



# **Cooperative Education Report**

**“A Study on United Trader’s Syndicate Pvt. Ltd”**

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**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education  
Faculty of Business Administration  
Academic Semester 1/2020**

**Siam University**

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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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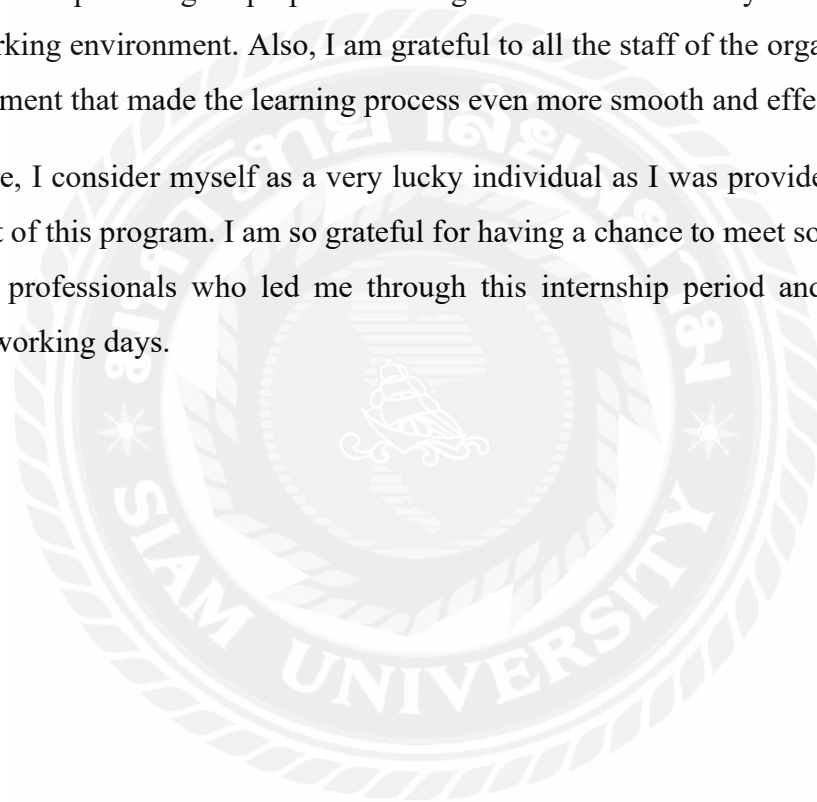
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## **Acknowledgement**

I would like to thank Siam University and Kathmandu College of Management for giving me such an opportunity to work at different companies and fields each year, which gives us a golden chance to enhance our interest in different fields and know our exact career goal.

I would also like to thank United Traders Syndicate Pvt. Ltd. for welcoming me with open arms from the very first day of my internship and my supervisor Ms. Shreya Singh 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 proper knowledge and work in an easy manner along with a comfortable working environment. Also, I am grateful to all the staff of the organization for their friendly environment that made the learning process even more smooth and effective.

Therefore, I consider myself as a very 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 individuals and professionals who led me through this internship period and encouraged me throughout my working days.



Project Title : A Study on United Traders Syndicate Pvt. Ltd  
Credits : 6  
By : Ms. Sujata Nakarmi  
Advisor : Aj. Sumaia Farzana, PhD Candidate  
Degree : Bachelor of Bachelor of Business Administration  
Major : Marketing  
Faculty : Business Administration  
Semester / Academic year: 2/2020

### **Abstract**

This cooperative report entitled “A study on United Traders Syndicate Pvt. Ltd” is a report based on the learning and findings during the internship tenure. This report is prepared on the basis of information gathered during my internship period through various roles and responsibilities carried out. This internship report focuses on the Sales and Marketing Department of United Traders Syndicate Pvt. Ltd (UTS) sole distributor of Toyota Vehicles in Nepal, where internee has worked as an intern. Sales and Marketing Department is the very important division, which focuses on advertising, promotion, and public relation for Toyota all over Nepal. It is the platform which focuses on building brand equity of UTS product Toyota, press conferences, conducting launch events and sponsorship to various program.

The major objective of the internship report is to express the experience about activities performed at the Sales and Marketing Department. The objective of the study includes i) To experience the real working scenario of the business organization ii) To examine the overall activities in Sales and Marketing Department of United Traders Syndicate Pvt. Ltd. iii) To acquire practical knowledge for the launch of the new product iv) To observe the customer engagement and sales process.

This report reflects various tasks carried out by the students during internship, problems encountered during the internship, opportunities received, threats of the company, learning and knowledge gained and self-assessment as a future professional. Upon the completion of the internship, it was found that problems faced was resolved by self-learning, researching, and constructive feedbacks from my job supervisor.

**Keywords:** *Sales and Marketing Department, Website Development, Launch Events.*

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## Chapter 1: Introduction



Figure 1 Company Logo

### 1.1 Company Profile

United Traders Syndicate Pvt. Ltd is the sole distributor of Toyota Vehicles in Nepal (Toyota Nepal, 2014). It was established by late Dr. Vijay Gajananda Vaidya, the Chairman of this Company, in 1967. Vaidya started his business with an investment of US\$ 700 in the United Traders Syndicate Pvt. Ltd. He initially conducted his business with Korea and Japan. Since 1968, his organization has served as an authorized dealer of Toyota Motors. He named Vaidya's Organization in 1981. Mr. Suraj Vaidya, President of the Organization, is an active member and a leading player in the Federation of the Nepal Chamber of Commerce and Industries, which is today the apex body representing the business community in Nepal. He is also the President of SAARC Chamber of Commerce and Industries. With continuous visionary leadership at the helm of the company, it has been successful in maintaining its market leader status right from the beginning till date. This is despite the fact that all the major Asian and European Automakers, barring a very few, have a distributor in this tiny market as on date as there is a fierce competitive environment in this sector.

Under one roof one can be sure of obtaining all the services they need for maintaining their vehicles by their own technicians and engineers trained by the Toyota Motor Corporation, Japan. Toyota technicians are well-trained specialists and they are receiving the latest service information through technical bulletins, service tips, and in-dealership training programs.

### 1.1.1 Brief of the company

Type of Industry	Automobile
Founded	1967 A.D.
Headquarter	Dhumbarahi, Kathmandu
Products	Vehicles
No. of dealers	10
Website	<a href="https://www.toyota.com.np/">https://www.toyota.com.np/</a>
Telephone	+977-01-4008801

Table 1 Brief the company

### 1.1.2 Mission of United Traders Syndicate Pvt. Ltd

The mission of the United Traders Syndicate is Growing, Serving and Caring.

### 1.1.3 Objectives of United Traders Syndicate Pvt. Ltd.

1. To turn challenges into business opportunities by accelerating the pace in its innovation to achieve new growth.
2. Building the future together.
3. To be energized by its willingness to constantly take new challenges.

## 1.2 Organizational Structure of United Traders Syndicate Pvt. Ltd

United Traders Syndicate Pvt. Ltd is headed by Mr. Suraj Vaidya, President of the company. In the top level is the Management Team that looks after the overall company that is: the President Mr. Suraj Vaidya, Managing Director Mrs. Ritu Singh Vaidya and the Business Research Analyst Mr. Suryansh Vaidya. Under the management works the Deputy Director Mr. Kailash Raj Bhandari accompanied by the General Manager Mr. Mahesh Kumar M.

