



Cooperative Education Report

**INTERNSHIP REPORT ON
“A Study of Sales Management at R.K Marbles India Pvt. Ltd.”**

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**This Report Submitted in Partial Fulfillment of the Requirements
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Title: A Study of Sales Management at R.K Marbles India Pvt. Ltd.

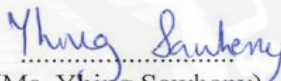
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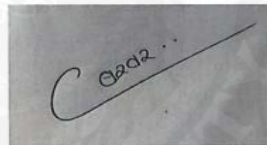
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Abstract

This cooperative report entitled “A Study of Sales Management at R.K Marbles India Pvt. Ltd.” incorporates details on the sales management department and examines the work culture and its impact on sales. The major objectives of this report are: (1) to understand the sales management which is focused on the sales of the product. (2) To understand the practical application of sales techniques. Through the internship period, I attained a very good insight on how the company operates in all levels especially the sales management department. My main responsibility was to sell the product for the company and contribute to the brand recognition of the company. The problems encountered during internship were getting along with colleagues and management, time management issues, information overload and inconsistency in balance of work. Upon the completion of the internship it was evident that the company has its product standard that is represented while carrying out sales. The company has its specific segmentation towards the customer that helps the company to successfully reach towards its customers. However, if the company can further widen up its segmentation and add a product line, the brand could see a rise in its sales.

Keywords: Sales Management, Sales Technique, Segmentation

Acknowledgment

The internship experience at R.K Marbles India has helped me broaden my knowledge on how such firms operate in Nepal. This report is prepared to showcase my internship experience and knowledge I gained throughout the length of time. I'm really grateful to each and every one for supporting, teaching and providing feedback with my report.

I would like to extend my deepest gratitude to the Academic Faculty at Kathmandu College of Management for incorporating 14 weeks of internship as a part of our curriculum which has been a great way to learn about the corporate world. In addition to this, I would like to thank Mr. Bhaibav Joshi and Mr. Chandra Prasad Barwar, who have guided me as my immediate supervisors throughout my time at R.K Marbles India Pvt. Ltd. and have given me the opportunity to be a part of this project. I cannot forget to mention my supervisor from KCM, Ms. Laling Lama. She has guided me throughout this journey of completion of this project. Likewise, it has been an honor to prepare this report under guidance of Ms. Yhing Sawheny. I am grateful for each and every individual who has contributed for the completion of this report.

Thank you

Sohil Parajuli

Impact of the Global Pandemic: COVID-19

Coronavirus disease 2019 (COVID-19) is defined as illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV), which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China. ^[1] It was initially reported to the WHO on December 31, 2019. On January 30, 2020, the WHO declared the COVID-19 outbreak a global pandemic. **(Cennimo, 2021)**

Coronavirus brought significant changes in people's life and way of living. Everyone started to live the new normal life along with coronavirus. Similarly my internship period was somewhat affected because of COVID-19. However, in my case work from home was possible. The company where I did my internship was shut down for 2 weeks as one of our colleagues was infected through coronavirus. This led to work from home. During this period I learned different ways to work and fulfill my responsibility towards the company. I had to perform several meetings with the business associates, and talk to the clients regarding various subjects.

List of Acronyms

KCM:	Kathmandu College of Management
BBA:	Bachelors in Business Administration
Pvt. Ltd:	Private Limited
COVID-19:	CoronaVirus Disease



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Chapter 1: Introduction

1.1 Company Profile

RK Marbles India is one of the renowned Marble companies in the Indian market which was established in 1986, it includes the Plant and main showroom (RK Marbles India). It elaborates on the range of finest selection and wide range of products. (*Company Profile*, n.d.) For a better reach, it has established many sales outlets all across the country.

