



## **Cooperative Education Report**

**Business development and Sales tracking in Order Sathi**

**Written by**

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**Title: Business development and Sales tracking in Order Sathi**

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

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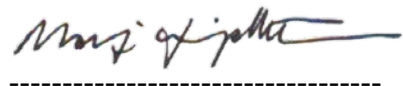
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### **ABSTRACT**

This cooperative report entitled Business development and Sales Tracking in Order Sathi has the goals to study the market of e-commerce which has been popping throughout the country because of this pandemic. Objectives of the study include: (1) to study the effectiveness of digital marketing, (2) to implement the need of digital marketing, (3) to study the effectiveness of digital marketing, (4) to gain knowledge of interest in online marketing.

This Internship is an opportunity for me to relate what has been covered in class and what is applicable in the field in an operational environment. The purpose of the program is to fulfill the core equipment for the award of Bachelor Degree in Business Administration to get a practical aspect of the theoretical work studied at the university and to understand the operations in the business sector and to enable students gain experience in different tasks.

During my internship period a number of approaches and exposure methods were used which includes: hands on, through reading relevant materials, and also question and answer approaches.

I was mainly assigned into two departments which includes the Business Development and Sale Team which has helped me interact with people, clients and this helped me acquire information and gain benefits of customer care. I gained knowledge to develop and execute strategies to increase company sales and profits and analyzing customer feedback data to determine whether customers are satisfied with company products and services.

Upon the completion of the internship, it is found that the problem was resolved by means of self-learning and understanding the core of the problem and then via the guidance of supervisors, solving them. In this matter, I am able to learn more about Digital Marketing and work ethics which are very important for future career development and profession.

In conclusion, this was an opportunity to develop and enhance skills and competencies in my career field which I actually achieved.

*Keywords:* Business Development, Digital Marketing, E-commerce, Clients

## **Acknowledgment**

This internship opportunity I had with Order Sathi was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I'm also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship.

I would like to use this opportunity to express my deepest gratitude to Mr. Dibesh Giri, Founder of Order Sathi who warmly welcomed me for the internship and guided and encouraged me through the period

I would also like to convey my heartiest thanks to Ms. Rupita Subedi, my supervisor who in spite of being extraordinarily busy with her duties took time out to hear, guide and keep me on the correct path and allowed me to carry out my project at the esteemed organization during the period.

Last but not the least I would like to thank all the department heads and the staff at the organization for the careful and precious guidance which were extremely valuable for my study both theoretically and practically and I would also like to thank the staff of our kitchen for providing us a meal every day.

Sincerely,

Shreyan Shrestha

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## **Chapter 1: Introduction**

### **1. Company Profile**

Order Sathi was first incorporated after the first lockdown in Nepal. The founder of this organization is Mr. Dibyesh Giri Co-Founder/CEO at Smart Tech Solution. He has worked under Smart Cad Academy where we sell software regarding road designing.

Order Sathi is a full-fledged e-commerce ordering system platform that helps to convert any online business into an online channel. Order Sathi provides an Ordering System for the admin to manage complete business orders on the web platform. Admin can manage single/multiple outlets on the basis of the package available.

Power your business with our online ordering system & you'll never have to worry About fees or commissions. Each outlet is provided with an order receiving app on both the web and Android platforms. Your customers can order through the web as well as the mobile platform (Android).

#### **1.1 Mission of the company**

“Shape the future of the internet to create an online marketplace where the value of time and safety is appreciated”

#### **1.2 Vision of the Company**

To build a platform where our customers can come to find and discover anything they want to buy online. We enable businesses to transform the way they market, sell products, and how they improve their efficiencies.

#### **1.3 Strategies**

Order Sathi was incorporated just after the first phase of Covid-19. The company saw the vision and opportunity of a booming online marketplace. The company had set their mind into every shop/service to make an online platform for them. It was an opportunity that we saw and took accordingly.

Some of the strategies being used are:

- Marketing Strategy & Branding
- Digital Marketing
- Digital Promotion
- Public Relations
- Event Management

## 2. Organizational Structure

Order Sathi has a diverse team of business developers, customer service, media designers, who are passionate about growing clients' businesses, helping them achieve their goals, and making an impact digitally in the industry. The organizational structure is as below: -