The hierarchy is followed by the General Manager who looks after the 3S of Toyota Company that is Sales, Service and Spare parts, Finance Department and the Head of Admin, HR and legal department. They are followed by the respective subordinates.

The organizational structure of UTS is provided below:

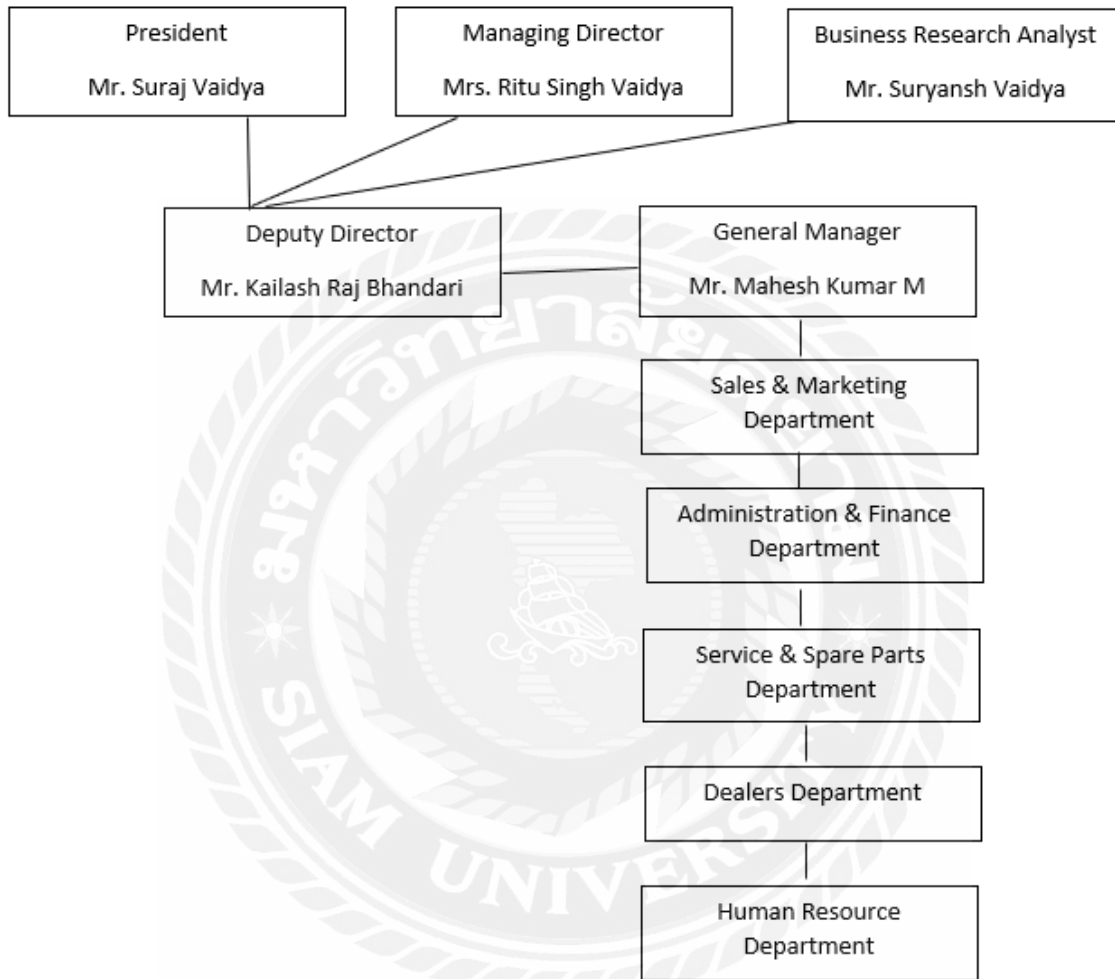


Figure 2 Organizational Structure of United Traders Syndicate Pvt. Ltd.

### 1.2.1 Job position of the intern

United Traders Syndicate Pvt. Ltd includes five departments: Human Resources, Dealers Department, Administration and Finance Department, Service and Spare Parts Department and lastly Sales and Marketing Department. During my internship program at United Traders Syndicate, I was placed in the Sales and Marketing Department under the supervision Marketing & Sales Planning – Officer, Ms. Shreya Singh. Though, there were limitations on placement in

various departments for the intern but I was able to learn numerous things within the same department through my initiations to learn more.

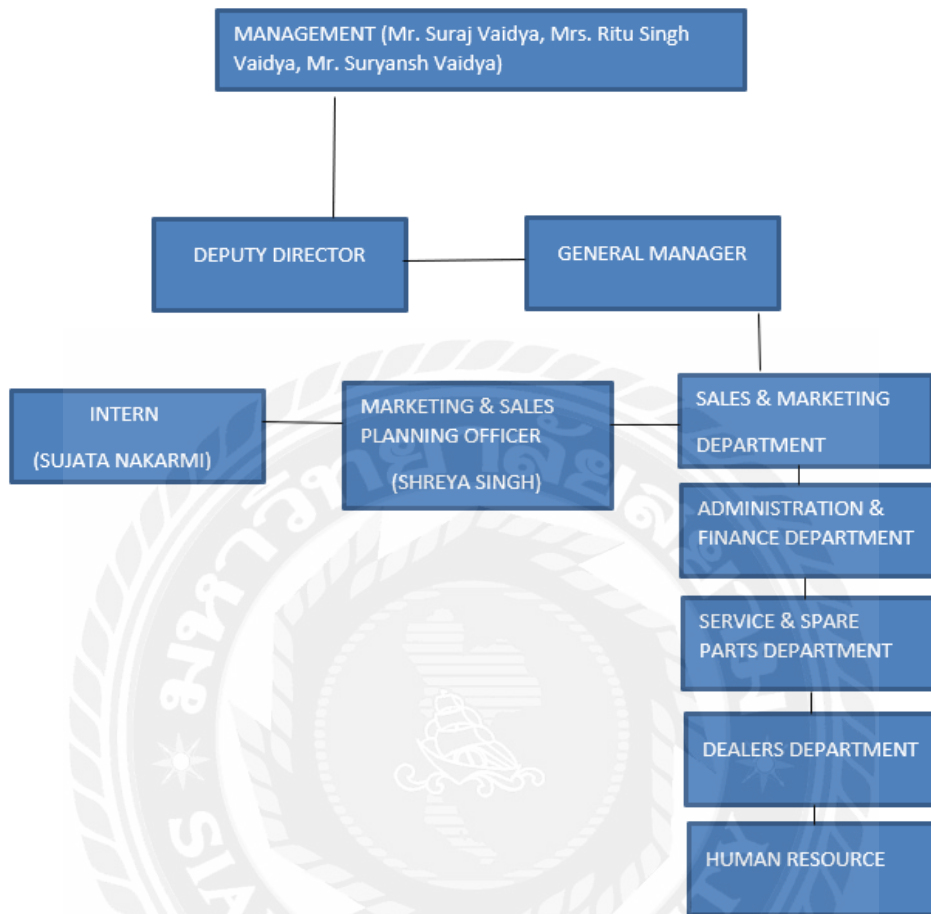


Figure 3 Job Process of Intern

### 1.3 Intention to join the company

Selection of an organization for the internship purpose is a very sensitive as well as crucial task as it involves taking the right trail towards learning. As a student of management, the intern chose to perform her internship at an automobile industry.

