of data collection but in real working situations the actual limitation depends upon the type of data collected. The SWOT Analysis which is the basic of every marketing strategy. I was able to work on it. SWOT Analysis was done by my supervisor so that I could learn more about the Industry and know the opportunities that it creates. I could learn how they come up with this and how they make decisions. I got to know little about what type of thinking and data is required to do it. I was made sure that while doing a work or a job, you need to research thoroughly and completely about the subject you're working on like for me, I had to know about the food industries in Nepal and the agriculture in our country.

For coursework it may be easier for me to study and get marks but in real work I realized it was difficult to do it.

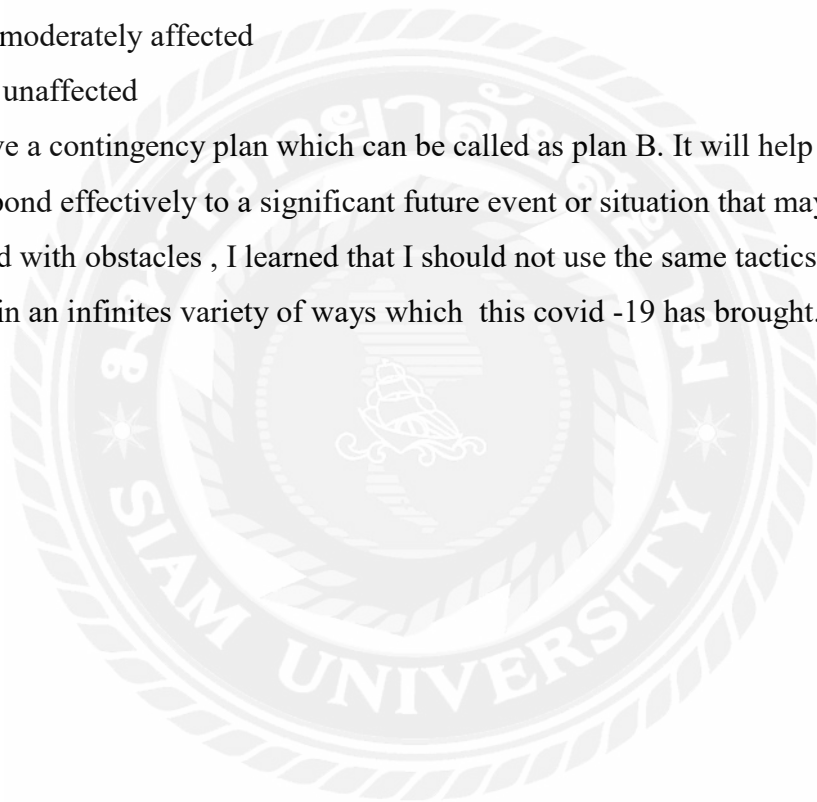
3.6. Special skills and new knowledge learned you have learned from this Co-op Studies

The special skills I was able to learn in my internship are soft excel skills, the company software , communication skills , digital and sales marketing soft skills and time management. The other new thing I also got in touch with is to learn about perform , REG analysis.

REG analysis refers to the analysis which shows which areas such as hotel,tourism,technology, food industry etc. is affected more by the disaster covid-19 and what can we do to overcome and improve it.

1. Red (R) - adversely affected
2. Ember (E)- moderately affected
3. Green (G) - unaffected

I should always have a contingency plan which can be called as plan B. It will help me or any organization to respond effectively to a significant future event or situation that may or may not happen. When faced with obstacles , I learned that I should not use the same tactics but respond to circumstances in an infinites variety of ways which this covid -19 has brought.



Chapter 4 CONCLUSION

4.1. Summary of highlights of your Co0op Studies as this Company

As a student getting to do an internship and getting to step in the corporate world is a very big opportunity. It is an important step toward our future. Being a marketing major, I did my internship in a food company where I used my marketing knowledge which I gained from my academic courses. It helped me a lot. By having the basic knowledge about this field it has been easy for me to cope with the day-to-day marketing and branding operations in the company.

