



## **Cooperative Education Report**

**Maintaining Customer Relationship and Marketing during Covid19  
Pandemic at New Annapurna Jyasa Pasa Pvt Ltd.**

**Written by:**

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

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Siam University

**Project Title:** “Maintaining Customer Relationship and Marketing during Covid19 Pandemic at New Annapurna Jyasa Pasa Pvt Ltd”.

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**Department:** Bachelor of Business Administration (Marketing)

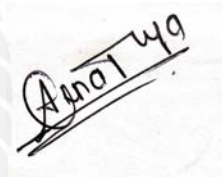
**Academic Advisor:** Asst. Prof. Dr.Suraphol Srivithaya

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

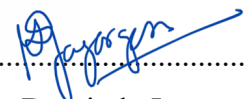
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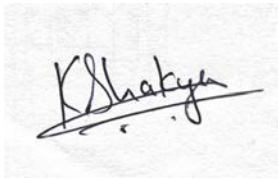
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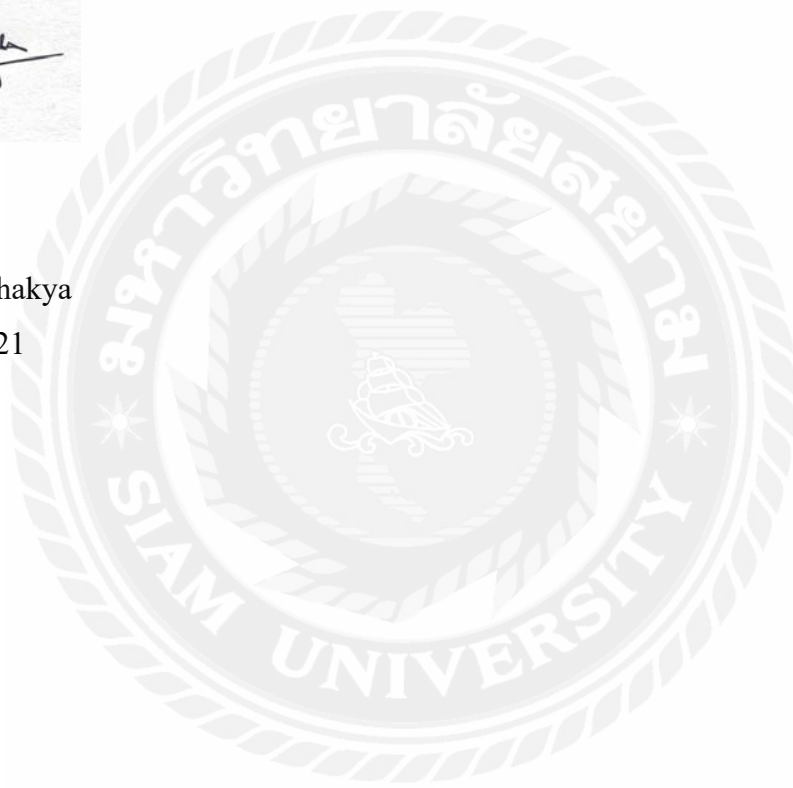
## Declaration

With great pleasure, I, Karish Ratna Shakya, hereby declare that the presented internship report titled “Maintaining Customer Relationship and Marketing during Covid19 at New Annapurna Jyasa Pasa Pvt Ltd” working as an intern in this organization I used to work at the Sales and Marketing Department. This report has not been previously submitted to any other university or any other examination(s)



Signature

Karish Ratna Shakya  
Batch of 2017-21



## **Acknowledgement**

I would like to thank Siam University and Kathmandu College of Management for giving us such opportunity to work in different organizations and fields each year, which gives us a golden chance to enhance our interest on different fields and know our exact career goal. I would also like to thank Dr. Suraphol Srivithaya for constantly supporting, encouraging, and guiding us through the construction of the report. I would also want to thank the company's managing director Mr. Prakash Babu K.C for giving me the chance to be a part of their company and work with them at the level of other employees. Their constant guidance helped me to gain proper knowledge and work with an easy manner along with comfortable working environment. Also, I am grateful to all the staffs of the organization for the friendly environment that made the learning process even more smooth and effective.