During my first, second and third year I had the opportunity to intern at a biggest event management company. I interned for Movers and Shakers for my first, second and third year respectively. Since, I had the experience of interning at an event management company for three consecutive years before.

My primary intention of doing an internship at United Traders Syndicate Pvt Ltd. was to experience the exposure of the company as it has been known for its brand. I also wanted to have work experience in both the event management and corporate organization so that later on it would be easier for me to figure out my career path and my major for a master's degree. So, I interned in the Sales and Marketing Department of UTS Pvt. Ltd. which is one of the country's top trading houses in automobile and allied business.

#### **1.4 SWOT Analysis of the company**

SWOT Analysis is the powerful strategic management tool to help businesses identify their strengths and weaknesses. Businesses can plan to exploit their opportunities and counter the threats. Strength and weaknesses are internal factors while opportunities and threats are external. SWOT is a tool designed to help businesses reduce their weaknesses. Below is the SWOT analysis of Toyota (Care Ratings Nepal, 2019).

##### **Strength of United Traders Syndicate Pvt. Ltd.**

Strengths are the characteristics of the business or project that give it an advantage over others. The major strength of UTS is the sales of Toyota Vehicles. The major strengths are mentioned below:

**Experienced and Resourceful Promoters:** UTS derives strength from its strong shareholders and being a part of the Vaidya Organization of Industries and Trading Houses (VOITH), which have a strong presence in Nepal through their group entities engaged in the automobile industry and Agro based industry.

**Established and long track record of operations:** UTS was incorporated in June 1971 and although it started operations from 1967 as a sole distributor of Toyota Vehicles and spare parts in Nepal. The company has a long track record of over 5 decades of operations.

**Solid Financial Position:** UTS is a strong company in Nepal. The financiers of this company include very visionary people. This company is strong in both finance and performance. The performance has remained best since it consists of a strong group of human resources.

**Strong Human Resources:** The strong human resources are another strength of UTS. The properly managed efficient human resources feel at home. The three departments show competition in the work rather than back biting.

**Innovative Organizational Culture:** UTS has an innovative organizational culture. The innovative individual is appreciated and such an environment is the reason for such culture. The advice is welcomed from every corner of the organization. It helps in the improvement process.

#### **Weakness of United Traders Syndicate Pvt. Ltd.**

Weakness are the characteristics of business that place the business or project at a disadvantage relative to others. These are internal to the organization so Toyota should resolve them to become more competent. These are the areas that must be considered with proper improvement measures to become better than other competitors. The major weaknesses are mentioned below:

**Long Hierarchy:** The long hierarchy can be the positive attribute of the organization but for UTS it is not such. The communication does not flow as it should due to long hierarchy. The proper coordination while passing the information is missing.

**Working capital intensive nature of operation:** UTS has to maintain a fixed level of inventory for display and high level of inventory to guard against supply shortages as the supply is totally dependent upon imports. Apart from this, the vehicle manufacturer / Supplier delivers vehicles only against the letter of Credits from banks.

**Cyclical nature of auto industry and high competition from other automobile players:** The demand for passenger vehicles is inherently vulnerable to the economic cycles and is highly sensitive to interest rates. Also, there is stiff competition from other automobile dealerships in Nepal. There are a large number of players operating in the market like Hyundai, Jeep, Suzuki, Tata Motors etc.

**Delicate Supply Chain:** The supply chain of UTS is long and delicate. The proper coordination and inspection may be missing in the part of the company. Hence, getting a longer supply chain will incur more cost to the company.

### **Opportunities of United Traders Syndicate Pvt. Ltd**

Opportunities are the elements in the environment that the business or project could exploit to its advantages. These are external to the organization but Toyota can exploit such opportunities. They are mentioned below:

**Market Expansion:** The market has become wider and bigger for the automobile industry. The purchasing power of customers has gone up. The customer is becoming more and more fancier in case of choosing vehicles. This is a good opportunity for UTS to expand their market by offering different products suitable by targeting each segment of product.

**Easy auto loans:** The number of rises in banks and financial institutions has made auto loans easier and fast. The customer wanting to take auto loan will get a loan within a couple of days when related documents are presented in banks which will increase the sales of the product (Toyota Vehicle) of UTS.

**Product Expansion:** The green technology (electric vehicles) has brought the new scope. The UTS must take into consideration the electric vehicles which will increase the demand as well as sales of the product of UTS. The variety of products from the same roof can be the opportunity for UTS for targeting each segment as well as niche markets.

### **Threats of United Traders Syndicate Pvt. Ltd**

Threats are the elements in the environment that could cause trouble for the business or project. These elements must be dealt very cautiously otherwise they can cause failure of business. They are mentioned below:

**Intense Competition:** The competition in the auto sector is increasing day-by-day. The new competitor Compass Jeep, Hyundai's Creta hit the front page of the daily newspaper which is a threat for UTS to meet their expected sales in the coming days. The competition is increasing day-by-day and it will lead to crisis if not managed or operated properly.

**Exposure to Regulatory risk related to Automobile Industry:** The demand in the automobile sector is very sluggish in Nepal on the back of heavy duty (such as custom duty, excise duty, and value added tax). Thus, automobiles are still taken as luxury items in Nepal. Also, the Central Bank has reduced the cap on bank financing to 50% of value of private vehicles and also because of the COVID-19, the expected sales of UTS have slowed down.

**Exchange Rate:** UTS imports vehicles from various countries like India, Japan, Thailand and Indonesia. The pricing of imported vehicles from Japan is in Yen, India in NRP and other than Japan and India is USD. The company has not taken any measures to hedge itself from foreign currency payment such as forward exchange contract, options etc., which exposes UTS to the high risk associated with the fluctuation in foreign currency exchange rate.

**Bargaining power of consumers:** The threat of UTS is the bargaining power of consumers. The consciousness of customers can make the company to become on their toes for long term substance. The product failure of UTS will lead to huge loss for the company.

### **1.5 Objectives of the study**

1. To experience the real working scenario of the business organization.
2. To examine the overall activities in the Marketing Department of United Traders Syndicate Pvt. Ltd.
3. To acquire practical knowledge for the launch of a new product.
4. To acquire knowledge for the development of new websites.
5. To observe the customer engagement and sales process.



## **Chapter 2: Co-op Study Activities**

### **2.1 My Job Description**

Internship Role: Sales & Marketing Assistant (Intern)

Internship Worksite Location: Dhumbarahi, Kathmandu

Length of Internship: 14 weeks

Internship Start Date: 27th August, 2020

Internship End Date: 3rd December, 2020

### **Department Description**

The Sales and Marketing Department consists of activities that are directed to make people aware about the product lines and provoke them to make purchasing decisions. The majority of the activities concerned with the interaction with advertising agencies and updating the price changes on the magazines. Other activities include conducting the events, carnivals, and managing product launch ceremonies. The sales activities are carried out by sales persons. The sales activity depends on the capacity of the sales person to convince customers to purchase the product. The Marketing Department is the very important division, charged with carrying out specific tasks that are deemed to be marketing such as advertising, event management, and development of marketing calendar and budget, production contents, sponsorship and maintaining relationships. It also promotes the business and drives sales of its products or services.