### 2.1 Diagram of the organizational structure.

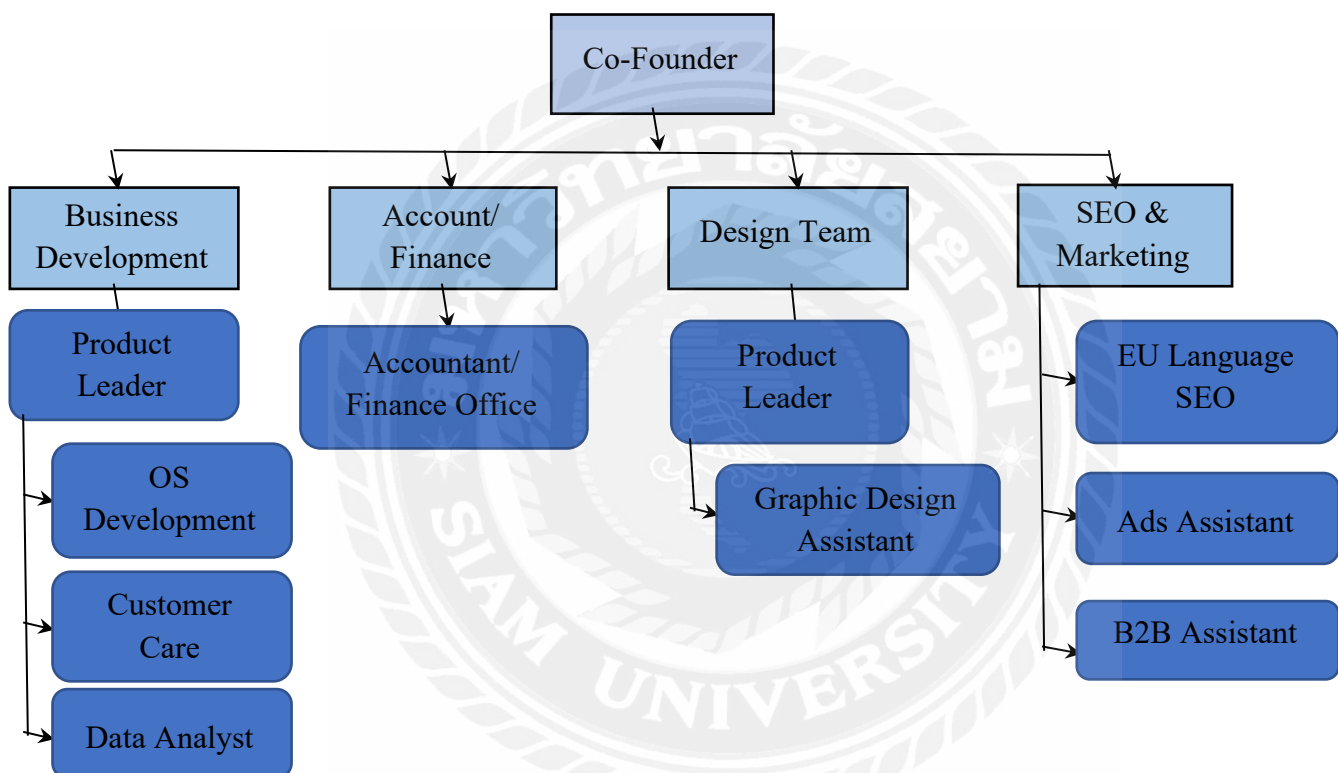


FIGURE 1: Organizational Structure

1. Mr. Dibyesh Giri (Co-Founder)
2. Mr. Rupita Subedi (Business Development)
3. Mr. Sushan Shrestha (Account/Finance)
4. Mr. Saurav Shrestha (Design Team)
5. Ms. Priyasha Maharjan



## 2.2 Job position of the intern

My position to be exact was under a Product Leader. I was given the opportunity to learn or even take a little step in every section. I had the opportunity to learn and use the software for the clients. I was thrilled to work with sales teams and was given a presentation on SaaS Pricing Method

## 2.3 My Job position in the structure



*Figure 2: Job Position in the structure*

I worked under a Product Leader, but basically, our job was to handle a certain product given to us. My job was to communicate with the clients regarding their demands and then communicating the same demands to the supervisor so that the demand of the client can be fulfilled. Hence, I looked after the communication between clients and the organization during my internship period.

## 3. Intentions to Join the Company

My main intention of joining this company was really affected by Covid-19. We basically had to join for our internship after an 8 months period of complete lockdown. So, it was very difficult and I needed to be very cautious to find one. I joined this company because it was near my home and I got a plus point within it. It was a start-up company and I had the opportunity to learn everything for my future well-being as well because I want to open up my start-up as well in the coming days. Other than that, I wanted to have a broader insight into the marketing sector of Nepal. I got to know a lot about the marketing business and how it functions during my internship period

#### 4. SWOT Analysis of Order Sathi

|   |   |
|---|---|
| <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>- Experienced business units</li><li>- Great distributions and sales networks.</li><li>- Low barrier to market entry.</li><li>- High Revenue.</li></ul> | <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>- Future Revenue</li><li>- Additional costs</li><li>- Tax Structure</li></ul>  |
| <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>- Scope in global markets.</li><li>- Emergence of new markets.</li></ul>  | <p><b>THREATS</b></p> <ul style="list-style-type: none"><li>- Rising costs</li><li>- Increase in rates of interest</li><li>- Growing competitions and less profitability.</li></ul> |

Figure 3: SWOT Analysis

Business development involves a number of activities and processes that are carried out in order to develop or grow a business. Business development aims to create long-term value for an organization through its interactions with customers, other businesses, and even global markets.

Business development initiatives aim to gradually grow businesses by implementing projects with specific objectives that stimulate departmental and organizational growth. In order to effectively monitor whether these projects are having any significant impact on the growth of the business, organizations need to constantly monitor and report on the progress of these initiatives. These reports can be used as points of reference when attempting to establish if the business development initiatives are actually meeting the pre-specified objectives.

#### 5. Objectives of the study

The objectives of my internship are enlisted below:

1. To expose me in the market where there are new channels of sales, marketing, etc.
2. To study the effectiveness of business developers among business holders.
3. To study the need and interest of digital marketing services.
4. To understand the importance of Sales Funneling.

## CHAPTER 2: Internship Activities

### 1. Job Description

Order Sathi's Intern will work directly under a supervisor and founder since it is a start-up. The intern will be exposed to advanced sales strategies such as sales funneling, different pricing strategies such as SaaS Pricing Model. There will be ample opportunity to contribute ideas to management. Additional job responsibilities could be developed around the candidates' strengths. Being a start-up company, working at Order Sathi was not like any of my past internships. It was different in its own way. Being a startup, we get to learn everything from a scratch and that for me was a plus point. To work in an open office space was also a very new thing. Sales were something that did not belong to the degree I have pursued. However, it was an amazing journey. As a business development intern, My job duties include identifying and contacting prospective customers or partner companies, promoting the business online and via word-of-mouth, and creating client proposals and contracts. The goal of the internship is to gain valuable work experience and skills to start your career in business development. Qualifications vary depending on the program, but business development internships typically accept applicants who are studying or have recently obtained a business or marketing degree. Excellent interpersonal, organizational, and sales skills are also helpful, along with the ability to work in a team-oriented environment. Finally, I was able to develop a whole new set of cross-disciplinary skills for my future career. Adaptability, as I lived in a country with a different culture and working methods. But also, my interpersonal skills, negotiation skills, organization just to mention a few. All these values were useful for my future, professionally as well as personally.

### 2. Job Responsibilities:

My activities during the internship were focused on Business Development and Sales Management. The responsibilities and detailed description of the work I had to do during my internship period are enlisted below: -

1. Prospecting potential customers: by phone, by email, physically:

This is one of the core responsibilities of mine and it was to ensure client satisfaction through monitoring their project, alongside following up with any new information regarding their product.

