



Cooperative Education Report

INTERNSHIP REPORT On

“Brand Recognition of HamroKart Online Store”

Written by:

Ms. Shirsa Tuladhar

Student ID: 6008040097

**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration**

Academic Semester 1/2020

Siam University

Title: "Brand Recognition of HamroKart Online Store"


Written by: Ms. Shirsa Tuladhar (ID:6008)

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mrs. Yhing Sawheny

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2021.

Oral Presentation Committees


.....

(Mrs. Yhing Sawheny)

(Mrs. Yhing Sawheny)

Academic Advisor



(Mr. Samyam Dhakal)

Job Supervisor

 19/6/21
.....

(Dr. Parham Porouhan)

Cooperative Committee


.....

(Asst. Prof. Dr. Maruj Limpawattana)

Assistant President and Director of Cooperative Education

Project Title : Brand Recognition of HamroKart Online Store
Credit : 5 Credits
Author : Ms. Shirsa Tuladhar
Advisor : Ms. Yhing Sawheny
Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester/Academic year : 2/2020

Abstract

This Cooperative report entitled “Brand Recognition of HamroKart Online Store” contains the information about four-month internship carried out at “HamroKart Online Store”. Objective of the study includes; (1) To sell the products to fashion lovers while ensuring quality shopping via online portals (2) To maximize the sales of vendors by using different marketing strategies (3) To develop a network between all of the participants of the fashion industry (4) To promote the vendors along with the company’s own brand. With the company, I was assigned to work as Vendor Marketing Assistant, under the direct supervision of the Marketing Head. The responsibilities included market research, managing, analyzing and contacting vendors and customers. Upon the completion of the internship, it was found that the problem with the company was, lack of employee satisfaction and lack of communication between departments.

Keywords: Customer Relationship, Maximize Sales, Vendor Relationship, Promotion

Acknowledgment

I would like to thank Siam University and Kathmandu College of management for giving me opportunities to work at different companies and fields each year, which gives us a golden chance to enhance our interest on different fields and know our exact career goal. I would like to acknowledge my supervisor Mrs. Yhing Sawheny for providing me a lot of support, encouraging me to improve and for helping me in writing this report.

I would also want to thank the company's CEO Mr. Arjun Puri, Chairman Mr. Parmesh Shrestha and my supervisor, Marketing Head, Mr. Samyam Dhakal for giving me the chance to be a part of their company and work with them, as an employee. I would like to specially thank Ms. Devi Khatri as she has been the greatest support pillar during my internship and I would not have been able to learn all that I did, and complete the tenure without her continuous guidance. Their constant guidance helped me gain proper knowledge and work with ease, and also ensured a comfortable working environment. Also, I am grateful to all the staffs of the organization for the friendly environment that made the learning process even more smooth and effective.

Therefore, I feel myself extremely fortunate to have been given the opportunity to participate in this program. I'm also glad for the opportunity to meet so many lovely people and experts who guided and encouraged me throughout my internship and working days.

Shirsa Tuladhar

6008040097

Important Note:

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

COVID-19 is a serious pandemic that has created a global crisis. It has affected everyone's daily routine and our lifestyle. Due to this crisis, people around the world have adopted social distancing and lockdown as safety measures to reduce and control the spread of the virus. Due to increase of COVID cases in Nepal, it was very difficult to get an internship in a specific field related to my major, which is marketing firms, and even after joining the firm, different areas were sealed and companies asked interns to leave the firm.

I looked for an internship for over a month, and applied for one at many organizations. HamroKart was my only choice to work as intern in the marketing field, due to this pandemic. COVID affected greatly in the service area of the firm. However, administrative and financial work was continued. During lockdown, I stayed at home and completed my tasks from home, which was difficult to perform for a certain time period. I worked for 2 months from home, due to the lockdown. My internship was affected mainly because of the transportation service being affected, due to the lockdown. It was really difficult to reach the destination and moreover, it was hard to keep up with my supervisor regarding my work, from time to time.

However, the company kept communication running and I stayed in touch with my supervisor at all times. I continued my work, whether it be from home, or from the office. I had a serious motivation to learn, which is why I did all I could to make this experience a fruitful one, despite the global pandemic.

