



## **Cooperative Education Report**

**Marketing communication in Pioneer Moto Pvt. Ltd.**

**- An automobile company**

**Written by**

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**This Report Submitted in Partial Fulfillment of the Requirements**

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## ABSTRACT

There was a few of the statement of the problem that had been recognized on which my Cooperative report is based on. For country like Nepal which is still denied on this internship is conducted at Pioneer Moto Corp Private Limited, which is widely known company considered as one of leading brand in Nepal in automobile sector.

Main objective of this internship is to learn about how marketing communication works in an automobile company and what kind of tools are used by an automobile company in order to place themselves uniquely within the crowd, to know how marketing helps to generate Deals. With the company I was assigned to work as a marketing intern in Marketing Division beneath the supervision of Ms. Sweta Silwal. Main responsibilities assigned to me was basically to go through all the newspaper and e- news, make report of competitor advertisement every day and report to the team via mail, make memo of the bills and records received, keeping records of all the day to day ATL & BTL activities and updating team with all the product launching reports.

Upon the completion of internship, I found that few issues were resolved by means of providing valuable suggestions and support that I had learned during my bachelors. In this matter I learned more about instant issue tackling which can be very important for future career development and profession.

**Keywords:** marketing | communication | Advertisement

## EFFECTS OF COVID-19 ON INTERNSHIP

### **How covid-19 has affected the company and your internship?**

Coronavirus is a pandemic that has created a serious global crisis. It has affected everyone's daily routine and our lifestyle. Due to this crisis, people around the world have adopted social distancing and lockdown as safety measures to reduce and control the spread of the virus. To prevent the highly contagious disease, the WHO and the Center for Disease Control and Prevention have recommended social distancing, which means reducing close contact with people. In light of this, governments have taken measures to try and reduce the spread of COVID-19 by implementing lockdowns and travel restrictions. (WHO, 2020) Due to increase of Covid cases in Nepal government of Nepal imposed lockdown from March 24, 2020. Because of this it was very difficult to get an internship in a specific field related to our major which is marketing firms and even after joining the firm the area was sealed because people in company found Covid positive and companies had to be shut down for certain time and work from home was implied. Also, many companies were very conscious for letting an intern work for 4 months because the companies were already in loss for being closed for certain months had to take their employees out of the company, some companies didn't encourage for internships as they had to work from home.

Pioneer Moto Corp Pvt. Ltd. was my third company to get in as an intern for 14 weeks. During this pandemic I faced a lot of difficulties to find a company. Also to get an internship in this crisis was very difficult as Covid had affected the firm really bad as some employees and managers tested positive. However, the company had to start work from home. My internship was not much affected as we were working from home due to lockdown and worked for online marketing. During lockdown I stayed home and completed my task which was a bit difficult to perform the work for certain time period and my supervisor was guiding me every way possible.

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## List of Abbreviations

(SUVs)= Sport Utility Vehicle .....	18
Ads= Advertisements .....	23
ATL= Above the line .....	21
BTL= Below the line .....	21
CEO= Chief Executive Officer .....	16
NADA=Nepal Automobile Dealers Association .....	15
R&D = Research and Development .....	17

## CHAPTER 1: INTRODUCTION

Marketing is the communication exchange between an organization or brand and a purchaser that at last prompts brand review, inclination and leads to transaction. Marketing is a progressing correspondences trade with clients in a manner that teaches, educates and builds a relationship after some time. Marketing is an extremely incredible approach to distinguish what snatches individuals and gets them excited for offers they receive. Marketing is process that is in charge of recognizing, foreseeing and fulfilling client prerequisites productively.

Marketing covers a vast area as follows:

1. Advertising
2. Branding
3. Social Media
4. Direct marketing
5. Strategy planning
6. Publicity
7. Online marketing
8. Measuring effectiveness
9. Digital marketing
10. Designing My research topic is “Marketing communication in Pioneer Moto Pvt. Ltd. - an automobile company”. I choose this topic as it is the department I am working on and have been involved in all the activities of marketing of the company I am doing internship on.



## 1. COMPANY PROFILE



Pioneer Moto Corp Pvt. Ltd is the authorized sole distributor of Nissan for Nepal(Nissan Nepal, n.d.). It is a part of the umbrella organization “Sharda Group”. Sharda Group is one of the most diversified business conglomerates in Nepal. Since inception, the group has been involved in a wide spectrum of industrial operations, manufacturing and trading products, ranging from industrial goods to consumer durables and non-durables. The factors that have helped the group succeed have been its integrity, dynamism and innovation, making the group a symbol of trust and quality for decades in Nepal.

In everything that the group does, the measure of its performance lies in the highest international standards it has achieved, from securing and absorbing the best technologies to recruiting and training the best people at all levels of its operations. No wonder, the best professionals, highly qualified engineers, technicians and team of marketing professionals, possessing a spectrum of skills, man the group’s day-to-day operations. Furthermore, good quality products and services, high production capacity, prompt delivery and warm interaction with the consumers have further enhanced the reputation that the group carries. This combined with an excellent marketing network has enabled us to cover a wide market even beyond Nepal. The group had initially set out looking to establish a name that would be synonymous with reliability, quality and sincerity. Today decades of labor and toil have paid off. The desire to be the best in terms of quality and service has enabled the group to enter the global market with substantial success.

Even so, the group never tires from setting new standards and adopting new ways of growing. Through the latest global technology, strategic alliances, new breakthroughs, continuous research and development, the group has set new industry standard in quality and service a model others benchmark to evaluate their performance.

Aug 31, 2014-Pioneer Moto Corp has been appointed as the distributor of Datsun for Nepal. Pioneer has recently signed an agreement with Nissan Motor Corporation, Japan that allows

the company to import Datsun vehicles manufactured in Japan, Thailand and India. Pioneer in this regard has launched the new “Datsun GO” at NADA Auto Show 2014.(Datsun Nepal, n.d.)

### **1.1.1 MISSION OF THE COMPANY**

The mission of the company is “To provide unique and innovative automotive products and services that deliver superior measurable values to all the stakeholders in the alliance with Renault”. For Nissan, this means making cars that are more efficient, more inspiring and more human than ever before. It means, simply, making cars that change the world and the way we move through it. We are more than a care company. We are an innovation company. We take the most innovation thinking in the industry and combine it with performance, value, efficiency, safety and style. The results: cars that thrill you, every time you get behind the wheels.

### **1.1.2 VISION OF THE COMPANY**

The vision of the company is putting all of our dreams into our automobiles, we aim to “enrich people’s lives”, “realize tomorrow’s bright automobile society” and “ building trust with our employees, customers, dealers, partners, shareholders and the world at large”.

### **1.1.3 STRATGIES OF THE COMPANY**

The company Nissan uses a mix of demographic and geographic segmentation variables in order to understand the different groups of customers with specific needs and wants. Differentiating targeting strategy is used by Nissan for profiling the customer and making products and services as per the requirement of the customers. It has positioned itself as a company more focused on comfort and provider of value for money automotive products & services to the customers.

Competitive advantage of Nissan – Strategic Partnerships and alliances: Its major Renault –Nissan alliance is one of the successful partnerships which over the period of 17 years have helped both the companies to emerge as 4th most selling alliance sales organization. Its other alliances are those with Daimler, Datsun, Infiniti, and Lada. These alliances are helping Nissan in making synergies across different functions from production to sales & distribution.

Global Presence: Being present in more than 150 countries of the world through its own brands and those of alliances is helping the company in the optimization of its processes and various functions across the service delivery channel.

Market analysis of Nissan – Due to changing regulatory provisions, volatile fuel prices, demographic variables, automation in the industry, and government regulations; the automobile

industry as a whole is facing the issue of stagnant growth rate and stiff competition within the industry. Developing countries like those of Asian nations are showing positive growth rate as these markets are evolving with the rise in income level, & purchasing power.

Customer analysis of Nissan – A customer of Nissan is the middle-income group individuals in the age group of 25- 45 years who are looking for a family vehicle. While SUV's fit to the pocket of the upper-middle-income group the hatchbacks and sedan sold by Nissan in markets are meant for customers in the age group of 35-45 years.

BCG Matrix of Nissan – Nissan deals in two major businesses i.e. automotive manufacturing/ sales & distribution and marine manufacturing. Its automotive business through company own brands and those of alliances are starred in the BCG matrix while marine manufacturing segment is a question mark in the BCG matrix.

Distribution strategy of Nissan – Nissan uses multi-level distribution strategies to make its offerings available to the end customers. Channels such as company-owned showrooms, dealerships, DSA (direct selling agents), authorized service centers, resellers, and the e-commerce sites are helping the company in making the products available to the end customers.

Brand equity of Nissan – Nissan has been ranked 70 in the list of Forbes's world's most valuable brand as of May 2016. Based on market capitalization method the company has been valued at \$ 43 billion.

## **1.2 ORGANIZATIONAL STRUCTURE**

Organization structure is the specified path through which the formal command, authority and responsibility flows from the upper level if management to the lower level of management in an organization. Organizational structure is the formal lines of authority and power, as well as the roles employees assume. Organizational structure of Pioneer Moto Corp Pvt. Ltd includes various departments under it.

### **1.2.1 DIAGRAM OF THE ORGANIZATION AND JOB POSITION ORGANISATION STRUCTURE**



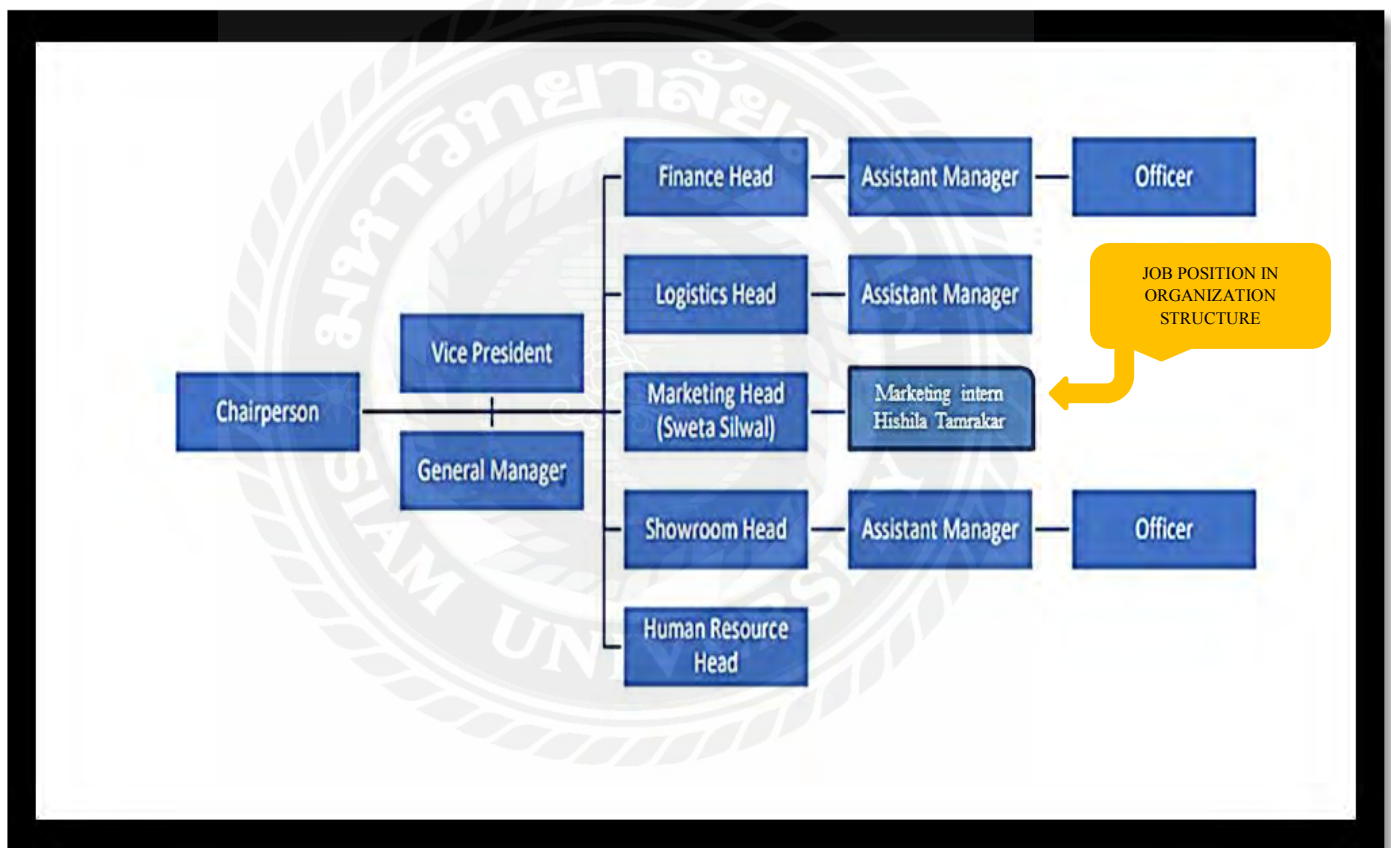
**Figure 1 Organizational Structure Pioneer Moto Corp Pvt. Ltd**