This internship journey I had at New Annapurna Jyasa Pasa Pvt Ltd was a great chance for learning and career development. I would like to convey my heartiest thanks to all the people of New Annapurna Jyasa Pasa, especially my supervisor Miss Alina Shakya, for providing valuable guidance and helping me develop my skills and knowledge and prepare myself for the competitive corporate world.

Therefore, I consider myself as a very lucky individual as I was provided an opportunity to become a part of this program. I would like to express my gratitude to all those who have helped me throughout this program. Lastly, I want to thank all people who have directly or indirectly guided me during my internship program and helped me in completion of this project.

Thank you

Karish Ratna Shakya

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**Project Title:** Maintaining Customer Relationship and Marketing during Covid-19 Pandemic at New Annapurna Jyasa Pasa Pvt Ltd.

**Credits:** 6

**By:** Karish Ratna Shakya (Student ID: 6008040072)

**Advisor:** Assistant Professor Dr. Suraphol Srivithaya

**Degree:** Bachelor of Business Administration

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**Faculty:** Business Administration

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### **Abstract**

This internship report entitled “Maintaining Customer Relationship and Marketing during Covid19 at New Annapurna Jyasa Pasa Pvt Ltd” focuses on my experiences which I had encountered, activities performed, challenges faced during that period, limitations and most importantly the detail study of the organization (marketing practices and customer relationship management).

The main objective for this report includes i) To learn, enhance, utilize and experience the theoretical skills that I learned in classes in professional settings ii) To evaluate organization’s research efforts to maintaining customer relationship iii) To evaluate the organization’s promotional and marketing activities. This report exhibits the learnings, knowledge application, limitation faced during the internship period as intern in Marketing Department. Under the supervision of the Managing Director of the company I was given various tasks such as maintain records, uploading contents on social media, assisting in virtual information session and assisting in organizing virtual test preparation classes were some of the tasks assigned by my supervisor which helped me gain and strengthens my multi-tasking skills, coordinating and communication skills under any situations.

I was assigned to work as an intern in the Sales and Marketing department with the company. My main responsibilities were related to development of marketing strategies, research maintaining customer relationship and also inventory management. Also, I got the opportunity to apply my theoretical knowledge into practical knowledge through various subjects such as organizational management, English usage for profession, principles of marketing which were relatively in useful in the practically.

## **Impacts of COVID-19 Pandemic**

Covid-19 is a serious pandemic that has created a global crisis. It has affected everyone's daily routine and our lifestyle and also affected each and every sector of the corporate as well as the non-corporate world. The outbreak has affected the daily routine of every single human being. Due to the pandemic, people around the world have adopted social distancing and lockdown as safety measures to reduce the chances of spreading of the disease. This has led to serious issues in the corporate world and has also led to many businesses to shut down. Due to the COVID-19 epidemic, the country was put on lockdown by various safety measures as well as the government. Many businesses suffered losses as a result of the conditions, and many businesses were forced to accept the new normal of working from home. Many educational institutions began using online platforms such as Zoom, Google Meet, and others to deliver classes.

During the lockdowns, like any other business corporation, our business also had to go through a huge loss. For almost three months I had to work from home and had to deal with customers online. It was really challenging for me as well as the business as we felt it difficult to convince people to purchase the products. To make the most out of the situation, I also utilized my time to study about the market on how other organizations of the same field have been able to cope up with the situation. Because of the transportation administration's lockdown, it was difficult to arrive at the goal, and it was tough to keep up with my job with my supervisor on a regular basis. Due of the COVID-19 epidemic, many ideas were subsequently canceled or postponed. Meeting the target demographic of high school students taking their board exams and graduating proved difficult. Despite the numerous problems that the firm experienced, it was able to work and come up with new and better ways to work throughout these trying times. This helped me realize how important it is to be informed of current trends, the current industry, and developing innovation in order to stay on the lookout and keep moving forward.