### **2.2 Job Responsibilities of Intern**

#### **a. News Update and Research**

As a part of my work, I had to prepare a news update which includes political, economic and business issues which affected the company in a direct and indirect manner. Furthermore, I had to search for the advertisements of our competitors who offered various schemes which have helped to keep a continuous attention in the external environment. News update and research used to fall on my daily routine. (I need to surf into the internet and see how the political, business and economic news affects the product of UTS and update it in the excel-sheet) Working in the organization has helped me to develop a learning and researching habit to a great extent.

## b. Competitor and Market Analysis

A competitor's analysis is a critical part of any company's marketing plan. With the evaluation, the company can establish what makes their product or service unique. Here, I was assigned to compare the UTS product with competitor's product where I had to surf the internet and competitor's website to acquire related information. These products were compared on the basis of transmission type, specification and price. (Through the comparison made, I found out that the price of the product of UTS was a bit higher than the competitors. However, the type and specification were overall the same with the competitor) This helped to know more about UTS competitors.

Market Analysis is very helpful to carry out the overall marketing activities of the organization and check out the effectiveness and efficiency of the activities that the organization is doing. I was assigned to conduct market analysis by studying the vehicles registration data which provided the information on how many vehicles of competitor's had been sold. It helped me to identify various new trends in the market and also to figure out the company's and competitor's position in the market.

## c. Stock and Merchandise Handling

I was involved in arranging the marketing items in the store room such as pens, calendar, diary, t-shirts, files, key rings etc. to check whether the quantity ordered is fully received or not.

I was assigned to prepare the delivery kit which includes Toyota Dairy, Pen, Key ring, T-shirt, Notepad for the customers who purchased the UTS product i.e., Toyota Vehicle.

## d. Website and Social Media Handling

I was directly involved in the new website development of UTS where I was assigned to write an article for two vehicles which helped me to gain experience and skills for the article writing and also the website development. Please refer to *Figure 14*. Some of the aspects considered for new website development in comparison with the old one is as follows:

1. The old website of UTS didn't have the specification, transmission, price (overall details) of the product of UTS. However, the new website provides the detailed information as well as the appealing pictures of the product of UTS.

2. The old website had many errors when the customer surfed into the website due to the old technology. However, the new website has updated technology which makes it easier for the customer to understand.
3. The old website didn't look attractive and appealing (includes color, font, information provided) for the customer to purchase the product. However, the new website looks more attractive with all the changes from the old website.

I was also guided on how to reply to the messages in the social media and on the basis of that it was my daily task to reply to all the messages or inquiries of the customers in social media which have helped me acknowledge how to handle or reply different kinds of messages in business organization. Some of the questions that were frequently asked by the customers are as follows:

1. Details with price list of Vehicle: For this I was provided a hard copy of the prices of all the vehicles and accordingly provided information to the customers.
2. I am planning to buy a car. I wanted to know more about Toyota: For this I would ask the customer to visit the UTS showroom located at Ananda Nagar, Dhumbarahi or else provide the number of the Sales head.
3. I want to know about the feature of this product with brochure if available: I was provided with the e-brochure of different products and sent it accordingly to the customer.

e. New Product Launch

Due to the ongoing pandemic, the company was very conscious about their employee well-being, so keeping that in mind they decided to launch their new product (Toyota Corolla Cross) virtually. Since, this was new normal for the time-being it was very difficult to manage the event virtually. Our department was solely responsible to launch the new product successfully for which we had daily meetings. I, with the supervisor hand in hand managed to successfully conduct the event without any hassle. The steps that we considered for the virtual launch are as follows:

1. Planning of the Event (Target Audience, Virtual Event Platform, Event strategy)
2. Develop Engaging Content (Event pre-shoot, facts about the product, car reviews)
3. Promotion Plan for the virtual Launch
4. Plan Speaker Session (Who will host the event, who will be invited to perform)
5. Promotion of Virtual Event through social media Platform

6. Pre-video shoot of the event. Please refer to *Figure 17*

f. Update Information

Most of my daily work was to update specifications of different vehicles in excel sheets which has helped me to gain more knowledge about the vehicles and enhance the MS-Excel skills and PowerPoint skills.

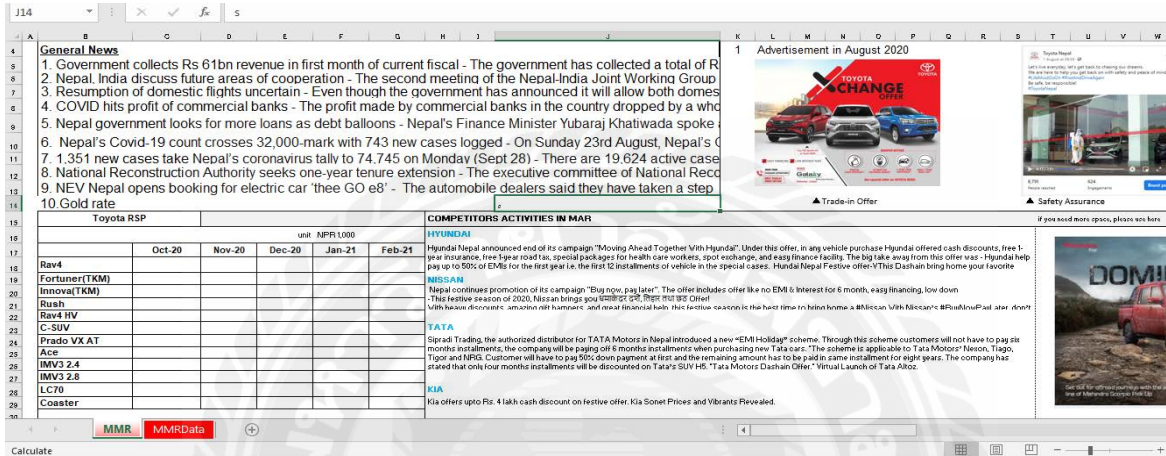


Figure 4 Template for the specifications update

### 2.3 Activities in coordinating with co-workers

All the aforementioned responsibilities performed either be it tasks assigned as per the standard job description or be it beyond the mentioned job description, they were all done with good coordination and collaboration with my co-workers. I had worked proactively with my supervisor and other team members when necessary. We all had prioritized activities for the best interest of the team when working on joint tasks such as launch of UTS new product launch (What should be the slogan for the new product, who will be the suitable host for the virtual event, which production company to choose for the pre-video shoot of the vehicle, Who will be the suitable singer for the event, Script for the event).