### 1.2.2 JOB POSITION

I was appointed as a Marketing internee at Pioneer Moto Corp Pvt. Ltd in marketing department. My post demanded me to work along with few of the departments. My primary task were to help out my supervisor in daily official activities. I had to go through all the newspaper as well as digital platforms and find out if any competitors have published advertisements of any kind of offers and new launches or any information. After Tracking those information my task was to update about the daily advertisements in a sheet and mail it my supervisor along with the pictures to keep them update about the competitor's activities. Along with daily ads reports, also used to follow up with supervisor and make reports for monthly BTL and ATL activities of the company along with the activities of doing survey and dealings with online enquiries. This time due pandemic we had to officially launch our New Redi Go Datsun online in Nepal. The job position focused around the marketing communication and bring up with different digital marketing ideas. I also had opportunity to learn in sales department and how do we approach clients and what are the things clients mostly ask about and what kind of approaches helps us to gain more customers in the company. During my Internship tenure I was able to witness a car launching events via ATL and digital platform.

### 1.2.3 MY JOB POSITION IN ORGANISATION STRUCTURE

The job position that I got as a Marketing intern was every fruitful and helpful as I was actively involved in all the daily marketing activities. My primary task was to go through all the newspaper as well as digital platforms and find out if any competitors have published advertisements of any kind of offers and new launches or any information. After Tracking those information my task was to update about the daily advertisements in a sheet and mail it my supervisor along with the pictures to keep them update about the competitor's activities. I was also responsible for doing some of the survey about the cars and responding to the daily online enquires through various platforms via Whatapps, Facebook page and websites.



***Figure 2 My position in the Organization Structure in Pioneer Moto Corp Pvt. Ltd.***

### 1.2.4 INTENTION TO CHOOSE THE COMPANY

The company that I interned for during my first year's internship term of 2 months is IMS Sangrila Pvt. Ltd. IMS is a software company that's deals with development, maintenance and distribution of computer Software. Basically developing software of many types for their local market such as IMS POS software, IMS Restaurant Software and IMS Time Track Attendance and

Leave Management Software. I was under the Marketing department as an intern. I dealt with many field visits, clients meetings along with supervisors. Working hours was 9am to 5pm. My second internships was also in the same company (IMS) and but as a marketing and project handling intern. It was more of preparing the project quotations and reports. Timing of working hours were same as before.

Pioneer Moto Corp Pvt. Ltd. was my third company to get in as intern. During this pandemic I faced lot difficulties to find a company. Also to get internship in this crisis was every difficult as Covid affected the firm really bad. However, I choose this company as I had interest in automobile industry before joining the company also I had worked along with other automobiles companies in an Nepal NADA Auto show for two consecutive years which made my mindset to work for automobile industry as an intern and learn more about Nepal automobiles industry. As the situation was not on our favor I was not able have much of field works and events to attend and the company employees had to work from home. My internship was not much affected as we were working from home due to lockdown and worked for online marketing. During lockdown stayed home and completed my task which was a bit difficult to perform the work for certain time period and my supervisor was guiding me every way possible. I could not have great field works and many auto show events but we had a car launch done through online in Facebook and other media. This year had different experience working from home and learned more about the online marketing and strategies.

### **1.2.5 STRATEGIC ANALYSIS OF THE COMPANY**

#### **SWOT ANAYLSIS**

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Successful Renault-Nissan Alliance</li> <li>- Strong presence in the leading &amp; emerging automotive markets</li> <li>- Well managed company's operation</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Poor marketing &amp; promotional skills contribute to poor brand recognition</li> <li>- Product Recall</li> </ul>
<p><b>OPPORTUNITIES</b></p>	<p><b>THREATS</b></p>

<ul style="list-style-type: none"> <li>- Asian market expansion</li> <li>- Brand portfolio</li> </ul>	<ul style="list-style-type: none"> <li>- Intensified competition</li> <li>- Changing Industrial Environment</li> </ul>
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## 1. STRENGTH

- **Successful Renault-Nissan Alliance**

Renault and Nissan formed a partnership in 1999, which is now the longest-lasting car alliance to date. Renault owns a 43.4% interest in Nissan and Nissan holds a 15% stake in Renault. A joint-owned Renault-Nissan BV corporation oversees the partnership, ensuring that firms follow policies that favor both Renault and Nissan. Synergies that otherwise would not occur have been produced by the Renault-Nissan partnership. The group has secured 10% of global automotive revenue and has sold more than 8.5 million vehicles and other automobiles. The partnership helps these businesses to gain strengths together such as engage in expensive practices in R&D, investing in new projects for the world, negotiating improved contracts, entering into new markets, share the costs of design, production and procurement. In this way, while businesses will be able to step up their research and development and the new innovations such as AI and autonomous driving, on the other hand, the synergies they produce will help them grow their consumer base and boost their market share.

- **Strong presence in the leading and emerging automotive markets**

Nissan has expanded its market share in the global car market through its partnership with Renault and numerous acquisitions. The business is effectively competing in the United States and is growing its market share in China, Mexico, Russia, Brazil and other developing markets and throughout Asia and south Asian countries such as India, Bangladesh and Nepal. The company will be able to improve its reputation and strategic advantage in these countries by growing its footprint in developing markets.

- **Well-managed company's operation**

Since 1999, Carlos Ghosn, the CEO of Nissan, has managed the firm. In several corporate situations, his leadership style and changes within the ailing Nissan group have been illustrated. He turned around the activities of the company effectively and returned the company to profitability. Nissan's income has been rising since 2013. In comparison, the gross profit of the organization rose annually. This shows that the activities and

development of the company are well lined up and that the management of the company does a decent job running the company.

## 2. WEAKNESSES

- **Poor marketing and promotional skills contribute to poor brand recognition**

Nissan could strengthen its skills in marketing and advertisement. In 2015, the corporation invested billions on ads. This is better than what Hyundai, Honda or Audi spent, but with the money spent, the company won little or no market presence. No global brand ranking firm has included the Nissan brand in the top 5 car companies in the world or the top 100 biggest brands in the world, showing that the company has weak marketing and advertisement expertise.

- **Product Recall**

A high range of laws and legislation relating to product quality and passenger safety are faced with by car brands around the world. Laws in the U.S. and several other nations are especially strict. Also, a small glitch may become an investigative trigger that can lead to millions worth of damages. Nissan has also been compelled to make a significant number of reminders over the last 3-4 years. The organization recalled about 3 million cars in 2016 over airbag problems, according to the Kelly Blue Book. Maxima, Altima, NV200, Leaf, Sentra and Pathfinder, NV200, Rogue, Murano and Murano Hybrid and Pathfinder Hybrid vehicles were included among the models recalled.

## 3. OPPORTUNITIES

- **Asian Market Expansion**

Before Nissan, the Asian markets posed a big opportunity. In particular, China, which has become the world's largest automobile market, offers a strong potential for growth in sales. In addition, Nissan must concentrate locally on building a solid infrastructure. If it wishes to increase its revenue in the Asian market, then it can concentrate on studying local patterns in addition to developing its local manufacturing and R&D network. The manufacture of more cars domestically would help the brand lower production costs. Simultaneously, by appealing to the demand and taste of Chinese clients, the business would be able to increase its local revenues. In China, the market for cars has risen. In 2019, the overall number of sales in the Chinese automotive industry decreased relative to the previous year. Nissan's revenues, however, continued to rise, thanks to the introduction of new electrified vehicles. So, considering the tough situation in the Asian market, its sales output was strong. Provided the



brand invests in its local manufacturing and distribution network, Asia will prove a great market for Nissan.

- **Brand Portfolio**

Within one part, they are not inclined or reliant. They have goods for small cars, zero-emission vehicles, compacts, sedan wagons, sports utility vehicles (SUVs), mini wagons, crossovers, luxury cars, trucks and light commercial vehicles. Marine goods, including motorboats, engines, pontoons, boat washing and cruises, are also sold. Nissan is not just a single stand-alone brand, Nissan also sells its cars under Datsun and Infiniti brand names.

#### 4. THREATS

- **Intensified Competition**

In the automotive industry, rivalry has continued to become severe. There are a wide variety of brands in the global market with an extensive global footprint. In order to boost their market share, Nissan's competitors, including Honda, Ford, Toyota and others, spend heavily in R&D, marketing and sales. In order to retain their lead in the global automotive industry, these car brands spend heavily. Nissan Motors' net profits in the global automotive market fell by 4.4 percent in fiscal year 2018 relative to the previous year. In 2018, the cumulative car sales were down to 5.5 million units. The brand's overall market share has fell by 0.2 percent compared to last year and declined to 6 percent in 2018. To retain its market share and level of sales, Nissan will need to reinforce its competitive advantage. The partnership with Renault and Mitsubishi has proven to be helpful, but the company faces a large number of problems. The organization would need to invest significantly in improving its strategic advantage to retain market share.

- **Changing Industrial Environment**

The automobile industry has reached a challenging stage globally in 2019. During 2018, Nissan suffered sales declines. Demand around the globe has also fallen in 2019. Electric car sales have increased globally, but total sales of automobiles have declined. Moreover, the taste and demand preferences of customers have shifted. In recent years, the market for SUVs and hybrids has grown steadily. A significant number of internal concerns are being resolved by Nissan. In addition, in contrast to its closest competitors, its R&D spending has stayed much smaller. All these things make it hard for the brand to increase its market share. However, as the market is moving into an age of autonomous vehicles and electrical mobility, its partnership with two other brands has become a significant help.

It would also need to concentrate on promotion and understanding the taste of customers in different parts of the globe, in addition to spending extensively in research and development.

### **1.2.6 STATEMENT OF PROBLEM**

There was a few of the statement of the problem that had been recognized on which my Cooperative report is based on. For country like Nepal which is still denied on Digital marketing knowledge, but people like us who are able of learning new things and applying them, especially in this pandemic, digital advancement is what made it simple to communicate with our customer. As of now, we need to think more about advancement in an industry digitally by applying all the possible digital knowledge we have.

In order to pull in the customers there is growing competition in branding and social media destinations by coming up with new offers each time, we being advance in using innovations and upgraded with all the social networks can be an incredible help to the company by providing our valuable suggestions and how to reach target audience with the idealize post on social media. As one to one marketing wasn't an option in this current situation and we had to fully focus on the digital platform and pull of our audience through the social media.