Table of Contents

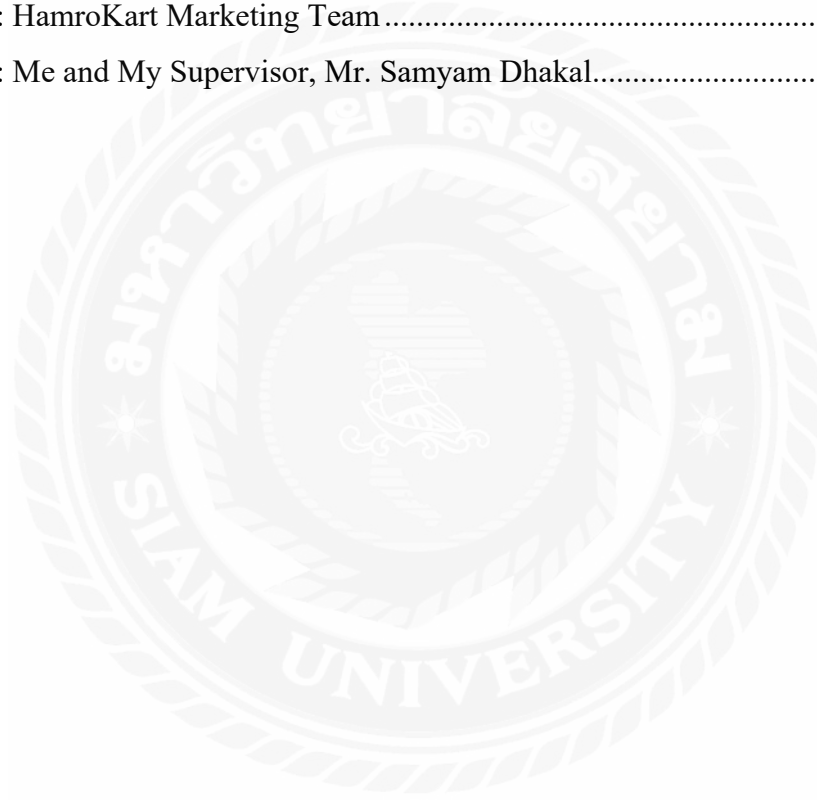
Abstract.....	2
Acknowledgment	3
Important Note:.....	4
How COVID-19 has affected the company and your internship?	4
Chapter 1.....	8
Introduction.....	8
1.1 Company Profile	8
1.2 Organizational Structure	10
1.2.1 Diagram of the organizational structure.....	10
1.2.2 Job Position in the company’s organizational structure.....	11
1.3 Intention to choose this company as a Co-op studies work place.....	12
1.4 Strategic Analysis of the company.....	12
1.5 Objectives of the study.....	12
Chapter 2.....	14
Internship Activities.....	14
2.1 Roles and Responsibility of the student	14
2.2 Tasks Assigned to the student	14
Chapter 3.....	18
Identification of Problems Encountered	18
3.1 Problems Encountered during the internship.....	18
3.2 Recommendation to HamroKart on how to solve the problems.....	20
3.3 Applying knowledge from course work in real working situation.....	22
Chapter 4.....	23
Contribution and Learning Process.....	23
4.1 Contributions made during the internship.....	23
4.2 Learning process and new knowledge received.....	23
Chapter 5.....	26
Conclusion	26

5.1	Self-assessment as a professional.....	26
5.2	Recommendations for the company on co-op work.....	26
5.3	Limitation of the co-op study	27
	References.....	28
	Annex.....	29
	Bio Data	31



List of Figures

Figure 1: Company Logo	8
Figure 2: HamroKart Organizational Structure	10
Figure 3: Marketing Department Structure.....	11
Figure 4: Process of Vendor Research.....	14
Figure 5 : Process of Contacting Vendors	15
Figure 6: Process of Confirming Customer Order	16
Figure 7: Process of Uploading Content.....	16
Figure 8: HamroKart Marketing Team	29
Figure 9: Me and My Supervisor, Mr. Samyam Dhakal.....	30



Chapter 1

Introduction

HamroKart is a Nepal Based Ecommerce platform site. HamroKart is Nepal's First Fashion Centric ecommerce site which was founded in 2018. HamroKart is a one stop solution for the fashion Lover for their Quality shopping via Online. As HamroKart is a startup company in Nepal, it has the best environment to learn about the operation and activities of the startups for the interns. The organization provided an opportunity to encounter a great, down-to-earth introduction to a startup company and how online business is done in Nepal. The experience turned out to be a decent one to get me ready for my professional career ahead.



Figure 1: Company Logo

1.1 Company Profile

HamroKart is an app based e-commerce company established in 2018 with an aim to offer various products to its customers. It is a logistics company that offers trendy products to attract its customers. As per growing demand of e-commerce sites, HamroKart developed an application named “HamroKart” to make it easier for the customers to engage with the company (HamroKart, 2019).

HamroKart is one stop solution for the fashion lover for their Quality shopping via Online. The main aim of HamroKart is to maximize the sales of its vendors by using different marketing strategies. HamroKart ensures to promote their vendors along with its own brand. HamroKart cordially work with its vendors and dealers to promote their products through various advertisement ideas and platforms.