I believe that I was able to contribute to the organization in full manner. I dedicated myself to work actively in the organization without lacking in anything. I completed all the work within the given time or sometime beforehand as well. I completed all the responsibilities and tasks provided to me. I helped my seniors very well and also showed initiative to learn new things every day. My supervisor was also willing to employ me in the company in the future.

During internship it has not just helped me to develop my self-confidence but also has taught me to be patient. It has helped me to develop good communication skills and also helped me increase a good public relation. So, I believe I can pursue my future towards the marketing field.

4.2. Self-evaluation of the work experience

Overall, my experience in this company was fruitful. Even during the pandemic I got to learn many new things and some skills .I have been able to be part of some meetings where I got to give my feedback and ideas. I have a different perspective of what marketing in the food industry is like and it should be. If the limitations and the loopholes are covered than it won't have any problems to be leading as a big food company in Nepal.

4.3. Limitation of your Co-op

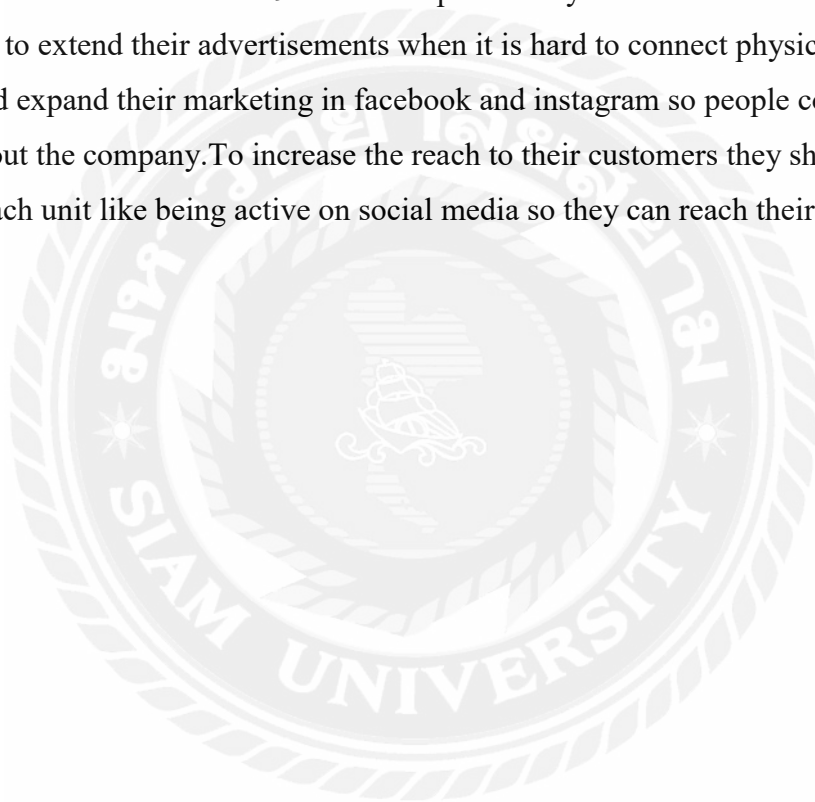
For the Limitations:

- Illusive information can be provided by the customer as they might just be filling out the questionnaire and surveys

- Travel restrictions due to lockdown
- I wasn't able to completely study the market and projects in depth due to the time limit which increases the chances of study to be error.

4.4. Recommendations for the company

For the recommendations the company could have taken care of the travel management and initiated a plan beforehand to effectively use the time to continue work on weekdays. As marketing major, I found a loophole that the company's website has not been properly created and used to the fullest extent. As covid-19 enters this period they should use more marketing tools and platforms to extend their advertisements when it is hard to connect physically to the clients. They should expand their marketing in facebook and instagram so people could connect more and know about the company. To increase the reach to their customers they should develop new websites for each unit like being active on social media so they can reach their target audience.