### **1.2.7 OBJECTIVES OF THE STUDY**

The main objective of the internship was to apply the cooperative education of theoretical business ideas to bring into practical field, learn how to use theoretical works to practical and learn how to become professional under the guidance of the potential roles models for all the support, criticism and knowledge. Through this internship program individual must be able to grow her framework of expertise's contacts and connections. By composing this report permits me to see where I stand and how much I have gain and developed my skill and knowledge during the internship period

The major objectives of this report would be as followed:

1. To know about the importance of branding and their effect in the company's sales
2. To understand the demand of marketing in Pioneer Moto Corp Pvt. Ltd
3. Analyzing how digital marketing activities benefit the company and increase the sales of the company besides the showroom sales.
4. To study about the recent marketing activities of the company during Pandemic

5. Critically analyzing the recent approaches that the organization is taking into digitally marketing
6. To find the company's competitors position through research and collecting data.
7. To actively participate in marketing campaigns with the feedbacks



## **CHAPTER 2: INTERNSHIP ACTIVITIES**

### **2.1. JOB DESCRIPTION**

About the internship activities I was basically assisted to marketing department. I used to follow my supervisor and help her out in daily official activities from home. I had to go through all the newspaper as well as digital platforms and find out if any competitors have published advertisements of any kind of offers and new launches or any information. After Tracking those information my task was to update about the daily advertisements in a sheet and mail it my supervisor along with the pictures to keep them update about the competitor's activities. I was also responsible for doing some of the survey about the cars and responding to the daily online enquires through various platforms via Whatapps, Facebook page and websites. Along with daily ads reports, also used to follow up with supervisor and make reports for monthly BTL and ATL activities of the company along with the activities of doing survey and dealings with online enquiries. This time due pandemic we had to officially launch our New Redi Go Datsun online in Nepal. The job description was mainly focused find more ideas. During the time of the festivals to bring up different scheme than the competitors for both Datsun and Nissan we had done lots and lots of brainstorming among the employees for weeks. As this time we had to promote fully from digital platform and through ATL. After the Festival season and everyone had to gear up with launch of the new Datsun Redi Go car and we had to plan it beforehand. We had to focus on online marketing so we had to fully plan for it we started with completing on our website for Datsun (Datsun Nepal) and also focused on our Facebook page as well as Instagram. As only website, Facebook and instagram was not enough we also focused on online news portals and automobile websites which had offered us with best mileage and price. Also we had to focus on newspaper advertisement as it is still the most effective platform for advertisement in Nepal as many people are tradition and read newspaper still till date. We also planned and executed Google ads and banner ads which were very effective. After the event there were a lot of things to do, providing the belongings to respected place. We worked for it for few days and after that we received the bills and my job was to collect the bills and make memo and keep records of it, get the memo signed by my supervisor, Assistant General Manager, Vice President and submit it to the accounts department. I was also lucky enough to contribute in this prestigious company.

### **2.2. ASSIGNMENTS AND RESPONSIBILITIES OF THE STUDENT**

Pioneer Moto Corp private limited is one of the big trading company in Nepal with more than 200 employees. Everyone from interns or trainee to top level management is assigned with respective job with the specific deadlines to achieve certain goal of the Organization following the

same mission with shared vision. In Pioneer Moto Corporation everyone from interns to top level employees has a specific role and responsibility to fulfill and they must adhere to it. Being an intern for 4 month's tenure I too had been assigned with assignments, duties. Every day, my first task was to go through all the newspapers and find out if any competitors have published advertisement of any kind of offers, new launches or any information. After tracking those information my task was to update about daily advertisement in an excel sheet and mail it to all the employees along with the picture to keep them updated about competitors activities. As we were a leading brand for online portals, I had to fix meetings with them along with my supervisor. Being the intern for 4 months complete I was assigned with some duties and responsibilities. Some of the jobs and responsibilities I need to fulfill are pointed below:

- a) Monitor and keeping records of Daily advertisement report of competitors various advertisements
- b) Searching and keeping track for how competitors are working digitally in different Medias.
- c) Coordinating with my supervisor and team
- d) Fixing & Attending meetings with Media Houses via zoom calls
- e) Coordinating with vendors for branding materials and keeping track of bills, memos and payment
- f) Visiting online launches of competitors and keeping updating teams about it
- f) Updating with weekly, monthly and reports to the supervisors and the team

During my internship, I was assigned to coordinate with vendors for branding materials and keeping track of bills, memos and payment. Along with making a weekly and monthly reports for my seniors.

This made my daily schedule quite busy.

### **2.3. CONTRIBUTIONS MADE DURING THE INTERNSHIP**

As a bachelor student who is doing an internship you always have an objective to contribute something great for the company and expect same in the return from the company that in the given tenure they teach you something great so that at the end both of us feel good positive about one another i.e. both parties gained something better from each other at the end. 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 us so that we are able to make the best possible contribution through the commitments, integrity, sincerity, your character, confidence and intendments towards your work determine your learning and contribution towards the work we make. In my tenure of internship in Pioneer Moto Corp there were quite a few things where I contributed as an intern. Due to the current scenario we focused on online marketing so we had to fully plan for it we started with the website update and also focused on our Facebook page. As only website and Facebook was not enough we also focused on online news portals and automobile websites which had offered us with best mileage and price. Also we had to focus on newspaper advertisement as it is still the most effective platform for advertisement in Nepal as many people are tradition and read newspaper still till date. We also planned and executed Google ads and banner ads which were very effective.

After that my job was to collect the bills and make memo and keep records of it, get the memo virtually signed by my supervisor, Assistant General Manager, Vice President and submit it to the accounts department.

We had a launch of Datsun Redi Go. Datsun Redi go was launching in the market but it was about to launched Via ATL and digital platform so we had to plan it beforehand as it was very different than before. We also managed the website of Datsun (Datsun Nepal) and the Facebook page and instagram of Datsun to flow the correct information of the new launches. As only website, Facebook and instagram was not enough we also focused on online news portals and automobile websites which had offered us with best mileage and price. Also we had to focus on newspaper advertisement as it is still the most effective platform for advertisement in Nepal as many people are tradition and read newspaper still till date. We also planned and executed Google ads and banner ads which were very effective. From the next day we started to give more newspaper ads and banner ads along with Google ads. Also we had to look for a proper space for hoarding boards to pull the attention and create the hype of New Datsun Redi Go to the target audience.

Besides the launching, During the time of the festivals to bring up different scheme than the competitors for both Datsun and Nissan we had done lots and lots of brainstorming among the employees for weeks. As this time we had to promote fully from digital platform and through ATL. We had the festivals scheme as during the time of Sep-Oct 2020 and we had lot of Schemes for Nissan and Datsun. For Atl, Nissan had Dhamakadar Scheme which was release on Sep 28, 2020. On Digital platform we had done promotions for Nissan Kicks on Facbookpage, Instagram and Google ads. I also had to keep an eye on the competitors scheme for the festivals and had to

collect of the pictures and how are they pitching the target audience and make some reports about it along with pictures.



## **Chapter 3: LEARNING PROCESS**

### **3.1. IDENTIFICATION OF PROBLEMS ENCOUNTERING DURING THE INTERNSHIP**

In an organization the more we face problems the better because it will help us to become a better version of ourselves and have a better experience for future works. The more we have obstacles the more we learn. During my tenure as I was very much supported by my supervisor so I personally did not have to face any problem but there were few moments where I as a helping hand could fix the problem. Few Problems encountered during my tenure are as follows:

- a) Difficulty in finding daily advertisements from competitor's as company is cutting cost in such situations

### **3.2. PROBLEM SOLVING**

As already mentioned my roles were very specific as per my topic "Marketing communication in Pioneer Moto Pvt. Ltd. - an automobile company" my duty was to look and increase the sales of company, find new ideas and platforms for marketing. As I said keeping competitors tabs on their Advertisement and launches was my major problem as, companies were in the phase of cost cutting rather than spending a lot due to the pandemic also there was issue for the survey that was circulated.

This problem was managed by collecting all the past data of competitors before pandemic hit the world. After collecting all the data we analyzed which competitors were cutting more cost than in comparison to others. Another problem that slightly occurred was in commutations, as all the meeting were held on zoom or Google meet and had to do some the survey to collect some data where you had to reach to individual request them to fill up the survey which helped us more to know about our potential customers.

### **3.3 DETAIL OF SPECIAL SKILLS AND KNOWLEGDE RECEIVED**

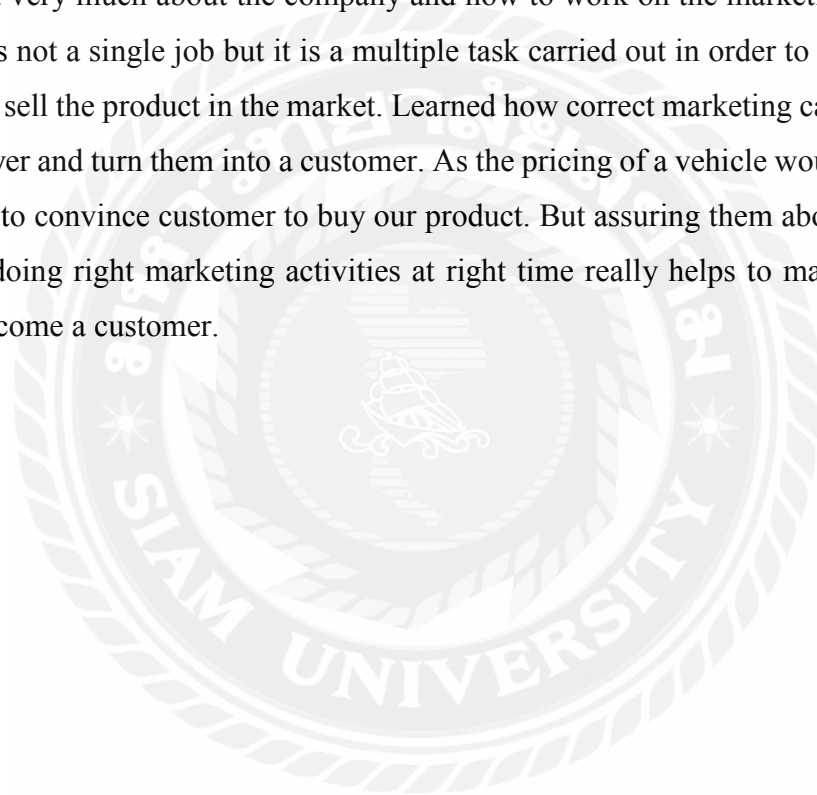
As mentioned in the previous chapter about the contribution I made the company requirement so doing that is the phase where you unconsciously in the back of mind gain experience learn things and gain knowledge about the market you have been working for. As the company is in the field of automobiles so I received a thorough knowledge about its best market. As marketing is said to be the backbone of the company it had to connect with all the departments such as sales, logistics, accounts, dealers and we had to know all the possible information about each and every department. This helped me to know how the other departments works as well,



also we had to be updated about the official service centers so this also helped us to know much more about how things are carried out in the service center. Working in marketing department I understood how to market our product carrying the ATL and BTL Activities, I understood the media culture, learned to create best mileage in best price possible. I also attended meetings from media people which helped be to boost my confidence in the corporate side world.

Having worked in this company one understand how the team work plays vital role to sell a product. Without the coordination of different people from different department it would seriously not be able to sustain a company and sell any product. This company taught me how team work is essential in every ways and how proper coordination can do wonders.

I learned very much about the company and how to work on the marketing field and also that marketing is not a single job but it is a multiple task carried out in order to show the product existence and to sell the product in the market. Learned how correct marketing can actually attract the potential buyer and turn them into a customer. As the pricing of a vehicle would be in Millions it is a tough job to convince customer to buy our product. But assuring them about how good our product is and doing right marketing activities at right time really helps to make them buy our products and become a customer.