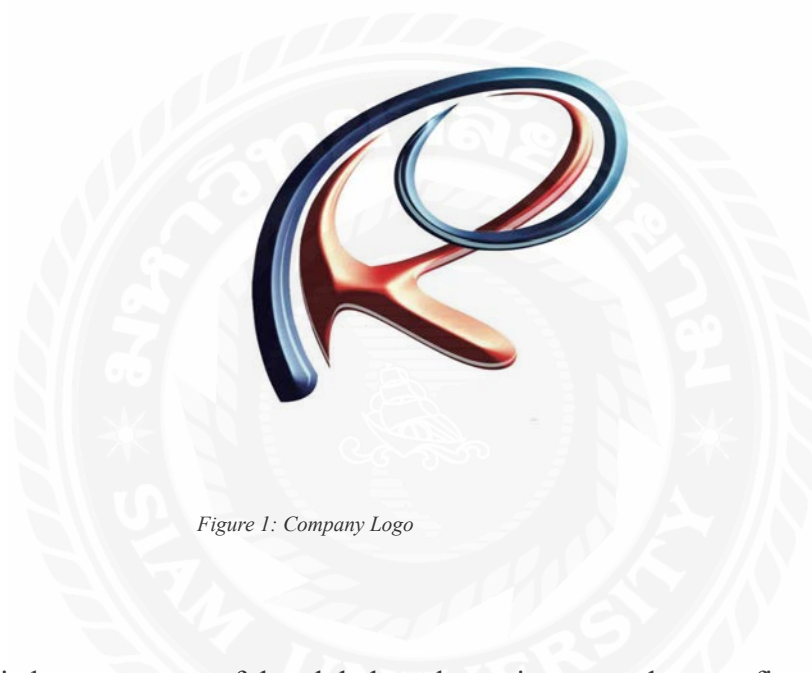


Figure 1: Company Logo

RK Marbles India became a part of the global market to import and export finest quality material with the ultimate goal to attain 100 % customer satisfaction. It supplies engineered stone to each part of the world. This company believes in not just making clients but rather building relationships that last forever. Their products are extremely Cost Effective with Zero Compromise on Quality.

RK Marbles India has one of the top sales stock yards at Makrana in the state of Rajasthan, India. It's Plant is spread in 10 acres and also has a showroom within the premises.

The journey has been successful as the team has started to establish their business all over the world with sincere efforts, dedication and passion. The showroom located here at Kathmandu, Nepal is one of its first kind on the international market.

1.2 Organizational Structure

RK Marbles India is led by the Chairman who looks after different sectors of the world. Under him Senior Managing Director (here in Asia Continent), Which is followed by Managing Director of a Specific country who is assisted by senior marketing officer, sales Manager, and Chief Financial Officer. Under them there are mainly three sub department marketing, sales and services.



Table 1: Company Hierarchy

1.3 Statement of problems

Intention to join this company defines the statement of the problem. The main intention of joining R.K Marbles India Pvt. Ltd. are as follows:

- To get deeper insight on sales department
- To understand how the company sells their product
- To understand the criteria for pricing of the products
- To understand the method of handling customers

1.4 Objectives of the study

The major objective of this internship is as follows:

- to understand the procedure of a sales management which is focused on the sales of the product.
- To understand practical application of sales techniques.

1.5 Scope of Study

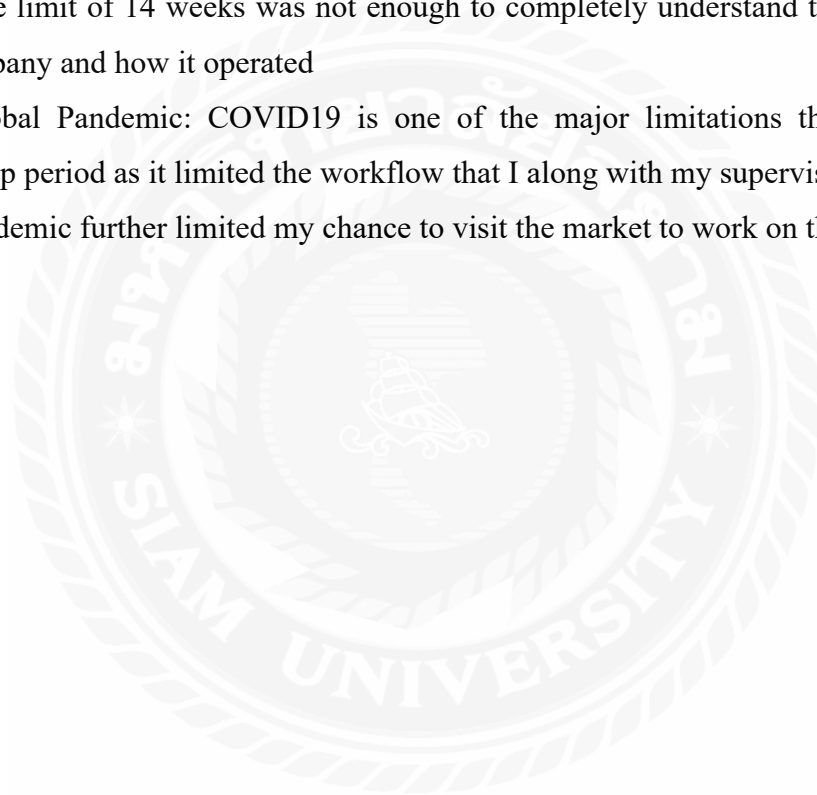
This report is based on my internship tenure at R.K Marbles India Pvt. Ltd. This report covers one of the major departments of any corporate company: the Sales Department, how they operate and what are the important aspects to keep in mind in these departments. The Sales Management Department deals with many topics, market research, advertising for sales, sales

