



Cooperative Education Report

Study on distribution strategy of Liana Trade Concern

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Cooperative Education, Faculty of Business Administration**

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Title: Study on distribution strategy of Liana Trade Concern

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

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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. This internship program has made it possible to learn beyond the classroom.

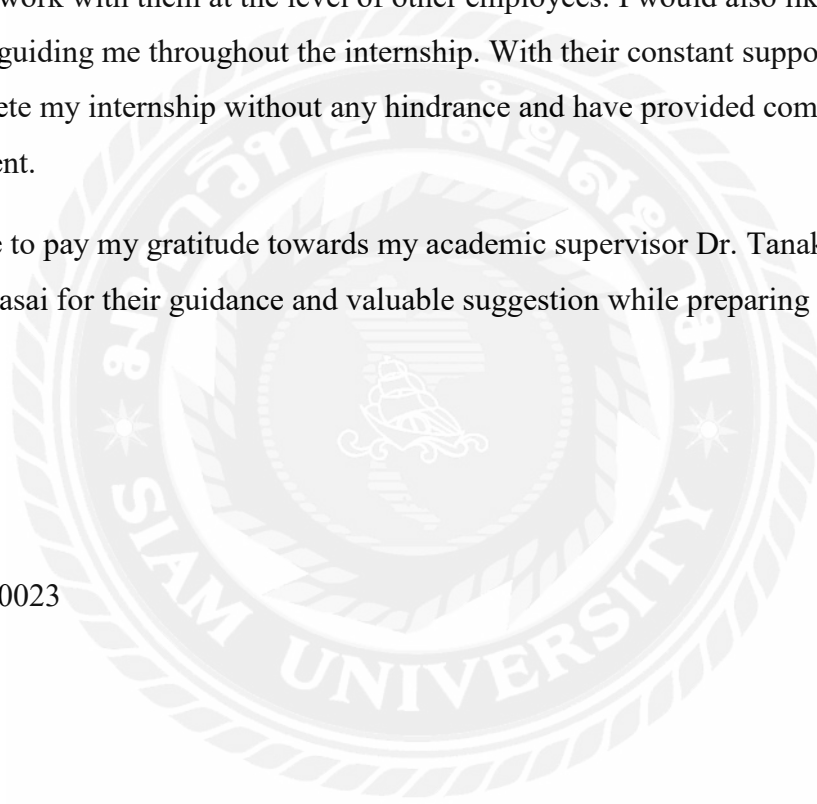
I would also want to thank Mrs. Tripti Amatya for giving me the chance to be a part of their company and work with them at the level of other employees. I would also like to than Mr. Manik Khadka for guiding me throughout the internship. With their constant support, I have been able to complete my internship without any hindrance and have provided comfortable working environment.

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Sincerely,

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Abstract

This cooperative report entitled “Study on distribution strategy of Liana Trade Concern” is a report based on the learning and findings during the internship tenure. This report is prepared based on the information gathered through the organization documents, experienced through working and through other staffs working there. This internship report focuses on the System and Correspondence Department of Liana Trade Concern Pvt. Ltd, one of the certified leading trading companies of Nepal, where internee has worked as an intern.

As per the Department of Drug Administration (DDA), there are at least 123 listed imports and trading companies in Nepal. The major objective of the internship report is to express the experience about activities performed at the pharmaceutical trading companies of Nepal. Objective of study includes: 1) To highlight the activities carried out at the organization, 2) To learn to use the theoretical knowledge like leadership, organizing, controlling, etc. in practical work environment. 3) To develop the ability to handle various kinds of parties with varying knowledge levels, problems and requirements. 4) To get an insight how a pharmaceutical trading company operates. I was placed under the System and correspondence department where the main objective is to maintain overall information received from the Company, Stockists. The major work I did under this department would be drafting claim settlements. With this internship, I was able to have knowledge about working environment for pharmaceutical trading in the Nepalese Market.

This report reflects the various tasks carried out by the student during internship, problems encountered during the internship, learning and knowledge gained and self-assessment as a future professional.

Keywords: Pharmaceutical trading company, Department of Drug Administration, System department, Claim settlement.

Important Note

How Covid 19 has affected the company and your internship?