## **Chapter 4: CONCLUSION**

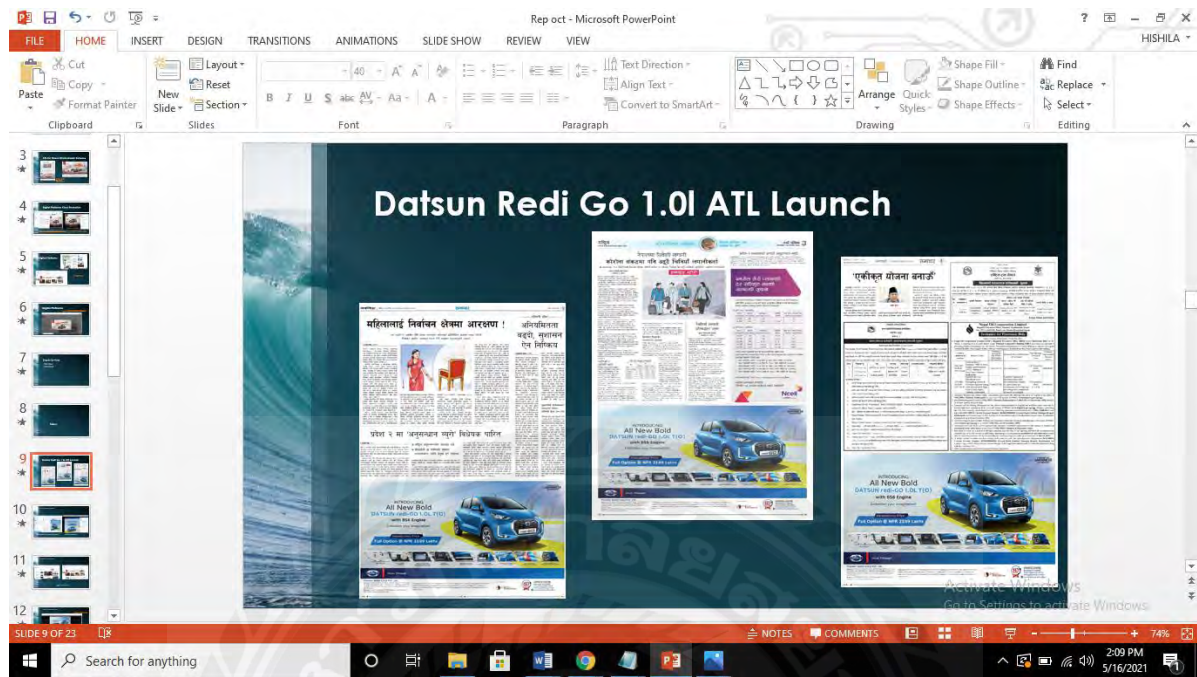
### **4.1 SELF –ASSESSMENT AS PROFESSIONAL REFERENCES**

I believe Internship at Pioneer Moto Corp has helped me develop as well as gain sufficient knowledge about the car sector and the work morals. I would say that I have been able to learn numerous valuable things for my future in this few months. I connected the theoretical knowledge gained in classes in the real life which made me thankful to be related with Kathmandu College of Management and Siam University which had been supporting us since the very starting of our bachelors. A few of the most vital things that I would like to examine are that each employee in an organization has very critical part that helps an organization to achieve the organizational objectives. I moreover learnt how vital it is for a company to develop carefully and be upgraded with all the modern technologies in order to keep upgraded with the world, particularly in times like these, were we have to work from home. Also learned the importance of the team work as company has a particular mission and vision, every individual strives to achieve it. It is better for the whole organization when all the team members cooperate with one another and work together which could be possible only by the help of an effective team leader who constantly can guide all the people and support them at the time of need.

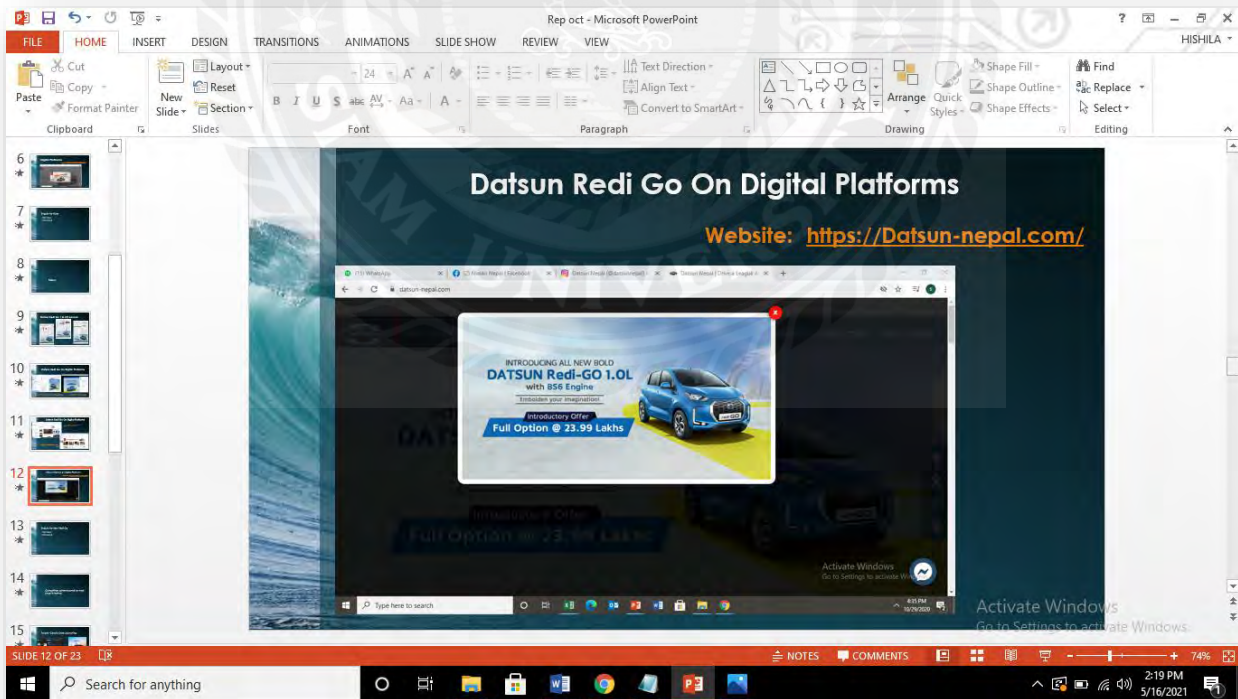
Moreover, I would say that with various tasks assigned to me, I have seen enhancements in myself and felt more professional than before. I can also assess my strengths and weaknesses by now since there were task assigned to me which were beyond my comfort zone and completing them helped me grow a lot. I also believe that I have developed my some skills of keeping my personal life and professional in different track and mostly time management like for few months I had work from home which taught me that by staying home also we can have much productive time doing many things within focused mindset and motive.

# ANNEX

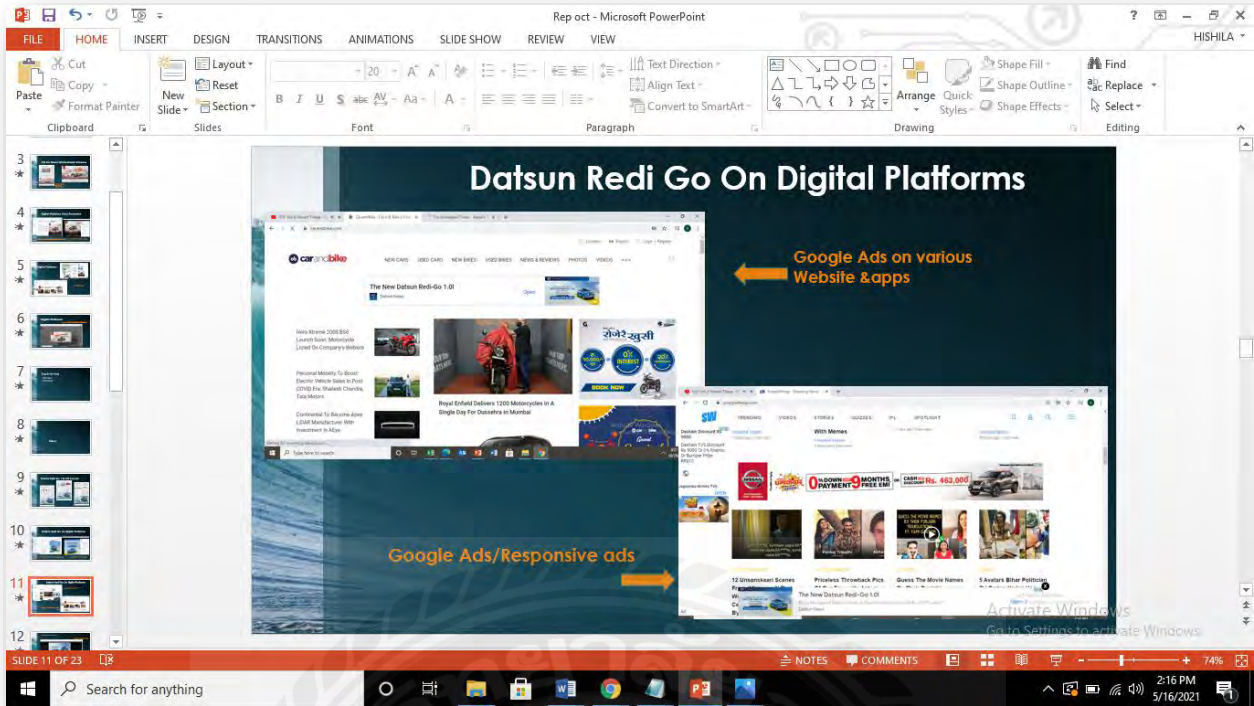
## 1. Launching of Datsun Redi Go Report



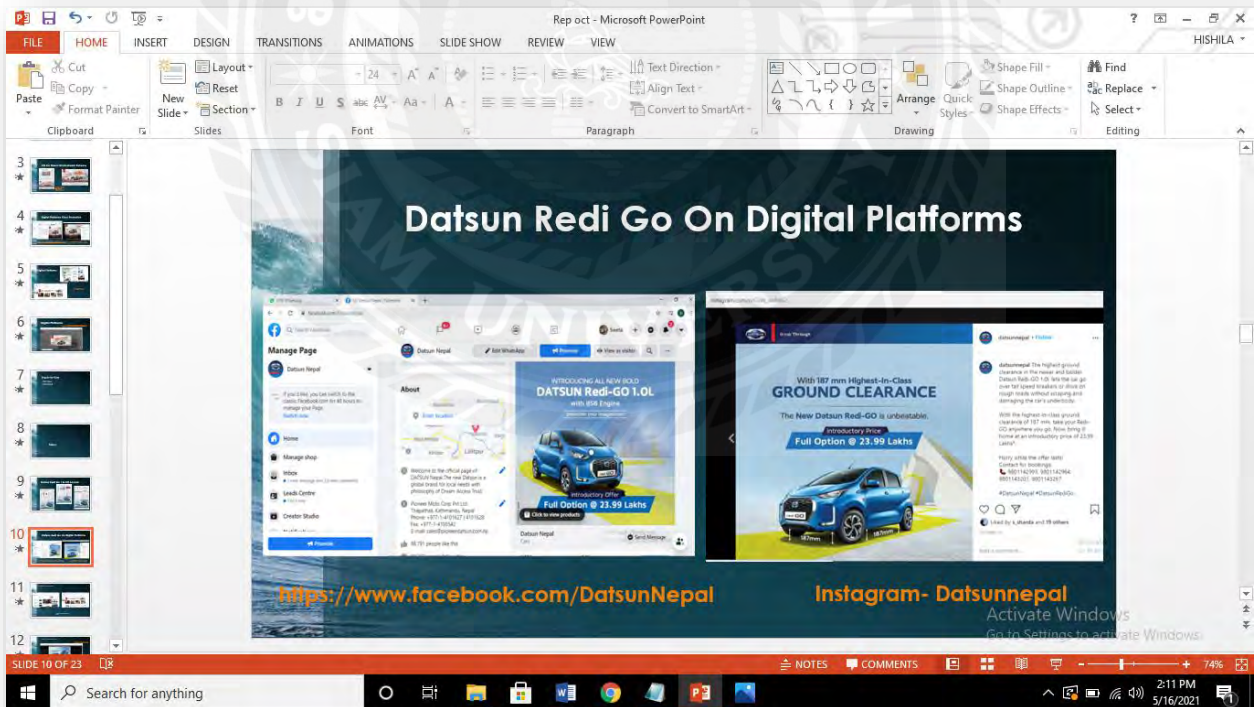
**Figure 3 Datsun Redi Go launch through ATL**