The areas HamroKart is currently working in are:

- **Brand Extension (another brand under HamroKart):**

E-farm is a web based E-commerce platform for Agricultural products which was established in 2019. This E-commerce based platform focuses on growing by providing vegetables, fruits and meat products which are directly connected with farmers.

E-farm started off through social media platform where it grows and is still growing as a platform for Agricultural products. E-farm began selling livestock goats during Dashain and today offers over 121 different products on its website. Delivering apples from Jumla to Nepalese Hog plug in fruits, from different flavored pickles to different types of cooking oil, E-farm has got all the products which are necessary in day to day life.

- **Own manufacture:**

HamroKart has also started to manufacture its own clothing products in 2020. Kaze is a cloth manufacturing brand under HamroKart which produces winter wears.

VISION

To become the best Fashion Centric E-commerce in Nepal.

MISSION

- Gather multiple vendors from around Nepal, China and India to sell the best products available in the market.
- Sell High end products at reasonable price.
- Build trust towards its client.

1.2 Organizational Structure

1.2.1 Diagram of the organizational structure

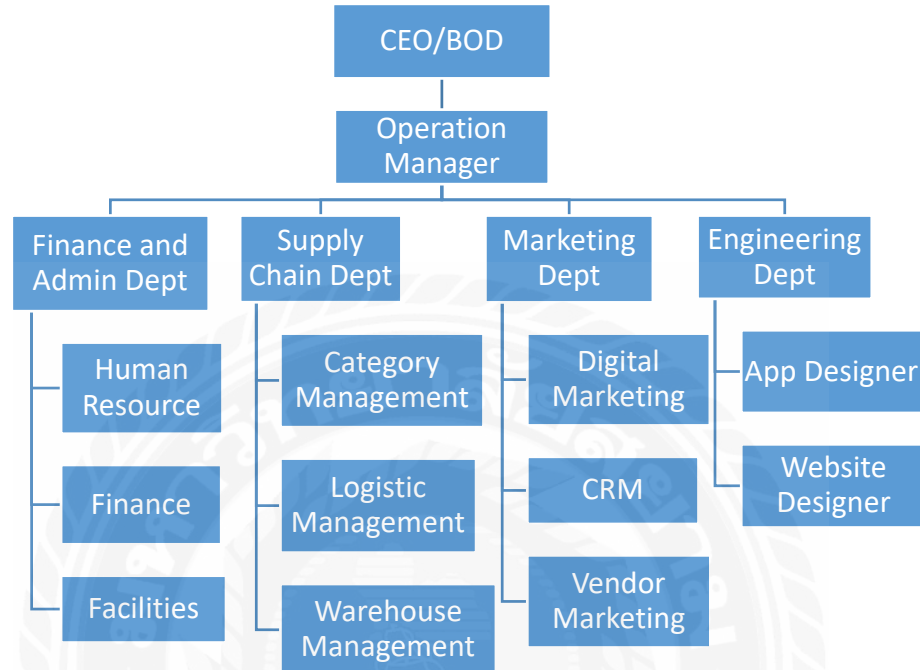


Figure 2: HamroKart Organizational Structure

The organizational structure reflects the way information flows within a company, how tasks are assigned and supervised and the degree of control that top management exercises over the entire enterprise.

On a broad structure, the operations of entire HamroKart is monitored by the Board of Director (BOD). Under BOD, Operation Manager looks after all the operation of the company. The team is divided into four Departments: Finance and Admin Department, Supply Chain Department, Marketing Department and Engineering Department.