## 2.4 Job Process Diagram

### a. News Update and Research

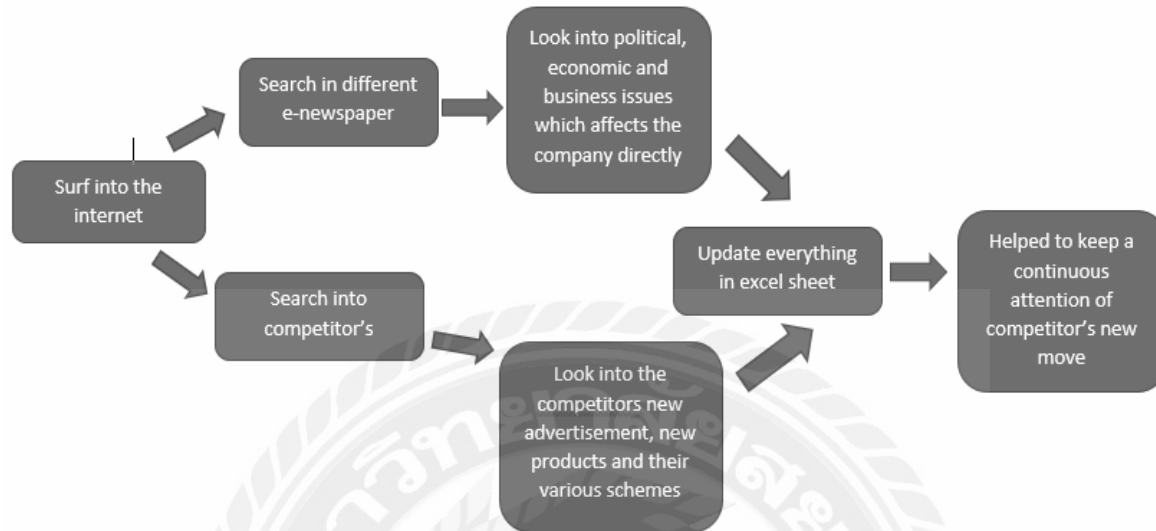


Figure 5 News Update and Research

### b. Competitor and Market Analysis

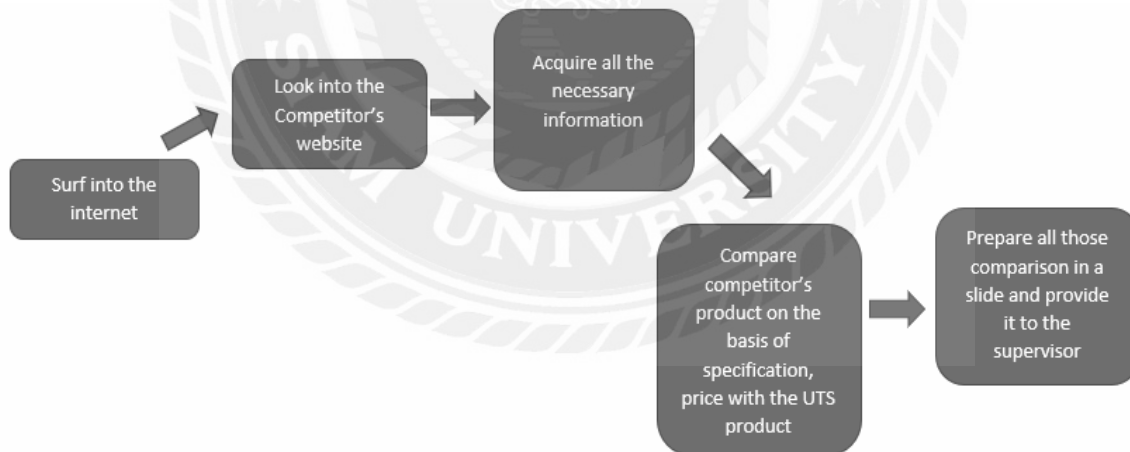


Figure 6 Competitor Analysis

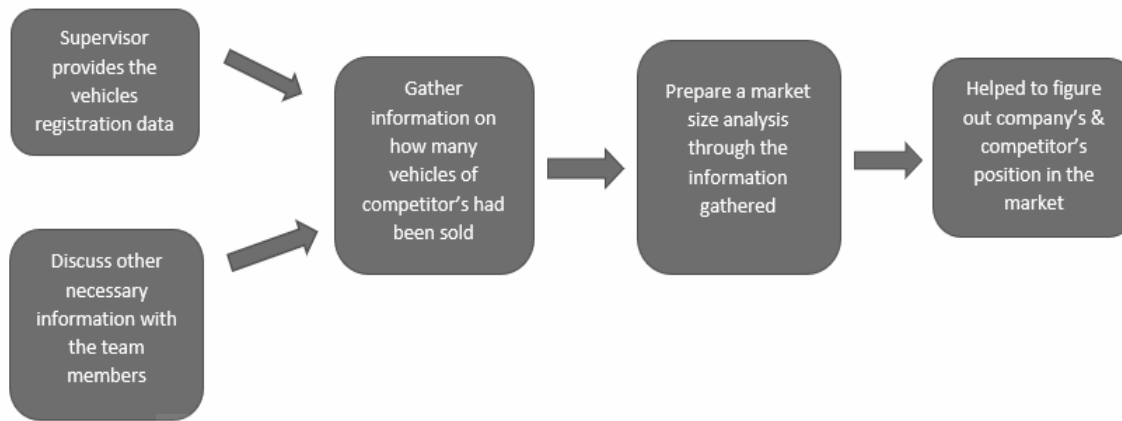


Figure 7 Market Analysis

c. Stock and Merchandise Handling

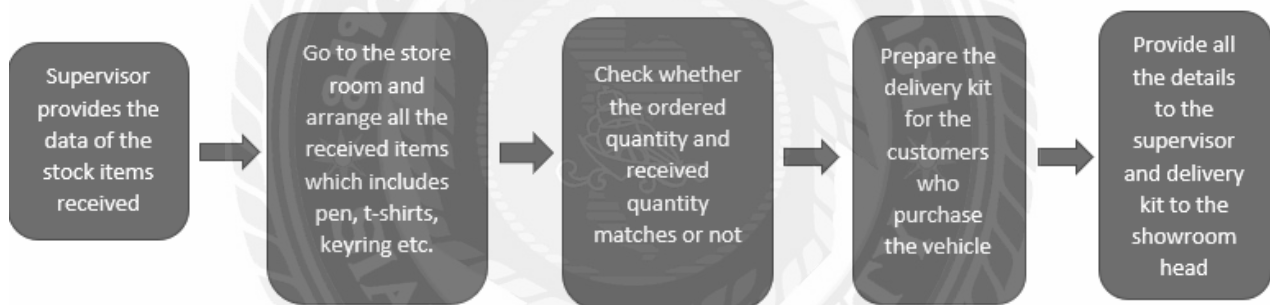


Figure 8 Stock and Merchandise Handling

d. Website and Social Media Handling

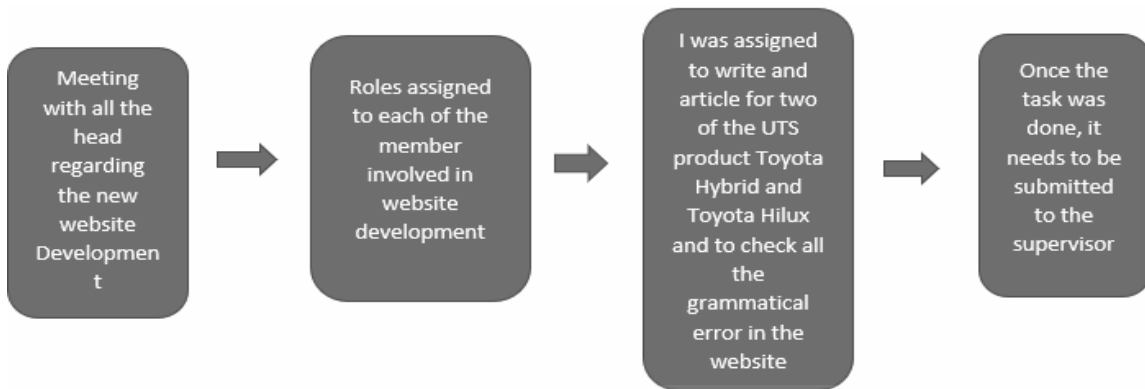


Figure 9 Website and Social Media Handling

e. New Product Launch

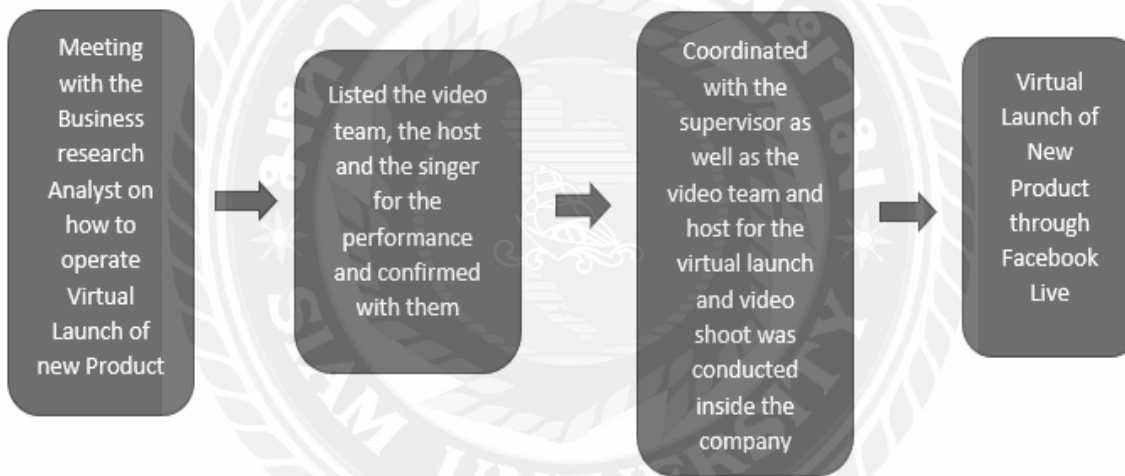


Figure 10 New Product Launch



## f. Update Information

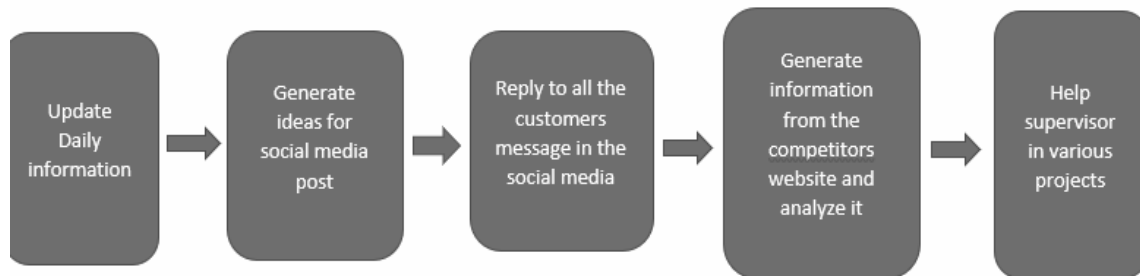


Figure 11 Update Information

## 2.5 Contribution as a Co-op student in the Company

The contribution that I made during my internship period was mainly focused on Marketing practices, providing supervisor support with her daily work which includes analyzing market size, entering the necessary data into excel as per the information provided etc. With respect to the roles and responsibilities, I was able to successfully make the following contribution during my internship period.

Under the supervision of my job supervisor, I was able to prepare the following:

1. To reply to all the messages in social media including Facebook and Instagram and also to bring ideas for customer engagement in social media.
2. In the new website development of UTS, I had to write articles for different vehicles and to check the spelling and grammatical errors in contents.
3. To prepare a presentation including the comparison of UTS product with its competitor's product where the products were compared on the basis of its specification, price etc. and to conduct market analysis by studying the vehicle registration data which provides the information on how many vehicles of competitor's have been sold.