**Figure 4 Datsun Redi Go launch in Website**

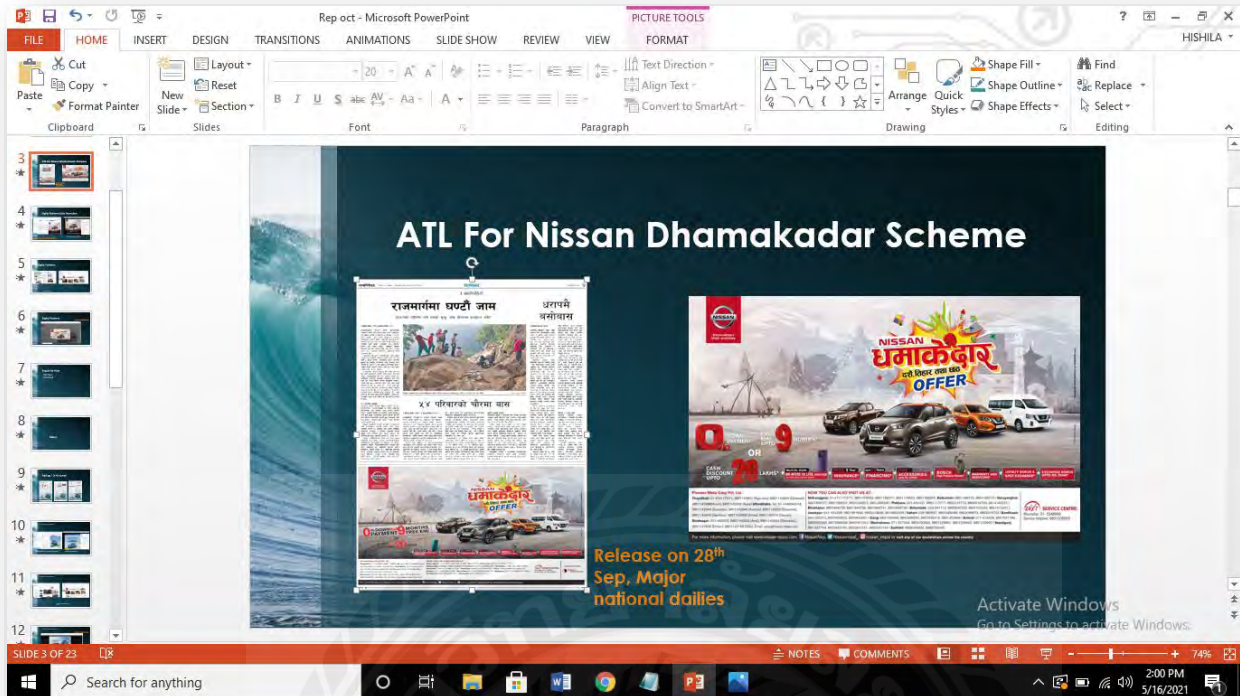


***Figure 5 Datsun launch Advertisements***

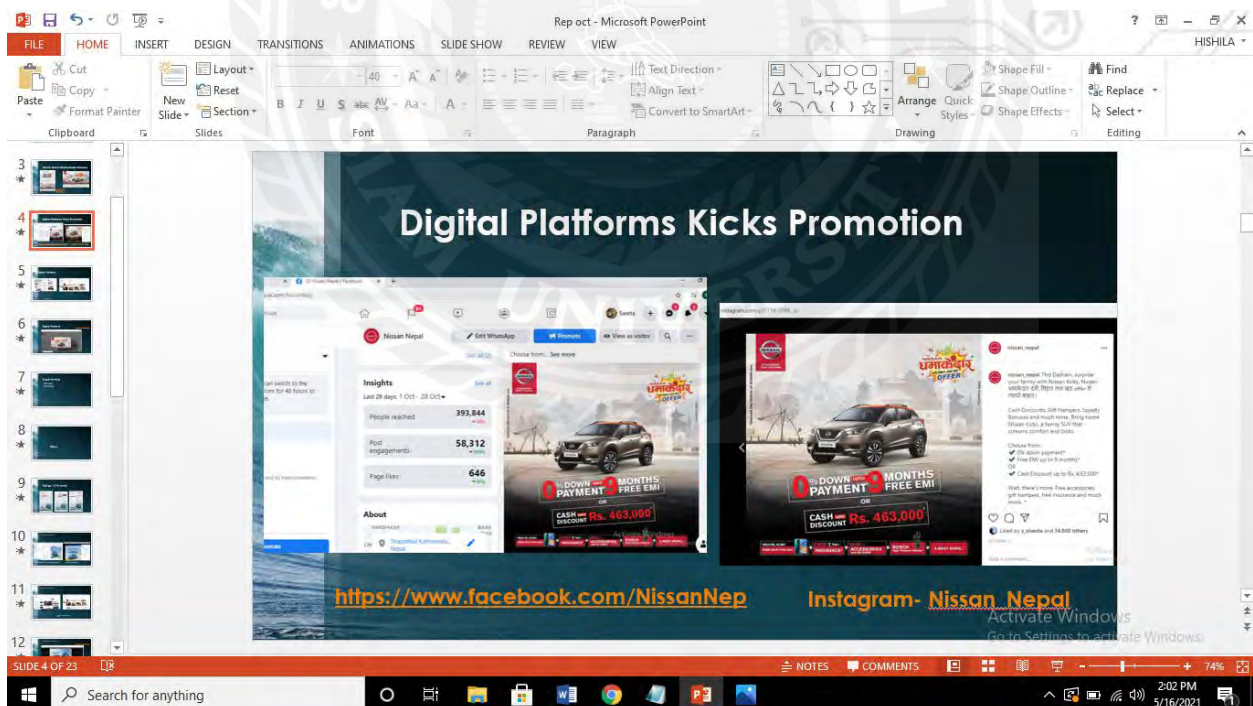


***Figure 6 Datsun Redi Go launch in digital platforms***

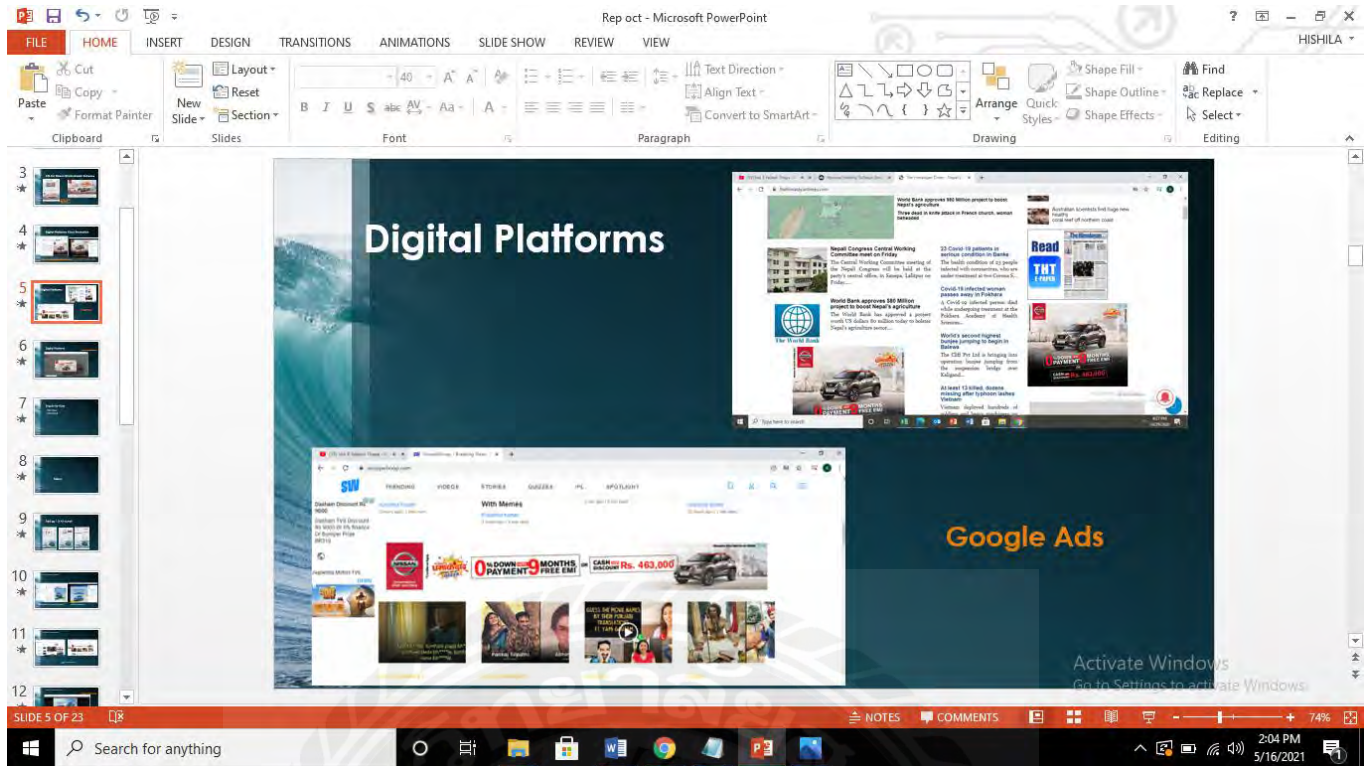
## 2. Nissan Festival Scheme



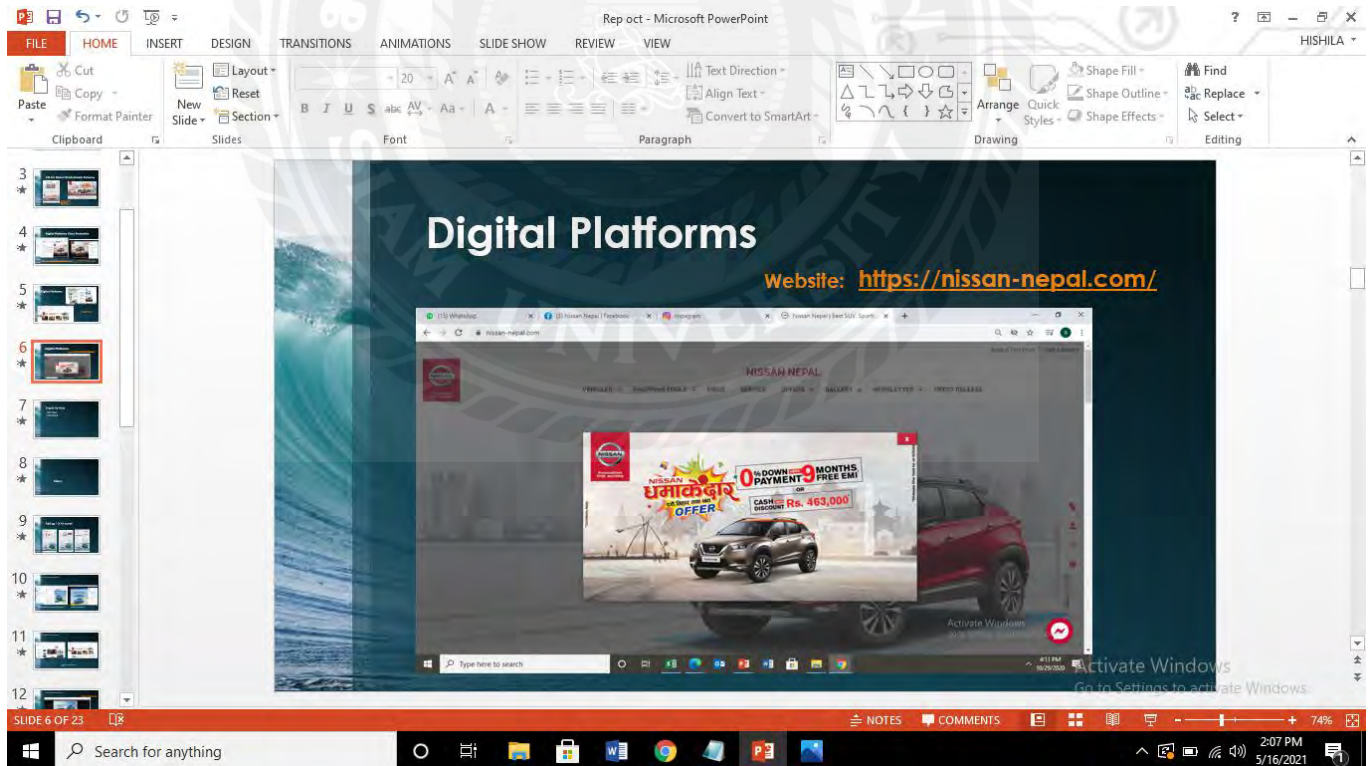
*Figure 7 Nissan Festival scheme*



*Figure 8 Nissan Promotion*

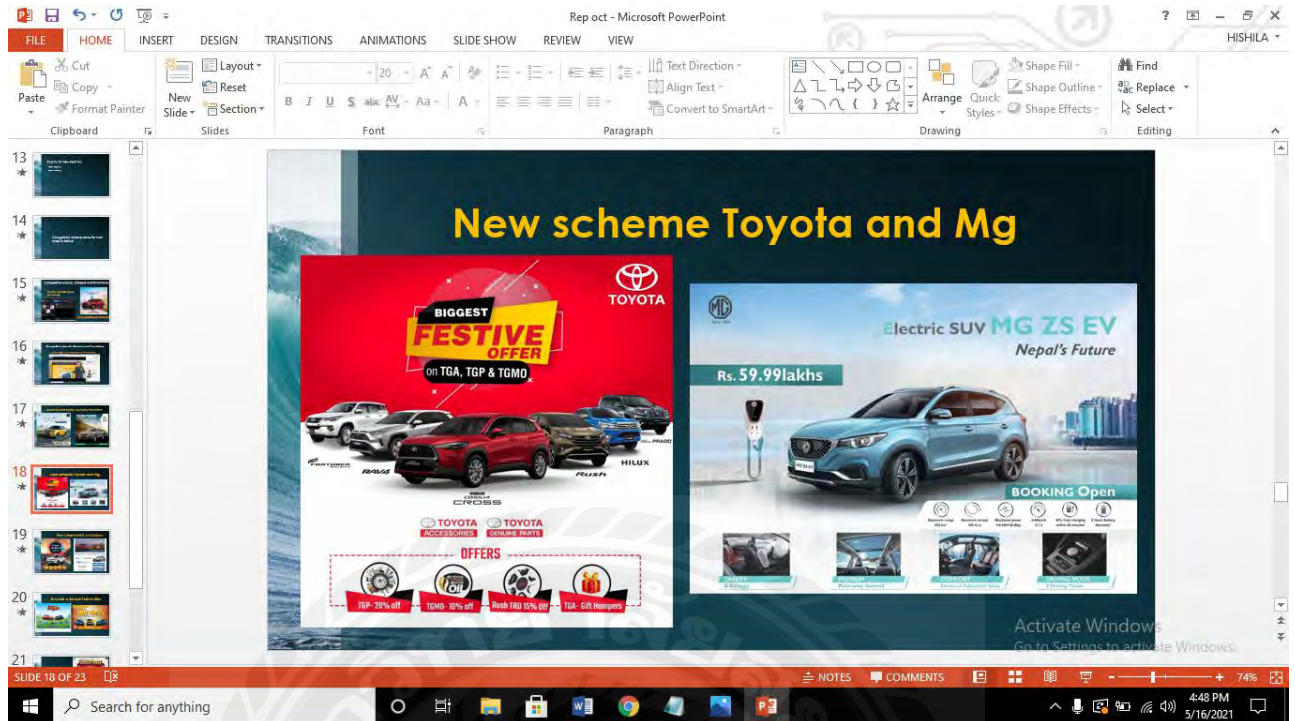


**Figure 9 Nissan Google Ads**

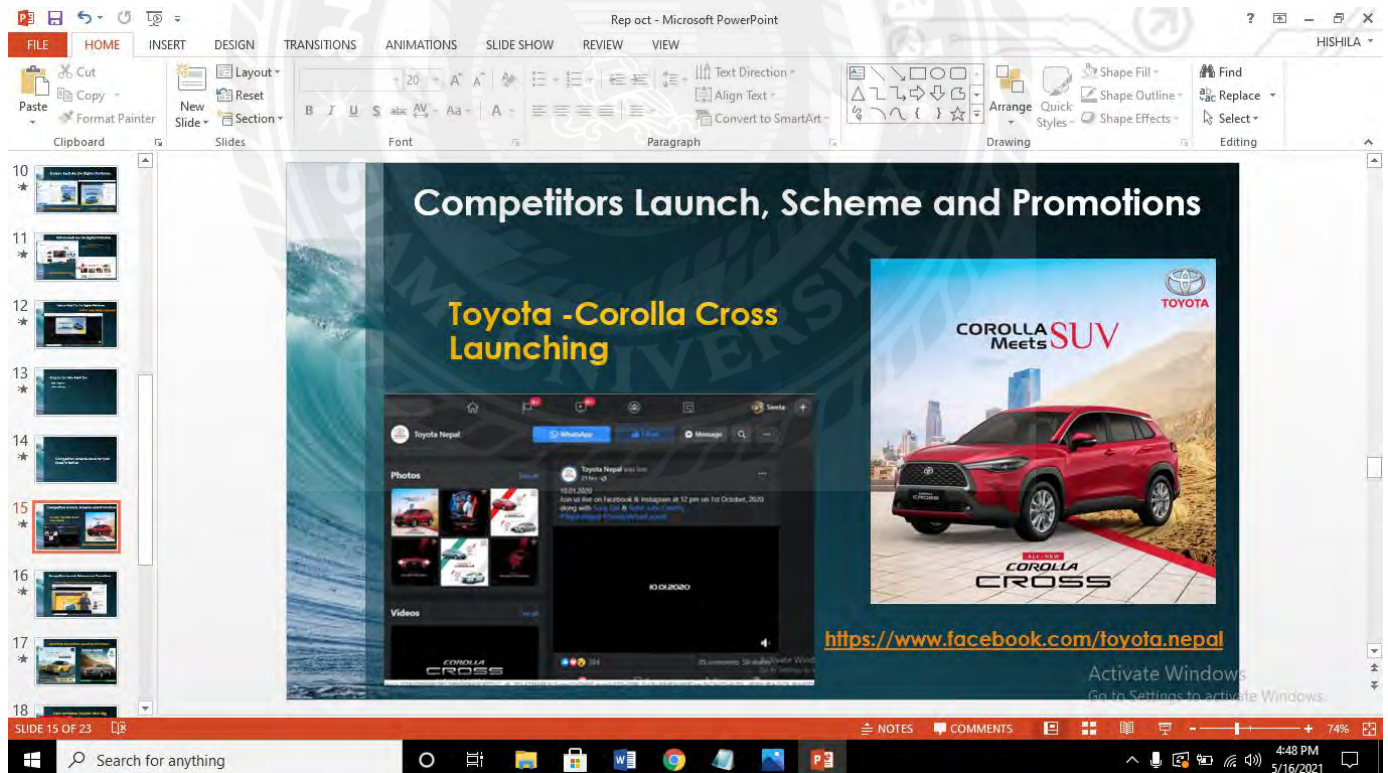