2. Selling products or services to those clients.

I had to approach new clients every day and had to explain our products to them in order to persuade them to be part of our team. I had to give them a message about the features and let them know the benefits, and the heavy lifting is done by us. I had to know the difference between a benefit and a feature, where the list of benefits was also kept low as people can hold two or three thoughts at one time in their short term memory. Long lists of benefits just cause confusion.

3. Managing a client's portfolio.

I also had to manage investment portfolios, with the goal of achieving their client's investment objectives. I had to consult with our clients about what type of strategy they are interested in and present them with potential opportunities.

4. Managing the sales process.

As mentioned in point no. 2 I had to try selling our services on a daily basis. So we had a Trello chart where we can track our sales management. The chart was divided into different sections as Leads, Hot Leads, Contacted, Negotiation, and onboarded.

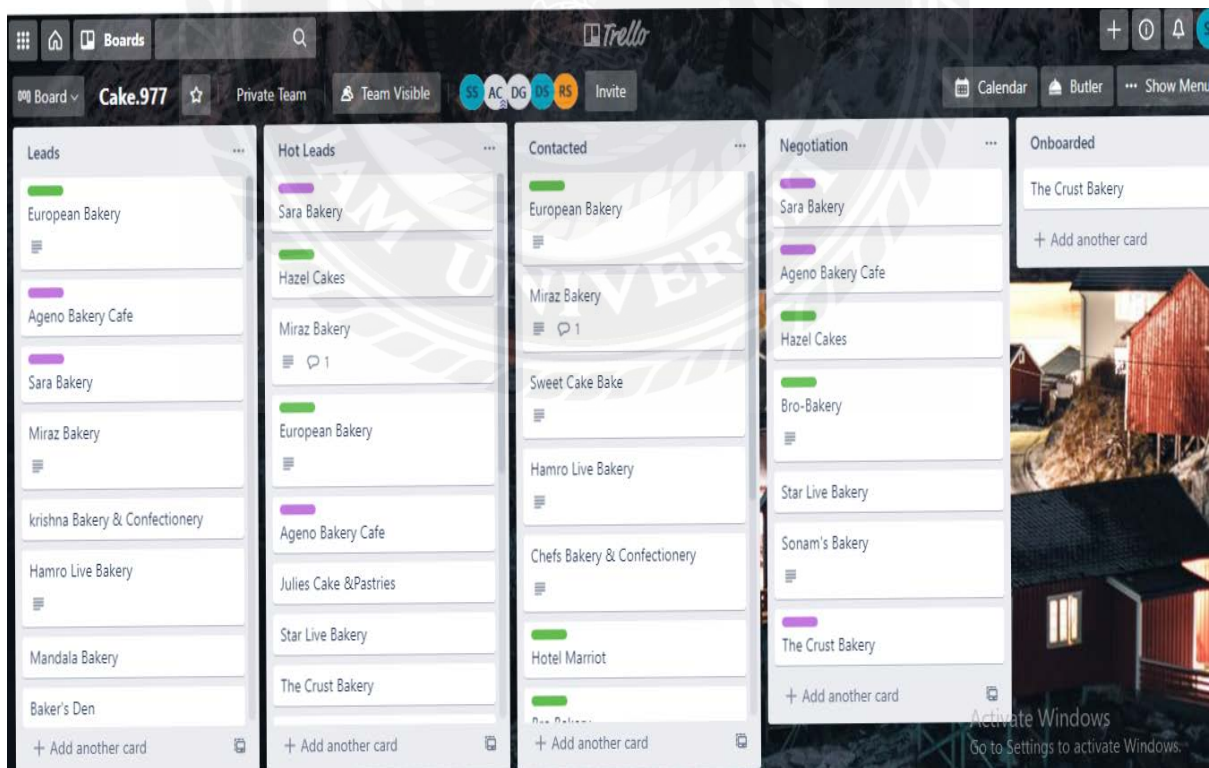
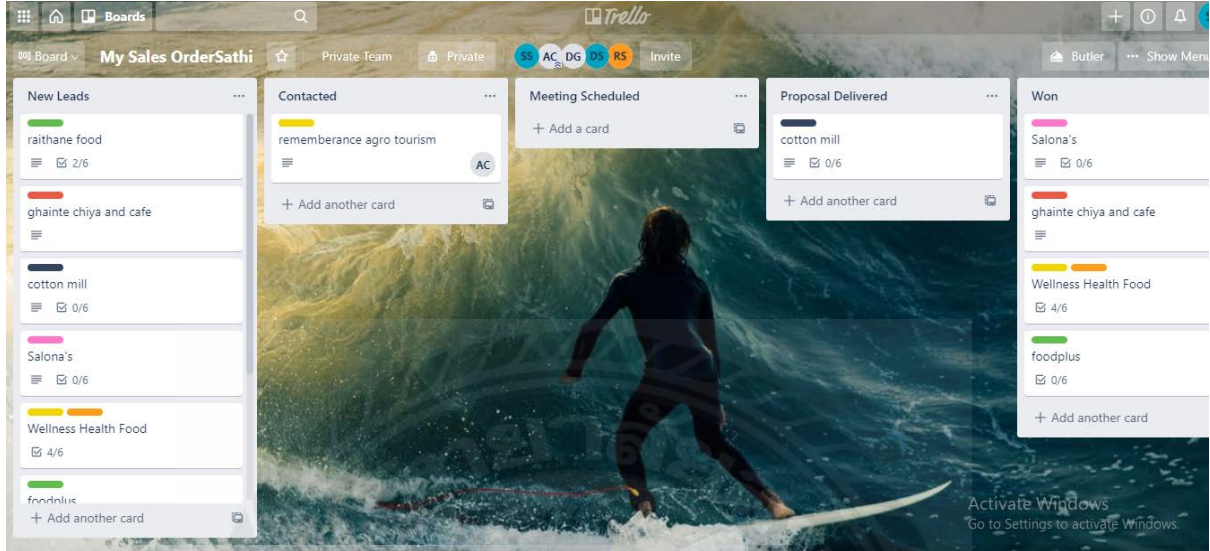


FIGURE 4: Managing/Tracking Sales through TRELLO

5. Follow-up of sales.

Talking about sales we also had a different chart for this as well. Every day this chart is edited and approached through this chart. As you can see below we had New Leads, Contacted, Meeting Schedule, Proposal Delivered, and Won. So following up sales has been done in a well-mannered way.