and finally sales promotion. In this report specifically, I have addressed how the sales impact on the survival of the business and how the salesperson bridges the gap between customer need and the product. However, selling a product for once gives profit for the company but retaining the customers will help in the long term survival and growth of the business.

1.6 Limitation of the Report

While interning in R.K Marbles India Pvt. Ltd. I did face certain limitations. Even though I put in all my effort to dodge these limitations, somehow these were out of my control. These limitations are as follows:

- Due to the company policy, most of the information was not available.
- The time limit of 14 weeks was not enough to completely understand the ins and outs of the company and how it operated
- The Global Pandemic: COVID19 is one of the major limitations that I faced in my internship period as it limited the workflow that I along with my supervisor had planned.
- The Pandemic further limited my chance to visit the market to work on the project.



Chapter 2- Literature Review

2.1. Job description and responsibility

My Job required me to assist in the Sales Department specially in the Sales Management. In the Sales department, my assistance was mainly in the sales of the product where I had to interact with the customers and provide the customers with the product information. However, I didn't have much idea about the pricing structure of the product and I was allowed to sell the product only at a given price. Also, I was assigned to do various follow up to the customers where I had to visit the client's site to provide after sales service to the customer. I was occupied with other major tasks during my internship period, they are as follows:

1. The company also sells its product to various wholesalers, where my task is to give the wholesalers the price list and form an agreement.
2. Understand the existing products.
3. Prepare presentations for the dealers, retailers, plumbers, architects and interior designers for their product knowledge.
4. Establishing new business and maintaining accurate records.
5. Coordinate sales effort with team members and other departments.
6. Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.
7. Analyze the market's potential, track sales and status reports.

Chapter 3: Learning Process

3.1 Methodology

The methodology describes the broad philosophical underpinning to your chosen research methods, including whether you are using qualitative or quantitative methods, or a mixture of both (Writing your Dissertation: Methodology, 2018). The methodology that I've used to compile this report are as follows:

I. Primary Source

- a. Direct observation at work
- b. Direct conversation with the co-workers
- c. . Attending various events of competitors.

II. Secondary Source

- a. Daily Journaling for each day of work
- b. Website and the internet
- c. Catalogues and brochures
- d. Analyzing the report of the co-workers who did some field work in order to meet the target of the company

Discussion with the following people at work gave me valuable insight:

Mr. Bhaibav Joshi

Mrs. Srijana khadka

Mrs. Manisha gurung

Mr.. Chandra Barwar

Mr. Sanzay K.C

Mr. Ashish Thapa

3.2. Problems encountered

There were a couple of problems that I encountered during my tenure as an intern. They are as follows:

3.2.1. Uncertainty:

Some of the problems that we face are completely out of our control and these types of problems quite often come our way more than we want them to. One of the situations was where we had to deliver a whole batch of material to the wholesaler and at the very last minute where the material was already dispatched from India, the consignment was cancelled. The whole batch of material was brought to our warehouse and later we had the responsibility to sell the product within the time frame to retain losses. Fortunately, we did sell the products and in fact we sold the products quicker than the time frame given.

3.2.2. Post sales service:

There were times when I had to attend some of the clients' sites alone as an observer and to collect data. It was a task for me to go alone and not just observe the work being done there, but also understand how things work in the construction site. The task was quite intimidating, however I had to complete the task at hand, so I did my research and consulted my supervisors and mentors on what I was supposed to expect from the sites, which gave me some confidence to face the challenge head on. Many companies are interested in long term relationships with their customers. A requirement for this is to understand the so called “post-purchase-process”. This means a company needs to understand for example how a consumer uses a product or how long products are used, how feelings of satisfaction or dissatisfaction are formed, and a very important question – why or why not does a consumer become loyal. (Schwarzl & Grabowska, 2015, #)

3.2.3. Company Policy:

Due to the company policy, I did not get complete access to various information and critical data. If I had the idea of pricing strategy and could tend to give discounts on the spot then the sales could have been more effective and I could have built up a strong relationship with customers. Due to this limitation, my mentor advised me to carry on as per the company policy and try to give more insight on product details to the customers.