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APPENDICES

Appendix 1: Me and my co-worker in office before lockdown



Appendix 2: Miss Nilima Shrestha (Head of Marketing Department)



Appendix 3: Finance Department



Appendix 4: Company products and packaging of the product





Appendix 5: Survey/Questionnaire for Customer

1	What is your Gender?
a	Male
b	Female
2	What age category do you belong to?
a	less than 20
b	20-40
c	40-60
d	over 60
3	What is your occupation?
a	Student
b	Employed
c	Housewife/ Husband
d	Other
4	Which of the following categories income do you belong to?

a	less than 20,000
b	>20,000
c	>60,000
d	> 100,000
5	Do you eat rice as part of your diet?
a	Yes
b	No
6	Have you ever tried products from our brand?
a	Yes
b	No
7	How many days does it take you to finish a sack of rice?
8	Which type of rice do you prefer?
9	Does quality play an important role in purchasing?
a	Yes
b	No
10	Does packaging play an important role in purchasing?
a	Yes
b	No
11	Does price play an important role in purchasing?
a	Yes
b	No
12	Does the branding of the product play a vital role while purchasing?
a	Yes
b	No
13	How easy is it to find our product in the market?
14	How responsive is our brand towards your feedback?

15	How do you rate the value for money?
16,	What is your feedback to the organizations?

Appendix 6:Response of the survey/ questionnaire

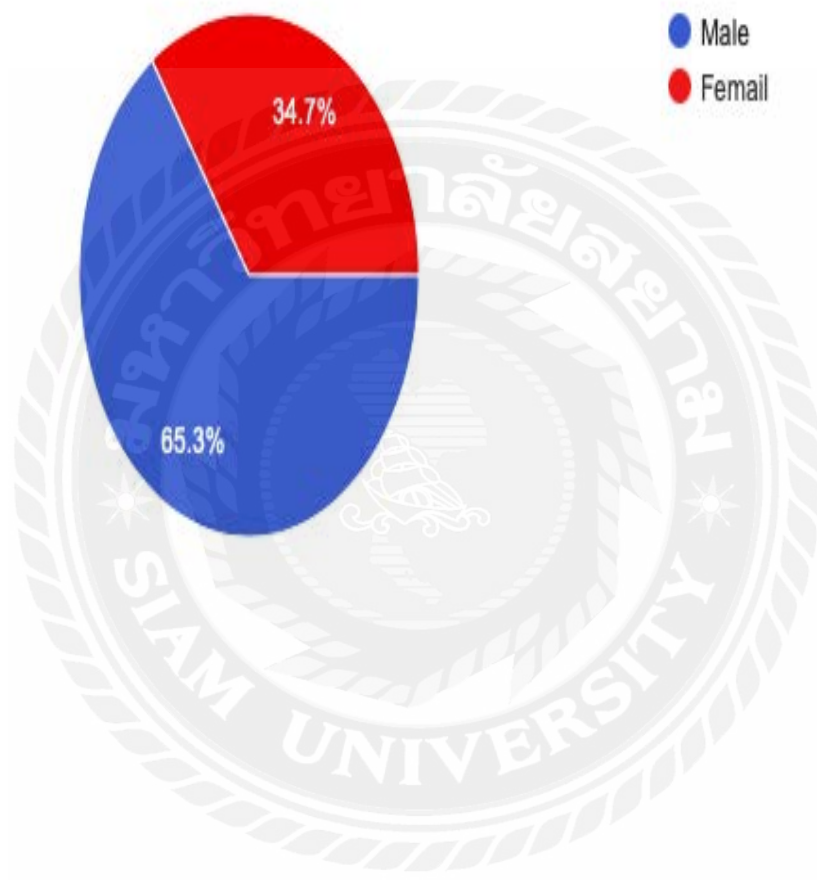
The analysis has been done on the basis of responses made by the respondents. In conducting this research, 50 consumers were selected as respondents and attempted to find out their views and feedback towards the brand and the company. During the survey, many consumers responded accordingly to what they wished about the product.