(Nayyereh, Parisa, & Shekoufeh, 2020) The novel coronavirus disease 2019 (COVID 19) was characterized as a global pandemic by WHO on March 11, 2020. This pandemic affected world economics, including the pharmaceutical sector. Some of the impacts of Covid 19, the company had to face were; demand changes, supply shortage, delayed supply. During this pandemic, when the whole adopted, social distancing, lockdown as a safety measures, the staff of medical field had to work and help all around. Likewise, Liana Trade Concern being the medicine distributor they had to work even in the lockdown phase and had the responsibility to distribute all the medicines to their parties within the period. This pandemic did not only risk the company, but also the livelihood of the staffs working there. They also had to face day-to-day hardship to reach at the factory or office to be able to work during lockdown.

As a precautionary measure, the Government of Nepal imposed lockdown from March 24. Because of this, many students had difficulty to find the internship. Many companies were very conscious for letting an intern work for 4 months. I also had to face such difficulties. Firstly I had trouble to find a company where I was interested to work under. Then another problem was the new normal environment, which was working from home. One of the main learning in the first stage of internship used to be working with people and getting to know their work environment and get familiar with them. Therefore, for me this was the major hindrance caused by this pandemic.

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Chapter 1 Introduction

1.1 Company Profile

Rajendra Bahadur Amatya established Liana Trade Concern Pvt. Ltd in 2050 B.S with the objective of importing drugs from Sun Pharmaceuticals Ltd, India. Sun Pharma is the second largest and the most profitable pharmaceutical company in India, as well as the largest pharmaceutical company by market capitalization on the Indian exchanges. Liana's head office is located in Birgunj and branch office in Chhetrapati, Kathmandu. Liana Trade Concern is one of the certified leading trading companies of Nepal, serving the Nepali community with quality drug products from the last 27 years.

With HR team of 10, Liana Trade Concern started importing drugs with around 10 drugs in hand. During that time, Liana was also involved in the marketing for Sun Pharmaceuticals by hiring more than 20 MRs who worked and represented the company. Due to limited numbers of HR team, it became difficult to handle both the marketing and distribution. Therefore, since 2055B.S Liana took its involvement away from marketing department and started focusing in distribution business only. In 2016 AD, Liana added another company to the list and became the super distributor of one leading pharmaceutical company of India, Torrent Pharmaceuticals. Recently they added another company, Micro Lab Ltd. Today, Liana is solely importing more than 300 drugs. As of now, Liana has a total of 11038 transactions recorded. (Great Export Import , 2020)

1.1.1 Vision

Liana wants to start its own pharmaceutical industry in Nepal with the collaboration of some international companies. Looking to the market scenario and the no. certified pharmaceutical company in Nepal, Liana has seen the opportunity to be open a pharmaceutical company itself.

1.1.2 Business Volume

(Liana Trade Concern Pvt. Ltd, 2015) The annual turnover of Liana Trade Concern is around 100 crores with the monthly turnover of more than eight crores. More than 50 major Stockist buy the products from Liana and distributes those to different retailers and several

Institutions (Hospitals). Even though Liana is not a big organization in terms of size and number of employees, liana have been able to sustain in the market and capitalize the available market. Liana today comes under one of the best medicine distributors in Nepal.

1.1.3 Product Line

Liana imports and distributes several products and those drugs are useful for several type of physical consequences. Liana imports drugs from mainly three different companies.