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# Chapter 1

## Introduction

### 1.1 Company Profile

New Annapurna Jyasa Pasa Pvt Ltd is a renowned jewellery showroom. The organization is run by the Shakya family by two brothers Mr. Prakash Ratna Shakya and Mr. Karuna Ratna Shakya. The showroom before the two brothers was a traditional small shop. The two brothers made modern changes and established it as a company in 1978 A.D. The company aims to provide its customers with the best quality gold ornaments at a reasonable and affordable price.

### 1.2 Mission

To ensure quality on products and provide customers with excellence in service and environment.

### 1.3 Objectives

The objective of the company includes the following:

- To provide a pleasant environment for the customers.
- To ensure the best quality of product.
- Growing constantly and serving customers.
- To provide customers with unique designs and also provide them the chance to get creative by letting them customize their products.

## 1.4 Organizational Structure

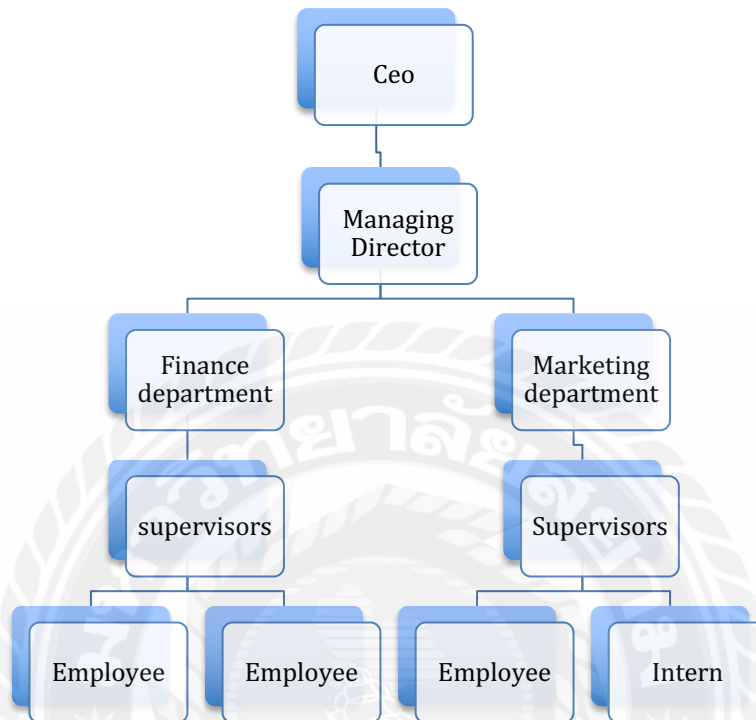


Figure 1: Organizational Structure

## 1.5 Working flow chart



Figure 2 : Working Flow Chart

## 1.6 SWOT Analysis

<p><b>Strength</b></p> <p>Excellent reputation</p> <p>Guaranteed quality</p> <p>Good public relation</p> <p>Loyal customer</p>	<p><b>Weakness</b></p> <p>Niche Market</p> <p>Seasonal Demand</p> <p>Communication gap</p>
<p><b>Opportunity</b></p> <p>New technology</p> <p>Visibility through social media</p> <p>Employee development trainings</p> <p>Educating the customers</p>	<p><b>Threat</b></p> <p>Large competition</p> <p>Fluctuation in price of gold</p> <p>Seasonal opportunity</p> <p>Change in laws</p>

Figure 3: SWOT Analysis

### **Strength:**

**Excellent Reputation:** New Annapurna has a good reputation in the market since it has been in the field for a long time (6 generations). This helps the company to gain the customer's trust and helps to keep the customers loyal.