3.3 New Learnings and their implications.

The internship programme followed a direct learning based approach. My supervisor would hand me the job and show me the ropes on how to do it. There were numerous mistakes from my side at first. However, tasks became clearer once I got a grip of it. I directly learned about work from my supervisor. For the first few days, I had to solely rely on my supervisor to clear out my confusions and get accustomed to the job. In case I had any confusions I could directly approach my supervisor with questions and clear my confusions. There are various things I learned during the internship. The major highlights are as follows:

3.3.1 Communication:

Communicating is more than just talking. It's about connecting with people. One of the most powerful benefits of better communication in the workplace is more engaged employees. Employees are more engaged in their work and can better align with company objectives and goals when a culture of good communication is established in a team or workplace. Working in any organization means working with people and in doing so one of the most important skills everyone should possess is the skill to communicate effectively. Especially in the corporate sector, I understood that it is very important to communicate with regards to the hierarchy of the

organization. If you have any personal issue, it is important to channel your message to the HR head as well as your supervisor.

3.3.2 Problem Solving

Salespeople in the 21st century are problem-solvers, at least those with the aim of establishing long-term consumer relationships. Prospects come with concerns. To conduct basic office tasks, an organization needs office supplies. Listening to understand the distinct nature of each prospect's situation and showing genuine empathy for helping not only contributes to sales, but it leads to customer retention and referrals. Each customer has a particular need or issue and you have to pay careful attention and take notes in order to make the correct recommendation in each

3.3.3 Effective Listening

Salespeople are often better recognized as speakers than listeners, but listening often occurs on lists of top salesperson qualities and is important to establishing long-term relationships with customers. Active listening redirects your focus from what is going on inside of your head to the needs of your prospective employer or interviewer. This technique can help reduce your nervousness during an interview. (Doyle, n.d.) A successful salesman poses a series of questions during an initial meeting and listens attentively to assess the exact needs of the prospect.. This puts you in the best position to take on the role of a problem-solver by recommending the solution that best addresses the prospect's needs.

3.3.4 Information-gathering skills

You would need to be a strong researcher as an inside sales representative with the ability to collect reliable information about rivals, industry dynamics, existing suppliers and your different

potential customers. The information and knowledge you gather will help you make better decisions when it comes to selling your company's various products.

3.3.5 Product Development Process

One of the most important things I learned about Product Management is that the entire department works under the influence of two major components of the market: Demand and Supply.

Supply consists of Sourcing/Manufacturing, Marketing, Finance and Company Policy. Some of the aspects are within the control of the company, such as the Company Policy which consists of Short and Long term Goals, Pricing strategy, Vision and Mission and so on which is again influenced by the Demand sector. Similarly other aspects that the company handles is the Finance sector which deals with the rotation of money, lending resources, fast recovery and profit. In the same way, Marketing also contributes by pitching in through marketing campaigns and lucrative offers to the customers. Lastly, one of the most important sectors is the Sourcing/Manufacturing sector. RK Marbles India does both Manufacturing as well as outsourcing as per the need of the product. In this case, they have to consistently understand which is most viable for the company, to manufacture the products themselves or outsource it at a better price. For all these reasons, Product management is important regarding the supply side.

Talking about the Demand side, it mainly has to do with the Sales team and the customer demand. The sales team or the channel look for flexible policies, higher credits, higher incentives, marketing support, good quality at low price, low channel conflicts. All of which the product department can contribute, will be done by them through the product design and features. Customer demand can also be met through the product department by understanding the latest technology and trends that the customers demand within their budget. In addition to this, they also look for service assurance which the product department can tweak through the product development.

Chapter 4: Conclusion

The 14 week long internship is done as a partial fulfillment of IBBA in SIAM University. The internship program created an incredible stage to upgrade my capacity and further development of my skill and knowledge. This internship period has not only given me an abundance of knowledge on the practical implementation of the theoretical knowledge that we study within the campus premises but has also given me a glimpse of how the corporate world can be hugely influenced by communication and how sometimes external forces come to affect the work in the most unexpected way as well. The internship program created an incredible stage to upgrade my capacity and further development of my skill and knowledge. I feel extremely lucky to be provided with this platform and to be guided throughout the end of my internship period. The knowledge and skills I acquired here would surely prove fruitful for my further career.

Recommendation

I got a very good chance to look within the company during my seven week period of the internship. I got to see the company culture, company protocols as well as the company procedures. This helped me understand the company inside out, which also gives me an opportunity to analyze the company and offer some recommendations from my side.