**Figure 10 Website Promotions**

### 3. Competitors Festival Scheme and Promotions



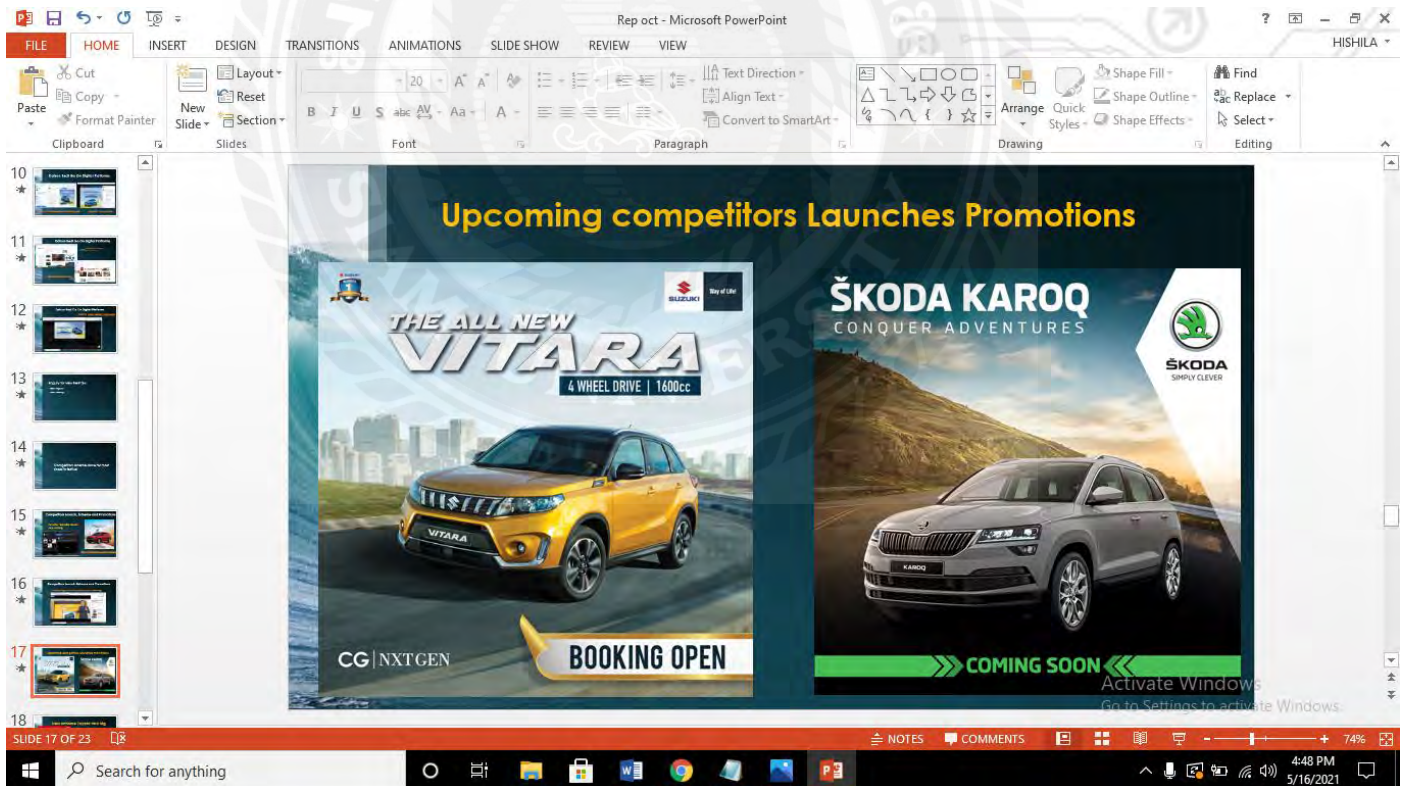
*Figure 11 Toyota & MG*



*Figure 12 Toyota new launch promotion*

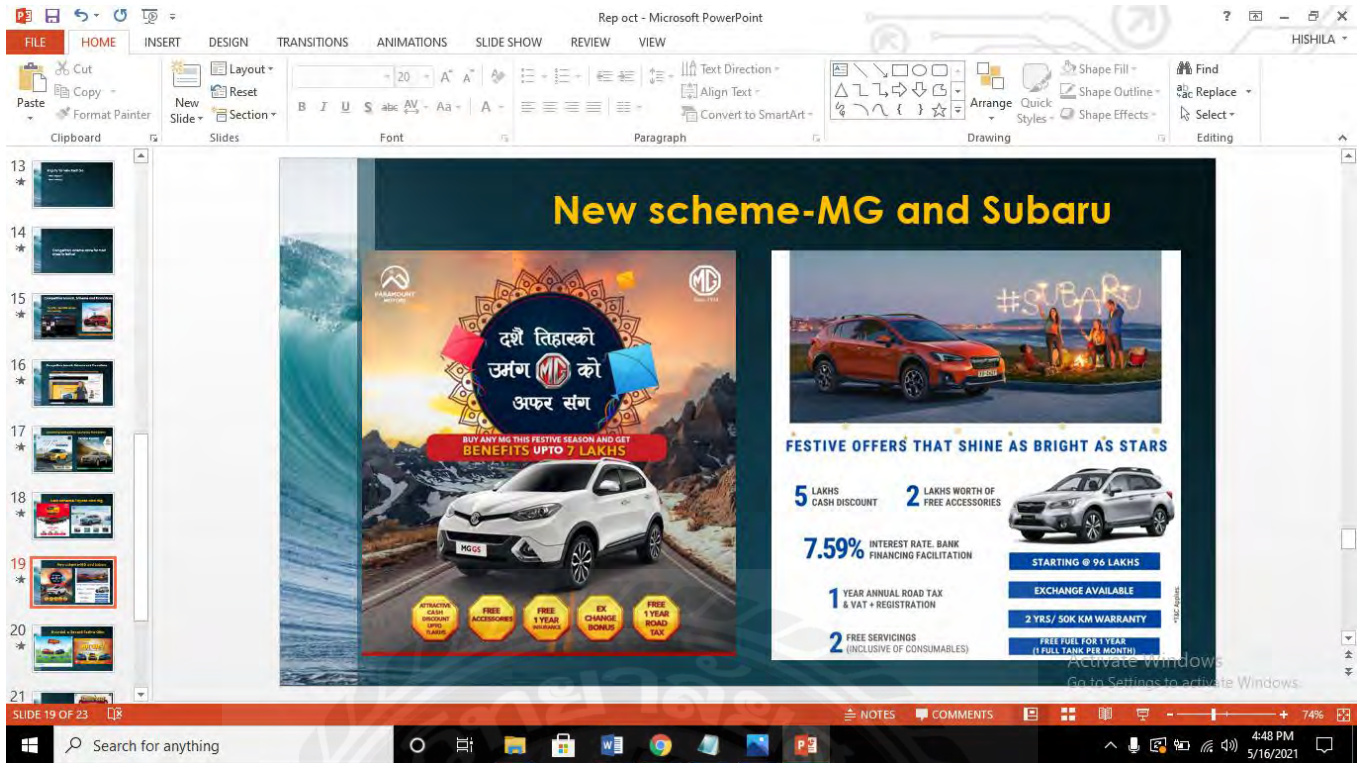


***Figure 13 Renault new scheme***

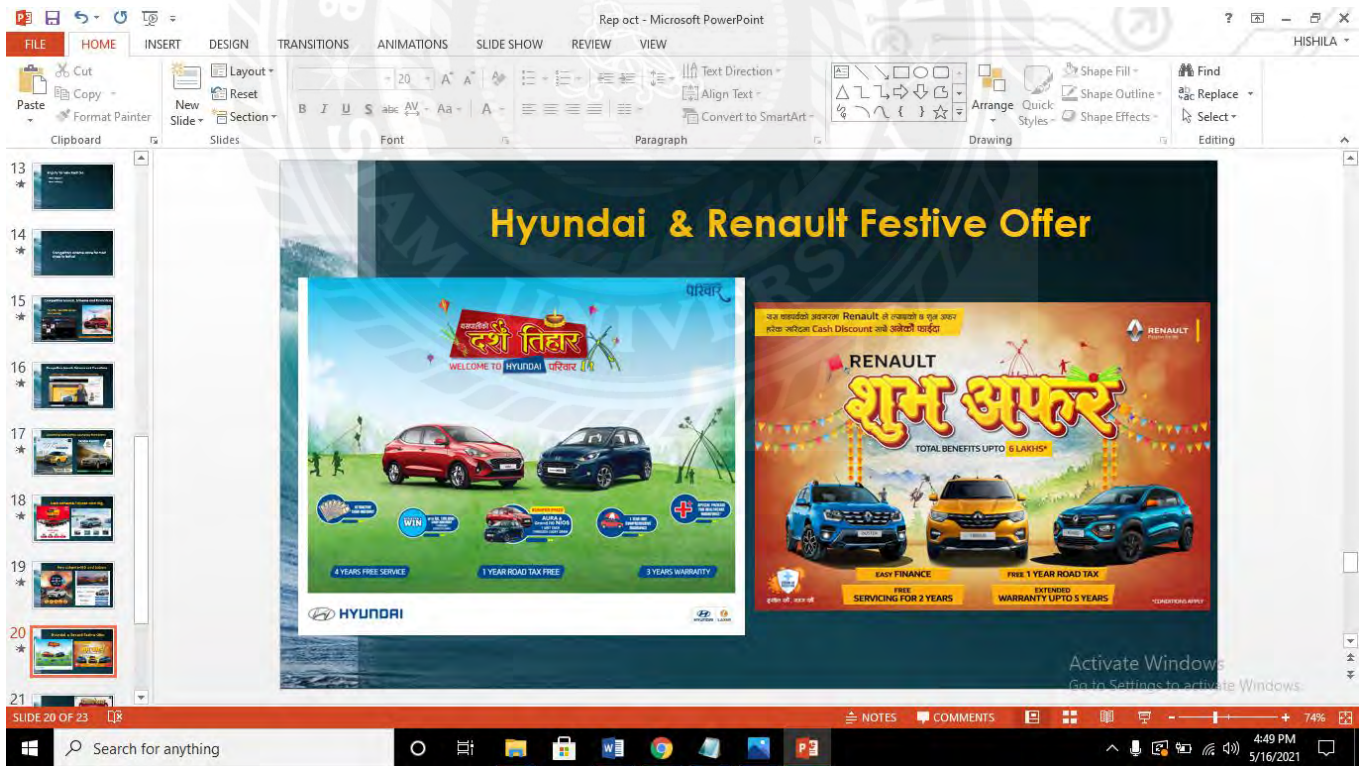


***Figure 14 Suzuki and Skoda new launch promotion***

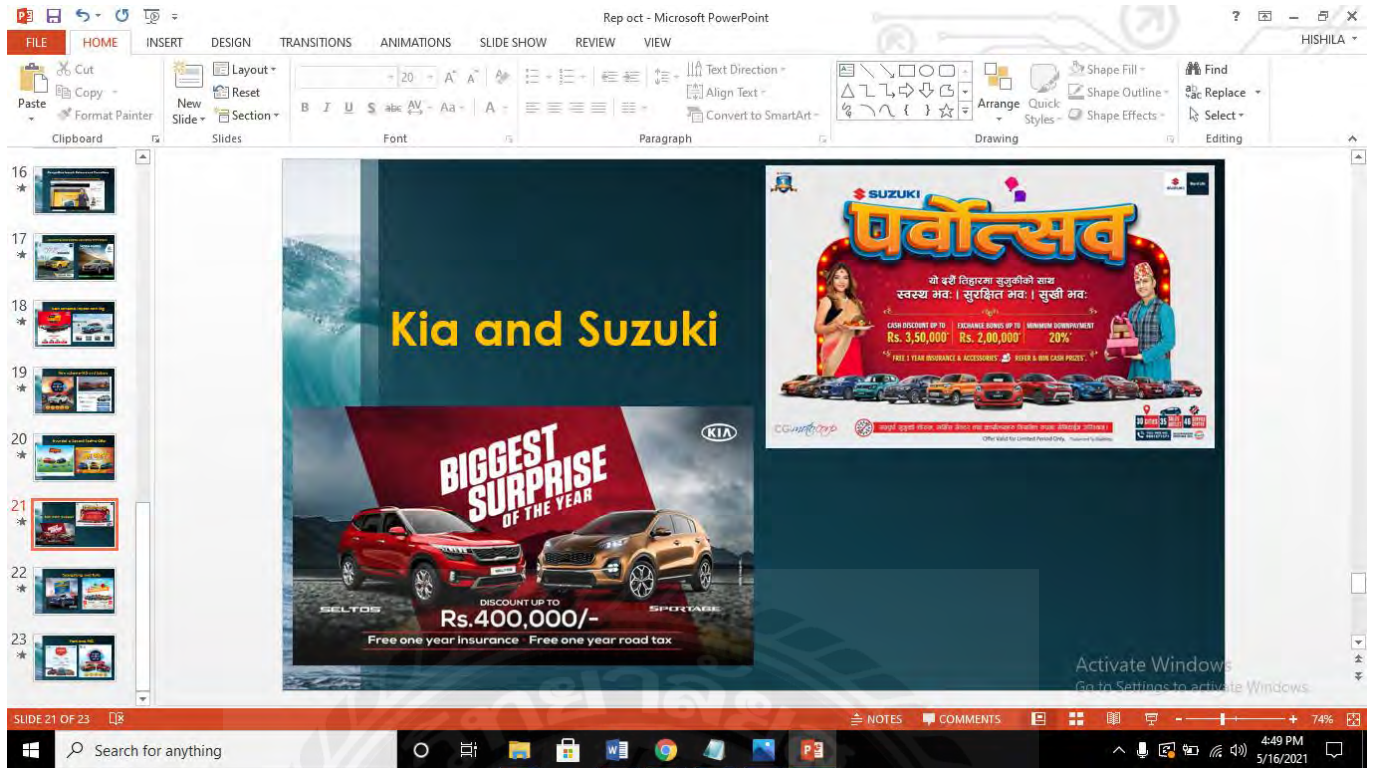




**Figure 15 New schemes of MG and Subaru**



**Figure 16 Hyundai & Renault Scheme**



***Figure 17 KIA & Suzuki Scheme***



***Figure 18 SsangYong & TATA Scheme***

## 4. Survey for Nissan Kicks

### 4.1 Market Survey Questionnaires

NISSAN

\*Required

Nissan Kicks



1. 1. Name \*

\_\_\_\_\_

2. 2. Age \*

Mark only one oval.

- 18-25  
 26-35  
 36-40  
 Above 45+

[https://docs.google.com/forms/d/1iwljY-J0mcD2kezuKC6LpFgigp\\_y\\_xyP88M74Vb1VEI/edit](https://docs.google.com/forms/d/1iwljY-J0mcD2kezuKC6LpFgigp_y_xyP88M74Vb1VEI/edit)

1/6

**Figure 19 Market Questionnaires 1**

3. 3. Sex \*

Mark only one oval.