1.2.2 Job Position in the company's organizational structure

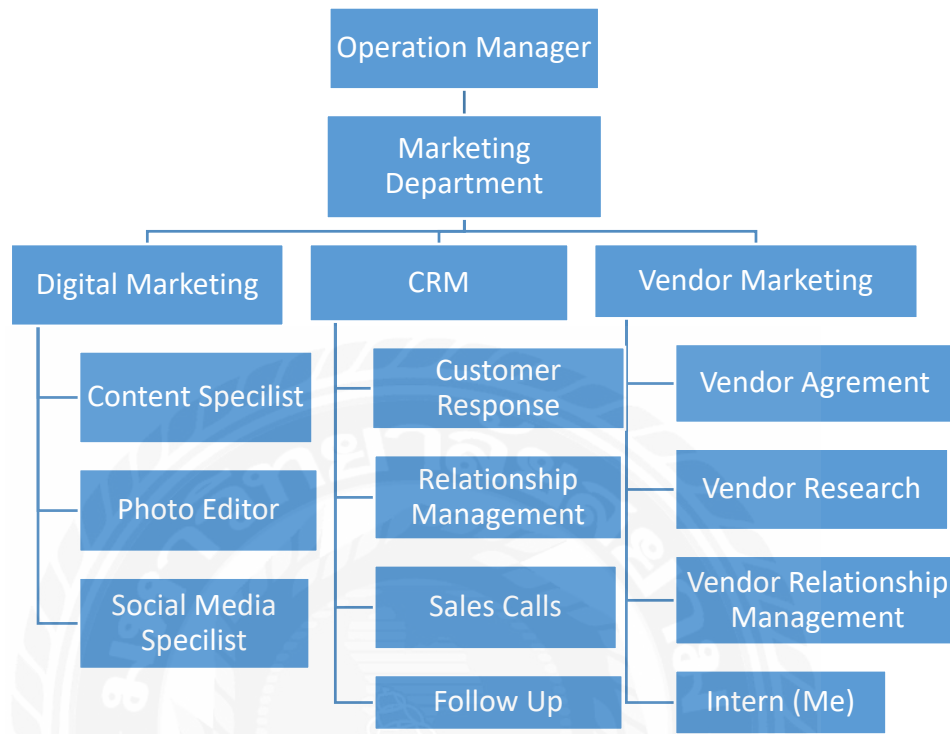


Figure 3: Marketing Department Structure

The Marketing Department is divided into 3 sections: Digital Marketing, Customer Relationship Management (CRM) and Vendor Marketing. The sections are controlled by Operation Manager and all the sections heads operate and works together. I was allocated under Vendor Marketing and worked close with the Marketing Head, Mr. Samyam Dhakal.

The Vendor Marketing team conducts market analysis on latest trend and develop marketing strategy accordingly. It also monitors existing competitors and develops plans for achieving competitive advantage. It prepares reports on results of marketing initiatives and strategies. It also generates new marketing ideas and contents. I was mainly assigned to assist with daily sales activities and help with customer care, following up with customers and answering their queries.

1.3 Intention to choose this company as a Co-op studies work place

Intentions to join this company defines the statement of report. The main intention of joining HamroKart Online Store are as follows:

1. To get deeper insight on startup company
2. To understand how the startup company identifies the market demand
3. To understand how online business run in Nepal
4. To understand how to manage Vendors and Customers at the same time

1.4 Strategic Analysis of the company

Strengths	Weaknesses
<ul style="list-style-type: none">• Good tech support for customers using the website• Great features and flexibility of the website	<ul style="list-style-type: none">• Poor employee retention• Poor management• Limited products• No media attention
Opportunities	Threats
<ul style="list-style-type: none">• Expand into different customer segments• Expansion into brick and mortar• Technological development	<ul style="list-style-type: none">• Easily adoptable business model• Increasing cyber-crime and misuse of personal information of clients• Changing government policies

1.5 Objectives of the study

The major objectives of this internship are as follows:

1. To understand the procedure of a New Product Launch by understanding the market potential and the viability in the market.
2. To spread the word about the brand by posting content on various social media outlets and responding to customer comments.

3. To understand the role of the Brand management department and how it affects the product management department in maintaining the brand image.
4. To keep the company running smoothly by doing market research and industry reports.



Chapter 2

Internship Activities

2.1 Roles and Responsibility of the student

The major roles and responsibility at HamroKart for me was to do research on vendors. I also had to keep record of the vendors I contacted and old vendors' products variations. I was assisted in managing vendor list and new vendor research day to day. Similarly, I was also assigned to assist with daily sales activities and help with customer care, following up with customers and answering their queries.

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. Also due to the Pandemic further limited my chance to visit the market to work on the project.

2.2 Tasks Assigned to the student

Under the supervision of the Marketing Head, Mr. Samyam Dhakal, I was assigned with several tasks mentioned below:

1. Research on Vendors

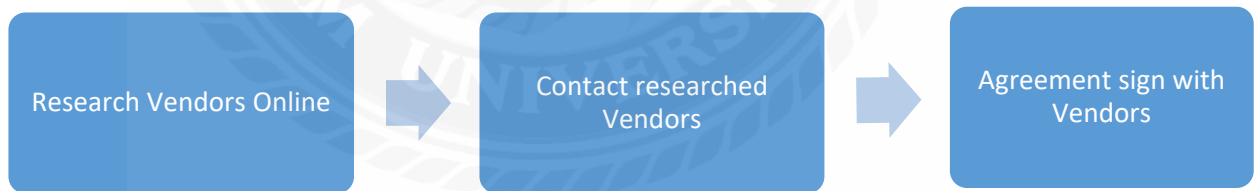


Figure 4: Process of Vendor Research

For an e-commerce platform site like HamroKart, Vendor Research is like Customer Research and Marketing Research. Vendor Research focuses on researching current or potential vendors of a specific brand or product in order to identify unmet customer needs and/or opportunities for business growth. HamroKart sells various products related to fashion, so it needs lot of vendors for different categories of products, for different age groups and latest trend products. So, Vendor Research is to gather

information about target markets and customers, to know about them: their situation, products viability, price range, location and manufacturer. It is a very important component of business strategy and a major factor in maintaining competitiveness.