It was found that most of the respondents responded Yes to the quality , brand, packaging and price of the product while purchasing .Most of the consumers conscious with the brand they choose, quality they have and the price they pay while using the product. The age group from 20-40 years of age was the maximum respondents . Least of the respondents were the age over 60 and less than 20 age groups. Most of the respondents found the product of the brand easily available in the market.The feedbacks given back by the respondents were decrease in price and more sales scheme

Appendix 7 : Summary of responses of the respondents

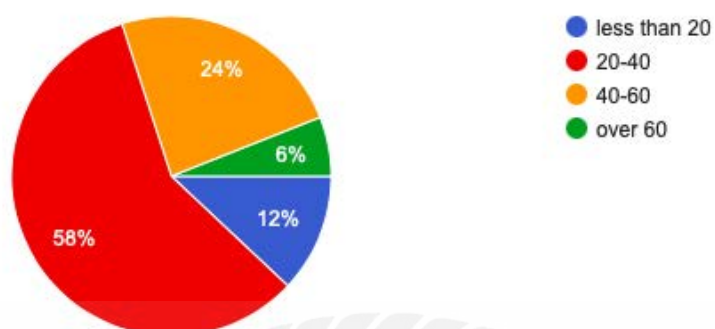
1. What is your Gender?

49 responses



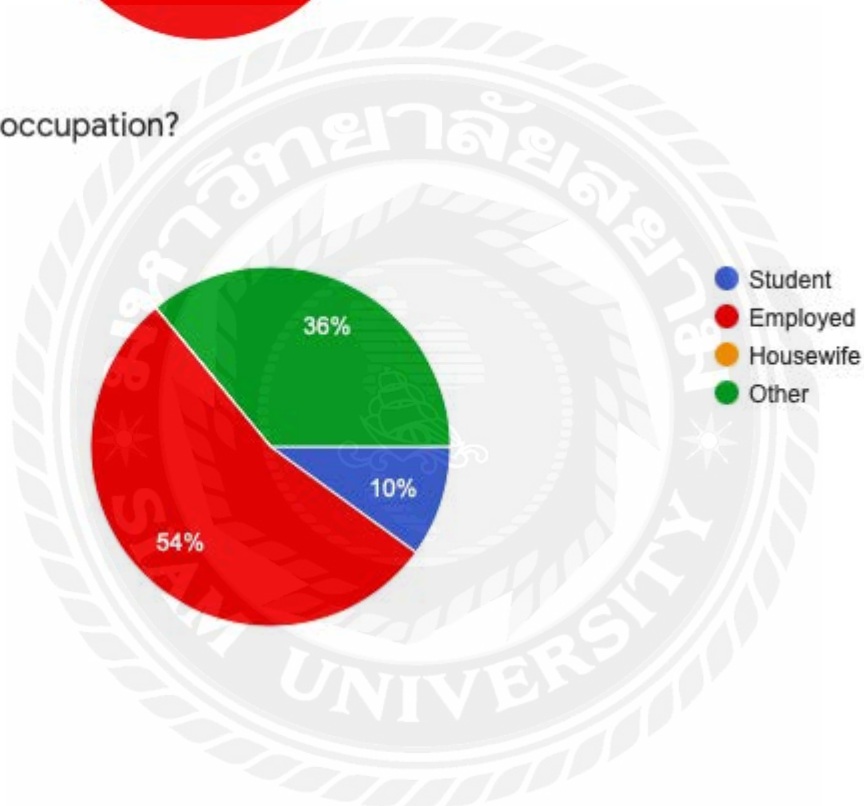
2. What age category do you belong to?

50 responses



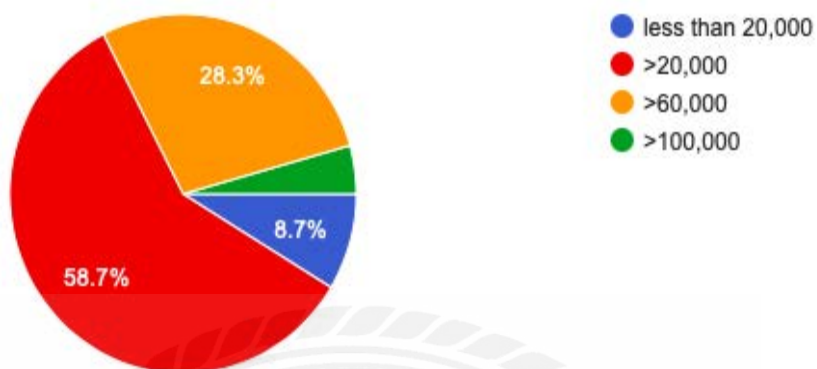
3. What is your occupation?