Table 1

Product line of Liana Trade Concern

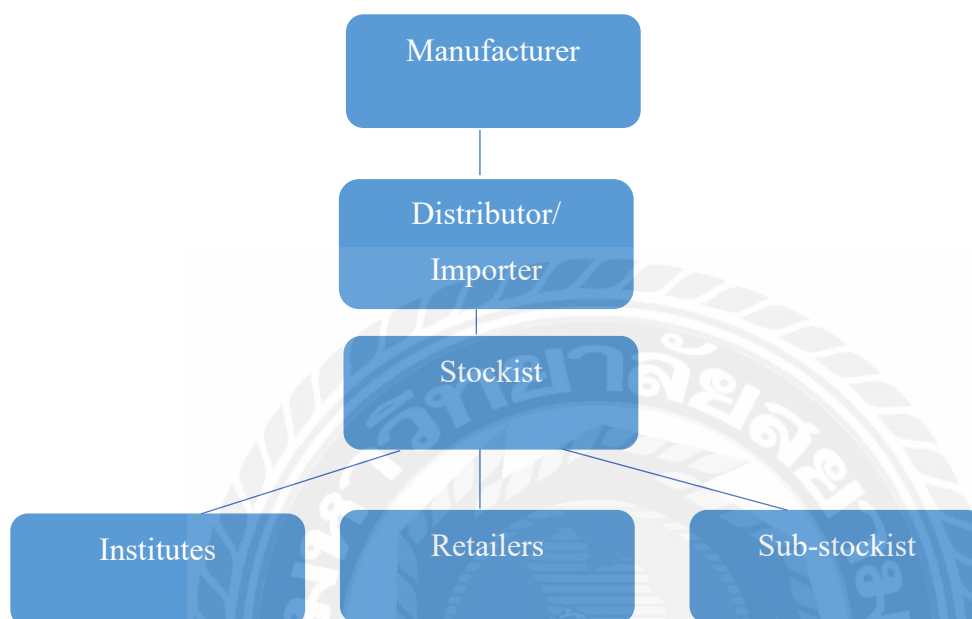
S.N	Pharmaceutical Company	No. of drugs imported
1	Sun Pharmaceutical Pvt. Ltd	255
2	Torrent Pharmaceuticals Ltd	16
3	Micro Lab Ltd.	70

1.1.4 Distribution Channel

Distribution of products takes place by means of channels to become available on markets, in stores or in web shops. Channels are sets of interdependent organizers (called intermediaries) involved in making the product available for consumption to end-user. Distribution systems can become quite complex involving many levels and different types of intermediaries. Large-scale organizations do not want to bother themselves of get more involved in the distribution, so they find it more convenient to add intermediaries in the channel so that their focus stays on manufacturing qualitative products. The figure shown below is the general distribution channel that not only Liana but also the major distribution channels follows.

Figure 1

Distribution channel



With every dispatch, manufacturing companies send all the product's details including the price, selling price which are allocated and approved by Nepal Chemist & Druggists Association (NCDA). In addition, Liana distributes those products to stockiest and they later distributes them at the mentioned special rates. There is strict rules to distribute the medicine at very low margin. If the Stockist uses those special rates, later they can claim to the company with proper documents.

1.2 Organizational Structure

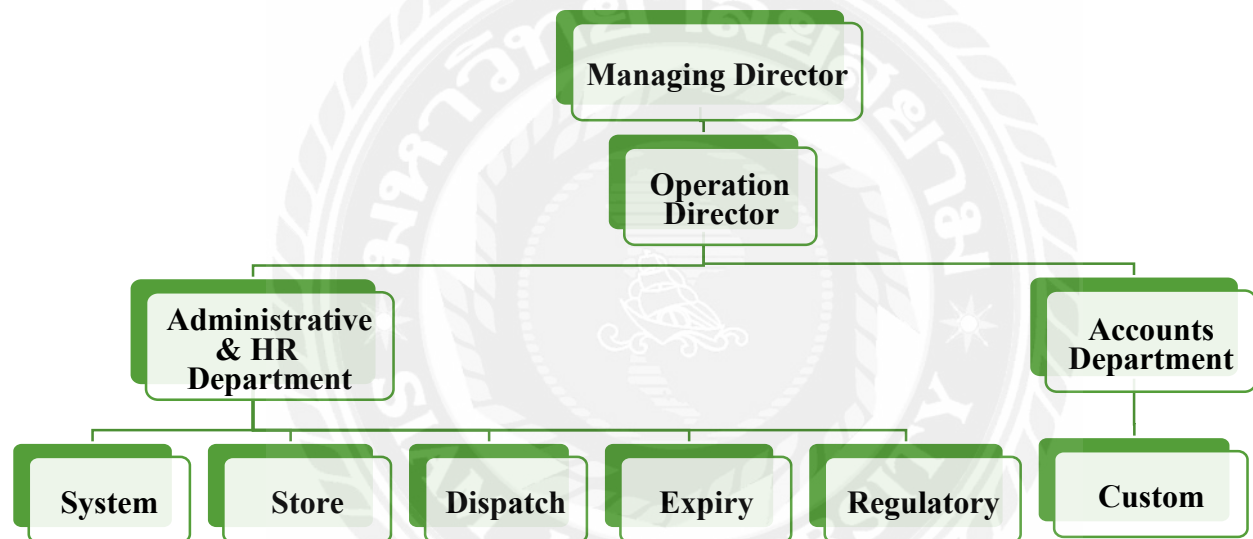
Liana Trade Concern Pvt. Ltd has a very simple hierarchical structure. The topmost position includes four Board of Directors. Two department is directly under the control of Directors i.e. Administration/HR department and Account Department. Mrs. Tripti Amatya controls administration and HR department, where as Accounts department is handled by Mr. Modnarayan Chaudhary. Both Mrs. Amatya and Mr. Chaudhary can be called as the supervisor of the overall organization who work together to manage the organization. Mrs. Tripti Amatya controls the overall operation from Kathmandu office whereas Mr. Modnarayan Chaudhary operates from Head Office in Birgunj.