4. In the virtual launch of UTS new product "Toyota Corolla Cross", I had to assign all the videographers for the pre-shoot and also to script all the events in detail.
5. In a UTS new project called IMVO project, I researched and updated every competitor's different vehicle model with their price, specification and picture and to prepare their market size to know which vehicles the customers prefer most in Nepal. (My supervisor provided me



with the information such as price, specification and picture of all the competitor’s products, so I had to update it accordingly in the excel-sheet).

NEPAL VEHICLE TAX STRUCTURE								
4	CIF		100					
7	<b>PASSENGER CAR (GASOLINE)</b>		<b>GASOLINE 1000 TO 1500 CC</b>		<b>GASOLINE 2000 TO 2500 CC</b>		<b>HYBRID/PLUG HYBRID</b>	
8	Duty	on CIF	80.00%	80	80.00%	80	80.00%	80
9	Excise	on CIF+I/Duty	65.00%	117	80.00%	144	60.00%	108
10	VAT	on CIF+I/D+Excise	13.00%	38.61	13.00%	42.12	13.00%	37.44
11	Road Dev Tax	on CIF+I/D+Excise+VAT	8.00%	26.85	10.00%	36.61	10.00%	32.54
12	Total	on CIF		262.46		302.73		257.98
15	<b>PASSENGER CAR (DIESEL)</b>		<b>DIESEL 1000 TO 1500 CC</b>		<b>DIESEL 1500 TO 2000 CC</b>		<b>DIESEL &gt;2500 CC</b>	
16	Duty	on CIF	80.00%	80	80.00%	80	80.00%	80
17	Excise	on CIF+I/Duty	60.00%	108	70.00%	126	85.00%	153
18	VAT	on CIF+I/D+Excise	13.00%	37.44	13.00%	39.78	13.00%	43.29
19	Road Dev Tax	on CIF+I/D+Excise+VAT	10.00%	32.54	10.00%	34.58	10.00%	37.63
20	Total	on CIF		257.98		280.36		313.92
23	<b>COMMUTER</b>		<b>MINIBUS 11 to 14 SEATER</b>		<b>MINIBUS 15 to 25 SEATER</b>		<b>BUS 26 SEATER</b>	
24	Duty	on CIF	30.00%	30	30.00%	30	30.00%	30
25	Excise	on CIF+I/Duty	55.00%	71.5	35.00%	45.5	5.00%	6.5
26	VAT	on CIF+I/D+Excise	13.00%	26.2	13.00%	22.82	13.00%	17.75

Figure 12 IMVO Project work done in excel-sheet

- To prepare decoration ideas for the showroom for the biggest festival in Nepal “Dashain and Tihar”.



