



## **Cooperative Education Report**

**Effect of Covid-19 on Sales and Distribution Channels at Koselee Prakashan**

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**This Report Submitted in Partial Fulfillment of the Requirements for  
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2021.

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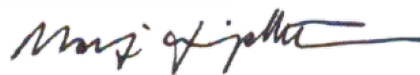
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### **Abstract**

This Cooperative report entitled “Effect of Covid 19 on sales and distribution channels at Koselee Prakashan” has the goal to study the impact which the pandemic had brought upon the organization during its seasonal period. Objectives of the study include being familiar with day to day procedure of the organization and how the order and supplies are met accordingly. To perceive broader knowledge by involving own self in the situation and work environment. To observe the policies and the regulations. To understand the impact that the pandemic brought upon the organization and how they adapted accordingly.

In Koselee Prakashan, I was assigned as Marketing executive with the view of business expansion in Kathmandu locality, I worked in Sales and operation department as well during the period from 17<sup>th</sup> August till 13th December. Main responsibilities were to perform marketing duties like meeting with clients in various schools and market about the product details, duties of operation like maintain files, enter data, collect orders and record it and organize documents, enter information of the company, handling customer queries and providing information in order to maintain customer relation. Major duty during the work period was to collect online materials and PDF’s from writers and forward it to different school staffs and members.

Upon the fulfillment of the internship the problem was found to be resolved by self-observation and confronting the issue to mentor, understanding the work ethic and situation, and after gaining insights from my mentor supervisor I was able to solve the issue on my own.

**Keywords: Business expansion, Detail marketing product, Customer relation**

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## Table of Contents

Cooperative Education Report .....	1
Company profile.....	7
1.1 Mission of the company .....	8
1.2 Vision of the company .....	8
1.3 Strategies of the company .....	8
2) Organizational Structure .....	9
2.1 Diagram of the Organizational Structure .....	9
2.2 My Job Position.....	10
2.3 My Job Position in the company's Organizational Structure.....	11
3) Intention to join the company .....	11
4) Strategic analysis of the company.....	12
SWOT Analysis.....	12
Strengths.....	12
Weaknesses .....	12
Opportunities .....	12
Threats .....	12
Marketing Mix- 7P's .....	13
□ Product .....	13
□ Price.....	13
□ Place .....	13
□ Promotion .....	13
□ People .....	13
□ Physical Evidence .....	13
□ Process.....	13
5) Objective of the study .....	14
2.1) Job Description .....	15

2.2) Job, responsibilities and work duties .....	15
2.3 Activities in Coordinating with co-workers .....	16
2.4) Job Diagram .....	16
2.5) Contribution of student made during the internship .....	18
3.1 Problems encountered .....	19
3.2 Dealing with the problem.....	19
3.3 Recommendations to the Company.....	20
3.4 What you have learned during the CO-OP Studies.....	20
3.5 How you applied the knowledge from coursework to the real working situation .....	21
3.6 Special skills and new knowledge you have learned from this CO-OP Studies .....	22
4.1 Summary of highlights of your co-op studies at the company.....	23
4.2 Evaluation of the work experience.....	24
4.3 Limitations of your co-op studies.....	24
4.4 Recommendations for the company .....	25
Referne .....	31

## **Chapter 1 INTRODUCTION**

### **1. Company Profile**

Koselee Prakashan was founded by Mr. Gopal Dhoju, Mr. Ananda Dhoju and Mr. Kush Dhoju in 1982 AD. It is an independent publishing company based in Kathmandu and has outlets all over Nepal. The company focuses on publishing quality school level student books in Nepali, English and other regional languages. It has grown to publish popular literature and youth-centric books for adults and young adults. The company is also engaged in implementing various programs as campaigns aimed to promote reading culture and habit among children in the country. These programs include library development and reading activity packages for government and private schools.

The books published by Koselee not only contain quality writing and illustrations but more importantly are categorized according to age, grade and reading levels, which are essential tools needed to address reading skill issues of primary grade children. Today, Koselee has published lots of picture books for children ranging from stories, fact books, rhymes books and series books to further promote reading culture in Nepal and Nepali language.