The first and major role I had to perform was to do online research of the vendors on Social Medias like Instagram and Facebook. I was assigned to search for vendors and potential products which could be purchased at wholesale price and in large quantities. I researched on 15 vendors every day. Then, I was assigned to contacts the vendors that I had researched, call them, and propose the idea of selling their products through HamroKart. Then, if they were interested, I had to send the proposal to them, for them to join HamroKart.

2. Contacting new and old vendors

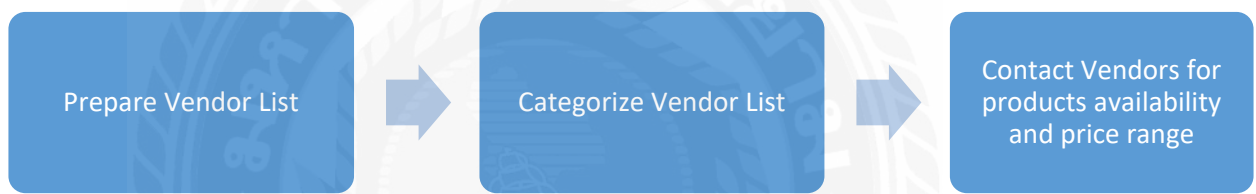


Figure 5 : Process of Contacting Vendors

HamroKart is a platform for fashion centric companies(Vendors) to sell products online with free delivery. Vendors are the wholesalers/retailer from whom the company purchase products in below list prices and resell them to their online customers for a profit. So, making vendor list and keep updating is one of the very necessary task for the company.

I was also assigned to prepare old and new vendors' lists and categories them according to the products they provided and their price ranges. I had to contact vendors and keep updated on their products' availability according to the customers' orders.

3. Confirm Customer Order

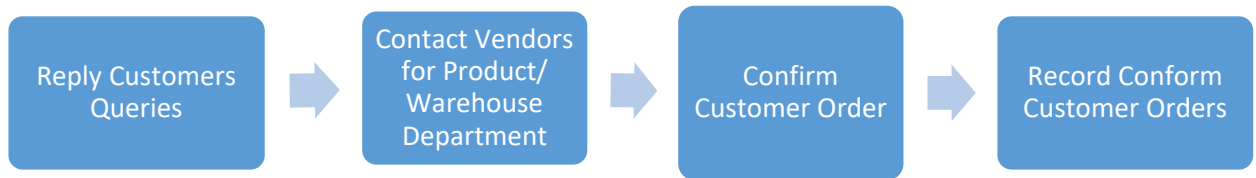


Figure 6: Process of Confirming Customer Order

The Marketing team also has to focus on Customer Relationship Management. Boosting on social medias is done every time when there are new/trendy products available and on festival seasons/sales. So, have to help with customer care, following up with customers and answering their queries and assist with daily sales activities.

I was also assigned to reply to customers' queries when they were boosting. I had to reply on Facebook direct messages and comments of the customers and make sales. Before confirming the customer's order, I had to check if the products were available in the warehouse or if vendors could provide on time. Then, finally I could confirm the order and record it for it to be delivered on time.

4. Upload content on Social Media

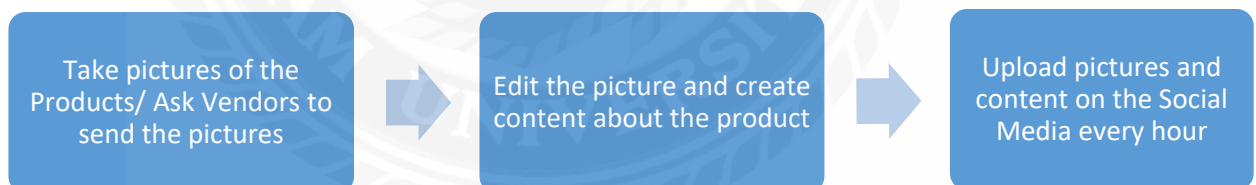


Figure 7: Process of Uploading Content

HamroKart is a growing startup Ecommerce Company, they have to continuously focus on new content to attract new customer every day. On Social Media pages of HamroKart at least one picture is uploaded every 2 hours. While uploading pictures time to time, customers will have more chance to check the page and would want to purchase from the store. Hence, more brand recognition will be there.