50 responses



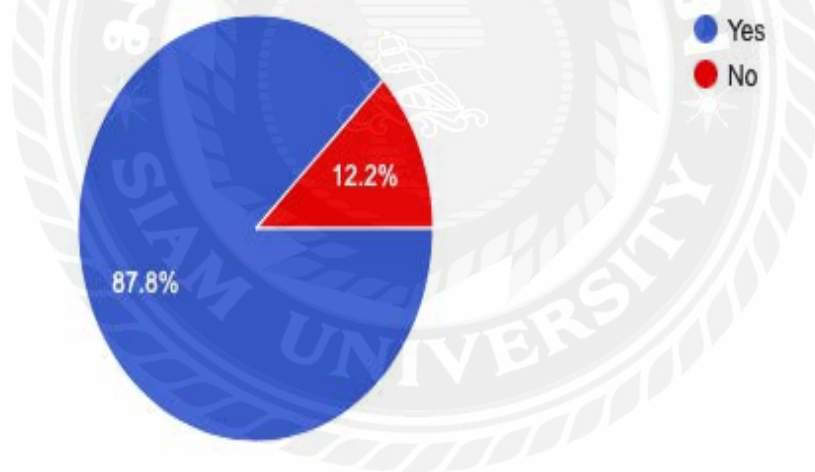
4. Which of the following categories income do you belong to?

46 responses



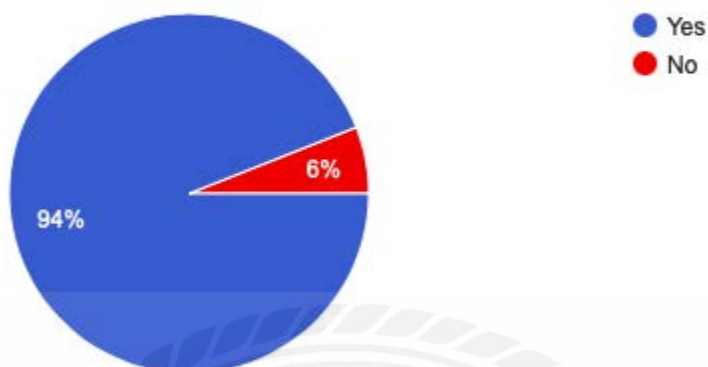
5. Do you eat rice as part of your diet?

49 responses



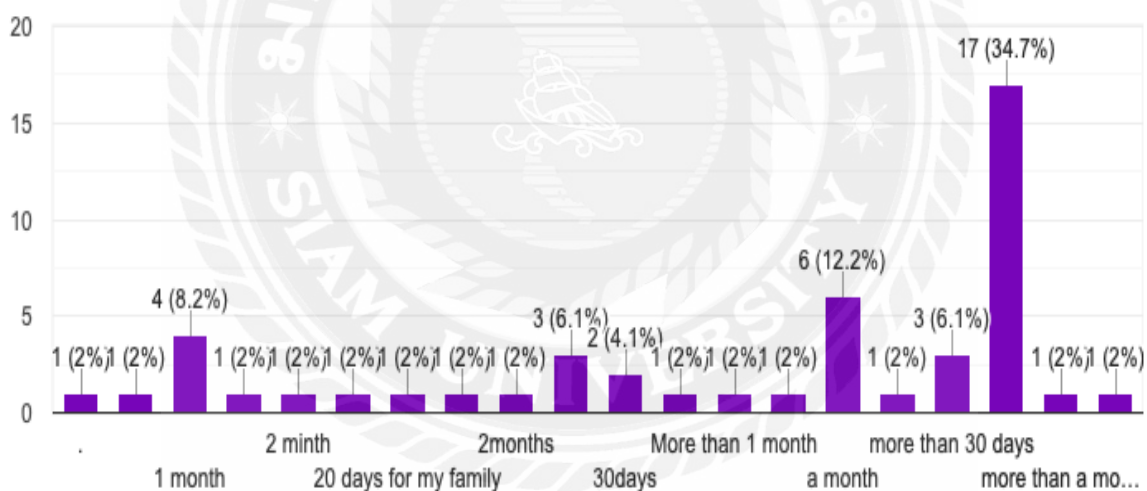
6. Have you ever tried products from our brand?