**FIGURE 5:** Follow up Sales though TRELLO

6. Promoting the company and its product/service.

We had a project on Digital Marketing and Designing. I had to promote our company and our client's services through posters and through social media. Some of my work is mentioned below.



**FIGURE 6** Posts made for Clients



**FIGURE 7** Posts made for Clients

### 3. Activities in Coordinating with co-workers

One of the most important criteria that I needed to fulfill was to enhance my relationship with my co-workers. Working with other team members with whom you have a great work relationship can actually make work fun, which will lead to better productivity, which leads to achieving our goals.

I was able to build positive relationships in the workplace which did take some time. The daily expectations and duties of my position can be difficult sometimes to interact with other team members. I was able to schedule my time to develop relationships, and I got to know my co-workers.

Asking questions and actively listening allowed me to learn more about coworkers but it is also an important part of the process of building relationships. Taking the burden off a coworker when they are struggling to complete a project was my great way to build connections. Trust is an important part of building relationships and by helping coworkers when they need it most, I was able to demonstrate this quality of mine.

### 4. Flow Chart of Responsibility

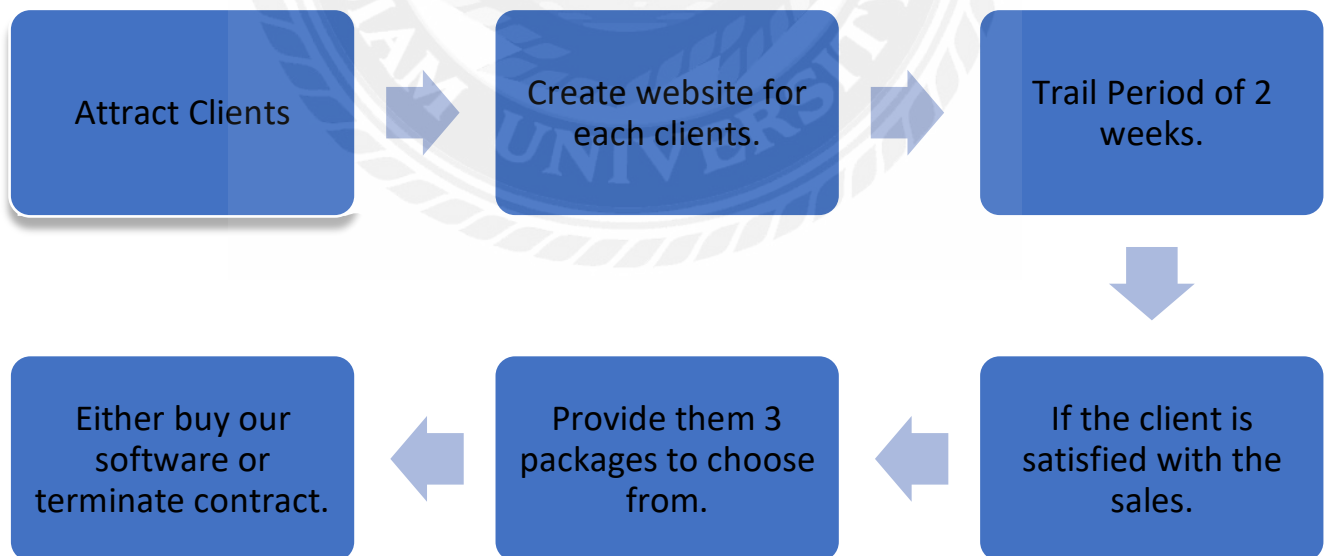


FIGURE 8: Flow chart of Responsibilities

## **Process of attracting clients.**

- Step One: To get clear of your targets.

Before starting any marketing campaign, I had to find my target audience. In this case my products and service can help any industry whether it is a departmental store, grocery store, clothing store, farming, etc. By clearly understanding of my target, then only the marketing would be effective. I had to specialize my approach to make change in conversion rate in order to attract more long-term clients.

- Step Two: Understand what they really want

I had to make them understood the values our product had to offer. There's no point in marketing your products if you aren't sure what your target market wants. I had to make sure what they need because people buy what they want, not what you think they need. I had to learn more about the market in order to making sales much easier.

- Step Three: Package what you're offering towards desired end results.

I knew what they desired end result was and what they'd like to achieve. They wanted to increase their sales during the hard period of time which is Covid-19 pandemic. I had to package my products toward the result so that I'm always meeting the needs of our clients. I had to make them feel understood because that is the only way they would buy our product.

- Step Four: Create an Irresistible Offer

I was sure what was I delivering with my products, and what must I receive from the client. In this case, they would receive a trail of 2 weeks of the software and see how the sales would go up. The marketing part was also handled by us but our client was also welcomed to do so.

- Step Five: Find Target Audience

It wasn't hard to find our target audience. We used our personal connections as well at the beginning to attract some targets. During the first phase we mainly target restaurants because due to pandemic all the restaurants was closed and it seemed to be an easy target. We got more than 15-20 restaurants onboard during the first month.

## Websites for clients

The domain was created by the IT team. Our job was to upload the product with their respective price, details, and pictures. We also had to input the details of the location, contact numbers, email address and logo as well.