Under Administration & HR department, there are five more departments' i.e. system & correspondence, store, dispatch and expiry department. In addition, finance department looks after custom department. There are 37-40 staffs altogether at Liana, four at Kathmandu branch and rest at Birgunj office. So, as per the details mentioned above, below is the hierarchical structure of Liana Trade Concern.

Diagram of the Organization Structure

Figure 2

Organizational structure



Liana Trade Concern does not follow any specific structure for dividing functions. Therefore, managing director and the operation director define the organizational structure and the structure may change in future if required. Liana have very restricted communication and decision-making patterns. Information tends to flow from top to bottom.

1.2.1 Job Position

I did my internship under system & correspondence department, which is under Administrative & HR Department. This department is under the direct supervision of Mrs. Tripti Amatya and Mr. Manik Khadka.

1.2.2 Role of Job position in the company's organizational structure

1. Mail correspondence: It is the duty of system department to have proper communication in between departments as well as between clients. System department responds to any type of queries the Liana receives.
2. Purchase/ Billing: Regular purchase and billing of the orders received from the company and the order processed for the parties are also done in system department with the help of different software.
3. Sending order: Every month Liana sends order for more than 280 products to the respective company and sends orders according to the requirements by System department.
4. Aging report: System department handles the payment details. This report is the compilation of all the payments done to the company and received from different parties. This particular includes the details of accounts and account receivables.
5. Maintaining transit and pending details: System department handled the details of transit and pending orders and then are forwarded to the responsible departments.
6. Issue credit notes: Several credit notes are to be issued to the different parties for the reimbursement of the claims that they have submitted and it is done from the system department with the assistance of the account department.
7. Maintaining registration details: Due to regulatory changes for drug distributors, it is important to maintain details of the registered products that can be imported easily, products that needs to be re-registered with additional documents, production site change to be registered with documents of new sites and other registration related details. To maintain these details, the system department is assisted by the regulatory department

1.3 Intension to join the Company

During my first and second year, I had the opportunity to intern at a start-up company and multi-national company. I interned for Margo Nepal and Perfetti Van Melle in first and second year respectively. Since I had the experienced in marketing field I thought of interning in finance field which being interning in banks. However, because of the ongoing pandemic, I was not able to pursue that.

This pandemic has given major highlights to many of the businesses that were in low light until now, one being pharmaceuticals. Now one of the major demand in the market is health, &

medicines. My primary intention of interning in a pharmaceutical trading company was to study more about this particular field. I also wanted to have a working experience in different field with different environment. In addition, I can use the theoretical knowledge like leadership, organizing, controlling, project evaluation, etc. in practical work environment.

1.4 SWOT Analysis of the Company

SWOT analysis is an acronym for strengths, weaknesses, opportunities, and threats and is a structured planning method that evaluates those four elements of an organization, project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

The SWOT analysis for Liana Trade Concern Pvt. Ltd is presented below:

Strengths

The reputation of Liana Trade Concern Pvt. Ltd in the Nepal market is one of the major strength for Liana. Liana Trade Concern is the main importer of more than 280 products in the country. No any other company's or distributors are allowed to import the products that Liana imports. Therefore, Liana is the only place from where Nepal market is getting those products. Looking to the size of the market of Nepal, the no. of medicine consumer in the nation is very high and Liana is able to capitalize it.