The Company has built its brand in a way no other competitor can stand against it. However, the same is not the case when it comes to the market of India and Nepal. Today, whenever anyone talks about Marbles and Granites, RK Marbles competitors are still at the top of the minds of all the customers. In this regard RK Marbles claims to have a very strong dealer and retailer base, who are loyal to the company and yield great profit to the company. However, if the RK Marbles can touch upon building a strong brand image in terms of advertisement and promotion, it can reach greater heights. In this way RK Marble can be at the top of the mind of the customers who visit the retailers as well as the dealers and therefore they can significantly increase sales and ultimately profit. Other than that, the company is doing great in terms of logistics, as well as the

communication and relationship with different stakeholders such as dealers, retailers, architects, interior designers and various other institutions.

Importance of practical learning

The internship period was definitely a good mixture of theoretical as well as practical knowledge. All the theoretical knowledge that we've gained in our lectures in the college premises have become very handy in the internship period as I got to learn the practical use of it. I got to practice them all and understood that these theoretical knowledge serve as the tools to work, whereas the practical learning and experience are the procedure of using these tools to complete the craft, which is attaining the goals set by the company. I also learned the importance of communication and interpersonal skills of an individual as they serve as the limbs that help utilize the tools in the correct procedure to complete the craft.

This was possible only because of the exposure I attained due to the internship. My internship period can be broken down as follows:

Fortnightly report:

Week 1:

- Intern Training
- Assigned to make a field visit with the supervisor
- Worked at the sales department

Week 2:

- Due to the lockdown, the office was closed and I was assigned to come up with new advertisement ideas for the company during the period.

Week 3:

- I was given opportunity to visit the client's site to inspect the work

- Made a few sales for the company by working in the sales department.

Week 4:

- Held meetings with the foreign companies along with the supervisors to discuss the materials that were being imported from Spain and Brazil.
- Prepared presentations for different companies to make sales.

Week 5:

- Held meetings with various craftsmen about our new project and site.
- Visited Clients to inspect the work of our employees.

Week 6:

- Our office came down to a shut down because of covid crisis and meanwhile I was performing my work from home where I had to respond to various queries and do various online meetings with the retailers and sales representatives.

Week 7:

- Establishing new sales and business for the company.
- Attending Conference and meetings
- Keeping accurate records of the sales and stock

Week 8:

- Facilitate tasks for the sales associates.
- Handle cash transactions and deposit the money into the company's bank account.
- Create and coordinate sales associates schedules.

Appendices



Figure 2: Stockyard



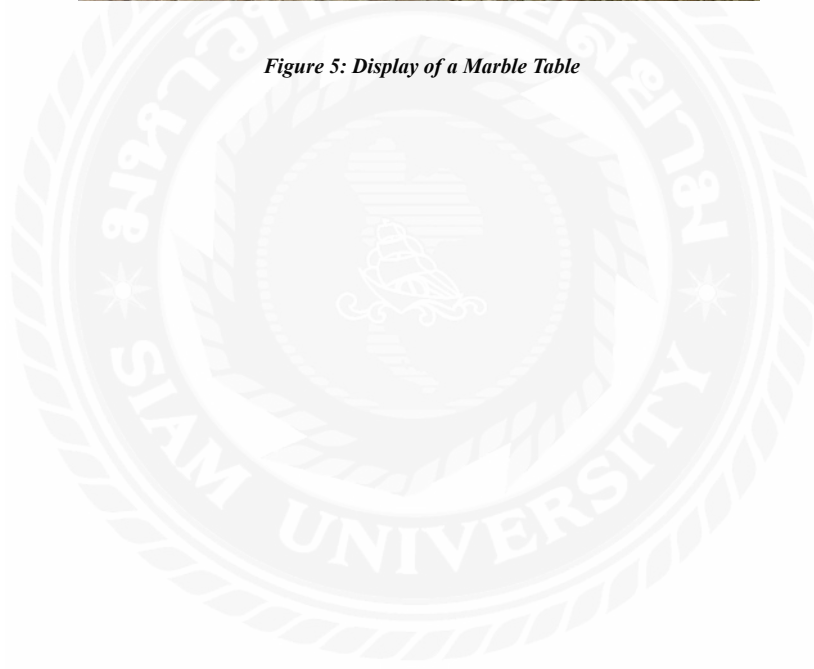
Figure 3: Representation of the Product



Figure 4: Showroom



Figure 5: Display of a Marble Table



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