Before uploading pictures, first pictures of the products are taken or we could ask vendors to send pictures as well. Then the pictures should be edited, put the company's brand name/logo and create a content about the product. And finally it can be uploaded on Social Media pages like Facebook and Instagram. Most of the order is taken from Social Media pages through direct message. I was also assigned to upload pictures for a few weeks when my 1st supervisor left the company. The photo editor sent me pictures and I would upload it on the pages and sometimes take videos of the products and upload the story as well.



Chapter 3

Identification of Problems Encountered

3.1 Problems Encountered during the internship

When we do internship we get to experience the workplace, gain prior to graduating and starting our own career as well. While doing internship we may face different kind of problems in the initial weeks. I also encountered some problems while working in HamroKart. However, there was always something new to learn from them.

This was my first experience working at an e-commerce company, so there were things I was not familiar with. The function of the marketing department and the operation was pretty unclear in the first phases. So, I had to learn and understand those things first. Though I had some theoretical knowledge applying those concepts practically was very difficult. The organization's own set of working procedure proved to be a barrier for the first few weeks. Since HamroKart is a startup company, so many things were not settled down yet. While working at HamroKart I got to learn what to do as well as what not to do to run a business.

Some problems going on at HamroKart during my internship period are mentioned below:

1. **Employee Satisfaction:**

Employee satisfaction is very important for a company, for its employees to remain happy and also deliver their level best. Satisfied employees are the ones who are extremely loyal towards their organization and stick with it even in the worst scenario.

At HamroKart, many employees were not satisfied due to improper working environment, no salary on time and trust issue, because of which there was no loyalty. This led to many resignations during my internship period. Since I joined HamroKart, more than 5 employees were replaced. My 1st supervisor, Mr. Abhishek Khadgi also left his job. So, I had to work without a supervisor for few weeks. Due to less employees at office I had to work on Content Upload as well, so, I had more work load on me for few weeks.

2. Plan and Execution:

Preparing a business plan is the first thing to do before starting a business. It is important tool because it gives entrepreneurs the ability to lay out their goals and track their progress as their business begins to grow. After planning the business, it should be executed as planned. Plans are useless until and unless company take action on them.

HamroKart has a great business plan, but the execution of the plan is not going any good. The management is not done properly, so every employees work is messed up. And there is no proper communication between departments. So, when I was doing my internship I got to know that just planning a business is not enough for a business to run. The company should be able to execute the plan as planned and manage in such a way that every department are in the same page of the plan. Then only a business can be called successful.

3. Vendor Satisfaction:

In an e-commerce Company, vendor satisfaction is same as supplier satisfaction. Vendor Satisfaction can be referred as supplier's feeling of fairness with regard to buyer's incentives and supplier's contributions within an industrial buyer–seller relationship.

HamroKart is all depended on its vendors to run the business, it has very few products produced or imported by itself. So, it should be able to satisfy its vendors. HamroKart has more than 200 vendors, but only few vendors are actually supplying and satisfied with the service. Because of the slow execution on the managing process of the company, it is not being able to update on the vendors' time to time. For example: HamroKart gets product from a vendor, but the picture of the product is not uploaded on the time because of that there is less sales. So, when I was doing my internship I got to know that vendor satisfaction is equally important.

4. Work ethic issues:

Work ethic is a value based on dedication and hard work. It's also a belief in work's moral value and ability to improve one's character. The Protestant work ethic is an example. Being dependable, taking initiative, and learning new abilities are all examples of a strong work ethic. An employee with one is dedicated to helping their employer

achieve company goals. So, a company should have proper work ethic. (National Institute of Agricultural Extension Management)

At HamroKart there is no proper work ethic. There is unethical leadership, toxic workplace culture, conflicting goals and trust issue. So, while interning at HamroKart, I also learned that work ethic is very important for the better productivity of a company.

5. Customer Satisfaction:

Customer satisfaction refers to the measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction is measured by doing survey or research on the customers. It is necessary for every business because it helps to analyze if there is Retaining customers, for the reputation of the company and to know the marketplace of the company.

At HamroKart, there are many customers who are not satisfied due to small reasons such as: no reply on time, not delivered on time, the products are not available. These small mistakes can easily be solved, but due to no proper management, employees haven't been able to catch up to that level. Hence, I got to know that if there is no proper management or working environment at a company it won't be able to satisfy its customers. And small things matter in the business.

3.2 Recommendation to HamroKart on how to solve the problems

Even if there are many problems at a company, it can be solved slowly with proper plans and management. Some ways to solve the above problems are mentioned below:

1. Employee Satisfaction:

Employee Satisfaction problem at HamroKart can be solved by management effectiveness, understanding of the mission and vision of the organization and where each employee fits inside of this framework, empowerment by management and the expectations of the organization, communication transparency and effectiveness, coworker interaction and relationships, the perceived sense of opportunity to grow professionally and personally and giving salary on time. These all can be done by doing a proper meeting and communicating with all the employees together.