Weakness

One of the major weakness that Liana has is, it is unable to retain employees in the organization. The employees work there for few months, gain experience and leave the organization. Whenever any old employee leaves the job at liana, it increases the cost of liana on recruitment and training. For such small organization like Liana, it is very difficult to manage both training of new employees and handling day-to-day operations. In addition, it is very hard to get experienced employees in the organization. Low salary may be one of the reason for this. For any educated person there are many opportunities in the market and Liana is unable to show any kind of opportunities to them. In addition, it is seen that there is traditional approach of doing work at Liana. Some departments still believes that traditional way of record keeping is better than using technology as technology may fail any time.

Opportunity

The market of drugs and medicine is never slowing in terms of turnover and profit. So there is a huge opportunity for Liana to import drugs from other international Pharmaceutical company as well. Liana could also increase the no of products that are imported. Also the demand for medicine is not going to decrease so Liana also should invest in starting a pharmaceutical company with international standard and international collaboration.

Threat

The biggest threat that Liana has right now is the competition that Nepali pharmaceutical company is giving. They have started producing of same composition that Liana imports from India. Although it is not a big issue right now due to some quality issue but in future, if quality is maintained, then soon the Indian products could find it difficult to sustain in Nepali market. In addition, there is a chance that Sun Pharmaceuticals could also start giving other importers the permission to import drugs for Nepal, which could take away Liana's market from Nepal.

1.5 Objective of the Study

Objectives of the study includes the following:

1. To highlight the activities carried out at the organization.
2. To learn to use the theoretical knowledge like leadership, organizing, controlling, etc. in practical work environment.
3. To develop skills in object oriented business management.
4. To develop the ability to handle various kinds of parties with varying knowledge levels, problems and requirements.
5. To get an insight how a pharmaceutical trading company operates.

Chapter 2 Co-op Study Activities

2.1 Job Description

There are altogether eight departments including Administration / HR department and Account department. Under each five departments, they hold different responsibilities, which are mention below:

Figure 3

Different jobs at Liana trade concern

System & Correspondence	Accounts	Dispatch	Expiry	Store
<ul style="list-style-type: none"> • System Officer • Junior System Officer 	<ul style="list-style-type: none"> • Head Accountant • Internal Auditor • Junior Accountant • Assistant Accountants 	<ul style="list-style-type: none"> • Wrapper • Receiver • Delivery Man 	<ul style="list-style-type: none"> • Head of the expiry • Assistant 	<ul style="list-style-type: none"> • Store Keeper • Packer • Weight Checker • Evaluator

2.2 Contribution of the Student in details

During my four months of internship, I was placed in the system department. The main objective of this department is to maintain overall information received from the Company, Stockist, in a particular manner so that other members of the organization can use the information in order to solve any type of queries that may arise in the near future. Under this department, I have been working under the team of four staffs who operates from head office and with the direct supervision of Mrs. Tripti Amatya. The jobs that I performed at Liana Trade Concern are:

- 1) **Managing inventory and placing orders:** Liana has to maintain the inventory in such a way that it could easily fulfill the demand of completely Nepalese market for the month. After the

closing of each month, new order is placed for Liana. While placing orders various things are to be considered, like six months average sales of the products, closing stocks, past months pending orders that is still yet to be delivered by the companies and lastly estimation of sales that the marketing team provides. Liana has differentiated their products into two category-normal and major products. Major products are those products that are needed to be in stock for at least three months because those products are highly sellable and the sales can increase any time. The normal products are those products whose sales trend is normal and the stock is needed to be retained as per the demand and sales of the product only. Under the supervision of my supervisor, I was able to learn the whole process and was able to maintain Liana's inventory.