Figure 13 Decoration done for the showroom with kites

## Chapter 3: Learning Process

### 3.1 Problems/Issue of United Traders Syndicate Pvt. Ltd.

During my internship tenure at the Sales and Marketing Department at United Traders Syndicate Pvt. Ltd., I have had faced few problems/issues which was quite challenging for me as a student

#### 3.1.1 Long Hierarchy

The long hierarchy can be the positive attribute of organization but for UTS it is not such. The communication does not flow as it should due to the long chain. The proper coordination while passing information is missing.

For instance, let's take one of my duties which was to provide ideas for social media (how we can engage more customers), the ideas I provided such as Giveaway, posting videos more than photos, posting polls about their preference, posting facts about vehicles and many more. The idea that I provided to the supervisor cannot be approved until and unless the manager and other employees agree on those ideas. Also because of the age gap between me and other teams they were unknown about the ideas and also had no idea on how to handle social media.

Significance of the Problem: Due to long hierarchy, many department levels as well as the employee are plagued with communication problems. Not only does this increase the chances of message being distorted, it also slows down the communication process resulting in slow decision making and untransparent information to each employee.

#### 3.1.2 Lack Teamwork

During my internship, I noticed that there was a lack of teamwork as everyone was very busy with their own duty and responsibility. There was a lack of communication between the subordinates due to which many things are not done as information was received.

For instance, the work provided to me and my supervisor was much more than the other employees. Since most of the employees at UTS are of age 30-50 which made it very difficult for us to coordinate with them as they were more focused on the sales of the product and used to assign us many works.

Significance of the Problem: Lack of teamwork, has made the employees demotivated. They only focus on the task given to them and this lacks the productivity as well as creativity of each employee. When there is no coordination in any decision-making or in any discussion, then the company cannot meet its expected goal.

### 3.1.3 Delay in Decision Making

An organization with large number of departments and employees working on to meet the daily objective set by their respective departments in order to reach the company's main objective and goals, I think that everyday decision is made by taking some time to consider what is right and what is wrong, which might be considered one of the problems which could lead to delay in the implementation of certain process.

For instance, when working with my supervisor, my supervisor used to bring many ideas on how to launch the new product of UTS such as new concept, new slogan for the product etc. but her ideas to be approved by other employees or department used to take a lot of time than I thought. This is what has delayed the entire process of pre-shoot of virtual launch of new product.

Significance of the Problem: Delaying in such decision making, has made the members involved in the virtual launch of new products confused as they didn't have enough time to prepare themselves due to many changes.

### 3.1.4 Technical Problems in Website Development

During the initial phase of website development, most of the members involved in website development were working from home due to which all the new terms and explanation was done via online meeting which was a bit difficult for us. There was no meeting in the beginning or detailed planning explained to the intern on how the process is going to be which was a bit difficult for me to understand where the team was headed to.

Significance of the problem: I was the only intern who was involved in the website development so the core members such as the software team and core members used to talk in a different online meeting and lastly flow the information to me, where I had a bit of a problem and confusion in the process.

### 3.2 How to solve the problems

Problems/Issues Faced	Solving Problems
<b>3.11 Long Hierarchy</b> <b>3.12 Lack Teamwork</b> <b>3.13 Delay in Decision Making</b>	It is not possible for the top management level of the company to look after all the activities of the company. Therefore, it has become very necessary that the top management of the company must pay its attention only to the important problems of the company. Decisions must be taken on every level of management and the subordinates must get the power and responsibilities for their field. Delegation of authority has made the workings for decision making on 3.13 easier as it has helped in assigning someone who is responsible to decide and make a plan accordingly for the easy and fast communication on 3.12. The responsible person should also make sure that there is teamwork in the process which motivates and encourages employees to achieve the expected goal.
<b>3.1.4 Technical Problems in Website Development</b>	I started asking my supervisor about the process of website development and provided feedback and suggestions required for the website development as well as involvement of all the members and transparency in information. Following up is one of my reviews and required updates to the members about the progress made so far in the process.

Table 2 Problems faced with the solution

### 3.3 Recommendation to United Traders Syndicate Pvt. Ltd

From the analysis done it came to know that the United Traders Syndicate Pvt. Ltd is able to stand as the automobile distributor customer can trust and rely on. It has been able to achieve

the basic aim of the company. Concerning today's growing business competitive environment and advancement in communication and scientific and technologies discoveries UTS should adopt some changes. Some of the recommendation for United Traders Syndicate Pvt Ltd. are as follows:

1. Feedback and proper guidelines should be given to the interns by their supervisor to encourage them.
2. The company should create a more competitive pricing strategy keeping in mind the different group of people.
3. The company should adopt more competitive efficient branding strategy to keep the existing customers so that they can benefit through the quality service.
4. It should focus on maintaining long-term relationships with the customers and should also analyze the external environment to cope with the challenges.
5. It should conduct more team-work training sessions for its employees to encourage them.
6. The company while making decisions should involve and take point-of-view of each and every employee of the organization.
7. Intern must be properly trained for the necessary task rather than working independent which can help the intern to learn and practice more effectively.

### **3.4 Learnings during the Co-Op Studies**

Details of learning process and knowledge received in the internship as an intern in United Traders Syndicate Pvt. Ltd are as follows:

#### **a) Build Self Confidence:**

Self-confidence is one of the most important attitudes which help us to develop our career. Throughout the journey of my internship, I have learnt to be more confident in communicating with people.

#### **b) Answer to immediate senior:**

At UTS I've learned that one is answerable to only one senior staff which saves us from any sudden disputes in the organization. The senior staff can handle the situation if the one working under him has not made mistakes.

c) Emotional Handling:

Emotional Handling is the key factor that I've learned even if I was scolded many times by my seniors which was for my personal benefits and positive growth in the future to work under any hectic situation.

d) Multitasking:

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

e) Developed Networking:

Daily interactions with staff have broadened my networking. The main skill that I received is developing relationships and maintaining good relationships with everyone.

f) Professional and personal life are different:

I have learned that professional and personal life should not be mixed. I was able to make differences as it becomes difficult to handle it if exchange of two favors is mixed. The work life is different and it has to be kept separate from the personal life.

### **3.5 Applying the knowledge from coursework to the real working situation**

Practical knowledge and theoretical knowledge are two completely distinct approaches to gain experience. While theoretical knowledge may guarantee that you understand the fundamental concepts and have know-how about how something works and its mechanism, it will only get you so far, as, without practice, one is not able to perform the activity as well as one could.

Fundamentals of Marketing and Project Financing were two coursework that helped me during my internship. Following were the theoretical fundamentals terms in the coursework that I got familiar with in the internship:

Coursework Name	Applied Theoretical Terms
Fundamentals of Marketing	Market and Competitor Analysis of competitor of UTS, providing social media ideas to the company, recognizing target market.
Project Evaluation	Excel Calculations (calculating market growth size of competitors of UTS), feasibility test, screening of ideas, organizational structure.