2. Plan and Execution:

The problem of Plan and Execution at HamroKart can be solved by, first they should make a proper plan with proper steps and should be understandable for everyone who is going to be involved in it. Then, think of how it can be executed in alternative ways and decide who will do which part and at what time. Then, when execution starts, everyone should be on the same page/step and work together with proper communication. For proper execution they should keep weekly record and should make schedule of meetings. Hence these all help to sharpen focus on the plan and build competence which leads to proper plan execution.

3. Vendor Satisfaction:

Since there are many Vendors at HamroKart, first they should make a proper list of vendors they have already dealing with and then contact with them and make a good relation with them by understanding/honor contractual obligations. They should keep updating regularly with their old vendors about the performance as well as promote clear, consistent communication with them. At the same time, they should be able to keep on researching for new vendors and the business should be a business that other businesses would want to do business with.

4. Work Ethic:

To solve the problem of work ethic at HamroKart, there should be dependability between boss and the employees. For that, the head should have real dedication and determination to work with the employees together. Hence, they should have integrity, honesty and professionalism at the work place.

5. Customer Satisfaction:

At HamroKart customer satisfaction is not there specially because of no proper employee satisfaction and vendor satisfaction. After solving those problem, then HamroKart can focus on customer satisfaction problem. For that HamroKart should first know and understand their customer, they can do that by survey and select a group of

customer. Then, they should listen to customer, be proactive on the Social Media, Practice honesty and manage expectations in marketing. Hence, this will take potential and hard work all the time for a proper progress.

3.3 Applying knowledge from course work in real working situation

In my internship experience, I had various opportunities to apply my theoretical knowledge into the practical scenario. There were times when I faced problems and times I saw opportunities to apply what I had already learnt and sharpen it further.

As a marketing student, at HamroKart I had to properly strategize on how to approach possible vendors. From the process of searching, to communicating with them, I had to segment them, target them and finally position them for the customers. For this, I used STP, Segmentation, Targeting and Positioning, that I had learnt in Principles of Marketing. This allowed me to structurally move forward with my work of contacting and putting forward a proposal to vendors.

Similarly, through the tough times that HamroKart was having in vendor and customer retention, I was able to properly understand the importance of brand recognition, brand awareness and brand recall. I learnt this in Brand Management, which I could practically connect in this scenario. HamroKart was slowly loosing grip of its customers and only a low number of new customers were coming in. They were desperately dealing with this through increase in their vendor and product base, along with marketing efforts, but all seemed rather in vain. However, this taught me the importance of the brand image in a company.

Chapter 4

Contribution and Learning Process

4.1 Contributions made during the internship

As an intern for only 16 weeks there was only little I could contribute to the organization. However, I made sure all the works I was assigned were completed properly. I thoroughly believe my work has contributed positively for the organization to meet its objective. Contributions I made to the organization were as follows:

1. The office was able to understand the Vendor List better. I contributed in making a vendor list according to the different categories of the products vendors supplied to HamroKart.

2. I contributed to researching for and on new vendors. I researched more than 15 vendors every day and contacted them to convince them to deal with HamroKart. I bought in more than 50 vendors for HamroKart.

3. Increase in business of HamroKart. I contributed in replying to customer on social media and took orders of more than 5 customers every day. And uploaded pictures and content on social medias.

4. New brand launch had been done easily. I contributed in launching of new brand, Kazee by selecting design/color of the products and uploading content on its social media pages.

4.2 Learning process and new knowledge received

The internship at HamroKart was followed a direct learning based approach. First few weeks was really hard and my work was very slow. My 1st supervisor showed me how online business work and how to do research on vendors. Research on price range of the products was most hard at the beginning because I had no idea about the price range of any fashion centric products.

On the first day of my internship, I learned the difference between digital marketing, CRM and vendor marketing. I also got to what kinds of products HamroKart sell and how it is done. Ecommerce business like HamroKart is just a retail business which purchase different products from different vendors in the least price and sell to online fashion lover customers in profitable price. The major role of Vendor Marketing

Department is to ensure that there are various products available at stock to sell to the customers. More variety in the products, there will be more purchase and increase in profitability. I learned how important it is to keep records of products available and Vendors that provided the products.

Similarly, I was able to acquire few other things throughout my internship period which are given below:

1. Communication with Vendors and Customers:

While doing internship at HamroKart, I also got to learn that communicate with vendors is different from communication with customers. But, we should be able to equally focus and have good relationship with both vendors and customers.