### 1) Red Cherry Coffee Roastery (<https://redcherry.ordersathi.com/>)

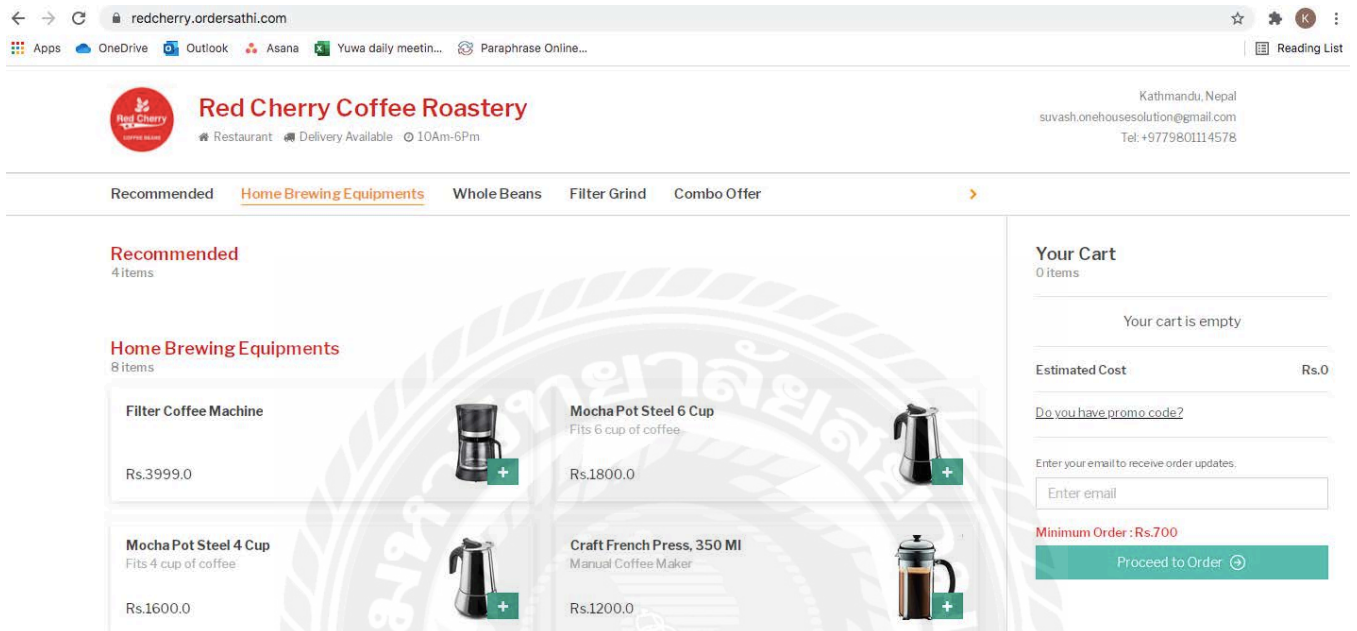


Figure 9: Website of Red Cherry

### 2) Agri Nepal Kausi Kheti ([kausikheti.ordersathi.com](https://kausikheti.ordersathi.com/))

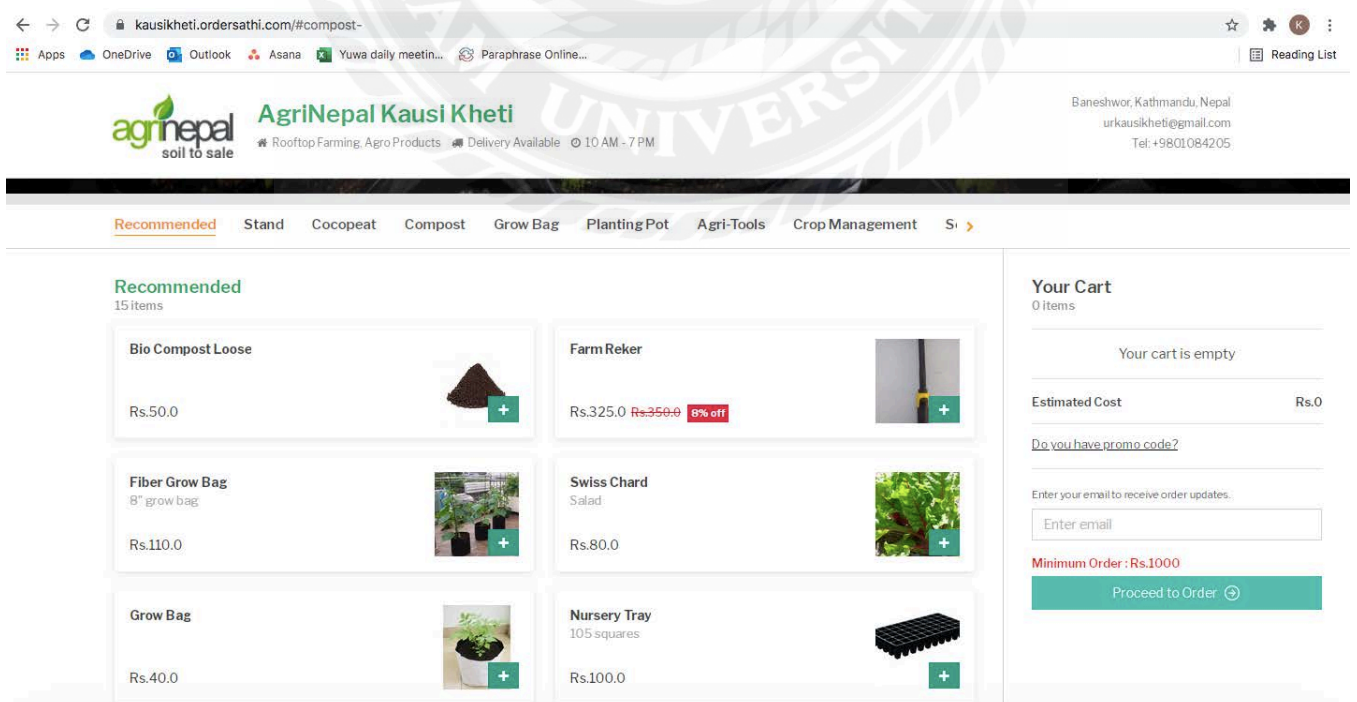


Figure 10: Website of Agri Nepal



## **5. Contribution as Intern**

The contribution made during the internship was focused on Business Development and Sales Management. Along with these, contributions in many other departments were also made. With respect to the assigned roles and responsibilities, I was able to successfully make the following contributions during the internship:

### **1. Know Your Competition**

It may not be enough to know the names of your competitors. I've evaluated what they offer so I could help differentiate myself from the pack. As the old adage goes, don't define yourself by your competition. Analyze what makes you stand out in a crowd. I have obsessively worked on this differentiation as being my most powerful business development tool.

### **2. Add Value and Build Trust**

Rather than going after people's wallets, I've considered going after their hearts. Business growth can come from adding value to every relationship, with prospective customers and existing customers. We added value by providing information and knowledge, by being an advisor, by obsessing over treating customers right, both before and after the sale, and by having a reputation for great execution.