**Quality Guarantee:** since New Annapurna's source of raw material is the Nepal Rastra Bank, the bank provides 999.9% gold which is considered the purest form of gold available. So the quality is guaranteed for the customers. The designs and finishing is also done by the professionals which also adds up for quality guarantee.

**Good public relation:** New Annapurna has been in this field for a long time which means a lot of people have trust in this company and has a lot of customers to trust in them and hence a good public relation

**Visibility through Social Media:** Social media is something that a business now-a-days need to sustain the customers and give them contents to keep their customers interested in their company. That's why social media can be seen as a opportunity for the company to maximize their customer base.

**Employee Development Trainings:** More employees must be trained and hired so that more customers can be handled with more professionalism. This helps the customers to gain trust and help them to understand and clear their doubt.

**Educating the customers:** one of the major problems of the customers is that they do not have enough knowledge about how the price is calculated and how the bill is prepared. So customers must be encouraged to learn which makes it easier for the company to sell their products.

**Threats:**

**Large Competition:** there is a large competition for the company as there are almost 200 jewellery shops all over Nepal and almost 120 of them are in Kathmandu. So, the competitors can be seen as a threat for the company.

**Change in Laws:** since Nepal is a country with changing laws and judiciary bodies. The company must fear about the changing laws as increase in taxes and rapid change in price of gold could occur.

**Fluctuation in price of Gold:** the gold price in Nepal has risen from Nrs56000 to Nrs106500 since 2015. This sort of fluctuation in price creates a threat to the company as more people cannot afford it. This creates a problem for the company as well as the customers.

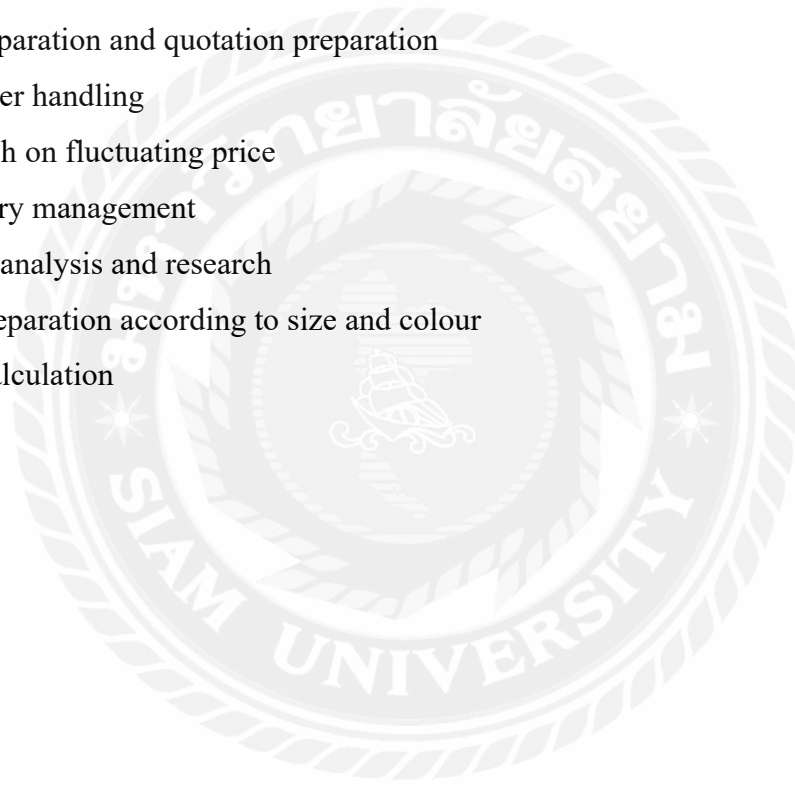
**Seasonal Opportunity:** New Annapurna faces the same problem as its competitors which is the seasonal opportunity. Seasonal opportunity means there is a certain time when people come to purchase the products. The prime season for New Annapurna is mid-January to mid-March, mid-April to mid-June and mid-November to mid-December. These are the wedding seasons when mostly the showroom is packed with customers.

