



Cooperative Education Report

Operation management & marketing practices at Captain Outdoors Pvt. Ltd

Written by:

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**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration Academic Semester 2/2020
Siam University**

Title: Operation Management & marketing practices at Captain Outdoors Pvt. Ltd

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

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Acknowledgement

I would like to thank Siam University and Kathmandu College of Management for giving me such opportunity to work at different companies 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 want to thank Captain Outdoors Pvt. Ltd. for welcoming me with open arm from the very first day of my internship and my supervisor M. Sahitya Thaman 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 gain a 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 their friendly environment that made the learning process even more smooth and effective.

Therefore, I consider myself as a lucky individual as I was provided an opportunity to become a part of this program. I am so grateful for having a chance to meet so many wonderful individual and professionals who led me through this internship period and encouraged me throughout my working days.

Yuzen Amatya

6008040011

Project Title : Operation Management & marketing practices at Captain Outdoors Pvt. Ltd
Credit : 5 Credits
Author : Mr. Yuzen Amatya
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Abstract

This cooperative report entitled ‘Operation management & marketing practices at Captain Outdoors Pvt. Ltd’ has the goals to examine the use of Concepts and Creative Designs for Branding. The main goal of this report is are: to apply the theoretical knowledge in practical business world and gain experience, to learn the ways to deal the organizational problems, to get an insight concerning how the organization functions. I was assigned to work as a creative advisor in the branding department, with the main responsibilities are to understand the need and want of the brands and provide solutions accordingly and to analyze the brand and provide new ideas for brand identity via visual contents, logos, presentations and so on. I was also assigned to design hand washing stations for various companies for the brands to reach their organizational objective.

Upon the completion of the internship, it was found that the problem was resolved by the means of research concerning the concerning brand and its competitors. In this matter, students are able to learn more about the branding market scenario of Nepalese market and apply the theoretical knowledge in the practical world, which is very important for future career development and profession.

Keywords: *comprehensive, branding, and acclimatization*

Important note:

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

Covid-19 is a serious pandemic that has created a global crisis. It has affected everyone's daily routine and our lifestyle. Due to the crisis, people around the world have adopted social distancing and lockdown as a safety measures to reduce and control the spread of the virus.

As a precautionary measure to control the COVID-19, the Government of Nepal imposed lockdown because of this lockdown I was working from home mostly, since it was not possible to go out and work because of the seriousness of the issue. This unfortunate pandemic situation cost me a valuable time, which would have otherwise been devoted in learning and understanding the automotive industry even better. To make most out of the situation I utilized most of my time analyzing other automotive company/ competitors. Even though I was working from home: I was constantly in touch with my job supervisor and was performing my given tasks of designing the hand washing station.

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Chapter 1: Introduction

1.1 Company Profile

Captain outdoors Pvt. Ltd. is a client-centric full-service marketing communication agency dedicated to delivering excellence. With over three decades of collective experience t the front line of the Nepali market serving ‘for-Profit’, ‘Non-for-Profit’ and government agencies, Captain Outdoors Pvt. Ltd creates a wide range of services and products that can make a difference to the associating organizations as the people who interact with it. Captain Outdoors Pvt. Ltd believes there is neither market too big nor a project too small, be it a single design project or a full marketing campaign. The company is a big believer of change and change for good. With every project, we try to think differently so that our valued clients can meet their desired objectives without compromise. The company’s success directly lies on the success of the client, so no stone is left unturned in pursuit of delivering above expectations. 2012.

Founder and Managing Director:

Mr. Anil Thaman, who is widely considered the ‘Father of Outdoors’ in Nepal since he introduced the outdoor advertising medium to the country in 1987, established Captain Outdoors Pvt. Ltd. in 2012. Mr. Thaman is credited by the industry as the pioneer of outdoor advertising and event management and serves as a Resource Person in the Advertising Association of Nepal (AAN).

With over three decades of experience in the frontline of advertising and marketing in Nepal, Mr. Thaman has maintained a steadfast reputation of delivering excellence for all his clients. Appreciated universally for his personalized client-centricity, impeccable attention to detail, and ability to offer innovative solutions to changing organizational requirements; Mr. Thaman has built a reputation of delivering beyond imaginations. He also believes that the client is the bottom line, everything else follows.