### **3. Use Testimonials Wisely**

Testimonials can be a crucial part of establishing credibility in the initial stages when I court a new prospect. It can help to know a few tips in this area. For example, it may not be effective to use "one-size-fits-all" testimonials. Rather, you should tailor your testimonials to your prospective target. I've been dealing with a mid-sized company, then I used testimonials from other mid-sized companies I've done business with, rather than from our largest customer. This taps into a fundamental principle of human behavior referred to as the Consensus Principle or Social Proof: We feel more comfortable in deciding when the source of the information comes from people similar to us.

### **4. Didn't Let Relationships Go Cold**

A study by Manta and BIA/Kelsey reveals that a repeat customer spends 67 percent more than a new customer. More than 60 percent of small-business owners generate the majority (51 percent-plus) of their annual revenue from repeat customers rather than new customers. I had to keep track of our oldest customers and announce to them every new scheme our company has to offer. I've been connected with them through LinkedIn as well. There is one rule of thumb for

maintaining top-of-mind awareness with your clients is to show up on their radar once a quarter. I've also engaged with our clients peripherally by establishing an engaging social media presence.



## Chapter 3: LEARNING PROCESS

### 1. Indicate the Problems faced during the internship period

In the tenure of my internship, there were some challenges that I faced as an intern during the first few weeks. The challenges are enlisted below: -

#### 1. Too much information

The information regarding different departments, the people in the Department, the person that I need to reach to, and others about the company came at such a velocity that before even processing one part came the other parts.

#### 2. Understanding the office culture

During my first days of internship, I was facing socializing struggles. Trying to know the organizational culture was quite a challenge for me initially.

#### 3. Being assigned the trivial work

There were times when I was assigned the run-of-the-mill work which was slightly discouraging at the beginning. Gradually, these scenarios were not taking place.

#### 4. Unnoticed work

Being new to the company for a brief time period, although the work was being handed over to me, it was not well appreciated in the early days as I expected it to be.

#### 5. Different course background

Being a student with a major in Finance and Banking, it was not an easy thing to understand the marketing jargon on the first day itself.

#### 6. Early deadlines

In a startup business, the work cannot be tedious. Due to this factor, the deadlines of each work assigned to me would be quite early. This sometimes led me into giving inefficient results in the early days.

## **7. Issues with self-management**

As I was working with other team members on certain tasks and projects, I was required to have the ability to work collaboratively across various teams and all levels of staff. During this time, a slight problem of teamwork and self-management was encountered.

## **8. Meeting the expert's expectations**

The field I was in required perfection in every small detail, be it in the financials or the content to be posted live. Sometimes, it used to be difficult to give results to the supervisors or experts that meet their expectations.

## **2. Solution to the Encountered Problem**

In the tenure of my internship, there were some challenges that I faced as an intern during the first few weeks. The challenges are enlisted below: -

- Since my company was a startup the flow of information was very high. We had to cope up with every little detail and it used to confuse me at the beginning. Later on, this behavior was not practiced.
- Understanding the office culture was another problem for me. In the beginning, it was hard to socialize with my fellow department. The first thing that I wanted to be solved was this problem. To solve this, I had great help from my supervisor who had my back since the beginning. She introduced me to many colleagues of hers and I socialized with them during Lunch/Tea Break. For instance, whenever I had to talk to them I would talk about the share market, recent IPO openings, etc.
- At the beginning of office day, I always wanted to be a crucial part of a team. I was assigned a very easy task which made me feel unimportant in the early days. But then I realized nothing is insignificant and I worked my assigned task to be worth consideration and help my organization with even bits. As days passed, I was included in major work and documentation of the organization as well. With my patient's behavior, I was able to cope with this difficult period.

- For Instance, I was given the work to make a presentation on SaaS Pricing Strategy and was told to come up with a pricing strategy. Amidst this, I did my research and our founder was satisfied with my work and our organization has been using that pricing strategy done by me.

### **3. Recommendation to the Company**

The internship, as a whole, was very productive for me on an individual basis. It helped me stretch my limitations to shape myself in any possible given situation. The first and foremost biggest learning experience for me would be to work in a different situation to what I was used to. Order Sathi was a new destination and business development was a completely new field, apart from the little basic financing that I knew. Adapting to a different location and people required some initial efforts.

The role of the agency business development executive has been called the "most dangerous job in an agency," due to the short lifespan, stress, and confusion surrounding the responsibilities of the role. Yet, it is one of the most important positions in the agency. The success of the business development person directly influences future growth and stability.

#### **4. Learning during the Co-op Studies**

My internship slightly differed from what my course background was. My major was Finance & Banking, but when I chose this internship, I wanted to excel in my marketing skills as well. I was slowly able to cope up with all the marketing activities going around me and I gave it a try as well. There was proper guidance from my supervisor as well regarding marketing/sales strategy. This made me work at a greater pace than before.

For instance, when I was told to go to the field and sell our services, I was hesitant at the beginning. I had sold our aggregated system to Sonam Bakery, Miraz Bakery, and was able to convince them to be a part of our team.

##### **1. Time management**

Before starting my internship due to the lockdown my daily schedule had gotten very bad. I used to wake up late and had a pretty bad day. After joining my internship, I was able to make a new daily routine and work accordingly. I had to reach the office by 11 and got to leave at 5:30-6 which established a good routine and taught me time management. I learned proper time management and working under time constraints as all the tasks given to me had a time limit.

##### **2. Functioning of a Startup company**

Being a BBA student majoring in Finance; working in a startup itself is a learning process. We were already taught the importance of finance but by working in an advertising firm my knowledge in this field has grown a lot. In the context of Nepal, I got to know how a firm search for Clients and how both clients and the sales firm brings out a plan and executes it to form a marketing campaign. My knowledge regarding marketing has surely broadened with this internship opportunity. By witnessing an ad shooting, learning about different creatives, digital marketing, ads, etc helped me to accomplish one of my objectives, which is to know how an advertising agency in Nepal functions.