Table 3 Course work name and applied theoretical terms

### 3.6 Special Skills and New Techniques

There were few special skills and new techniques that I have learned and gained during my tenure as an intern in UTS:

#### I. Special Skills:

- a. Comparison for different vehicles on the basis of their price, specification, transmission.
- b. Process in the development of new website for the company,
- c. Handling and replying to messages in social media.
- d. Process in the launch of a new-product for the auto-motive industry.
- e. Work in a diverse team.
- f. Managing Inventory.
- g. Article-Writing Ideas

#### II. New Techniques: Got familiar with

- a. Advance Excel
- b. PowerPoint (Presentation)



## **Chapter 4: Conclusions**

### **4.1 Summary of highlights of my Co-Op Studies at United Traders Syndicate Pvt Ltd.**

Internship helps to gain knowledge about real work experience. It is important to absorb lessons that will help us succeed at our future job. The most important knowledge as an Intern in United Traders Syndicate Pvt. Ltd gained during the internship period is the vision, ability, management skills and confidence to perform in a real working environment. The fourteen weeks internship period was not sufficient enough to understand the whole process. However, it has been proved very valuable in understanding the practical implications and knowledge exposure. It was my first experience in the industrial sector, which was quite satisfactory. During this internship period I was able to learn about the various services offered and facilities provided by United Traders Syndicate Pvt. Ltd. The experience that I have gained in UTS have helped me to polish certain skills such as quick sorting, making analytical decisions through market trends and research, to be comfortable with huge amounts of data. This internship program has helped to learn the dynamics of work culture, professionalism and systems in the business world.

United Traders Syndicate Pvt. Ltd has a strong sales and service distribution network throughout Nepal. It is a major player in automotive and allied business and is one of the largest and most prestigious brands in Nepal. The internship at UTS Pvt. Ltd helped me to gain knowledge about real working environment, interpersonal and communication skills, organizational behavior and culture, professional qualities and team building spirit as well as working principle of distributor.

This internship has taught me the importance of interpersonal relationship, time management, effective communication, public relation and other managerial skills (product launch) which are basic requirements to groom the overall personality of a student. This learning period was very helpful to bridge theoretical knowledge learned during academic sessions with practical exposure and to learn the real-world working environment.

### **4.2 Self-assessment of the work experience**

This internship program has broadened the knowledge, vision, ability, management skill and confidence to perform in a real working environment. Further, I have also become versed to



socialize with the diversified people and to deal with the senior staff so as to make the working environment more cheerful, pleasant and friendlier. Besides this, the supervisors were extremely helpful in guiding our internship program.

The operational environment was benevolent. There was a good communication, pleasant working environment and healthy relationship between the personnel of UTS. Each and every staff were professional but still there was a family environment making the overall internal working environment delightful to work with. Thus, the knowledge and experience endowed with this study will surely be constructive towards the pavement of my career and professional life.

After the accomplishment of my internship in United Traders Syndicate Pvt. Ltd, I have come to know about the philosophy that- customers are always right and thus the key focus and greatest asset of any profit-motive-organization are customers. Hence, organization focuses to maintain long term relationships with customers and retain them by providing better products and services. There is a vital role of coordination and cooperation among all departments such as growth of organization which in terms helps to reach the planned goal of the organization in near future.

#### **4.3 Limitation of my Co-Op Studies**

During my internship program, there were the following limitations:

1. During the internship program at United Traders Syndicate Pvt. Ltd (UTS), I was only able to work in only one department, which limited the knowledge regarding workflow of other departments at UTS.
2. Some of the activities could not be analyzed since some of the matters were kept confidential as per the policy of the company (such as in IMVO project, I was just asked to analyze the market size comparing other vehicles, my supervisor didn't explain me the detail of the project).
3. This report only visualizes the activities of the Sales and Marketing Department of UTS and not the entire organization as a whole.
4. As some of the information was confidential, it could not be mentioned in the report (there were different projects that UTS was working for which was confidential in the report).

5. Due to the COVID-19, I was only able to draw a conclusion keeping focus on the Kathmandu Valley.
6. Due to the pandemic, most of the time working from home was a disadvantage because I was not able to be involved in many of their projects (while working from home I was given a task for a week such as making presentations, ideas for social media and many more).

#### **4.4 Recommendation for the College**

SIAM-KCM, BBA program covers both marketing and finance along with the exposure to the actual working environment in a 4-year period, which is and will be fruitful in our practical life. As I observed, field work is quite different from theoretical studies. The suggestions and recommendations that I would like to present to the college are:

- a) The internship time period is very short, so college should make provision for an internship for at least 6 months semester.
- b) College should make available of organization for internship when students are unable to find one during a pandemic such as COVID-19.
- c) College should be in touch with the internship organization of students and get timely feedback.

## References

Care Ratings Nepal. (2019, May). *United Traders Syndicate Private Limited*. Retrieved from Care Ratings Nepal: <https://careratingsnepal.com/wp-content/uploads/2019/05/United-Traders-Syndicate-Private-Limited-Ratings-Assigned-to-the-Bank-Facilities.pdf>

Toyota Nepal. (2014). *Toyota Nepal*. Retrieved from <https://toyota.com.np/>



## Appendices

Link to the new website of UTS that I was directly involved in: <https://www.toyota.com.np/>



Figure 14 Two articles that I wrote for new website of UTS



Figure 15 Virtual Launch of New Product (Corolla Cross)

Link: <https://www.facebook.com/Toyota.Nepal/videos/377395153428175>

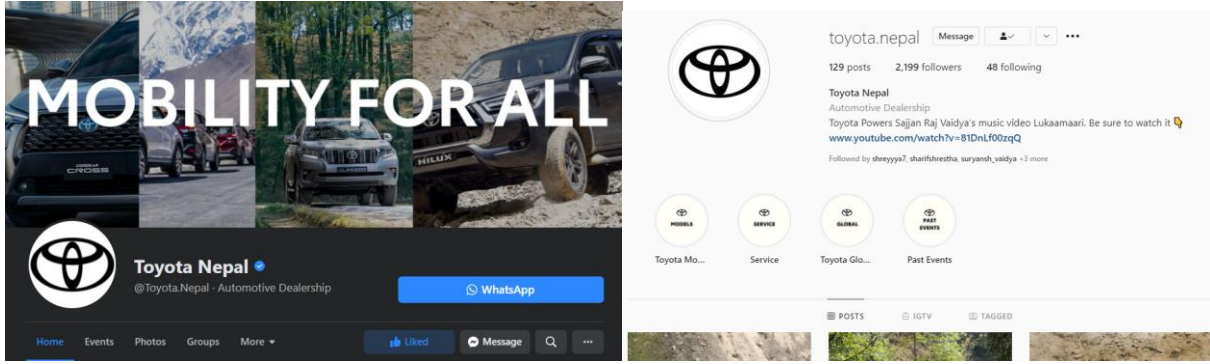


Figure 16 Social Media Accounts (Facebook and Instagram) of UTS along with their account

Link: <https://www.facebook.com/Toyota.Nepal>

<https://www.instagram.com/toyota.nepal/>



Figure 17 Pre-Video Shoot for Virtual Launch of UTS Product (Toyota Corolla Cross)



Figure 18 My Internship Working Place with the Sales and Marketing Team



Figure 19 My Department working space