Building on the reputation and vision of the founder, Captain Outdoors Pvt. Ltd. is a client-centric full-service marketing communication agency dedicated to delivering excellence.

With over three decades of collective experience at the front line of the Nepali market serving 'for-profit,' 'not-for-profit' and government agencies, Captain Outdoors Pvt. Ltd. creates a wide range of services and products that can make a difference to the associating organizations as well as the people who interact with it.

“The client is the bottom line. Everything else follows”

– **Anil Thaman.**

Vision

Captain Outdoors Pvt. Ltd. will be nationally recognized as the most innovative, dedicated and productive integrated marketing and communications firm in Nepal. The company will also provide their clients with a level of excellence that surpasses their highest expectations. The people and the organization will come to represent the ideal business partner for organizations eager to manage their communications with their key stakeholders. (Captain Outdoors)

Mission

The firm aims to provide best-in-class marketing communications products and services to the clients.

Core Values

1. **Relationships:** The Firm is committed to developing long-term relationship with our clients and building confidence and trust such that the clients come back again and again for assistance in marketing and communication.
2. **Passion:** They are extremely passionate about the clients we serve and our clients marketing and communications needs.
3. **Talent:** Employment of only highly talented individuals who deliver superior client service levels and industry-leading marketing and communication capabilities.
4. **Service:** The highest level of service on every assignment is provided. The project team is assembled based on the skills and backgrounds required to bring success to a particular project. The employees give the clients their complete attention and commitment.
5. **Technology:** The idea that technology is the key to taking lead in the any fast-changing economic environment is committed. The firm also aggressively leverages technology

internally to provide streamlined processes and highly dependable solutions for the clients.

6. **Partnership and Strategic Counsel:** A collaborative partnership with the clients is promoted by viewing them as an integral extension of the business.
7. **Integrity:** Honesty and fairness is insisted as the guide against which all of the actions must be measured, and the firm dedicates to walking the high ground in all their actions.
8. **Diversity:** It is believed that the ability and character are the driving forces for accomplishment in career advancement.
9. **Opportunity:** The ability to see opportunity for the clients and help them seize it is the cornerstone of the services and is central to the solutions that are provided.
10. **Continuous Improvement:** The firm aims to work hard at being the best, articulate how they want to work with one another, constantly work to perfect the model and reinforce behaviors that lead to top performances.

1.2 Organizational Structure

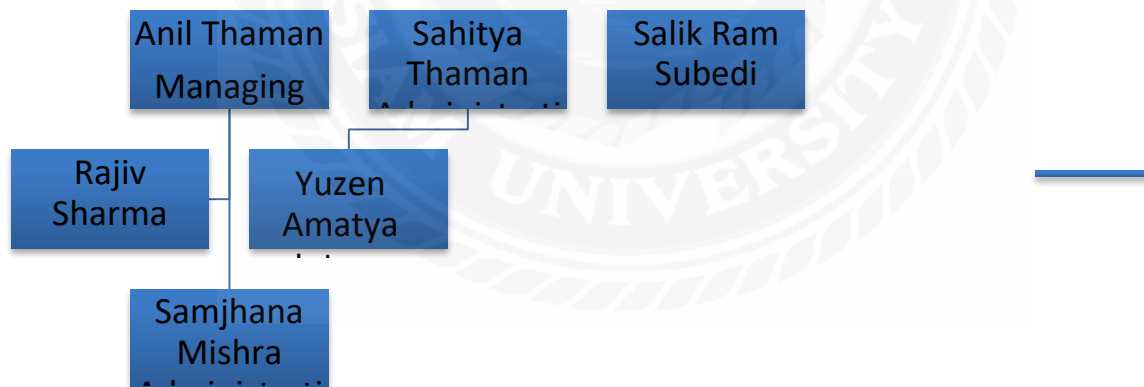


Figure 1: Organization Structure of Captain Outdoors Pvt. Ltd

1.3 Clients



Figure 2: Company's Client

1.4 Statement of the Report

Branding is one of the important aspects of marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services of the competitors. Branding is important because not only is it what makes a memorable impression on consumers but it allows customers and clients to know what to expect from our company. It is a way of distinguishing yourself from the competitors and clarifying what it is we offer that makes us the better choice.