50 responses



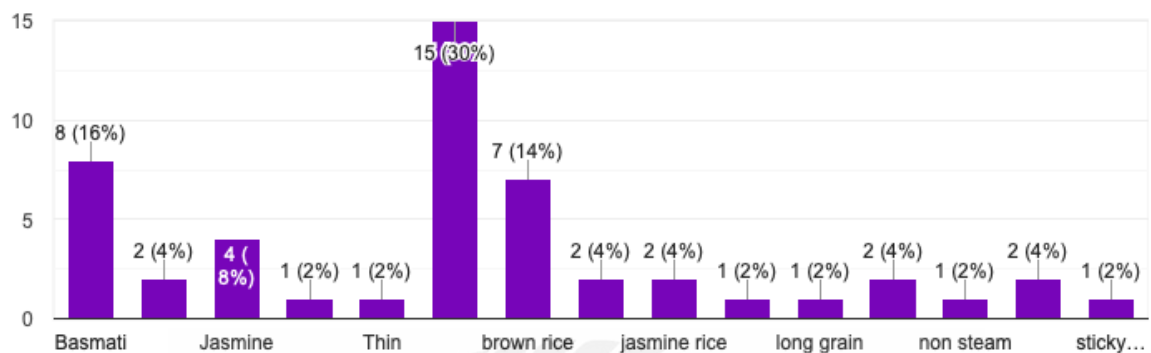
7. How many days does it take you to finish a sack of rice?

49 responses



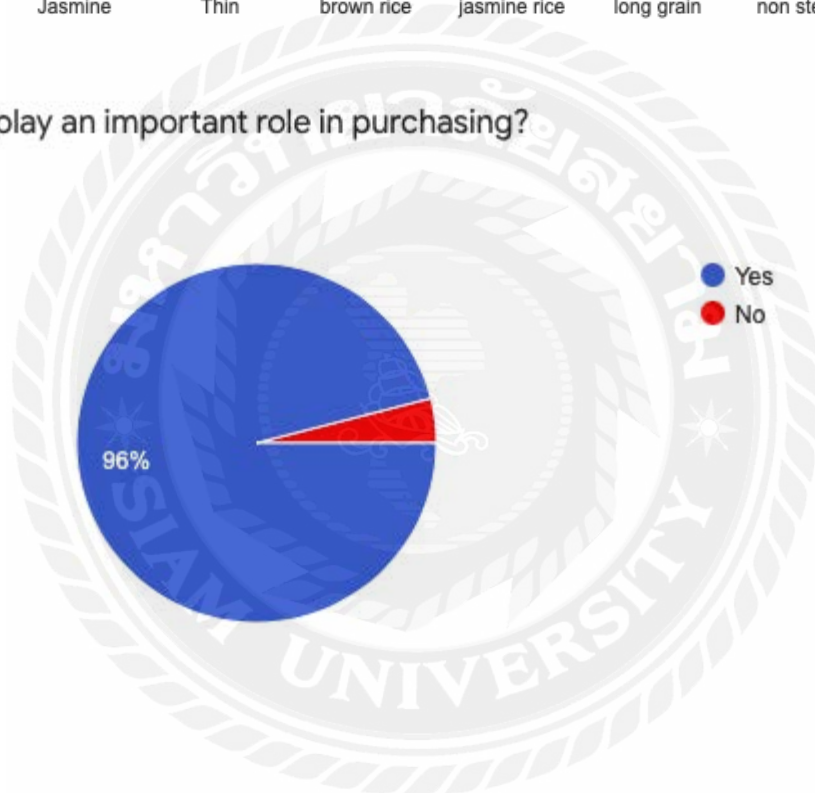
8. Which type of rice do you prefer?