### **1.7 Objectives of Study**

- To experience the real working scenario of New Annapurna Jyasa Pasa Pvt Ltd.
- To acquire practical experience for customer handling.
- To gain career experience development.
- To acquire practical knowledge for gold and its rapidly fluctuating price.
- To observe the customer engagement and sales process.

### **1.7 Activities done by the intern:**

- Bill preparation and quotation preparation
- Customer handling
- Research on fluctuating price
- Inventory management
- Market analysis and research
- Stone separation according to size and colour
- Price calculation



## Chapter 2

### Internship Activities

#### 2.1 Roles and Responsibilities of Student

New Annapurna Jyasa Pasa Pvt Ltd is a private company which is engaged in making gold jewelries with beautiful designs. The main activities assigned to me were:

- Customer interaction
- Quotation and Bill preparation
- Inventory management
- Campaigns and events
- Marketing management
- Market Analysis and research

#### 2.2 Contribution of student in details

**Customer interaction:** In a jewelry showroom, the most important aspect is interacting with the customers. Since the showroom sells premium products such as gold and diamonds, they have high profiled customers. I had to communicate with such customers with a polite behavior and also understand their wants and demands. I also made good relationship with different business tycoons, renowned personalities and also celebrities.

**Quotation and bill preparation:** Quotation is prepared for the customers after calculating the cost of gold with the percentage of wastage charge and adding the charge to make it. Then the price of the product is revealed. I had to prepare a lot of quotations for customers for them to review their possible purchase and when the quotation is approved by the customer, the bill is made and the product is delivered to them.

**Inventory management:** In a jewelry shop, if there is a small misplace of error in the inventory, there is a huge loss for the company. I also had to keep track of inventory of the business which was a very tough task.

**Campaigns and Events:** I also helped the company plan campaigns and events which will be happening after the covid-19 gets over. The company plans to host a jewelry exhibition at the end of June as it seems feasible at that time. The company also plans a ramp walk for the models to wear the jewellery to make the company visible in the market.

**Marketing Management:** Due to lockdown, the company has not been able to do marketing as planned for the year 2020. Besides the pandemic, I have also been involved with the company in managing online sites and social media.

**Market Analysis and Research:** I had to go through many online sites to research on the fluctuating price of gold and silver. Since the fluctuation is very indecisive, I had to go through sites and keep the company update about the activities happening in the market. I also had to do some research on the competitors and also learning how the competitors are able to cope up with the current situation and compare the company with other companies in each sector to present a comparison review and also got the opportunity to suggest ideas to my supervisor.

## Chapter 3

### Identification of Problems Encountering During the Internship

Internship helps an individual to get experiences of the corporate world and gain much knowledge about the overall performance of the company before starting the career. This helps the individual to get more experience and improve their cv. This was the first time working as an intern in a company. Although I had a difficult time at the beginning, there was always something to learn from it which made me better day by day.

**Limited Customers:** Since the price of gold has increased furiously, there are a limited number of customers who are interested to purchase our products. Also because of the pandemic, people were not willing to spend money in luxury items.

**Communication Gap:** There was the communication gap because of the hierarchy in the company. Since everyone is busy during the work hours, smaller things get misplaced due to which there is huge delay in smoothness of the work process.

**Limited Market Scope:** Due to the pandemic, people do not have enough income to afford luxury products and also due to the massive hike in price, there is limited market scope for the company.

**Lack of Raw Material:** There was lack of raw material in the industry despite the massive hike of the price of gold. There wasn't enough gold in the market for the company as well as other competitors as well. The Nepal Rastra Bank (NRB) itself does not provide the company with enough raw material. The industry is at crisis at the moment due to this problem. I myself had to go to NRB every week to apply for the raw material.

**Customer's knowledge of products:** I have seen this problem common in a lot of customers. People often do not have enough knowledge about the products especially when it comes to calculating the price of gold. This had me a hard time to convince people about the price of the product and the quality of it.