The main goal is to understand how a company creates brand identity that makes them different from their competitors. Also, to apply the theoretical knowledge gained from the university in the real business world. Although during the tough time of the pandemic the company had limitations in its operations and the work flow was also limited due to the lockdown in the country. The company helped its clients like American Embassy, Election Commission to create hand washing stations in rural and urban areas of the country which was helpful to many people and created awareness in people that these companies were trying to make an impact in the society in these times of needs. I was very inspired to work for the company during these needy times as my effort would help to make difference in the society and aware people about the importance of hygiene.

1.5 Objective of the study

The objective of our internship is to experience the real organizational culture and have real working experience and the main objectives of this internship is to acquire the marketing skills with the reality of the organizations' functioning and to undertake in depended analysis and the appraisal of the situation. The general objective of this internship is to partially fulfill the requirements for the degree BBA.

The specific objectives of internship are:

- To implement the theoretical knowledge acquired from college in a real working environment.
- To experience the real working scenario of the business organization.
- To acquire knowledge about a brand and how it functions.

- To understand how a brand develops brand identity.

1.6 Roles and responsibilities of student

My role as an intern was to research about a client before setting up a meeting. We must know every details of our client, their mission and vision and their objective as well. As an intern there were many roles and responsibilities that I had to exhibit which were joining meetings online on time and even sometimes also reaching the sites on time, completion of given tasks on time.

After the completing the research on our potential clients, I needed to attend online meetings with my supervisor and clients regarding their requirements and also suggesting them feasible strategic ideas. Once the clients have stated their problems, I needed to provide them with appropriate solutions related to branding and had to make presentations in PowerPoint form with the help of guidelines from my supervisor.

Creating the designs of the hand washing stations also keeping in mind that the organization name should be visible was one of my main responsibilities. It required brainstorming and updated information regarding the current marketing situation. One of my responsibilities was to make a flexible note of the specifics that our clients had given us regarding the size and measurements, which helped me in designing specifically and also creation of ideas for future references. The key role as an intern was to create ideas for the brand on the basis of company guidelines and discussions previously held. This job took the most time and effort, and it also involved a lot of brainstorming and knowledge in designing. The job that had to be done as a team or by myself with the help of the supervisor was generally to make a presentation to the client within 1 or 2 business days, which would involve all the ideas, created along with their technical requirements. The next task was to follow up with the client in order to gain approval and to make any changes as required by the client. If any changes have been made, provide the client with the revised concepts on the same day and seek approval. Then we had to finalize the different requirements with the client and send the concepts internally to the accounting department to make a quotation of the price and to provide the supervisor with a comprehensive report.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

The main purpose of this internship project was to get first-hand experience in an actual business scenario and also to use my previous academic knowledge to enhance my approach towards tackling the issues at hand. This internship project helped me to get a platform where I could put to use the theoretical concepts I had learned previously and apply them in relevant business scenarios, and also, it helped me to gain more comprehensive and practically applicable business concepts. Since the internship project timeframe was under a dramatically unique situation such as the pandemic due to the Coronavirus, like any other business catering to niche as well as mass markets, this particular business had diversified into the product/service required most at that time: Infection Prevention Material (IPM) and Water, Sanitation, & Hygiene (WASH) sector collaterals. My project solely revolved around a single groundbreaking development of a Hand washing Station, and its allied works. Although the Hand washing Stations were functionally developed, they required attention for their allied work such as marketing, product delivery scheduling, liquid soap and water delivery, branding, etc. Apart from the Hand washing stations, I explored the fields of other IPM such as face shields and PPE as well. Since the functionality and production aspects were out of my field of knowledge, most of my work involved the marketing, financial, administrative, and reporting aspects of such products and services.

2.2 Contributions made during the internship

Since the pandemic had affected this business like every other, most of the staff at the workplace had to multitask. Even if their proficiency was in one department, they had to manage to fill in the gap, as it was the need of the hour. This fact had affected me too, and since I previous academic knowledge had instilled a solid foundation for almost all major fields in business, it was not painstaking for me.

Majority of my responsibilities included to (not in any particular order):

- Prepare delivery schedules:

I was assigned the job of scheduling the delivery time of the hand washing stations as we had limited transportation because Nepal was in the state of lockdown during my period of internship.

- Coordinate with clients and sub-contractors:

I had to coordinate with the clients and sub-contractors regarding the clients' order size and their personal demands as every client had different demands and the budget was also limited so we had to work accordingly.