Koselee mainly focuses in providing the text books for the school students as per the academic session plan. In simple terms, it has three kinds of suppliers, with which Koselee has a very good and promising relation. The first supplier is for the regular suppliers of the text books. The books written by various writers and authors are bought by Koselee and will be under the copyright of Koselee itself. The interesting fact about this publication is that the printing suppliers and the cover page suppliers are not located in Nepal but in India as well. Also, the company has managed to have a good relation with its intermediaries while contacting the suppliers. The company first informs its intermediaries regarding the orders of books and as those orders, the suppliers are placed orders. Also, if the suppliers are faced with any sort of problems, they intermediaries are informed about it. As we can see for Koselee publication, the customers are the wholesalers and the schools. So, between the various schools and this publication, PABSON and NPABSON act as intermediaries. What happens here is that, the different schools associated with these two institutions place their orders for various books and according the publication is informed about it. Thus, we can say that, the schools have to contact the publication from the intermediaries itself.

Since it produces seasonal product and its production takes place in India demand forecast has to be much earlier than its competitor. Company's lead time for production is high and in that period of time there are many changes occurred due to government policies, competitor's strategies, promotion etc. This led to either high or low forecast for demand. Currently, The company uses demand forecast through their previous sale data as with certain changes according to its long experiences as well.

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

- To maintain our excellence as a publisher of high-quality books for students
- Continue to build our profile and reputation as a high-quality publisher
- Nurture and support high caliber writers and illustrators, both new and established
- Provide quality contents of various academic subjects with ease for students to learn by

### **1.2 Vision of the company**

- Quality printed book with appropriate academic contents for customer satisfaction
- Being admired for business values and ethics
- Extension to online book platform and technical advancement

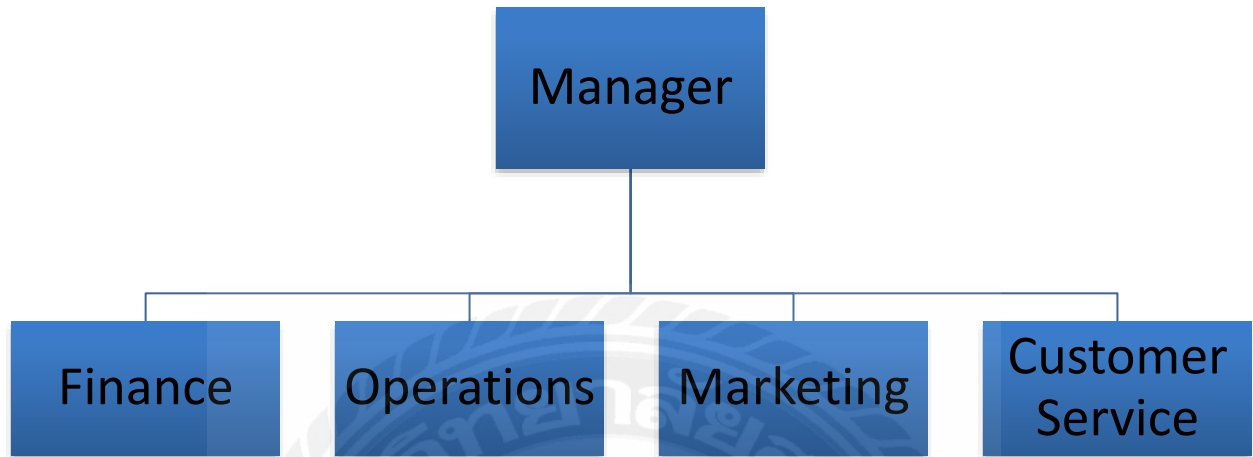
### **1.3 Strategies of the company**

- Dealership Strategy – The Company distributes all over the country with stores set in few of the major cities and distribution done through the stores nearby.
- Pricing Strategy – Government sets price range according to the size and quality of the books, hence quality is a major concern for pricing in this field. Prices are relatively lower than competitor's prices as well.
- Financial Strategy: Company provides certain discounts for whole sellers and retailers with extra discount if payment done within a month of time. Customers are also provided with certain discounts and stationery items while purchasing books from the store.
- Marketing Strategy: There are about 10-12 marketing employees who cover total of 77 districts in Nepal, visiting local schools of different areas respectively and marketing about the company products and offerings accordingly



## 2) Organizational Structure

### 2.1 Diagram of the Organizational Structure



The functions of the respective departments are explained below:

Finance Department:

- Accounting
- Party ledgers
- Banking and LC
- Inventory Management
- Taxes and VAT settlement

Marketing Department:

- Promotions
- Meet up the school heads and present the product and service information
- Advertisement
- Sales order collection
- Building Customer Base

Operation Department:

- Book keeping
- Telephone enquires
- Daily activities

- Issuance of bills /vouchers etc.
- Filling of sales /purchase register

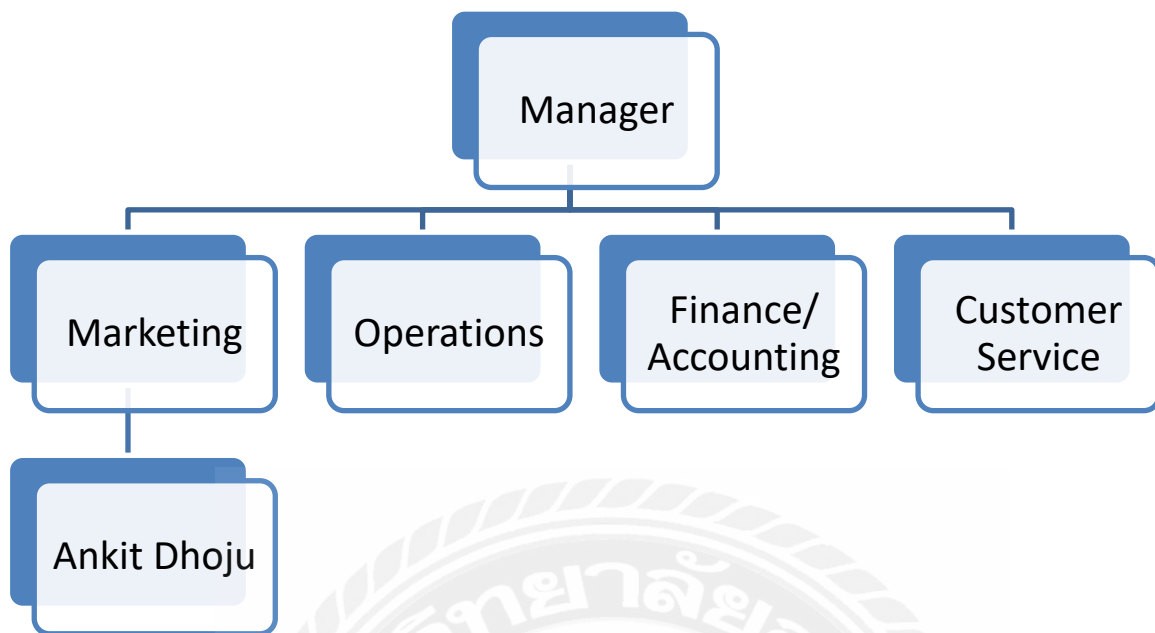
#### Customer Service Department

- Receiving Telephone
- Handling Inquiries
- Customer Follow up
- After Sales Service
- Warranty and claims settlement

#### **2.2 My Job Position**

- I was responsible for enquiring and delivering of the demand and supply of the company products in various schools.
- Delegated to record the fiscal year entry systematically in accounting software.
- I was responsible to visit various schools for the marketing reason for the new academic session.
- I was delegated to provide with online manuals and pdf to teachers who taught online to their students.

### 2.3 My Job Position in the company's Organizational Structure



### 3) Intention to join the company

Joining this company I had views of developing myself in several areas, gain exposure, build up skills and have understanding of the business world. Moreover to learn about the company's field and how it operates accordingly, to perceive broader knowledge by involving own self in the situation and work environment and also to understand the company policies and the regulations. As of the pandemic it had me curious of the impact that the pandemic brought upon the organization and how they adapted accordingly. The main objective of the internship program had me join this company in order to develop leadership and self-motivation.