- 2) **Maintaining dispatch details:** After the placement of order, the order is sent to the respected company with the date for the dispatch for all the products with the required number of credit days for the payment. After the company receives the order, they transfer the order to manufacturing sites so that they can confirm whether they can fulfill the order or not and later responds back to Liana with the descriptions for all the products. After that, they provide us the dispatch details for the products with credit days as mentioned. Then the dispatch details are entered in the calculation sheet where order placement details, dispatch details and pending quantities are entered. Then the same documents is forwarded to the whole Nepal MR team.
- 3) **Claim settlement:** For the last three months, my one of the major responsibility was to verify the claims submitted by different parties from all over the country and send it to the company for the further settlement process. The claims are usually received for the institutes where our products reaches through the Stockist. It is a very long process; usually it takes a month or more to settle. There are many things to take in consideration before making any settlement. Without being 100% sure, approving claims is not valued. It requires verification from required authorities & detailed documents. The verification of claims are done in three steps: initial stage, where we check if the claims are valid or not. The following lists are to be considered before going ahead with the process: 1) Validity date being the upmost important, 2) Party purchase invoice, 3) Party sales invoice, 4) Quantity of the product, 5) Batch number, 6) Bonus rates (if the product are bonus product or not). Second step would be sending the documents back to the parties in case of some errors in claims and lastly the final verification with the

country representative of the Company itself. After all this, if the claims is valid, has no other errors, Liana claims with the respected Company and they issues the credit note of the claimed amount in the name of Liana and Demand draft for a particular is received. Liana then issues credit notes in the name of the parties. Liana trade concern is like a mediator between the Manufacturing companies and the Stockist.

Some claim settlements that I was handling are shown in **Annexure 1**.



Chapter 3 Learning Process

3.1 Identification of Problem Encountering during Internship

There is no organization without any problems. The first step in the problem solving and decision making process is to identify and define the problem. Interning at a pharmaceutical trading company was a completely new experience for me. Understanding medicine market was very challenging. Beginning few weeks I had problems because of my lack of knowledge in the particular field but later I was able grasp all the basic ropes of the company organization and how the their business processes.

There are few problems at Liana that I have seen on my working tenure. Some are mentioned below:

- 1. Lack of work force:** There are 37-40 staffs altogether at Liana, four at Kathmandu branch and rest at Birgunj office. As there are only four staffs at Kathmandu office, there is high workload the staffs has to face.
- 2. Traditional approach of working:** Traditional organization tends to make their decisions based on what is most convenient for them, rather than what is expected by their customers. At Liana Trade Concern, it is seen that still some departments follow traditional approach while working. The departments like store, dispatch, expiry and specially account department are still following traditional method of working. Handling products, keeping records, bookkeeping, etc. are done manually at Liana. This ultimately creates problems for system department as this approach is very time consuming and because of that, system department gets data and reports very late which causes the day-to-day operation to slow down.

At Liana there are few staffs who have been working since the starting of the organization i.e. almost 27 years. They started working when the modern technologies were not introduced in the company. Now when there is technology to make their work simple and faster, they are habitual to use the tradition approach. However, as system department operates fully through different software, other department tends to delay their work.

The above are those problems, which cannot be resolved in few months. These problems are easy to accept but difficult to implement. Liana works very systematically so there are all the

required documents and files holding important process to complete any work. Hence, later all the tasks that I was given were done according to the provided guidance. Further are some problems that I faced only in the beginning of my internship.

1. To adapt the working behavior of any company, we should first know the company in details. We have to know their working behavior, their approaches, product lines, structure, and all. Since this company is a little different from the companies, where I interned previously, I had to get an idea about those things before learning about their working process. So, for this problem, I started getting familiar with different products by enlisting the products names with their particular details (expiry, manufacturing details, their uses, etc.) into in a particular software.
2. One of the difficulty that upraised was while making the claim settlement. If the claims are not settled on time, there are many queries that our department have to answer. In such scenarios, we have to make the parties understand the difficulties associated with the claim, which caused the delay in the settlement procedures. My superiors answered many questions and if there were any queries that we cannot handle, then the company answered them.

3.2 What are the things you have learned during internship?

As an IBBA student, this internship tenure was a great learning experience beyond the classroom. The biggest achievement that I have gained while working at Liana is that I was able to utilize my knowledge and skills and be a part of a successful organization. The academic knowledge like inventory management was very much useful for me, as it was the key project I learned during my internship. The way this organization is continuously operating to meet the objectives and the way the organization solves any problems that arises was very motivating.

Some of the lessons learnt during this time I interned under a System Department at Liana Trade Concern Pvt. Ltd are as follows:

1. Learnt to deal with the biggest company in the world.
2. Learnt briefly about medicine market and its structure.
3. Got the basic idea of operation in various department and their sub- departments.
4. Learnt to use theoretical knowledge like leadership, organizing, controlling, etc. in practical working environment.