- Develop marketing plans/strategies:

I had to help my supervisor with the marketing strategies during the pandemic and how to gain potential customers for our hand washing stations and also our potential supplier as there were shortages in the resources required.

- Suggest branding ideas:

I also helped my supervisors and other associates in the branding ideas on our products to match the requirements of our clients and how our branding strategies would help us and our clients.

- Prepare cost estimation:

I helped the finance associates to prepare the cost estimations for our hand washing stations as different clients had different requirements and other add on and also the pricing was a bit higher than the normal times as the country was in the state of lockdown and there were limited resources which led to costs being a bit high than the normal times.

- Follow up with clients:

I had to follow up with our clients regarding the hand washing stations about the design and size of the products as well as if they were they satisfied with the final product. Many clients were difficult to deal with as it was hard to meet their demands during the time of pandemic as we had limited resources and man power.

Chapter 3: Identification of Problems Encountering During Internship

Although the conditions and circumstances worldwide were same for almost all businesses because of the pandemic, the business managed to diversify and catch up with the need of the hour to survive and not conform to the pandemic's repercussions. Even though it was not an unpleasant tenure, I did face some minor issues as an external entity willing to learn the new trade along with the business itself. The problems that I had encountered during the time of my internship are as follows:

- I was having a hard time keeping up with the clients as it was very difficult to understand their requirements because we were not able to have physical presence due to the restrictions as we had many misunderstandings on the products and branding of the company and also the budget of the order. I had many conversations with my supervisor over the phone and had many difficulties with the ideas of the products and also choosing the suppliers for producing the products as it was hard to find the man power and the resources required, this all would have been easier if we would have had conversation by being physically present during the meetings with my supervisor, clients and suppliers.
- Although my internship role was frivolous in the very beginning, I and the business could adapt to what I had to offer and I could make the most of the time I was present there as I had an opportunity to use my academic knowledge on the real-life business scenario. I also had an opportunity to work in various different filed such as administration, finance, marketing giving me slight glimpse of the areas of a company I was not aware how it operates.
- I was also helping the other associates with file & report keeping as i had no prior experience in report and file keeping and I got an opportunity to learn from them a better way of record keeping as I found it was very efficient and time saving. Although I had only few interactions with them as again the lockdown was being strict.

Although I had been studying marketing from first semester there were terms, I had almost forgot but during this internship period I had an opportunity to revive my knowledge in real business world.

Chapter 4: Contribution and Learning Process

4.1 Contributions made during the internship.

It was indeed an eventful and knowledgeable experience as I was put through on the job training for many departmental works such as finance, marketing, and administration. Most of my work included applying my previous knowledge and also developing new skills through the on-the-job training. This led me to be an all-rounder in my work profile and also an important contributing member at a crucial time of world business. I could contribute well firstly because of my prior knowledge and learning capacity. I could combine the knowledge I had and the knowledge I was gaining and convert them for the better of the organization and my professional profile. The on-the-job trainings and first-hand experience at actually putting to use the insights from the training was truly a great experience. The company could benefit from my zeal to learn and my adaptability to situations, and I could benefit from the company's training and platform it gave me to deploy my skillset.

4.2 Details of the related learning process or new knowledge you obtained.

This internship at Captain Outdoors has allowed me to learn the corporate world and has helped me to become a professional. I got a chance to learn a lot of experience and skills that are needed in the business sector. Any of the skills I learned over the process of this internship are:

Various forms to contact a client including by email, phone calls, video meetings. When presenting our proposals to customer, we could use PowerPoint displays or other display soft wares. The slides of the presentation should not be too long and we should be able to provide clients with real life scenarios so that they don't lose interest in our presentation. Working as an intern has helped me to understand how to adapt to new work environments, it has also helped me to know how to approach and deal with clients, as all clients are not the same. Although I was not allowed to interact to the clients through video conference, I had learned about them through my supervisor as I was helping him to make presentation slides.

This internship has also taught me the branding needs of the clients and think of technically and physically sound solutions and how to make better use of the soft wares to produce high quality concept concepts that can be readily interpreted by the clients and the production staff. My job as an intern involved a lot of brainstorming and experience with soft wares to produce a result that would please our clients.