### **3. Database Management**

During my internship, I learned about the importance of database management. Different formats, styles, formats were used for similar kinds during my internship in the company which highlighted the importance of saving every bit of data. Any kind of work can come in handy at any point in time and if the database management is not proper it could be impossible to find needed information. Hence, database management should be kept as the top priority in any sector as it plays a vital role in day to day functioning of any kind of business or firm.

### **5. Application of Coursework to the Real Working Situation**

Since the beginning of every class, the college has tried to apply all the theoretical knowledge in a practical manner. Similarly, during my internship, I had used much of the theoretical knowledge in my job.

As a marketer, you know the famous stat: Buyers complete up to 57% of the decision-making process before they ever even contact a vendor. With the increasing amount of information available online -- either from a brand, its competitors, or its previous customers -- buyers are more educated than ever before. Once upon a time, the seller had control of the information. Now, they need to serve as an advisor who can personalize the solution to the specific buyer and her challenges.

Good sales reps understand that they need useful, meaningful goals and an established plan for reaching these goals. This helps with a few different problems business reps in agencies face. An established plan helps with clarity surrounding the person's role, responsibilities, and priorities. Without this, the rest of the team won't buy into or support a sales plan. For many people in an agency, sales are an unknown (and mistrusted) role, and if the new biz person can't drum up support and encouragement, they will struggle to feel a part of the team and find success in her role.

*Business development professionals don't always get the support they need, even with well-intentioned leadership, so the ideal business development professional has to 'drive the ship' regardless of what materials they have, without waiting or making excuses*

"While sales and business development roles are both tied to generating revenue, they require paradoxically different skills," said Jody Sutter of The Sutter Company. "These days, the director of business development describes a caretaker of the pitch process and requires strengths like acute attention to detail and strong project management skills. Good business development hires tend to be people-pleasers who get fulfillment from supporting a team so that it can perform at its best."

A business development internship has taught me many lessons on various aspects. First, I have improved in my commercial and sales abilities. By being in touch with our customers on a daily basis, I have gained confidence in facing them. I have learned more about negotiation techniques and customer management.

Nowadays, it is important to fluently master English or even a second language. Working in a team and in contact with clients has allowed me to exchange and interact with people daily. In the field, my ability to speak has improved rapidly. Of course, it will also allow me to add a new asset to my CV. Companies are more and more internationalized and their target markets are spread worldwide. It is a mandatory competency on the job market.



## **6. Special Skills learned from Internships**

Finally, I was able to develop a whole new set of cross-disciplinary skills for my future career. Adaptability, as I worked in a startup company with a different culture and working methods. But also, my interpersonal skills, negotiation skills, organization... just to mention a few. All these values will be useful for my future, professionally as well as personally.

A career in business development requires one to be very business-minded and proactive. This business development internship has developed these attributes in me by teaching me how to critically evaluate a business for its strengths as well as weaknesses, how to determine the reason for losses as well as ways to prevent/minimize them, how to manage and improve a sales process, and overall, how to grow a business.

Further, an internship in the business development field did not only develop my interpersonal skills due to the fact that I was been frequently interacting with clients from diverse backgrounds, but it has also increased my confidence when it comes to approaching people and getting your message across, enhance your persuasion skills, and sharpen your instinct.

As a business development intern in Asia, I am sure to gain a lot of knowledge in, and acquire vital skills across, several domains, such as the ones discussed previously. I was able to learn everything that I needed to kick start my career in business development successfully, from developing a company's products and services, to designing marketing strategies and assessing partnership opportunities, and further to generating sales leads, negotiating, and closing a deal successfully.

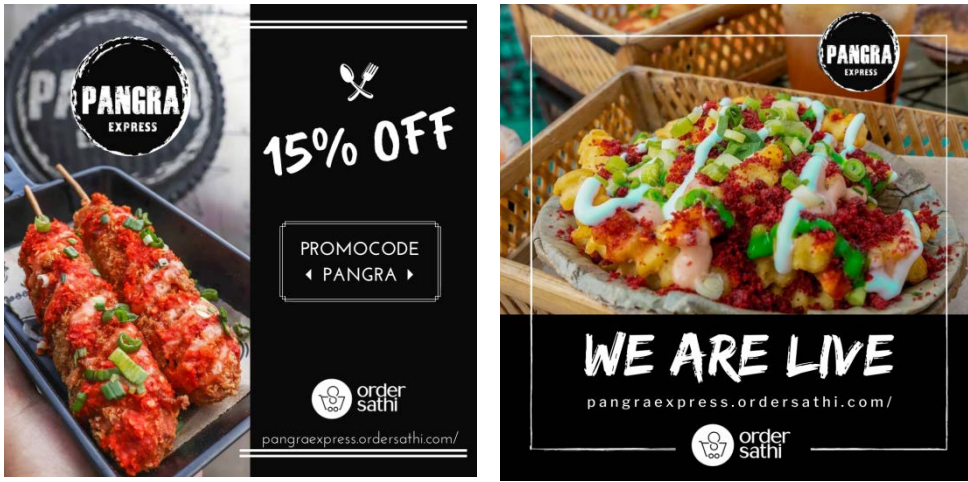


Figure 11 Social Media post prepared for clients

These are some of the digital art I learned and created in my leisure time.

## **Chapter 4: Conclusions**

### **1. Summary of the Highlights**

The experiences of working as an intern in an IT firm were captivating and helped me determine myself as I advanced into my career. To work under the internship, where my study background didn't match too much was a challenge for me, and it took me many attempts to get used to it.

The company had a great hand in helping me understand the underlying importance of a team and an environment to work with and on. Everyone I met helped me grow, both as a professional and a person.

This summer internship also resulted in me understanding three important things. First, always ask for feedback. Feedback is important for improvement in work. Second, don't be shy to follow up on the information you need from someone, and don't be shy to share your two cents on how a process/product could be better. Third, always have an open mind to incorporate knowledge and ideas. Having the opportunity to hone my sales/marketing skills and learn more of the marketing element opened wider doors for me.

It enabled me to understand some aspects of being successful in Business Development. It is important for an individual to have the ability to multitask during work hours. This internship made me much for efficient that I was in handling more than one task at a time. I also realized that it is important to maintain punctuality in order to climb the ladder of success. The internship is the most ideal approach to put theoretical learning into practice. I definitely don't claim that I have fully turned into a professional in these 3.5 months but I would say that it was a very important and learning period that I believe will give me a competitive advantage in the future.