5. Learnt to use different machineries as well. Like printers and photocopier machines.
6. As most of the works in system department are operated through MS Excel, I was able to learn more about it.
7. Learnt how to handle delicate situations.
8. Also got the ideas of different software that is used by many of the organization of this field.
9. Interacted with staffs of different departments, which helped me to develop my communication skills.

3.3 Details of the related learning process and new knowledge students has received.

With each passing day of my internship, I was learning and growing personally. As an intern, I have done my four months internship with a lot of limitation, lack of time to learn, and tried to grasp as much as possible from the organization. Nevertheless, I have obtained insights into career opportunities through interaction, observation, and work experience and built another step towards success through interpersonal, managerial, communication gained from this internship period.

Special skills and new knowledge learned from this Co-op Studies

Here are various things I have learnt during the internship at Liana Trade Concern Pvt. Ltd.:

1. I got familiar with a particular software that most of the pharmaceutical industry uses for product entry following by its batch number, expiry dates. The software also holds sale/purchase entries. The software name is Medipro. Medipro is the first software company in Nepal to expertise complete business and accounting software for Hospitals, pharmacy, Stockists and other medicine businesses.
2. Another software that came to my knowledge was WordPress. WordPress is a factory that makes webpages. It stores content and enables a user to create and publish webpages, requiring nothing beyond a domain and a hosting service. Liana does not have their own webpage but most of the Pharmaceuticals and Stockist uses WordPress to develop their webpages.
3. As I was working directly under the Administrative/HR head, I have to understand different ways of managing and running the organization very closely. I was always motivated here

to work more efficiently and effectively, which resulted in getting the better performance out of me.

4. Learnt to understand and handle different types of problems that arises when the system is not supporting to meet the organization objective.
5. Learnt to maintain inventory in a very optimal way so that no products are damaged or have shortage in the market.
6. Learnt to communicate with several bodies/ parties in order to get the work done regarding the claims that they wanted to reimburse.



Chapter 4 Conclusion

4.1 Summary of highlights of my Co-Op Studies at Liana Trade Concern Pvt. Ltd.

As an intern the most essential knowledge I learned during the internship time was the vision, ability, management skills, and confidence to function in a real-world setting. Though the fourteen-week internship duration was insufficient to fully comprehending the procedure, it has come to be useful in terms of comprehending the practical consequences and information exposure.

This internship has taught me the value of interpersonal relationships, time management, effective communication, corporate relations, and other managerial abilities, all of which are necessary to develop a student's complete personality. This learning period was extremely beneficial in bridging theoretical knowledge obtained in academic sessions with practical exposure and learning how to function in a real-world setting. During this internship, I came across many familiar terms like inventory management, Days sales outstanding, inventory turnover. As any normal organization, Liana also manages their inventory through past sales and the demands in the markets.

4.2 Self-assessment as a professional

(Prasanna, 2019) Despite the short internship tenure, I got to learn many things, which I may not have otherwise learnt if I did not do my internship in Liana Trade Concern. Moreover, I believe there are still many much more thing to learn. My internship period has been a great learning experience. The academic courses previously learnt, like Project Management, Projects Planning, Analysis, Selection, Financing, Implementation and Review. Principle of Marketing and other courses proved to be very useful in performing the undertaken assignment during internship program here at Liana Trade Concern Pvt. Ltd. While studying it becomes difficult to relate several topics with the real life scenario. It is always taught to us that the practically the organization is very different than what we generally study in books and in different lectures. But I felt that there are many things exactly the same in my organization from the books that we have been studying.

Many tasks that were assigned to me were completely new and some of them were out of my comfort zone. I have tried to do those tasks with full dedication and with best of my abilities.

In today's competitive world in order to succeed, the very first step is to get out of your comfort zone, explore the opportunities, and handle the challenges that are in our paths.