A consumer approach is very critical since it determines whether or not consumers are involved. They must be answered as well and their requests or needs must also be acknowledged and fulfilled. I've also mastered time management, as it is very important to keep consumers content and satisfied while they're on time. It also serves to ensure the job processes run efficiently. I've got decent listening skills as a key learning process. I had the ability to speak to a lot of talented people through online conferences and it gave me recognition and useful experience. The way of applying theoretical understanding in the real field of industry. It is facilitated by collaboration and communication with other agencies. Awareness in contact in communicating with customers is quite relevant. Not least, since there were multiple clients, I learned how to handle time.

I also learned to use my potential contacts during the time of needs as I was able to gain some knowledge on the things i did not knew prior to my internship as during my free time I would have conversations with my friends who were also doing their internship in other companies and also learned from their experience and also learning about their clients' possibility to be the potential client of the organization that I was working for. I also learned from their experience on different fields of business.

I also had to go through lot of hardship during my internship tenure as it was hard to convince the clients the cost of production as the country was in the state of lockdown it was very hard to find any man power who were qualified to do the job of manufacturing the handwashing stations' design and also as there was no import of the products due to the closed borders and trading and also factories being closed or not being able to work in their full capacity it was hard to find a supplier for our handwashing station as we needed to order the water tanks used in the handwashing station in bulk pieces and many of the manufacturers and suppliers were not able to provide us with our requirement of quantity and price as there were shortages of the products they were not able to give us the tanks in wholesale rate as there was shortage of the products and the price was also high. We were also not able to meet the budget of the order of our clients as everyone had a tight budget during these times and also the cost of production was high due to which we could not match the requirement of our clients.

Overall, my internship was a fruitful experience and it also helped me realize my interest in branding and helped towards taking a step in my career for branding and also how to handle the clients and also maintain relation with them as it is very important to stay connected to them and

also taking their reviews and feedback in a productive manner which would help us grow. I also learned that the real-world business scenario is very difficult and different as there are many complications and many situations that determine the business as during the time of the pandemic there were shortages and also lack of man power which led to the cost of productions to be high and we could not match the budget of our clients on many occasions. These complications that I had faced gave me much needed experience and insight of how the business operates and also the hardships of the business.



Chapter 5: Conclusion

5.1 Self-assessment as a professional

I was acquainted with how advertisement agencies work in designing prototypes and ideas that help create and promote the reputation of brands during my internship at Captain Outdoor. It also made me realize that in terms of visibility and presence in society and in the market, how different marks differ. While I had to face some problems during my internship, I worked also to solve the problems and realized that I was able to do complex tasks and achieve good results. I had numerous opportunities to interact with customers and gain experience of how to deal with customers since every customer is different from each other and that makes me realize that I can do so complex customer management tasks. He shared his knowledge on software and on how to handle clients, he also helped me in brainstorming designing concepts and creating ideas. I think the internship at Captain Outdoors was indeed a positive for me. All in all, the stuff learnt from this co-operative education are also about how to communicate with the customers or clients of various personalities, which has been and will be useful to me in the future. I have got to learn how to use various software i.e., Adobe Photoshop, Adobe illustrator, for designing and idea formation and concept development. The key aim of my duties was to provide the clients with a degree of excellence and happiness that surpasses their highest standard.

ANNEX 1



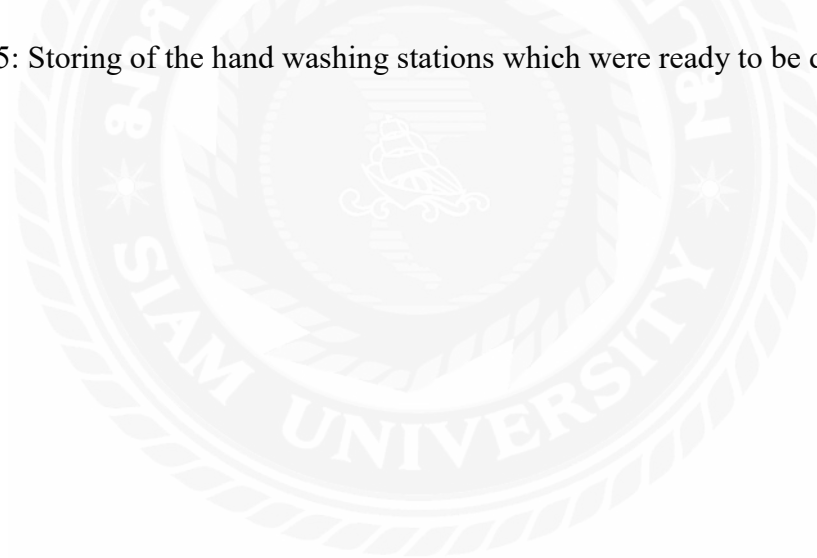
Figure 3: Setting up the hand washing station in Patan Hospital sponsored by American Embassy