I thought that vendor marketing was not that important for a business to run. And having few vendors are enough. But, for a retail business like HamroKart, they should have good relationship with their vendors and having few vendors won't be enough with various product range, especially in fashion business. So, I got to learn how to keep a good relationship with vendors and how to make a deal with them.

2. How new product is launched:

While doing my internship at HamroKart, they launched their own products as well under their new brand extension, Kazee Brand. I got a golden opportunity to learn about how brand extension is done.

3. Product Margin:

Before doing internship at HamroKart I didn't know much about the price range of any fashion centric products. Now I have learned basic product margin of clothing and makeup products at Nepal.

4. Getting along with Colleagues and Management:

Upon entering a new workplace surely seeing new faces could make one nervous. It's hard to remember each and everyone's name and details. There were less employees at HamroKart, so I got to know everyone within a week. But, after a lockdown for 2

months, my 1st supervisor and a few other employees left, so there was too much mess for a few weeks. So, I got to know new employees as well.



Chapter 5

Conclusion

5.1 Self-assessment as a professional

The internship experience at HamroKart has helped me to learn about the way a startup e-commerce business differs from normal retail business such as vendors and suppliers. The experience of working in an e-commerce business, completely differed from my previous experience doing internship at a Bank and an NGO. While a bank seeks to expand the number of account holders and extend loans to use their funds profitably, an NGO utilizes the donor funds and grants in best use of social projects. But an Ecommerce Business deals with various vendors and sell to online customers to gain profitability. In general, Banks, NGOs and Ecommerce Business are totally different from each other i.e. different way of profit motive and in the case of an NGO, there is no profit motive at all.

The internship program helped me through application of education and I got to explore opportunities for my future career. It was a great stage to develop my skill and knowledge. The startup and open culture in the organization, made it easy for me to get along with development of interpersonal skill and I was able to learn the operations in marketing department comprehensively.

In contrast to most internship periods, where people learn through what good the organization is doing, I learned through what the company is doing negatively. I would not say this was a bad experience for me, as I now know what not to do when I Head my own company.

I feel extremely lucky to have been provided with this platform and having been guided throughout the period of my internship. The knowledge and skills I acquired here would surely prove fruitful for my further career.

5.2 Recommendations for the company on co-op work

Some of the recommendations that I would like to make to HamroKart for internship program are as follows:

- HamroKart should ensure there is proper training for interns. At the start of my internship, I was having a difficult time understanding the work flow and a chain

of command. So, I would recommend the company to improve on this aspect for other interns to be comfortable right from the beginning.

- As an intern, I was expected to contact only my supervisor and complete tasks assigned to me. But, in the phase of internship, interns want to learn and explore the company for experience. For this, it would be better if they could interact with all the departments, and learn the overall operations of the company, rather than a single department.

- HamroKart should ensure employee retention through employee satisfaction by providing them salaries on time, incentives and proper communication for employee development

5.3 Limitation of the co-op study

Some of the limitations that held back my co-op study are as follows:

- Due to the global pandemic there was a lockdown, which confined me indoors for half of my internship period. Even though I had a constant interaction with my supervisor, I still had not gotten familiar with work procedures, so I was only given and able to perform limited tasks. This limited my learning, which could have been much vaster, had there been no lockdown.

- During my internship period, HamroKart was experiencing high employee turnover. The employees that left the organization included my first supervisor. He was much more experienced and could have guided me in learning much more than I did. I feel like this was an opportunity that I missed and then became a limitation in my co-op study.

References

- HamroKart. (2019, April 3). *HamroKart*. Retrieved April 3, 2019, from CARENepal: <http://www.carenepal.org/history/>
- Maio, J. (2018, June 29). *Big Ideas*. Retrieved from suny education: <https://blog.suny.edu/2018/06/10-reasons-why-an-internship-is-important-to-all-students/#:~:text=Internships%20are%20a%20great%20way,specializations%20that%20suit%20individual%20interests.>
- National Institute of Agricultural Extension Management. (n.d.). “*Work Ethics for Development Professionals*”. Retrieved from <https://www.manage.gov.in/studymaterial/workethics.pdf>



Annex



Figure 8: HamroKart Marketing Team

This is me on the right side with the Marketing Team at HamroKart office. This photo was taken just before lockdown.



Figure 9: Me and My Supervisor, Mr. Samyam Dhakal

This is me on the left side with my supervisor, Mr. Samyam Dhakal in HamroKart office. We sat side by side, which made communication easier and I could easily cooperate with him.

Bio Data



Name-Surname: Shirsa Tuladhar

Student ID: 6008040097

Email: shirsa2021@kcm.edu.np

Department: Bachelor's in Business Administration

Faculty: Marketing

Address: Baluwatar, Kathmandu, Nepal