Working at Liana and preparing this report has taught me many things. Today I know the jest of how to deal with one of the biggest organizations in world i.e. Sun Pharmaceuticals, India. It has not only strengthen my communication skills but has also boosted my confidence level. The academic courses like Project management and evaluation, principle of management, financial reporting and analysis and other courses proved to be very useful in performing the undertaken assignment during internship program here at Liana Trade Concern Pvt. Ltd. Learning in books and experiencing and implementing in real life is always different. However, there were many similarities as well. The management's core principles are very useful here or in any other organization. Planning, organizing, communication, leadership, etc. are the roots of every organization.

I also got to learn the importance of harmonious relations and correlations between various departments of Liana. I did have my weaknesses and lacking during this internship. Nevertheless, most important thing is to learn from those mistakes and hone your skills, which I did with best of my ability and being always open to new experiences. Concluding with the saying "the things that had been read 1000 times can be learned by hearing those 100 times or by writing it 50 times or watching it 10 times or by actually doing it only once" This saying is appropriate at this stage to express the lessons learnt during the internship period.

4.3 Recommendations for the Company

There are few recommendations for Liana Trade Concern are mentioned below:

1. Top-level management should focus more on motivating the employees.
2. Liana should focus more on creating healthy and harmonious working environment between employees and top level.
3. Involvement of the entire department heads in the decision-making.
4. Fixed policy should be created to run the organization and that policy should be followed at any circumstances.
5. They should recruit new employees and should provide training sessions for them.

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Annexure

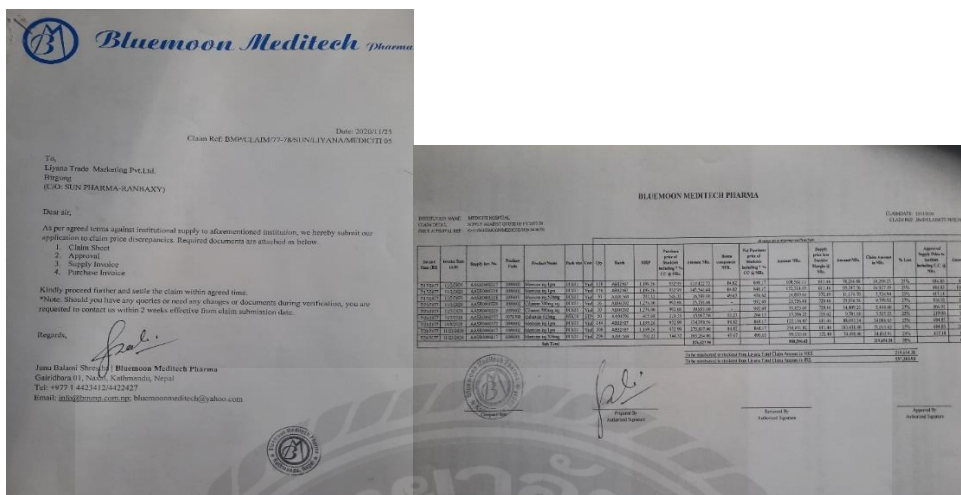


Figure 3: Work place



Figure 4: Working on claim settlement

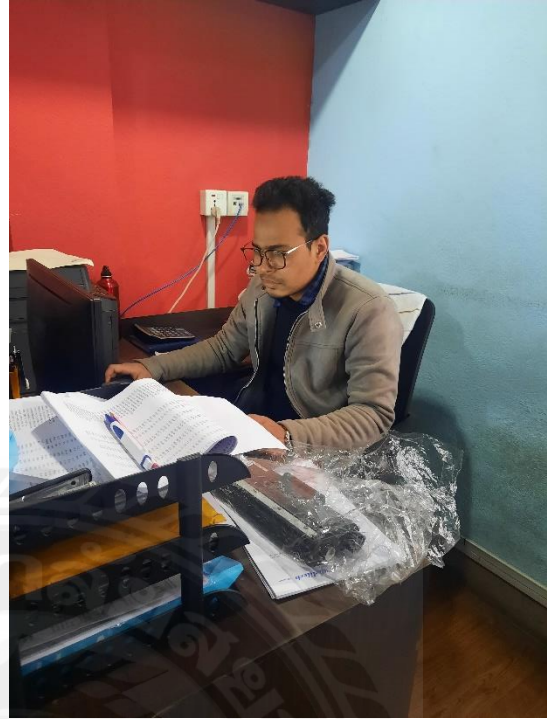


Figure 5: Head of System department