50 responses



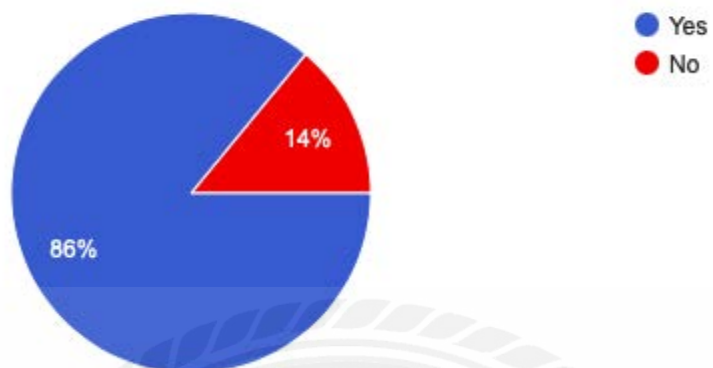
9. Does quality play an important role in purchasing?

50 responses



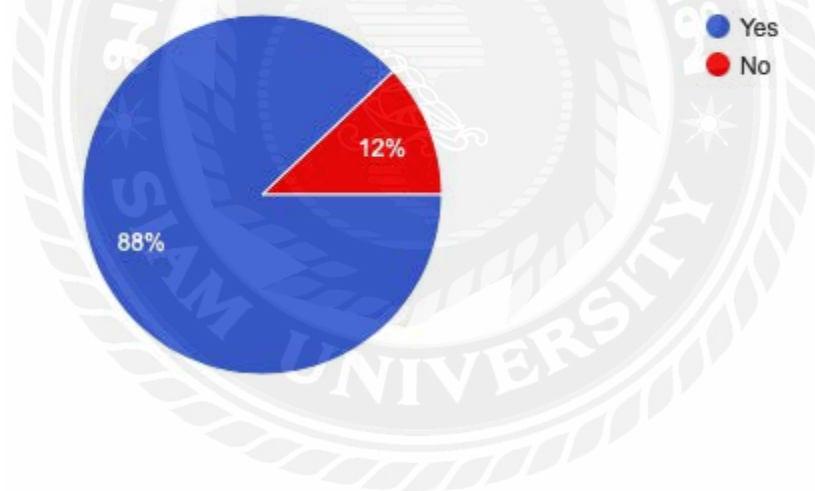
10. Does packaging play an important role in purchasing?

50 responses



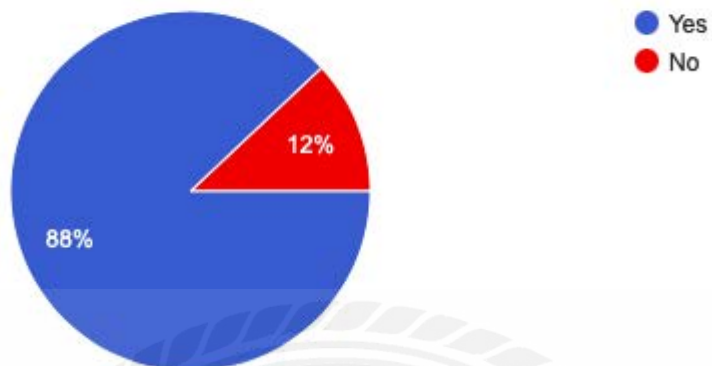
11. Does price play an important role in purchasing?