This internship made me revise my own strength and weakness, which enabled me to hone my strength further and turn my weaknesses into strengths. I was able to understand the fact that opportunities and chances are available around us. All we need to do is grab them as much as we can. Skills such as communicational skills, networking skills, multitasking, and social skills which are required in a future professional, are somehow inhibited in me and have been nurtured over the internship tenure. I believe that I would be able to do good not in one field precisely but be able to take along both the marketing and financial field and achieve my ultimate goal of becoming an entrepreneur.

## **2. My Evaluation of the Work Experience**

The first few weeks of my internship were tough as everything was new to me. As time passed, I adapted to the situation and started doing my assigned work accordingly. I learned many different things regarding the software that was provided to me and some basic things about client targeting. The team and my supervisor constantly helped me with the tasks so that they could be achieved efficiently on time. I gained a lot of knowledge but for me, the experience that I gained working there was the main differential factor. This internship did not help me to boost my knowledge but also helped me become a better person and get soaked in the marketing industry. Since I was always fond of making new connections and knowing new people this internship leads me to it and helped me become a better person. Working in a SaaS company, I got to learn at least a few things about IT as well. Though the pandemic may have limited my work knowledge, the experience it has provided me can't be matched. Even during those tough times, I managed to learn so much and gain so much exposure.

For Instance, I was given the work to make a presentation on SaaS Pricing Strategy and was told to come up with a pricing strategy. Amidst this, I did my research and our founder was satisfied with my work and our organization has been using that pricing strategy done by me.

## **3. Limitation of the study**

My internship slightly differed from what my course background was. My major was Finance & Banking, but when I chose this internship, I wanted to excel in my marketing skills as well. I was slowly able to cope up with all the marketing activities going around me and I gave it a try as well. There was proper guidance from my supervisor as well regarding marketing/sales strategy. This made me work at a greater pace than before.

For instance, when I was told to go to the field and sell our services, I was hesitant at the beginning. I had sold our aggregated system to Sonam Bakery, Miraz Bakery and was able to convince them to be a part of our team. At the beginning of office day, I always wanted to be a crucial part of a team. I was assigned a very easy task which made me feel unimportant in the early days. But then I realized nothing is insignificant and I worked my assigned task to be worth consideration and help my organization with even bits. As days passed, I was included in major work and documentation of the organization as well. With my patient's behavior, I was able to cope with this difficult period.

#### 4. Recommendation for the Company

Business development is essential for every business. Since it was a startup there were ups and downs in many factors. The company has smooth functioning and has a great team of workers. Some of the recommendations from my side for the company are as follows:

- **Define growth targets annually and review them monthly.**

You need to make sure what your goal is. If you don't know your goal, it's very hard to hit it. So, making sure your business goals are clear and achievable but stretching and then working on your strategy to deliver against those objectives. The company needed to see how many companies has been onboard and calculate the average number of targets that have been achieved during the month.

- **Look at each of your market segments.**

Being a start-up company, there is no particular market segment. Segments that are too small will be more challenging to organize or inaccurate, which will lead to distract from our objective. We need to make sure whether the segments are willing to grow or contract. Need to be updated on any new government initiative or regulation that might impact positively or negatively on the service provision.

- **Understanding why customers buy from you.**

If you clearly understand this factor, the company will be closer to understanding how to pitch the business to the new customers both when face to face and online. In this case, we can show that what value we can give to them thorough our product and what they can achieve with the help of it.

- **Know the cost of marketing to reach your target market.**

If you don't know how much the various routes to market cost, you will not know how to evaluate the viability of each option against the company budget and objectives. Since we didn't use any marketing strategy that cost money I would really recommend to put money on marketing where it matters the most. Today's generation is really depended on digital marketing so I think it would be a right way to go.

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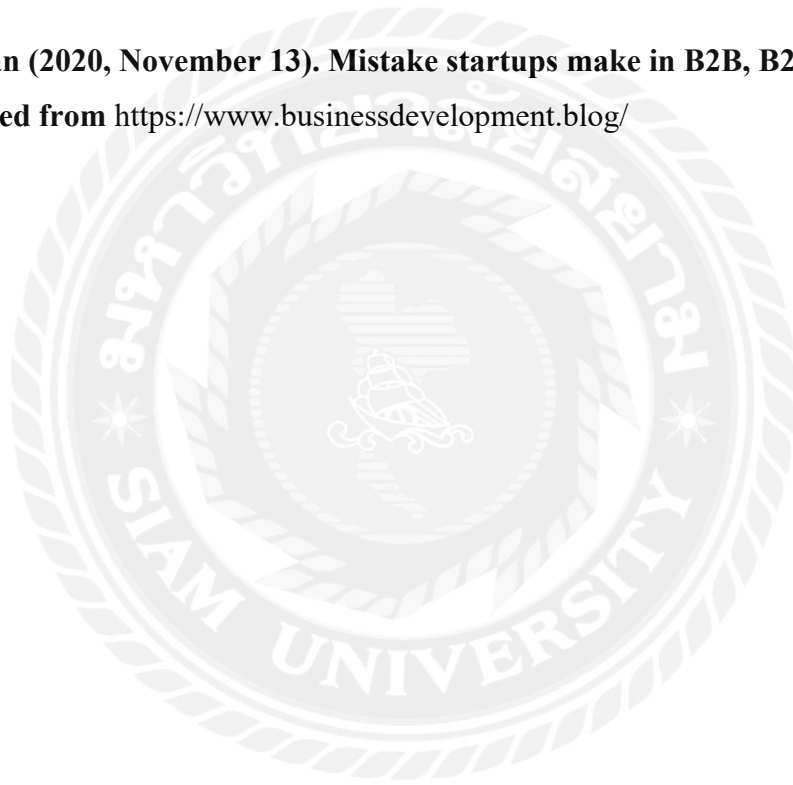
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## Appendices



**Figure 12** Work Environments/ Supervision from Ms. Rupita Subedi.



**Figure 13** Working under the limited time on development



**Figure 14** First Field work to approach Sonam Bakery to tie up.