- Male  
 Female  
 Others

4. 4. Do you have any private vehicle? \*

Mark only one oval.

- Yes  
 No

5. 5. What type of vehicle do you prefer the most.? \*

Mark only one oval.

- Motobike  
 Car  
 Moped

6. 6. What usually is the purpose of using the vehicle? \*

Mark only one oval.

- Student  
 Work  
 General Use

**Figure 20 Market Questionnaires 2**

7. 7. What kind of fuel vehicle do you own? \*

*Mark only one oval.*

- Petrol
- Diesel
- Electric

8. 8. Do you consider owning an electronic vehicle an advantage over owning gasoline-powered vehicle? \*

*Mark only one oval.*

- Yes
- Natural
- No

9. 9. Do you feel Electronic vehicle improves the environment? \*

*Mark only one oval.*

- Definitely
- Some what an improvement
- Unsure
- Not at all

10. 10. Do you check the resale value before purchasing any vehicle? \*

*Mark only one oval.*

- Yes
- No
- Sometimes

**Figure 21 Market Questionnaires 3**

11. 11. Have you heard about the brand NISSAN? \*

*Mark only one oval.*

- Yes
- No
- Maybe

12. 12. Do you own any Nissan vehicle? \*

*Mark only one oval.*

- Yes
- No

13. 13. How satisfied are you with the Nissan vehicle if you have one?

*Mark only one oval.*

- Very Satisfied
- Neutral
- Somewhat dissatisfied

14. 14. Have you heard about Nissan Kicks? \*

*Mark only one oval.*

- Yes
- No
- Maybe

**Figure 22 Market Questionnaires 4**

15. 15. What are the feature that you like from Nissan Kicks? \*

Mark only one oval.

- Body and Design
- Safety
- Color Choice

16. 16. Where would you prefer to charge your electric vehicle if you were to buy one in future? \*

Mark only one oval.

- At Home
- At Work
- Using public charge facilities

17. 17. What should be the range of an electric vehicle when charged fully? ( In approx.) \*

Mark only one oval.

- Less than 100km
- 100-150km
- 150-200km
- Other: \_\_\_\_\_

18. 18. What should be the expected maximum speed of an electric car? \*

Mark only one oval.

- Up to 80kmph
- 100kmph
- 150kmph
- Other: \_\_\_\_\_

**Figure 23 Market Questionnaires 5**

19. 19. Are you willing to invest in Nissan Motors? \*

Mark only one oval.

- Yes  
 No  
 Maybe

20. 20. Will you recommend others to purchase from Nissan? \*

Mark only one oval.

- Yes  
 No  
 Maybe

Thank you for taking time to complete our survey with your valuable inputs.

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Google Forms

[https://docs.google.com/forms/d/1iwljY-J0mcD2kezuKC6LpFgigp\\_y\\_xyP88M74Vb1VEI/edit](https://docs.google.com/forms/d/1iwljY-J0mcD2kezuKC6LpFgigp_y_xyP88M74Vb1VEI/edit)

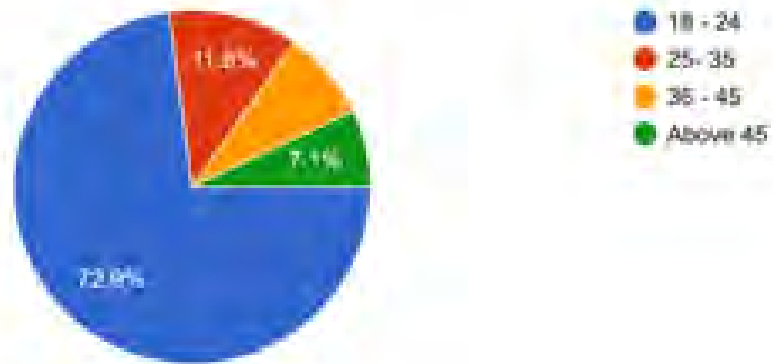
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**Figure 24 Market Questionnaires 6**



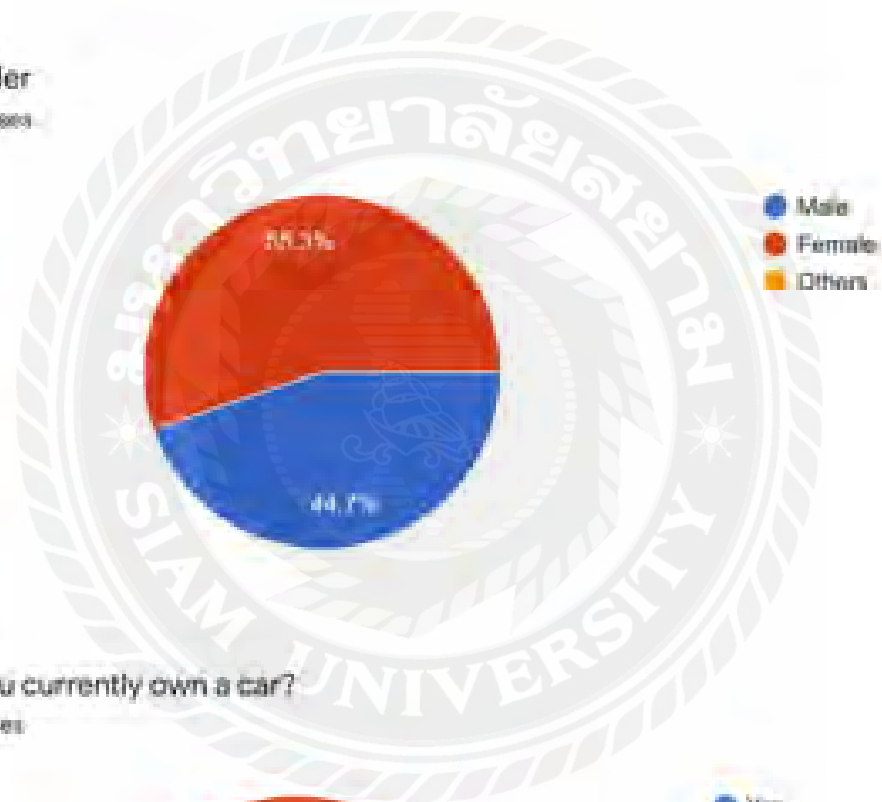
## 2. Age

85 responses



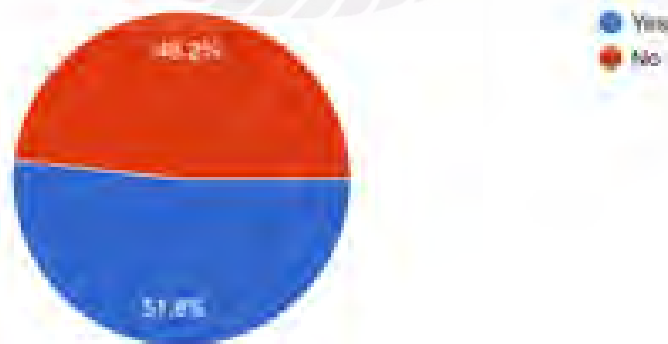
## 3. Gender

85 responses



## 5. Do you currently own a car?

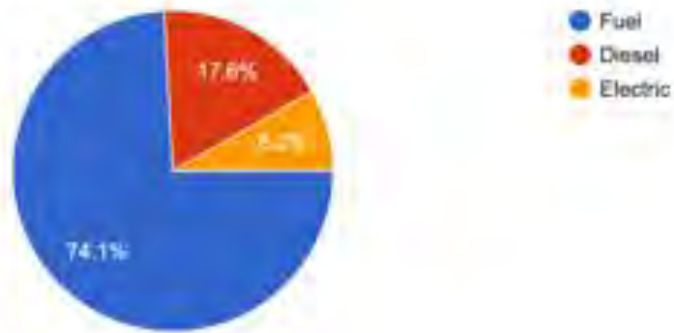
85 responses



***Figure 25 Survey Report 1***

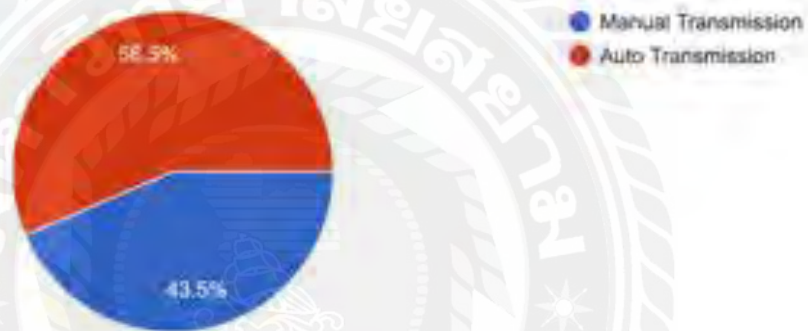
6. What kind of vehicle are you currently using?

85 responses



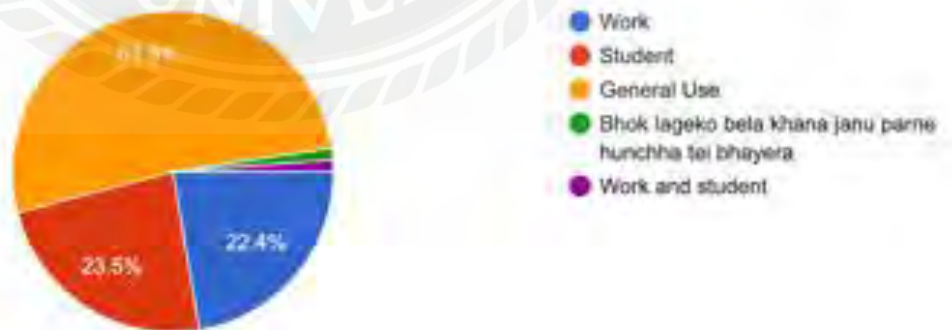
7. Which transmission option do you prefer?

85 responses



8. What is your purpose of driving a car?

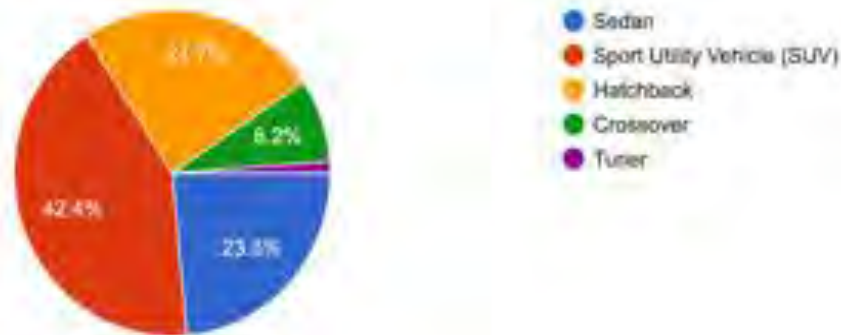
85 responses



***Figure 26 Survey Report 2***

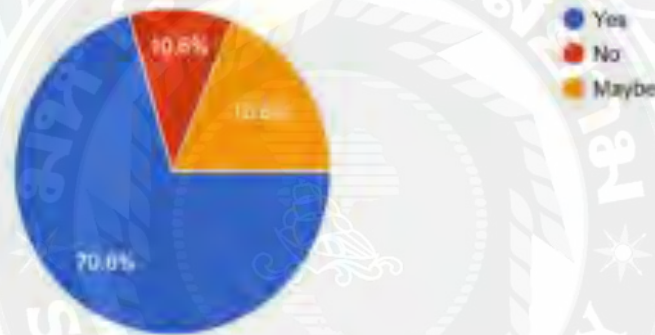
9. Which type of car do you prefer?

85 responses



10. Do you check the resale value before purchasing any vehicle?

85 responses



11. What are the factors that influence you before purchasing a car?

85 responses



***Figure 27 Survey Report 3***

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