50 responses



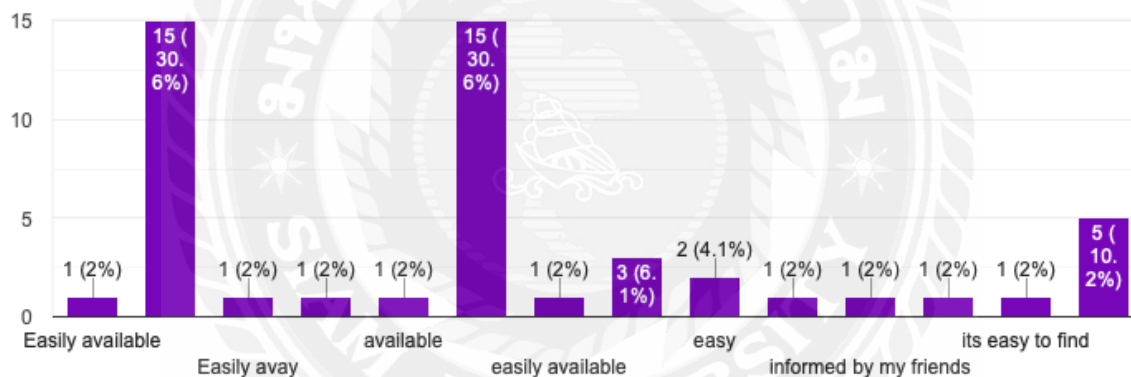
12. Does the branding of the product play a vital role while purchasing?

50 responses



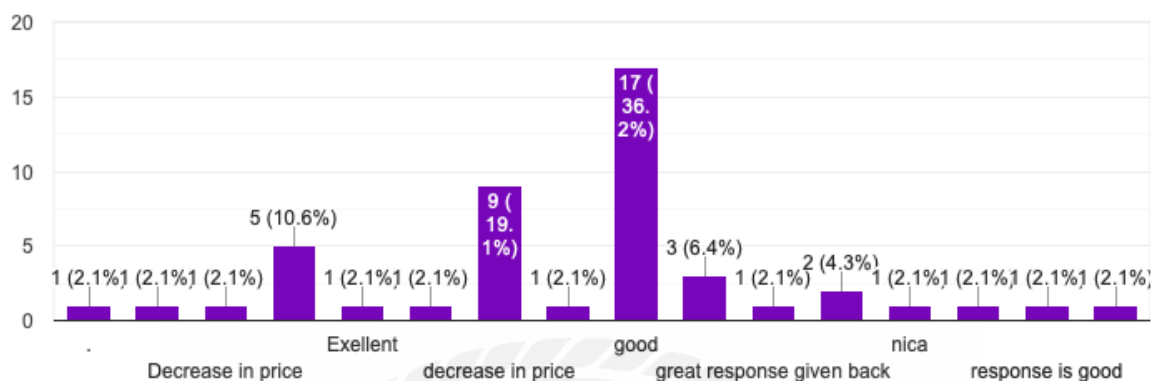
13. How easy is it to find our product in the market?

49 responses



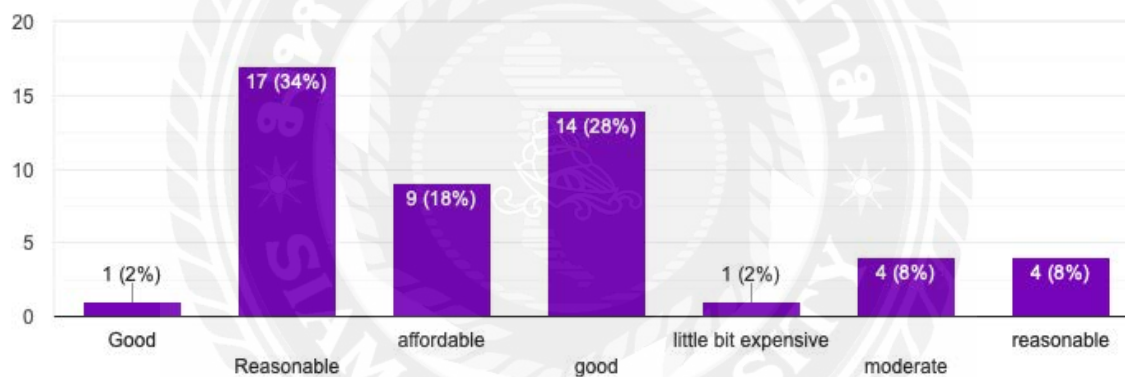
14. How responsive is our brand towards your feedback?

47 responses



15. How do you rate the value for money?

50 responses



16. What is your feedback to the organizations?

31 responses

nothing

Good product

Good quality product

all is good

sales scheme

decrease the price

Good brand of products

good packaging

Good quality