Figure 4: Completion of the hand washing stations and ready to be delivered



Figure 5: Storing of the hand washing stations which were ready to be delivered





August 14, 2020

To,
Mr. Yuzen Amatya

Subject: Internship Offer Letter

Sir,

We are pleased to offer you an internship position at our organization. We would not offer any remuneration for this position but this position includes the following benefits:

1. Flexible working hours
2. Chance to work with our prestigious clientele
3. On-the-job training
4. Field work (if necessary)

We understand that this internship is a necessary element of your graduation and since this is on a special case basis, we shall not be liable to draft a contract for the same. The duration of this internship can be amicably discussed, or until the completion of the latest project you would be working on.

Yours truly,



Sahitya Thaman,
Managing Director

CAPTAIN OUTDOORS P. LTD.

Kupondole, Lalitpur, Nepal.
Tel: 977+1+5522436, Fax:
Email: anil.thaman@gmail.com
www.captainoutdoors.com



Figure 6: Internship offer letter



December 10, 2020

To Whom It May Concern

Subject: Experience Letter

This letter is to officially advise that **Mr. Yuzen Amatya** has successfully completed his tenure of internship of 16 weeks commencing on August 16, 2020 at our organization. His performance during the internship period was **excellent** and this letter can be considered as an official statement for the same. His job roles and duties were, but not limited, the following:

1. Client relation management
2. Assisting in production
3. Assisting in practical designing
4. Assisting in financial and administrative documentation

We would like to specially mention his hard-work and commitment towards this internship during these trying times of world health. Even during the pandemic, Mr. Amatya portrayed the highest level of commitment and reliability. We wish him the best of luck for his future endeavors.

Yours truly,

Anil Thaman,
Managing Director

CAPTAIN OUTDOORS P. LTD.

Kupondole, Lalitpur, Nepal.
Tel: 977+1+5522436, Fax:
Email: anil.thaman@gmail.com
www.captainoutdoors.com



Figure 7: Internship experience letter

ANNEX 2

AMATYA, Yuzen
Jawalakhel, lalitpur
+9779861997798 yuzen2021@kcm.edu.np

CORE COMPETENCIES

- Experience of working in Nepal Investment Bank for 6 weeks
- Experience of working as Marketing Intern in Readmore Publication Pvt. Ltd. for 2 months
- Experience in working in media, organizing, marketing team in various events of KCM
- Hard working, good leadership and communicating skills
- Experience in organizing college event like Inter College Music Competition, Nepal Management Symposium

CAREER ASPIRATION

- Seeking to work with a reputed organization for experience with an opportunity for various professional challenges and creative tasks and plan to start up my own business with all these experience within next 6 years.

EDUCATION

Kathmandu College of Management 2017-2018-2019-2020
Bachelor of Business Administration in Marketing

- Opportunity to learn beyond the classroom through various sources like case study, projects
- Actively organized events like 14th & 15th Inter college music competition, KCM Basketball Bash, Nepal Management Symposium, KCM Paralympics, Annual day
- Acquired presentation skills, communication skills, leadership skills
- Corporate Communication & Assistant General Security in KCM student council
- Attended various workshop & guest speakers session in KCM
- Social media associate of KCM page

EXPERIENCE

Readmore Publication Pvt. Ltd.

- Experience in working as a Marketing trainee for 2 months.
- Learned how to approach the product to potential clients.
- Learned various promotional strategies

Nepal Investment Bank Ltd.

- Experience in working in customer service desk and back office for 6 weeks.
- Worked on customer service.

LANGUAGE

- Native: Nepali, Newari Fluent: English, Nepali

COMPUTER

-Microsoft Office (Word, Excel, PowerPoint)

DOB: 08 August, 1999

Figure 8 My Resume

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Visit the following site to know more about Captain Outdoors Pvt. Ltd.
<http://captainoutdoors.com.np>

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