**Conflicts:** Conflicts kept occurring between the manager and the supervisor due to lack of proper communication. This led to delay in decisions and brought halt in work often.



## Chapter 4

### Learning Process

#### 4.1 Details of the related learning process and new knowledge received

With each passing day of my internship, I was learning or growing personally. When a company passes on jobs and responsibilities to its employees or intern, it also holds the personnel accountable for the results.

Here are various things that I have learnt during the internship. They are enlisted below:

**Handling Customers:** One of the must have traits in a salesman or a marketer is to knowing to handle customers properly. A good salesman also must know how to convince the customer to purchase your products. This internship has taught me how to interact with customers and read their behavior.

**Multi- Tasking:** My proper dedication and determination to always work hard has made me easier during my internship because to perform numerous tasks assigned by my supervisor I've learned to work with patience and always to listen first to our seniors.

**Built Self-Confidence:** Self- confidence is very important in our life for our career development. This internship has build-up myself -confidence better by making me experienced and prepared for the future.

**Developed Networks:** During my internship period, I also managed to keep good relationship with reputed figures, business tycoons and also celebrities.

**Cope-up at Emergencies:** The corporate world during the pandemic is something new that we are lucky to experience in our internship. We learned to cope up at difficult times like this. We got to see the supervisors and CEOs hustle every day and night to sustain their business in such difficult times and we also learned a lot of things from them. This helped me to prepare myself for the future obstacles.

Other learnings from the internship opportunities are listed below:

- Developed communication skills.
- Socialization with the professionals.
- Experienced organizing events and campaigns.
- Learned the value of punctuality.
- Learned to prepare quotations and also learned to prepare bills.
- Learned to keep a friendly environment with the customer.
- Learned to check quality of the product before delivering to the customer.
- Also learned to design jewelries for customers.
- Experienced the rapid fluctuation in the price of gold.
- Learned to calculate the price of the product.
- Experienced handling customers.
- Learned inventory management.
- Learned to implement theoretical knowledge into the practical world.
- Learned the value of customer retention.
- Learned how to sustain a business during emergency times like pandemics.
- Supported supervisor with various ideas.

## **Chapter 5**

### **Conclusion**

#### **5.1 Self-assessment as a Professional**

This internship program has helped us students to broaden our knowledge, vision, ability, management skill and confidence to perform and do better in the corporate world. It was a great experience to put the theoretical knowledge that we received at the university to work.

There were times when I had no clue on how to complete the given tasks but my supervisor and other friends also helped me finish it by teaching me on how to do it. I also feel blessed that I had the opportunity to work with such talented and helpful minds that made it challenging on one hand and also made me better on the other. I can conclude that there have been a lot that I have learnt from my internship period at New Annapurna Jyasa Pasa Pvt Ltd. I have been able to meet and network with so many corporates that I am sure help me with future opportunities. This internship has prepared me for the corporate world by providing me with an opportunity to build my experience, and it served as a launching pad for my career.

#### **5.2 Recommendations for the Organization**

- The company must focus on attracting more the customers.
- They must focus on analyzing their customers choice and preferences.
- They should focus on educating their customers about the products.
- They must hire more trained staffs.
- Communication throughout the company must be clear to avoid conflicts.
- The company must be more active on social media for interactions.
- The company must create campaigns and events to aware and for promotion.

## Annexure

### Annexure I

**Chairman / CEO :** Karun Ratna Shakya

**Position:** CEO/ Chairman

**Department :** Sales, Marketing and Inventory Management



Figure 4: Chairman/ CEO of New Annapurna Jyasa Pasa

### Annexure II

**Name of supervisor:** Alina Shakya

**Position:** Supervisor

**Department:** Sales and Marketing

**Work Experience:** 7 years



Figure 5:supervisor at New Annapurna Jyasa Pasa



Figure 6: Pictures of some record keepings of the products weights



Figure 7: Some pictures of record keeping of products weights



Figure 8: Pictures of CCTV footage of the showroom

## Reference

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