#### **4) Strategic analysis of the company**

### **SWOT Analysis**

#### **Strengths**

- Quality book publishing
- Relatively low prices of the books with view to other publisher's book rate
- One of the most widely recognized and respected brands in publishing all over Nepal
- Huge experience in the book publishing industry

#### **Weaknesses**

- Slow production (a book can take over a year to publish), so vulnerable to trends changing faster than you can respond to
- Lack of customer feedback for improvement of services.
- Doesn't have a website of its own
- As the publishing is done in India, so transportation cost incurs highly
- During seasonal period there's no systematic procedure in distributing books to several schools and customers

#### **Opportunities**

- Digital book market expansion possibility
- Investing in low printing technologies
- Conducting expo for book readers
- Better sales and market research could improve success rate of products

#### **Threats**

- Authors self publishing
- Many competitors in the market
- Young people lured by digital and electronic form of reading for fast and swift information
- Change in academic course structure

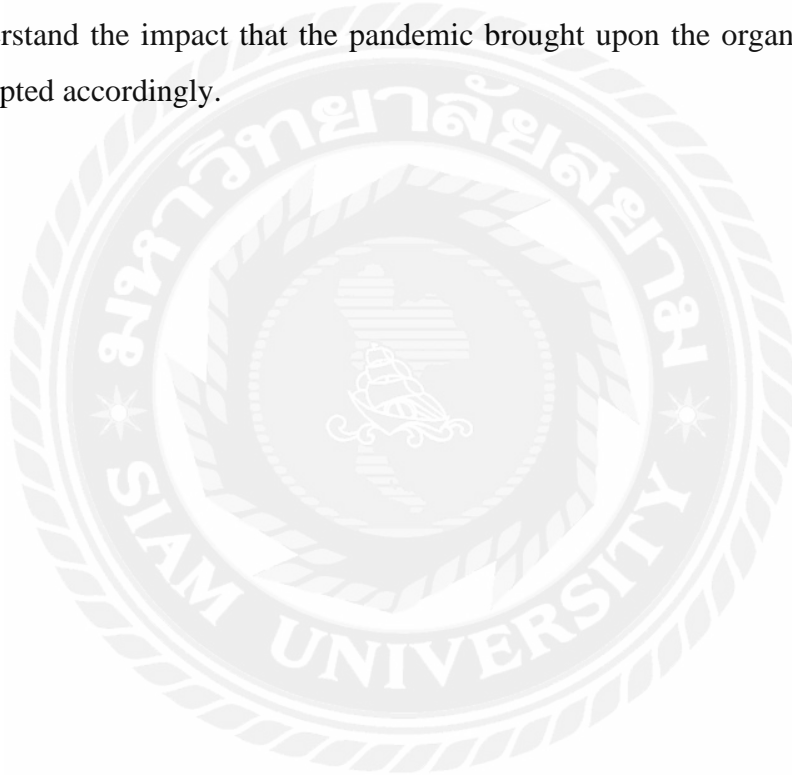
## Marketing Mix- 7P's

- **Product**– Koselee Prakashan publishes its own books and distributes it to students of that school who put Koselee books in their academic course. The product of theirs is the course books from nursery to 10<sup>th</sup> standard. With the Covid pandemic causing online studies in the schools the company has come up with PDF's and online assignments as their current year product for academic course.
- **Price**–The price ranges from Rs 60-400 of books from the lower level till 10<sup>th</sup> standard. With view towards the competitor's price for the books, Koselee's price is found to be relatively cheaper.
- **Place**– The books are published in Delhi and parts of Nepal but the distribution of Books are from Kathmandu and Pokhara. The places of Nepal where the books are taken into the school books course are then delivered. Parents of the children's or else go to the Koselee stores in Kathmandu or Pokhara in order to purchase the books.
- **Promotion**– In order to promote the company and its products, Koselee has been conducting several Training Programs, Expo and several promotional advertisements.
- **People**– Parents come to buy the books and notebooks for their children's grade level. The consumers of the products are generally the students/children but the revenue is generated through the parents.
- **Physical Evidence**– With the printing press, stores and the course books, staff members we can generalize the functioning of the firm.
- **Process**–Firstly the books are to be published in the press, and then they are to be delivered in the store houses in Kathmandu/Pokhara. During the time of March -June are the rush seasonal time, or during other times stores are easy to access.

### **5) Objective of the study**

The general objective of the study is to understand the working procedure, distribution system and how in the current scenario and how the company has been affected by the Covid-19 pandemic as well. However, the work experience circled around these specific objectives of the study which are enlisted below:

- To be familiar with day-to-day procedure of the organization and how the order and supplies are met accordingly.
- To perceive broader knowledge by involving own self in the situation and work environment.
- To observe the policies and the regulations.
- To understand the impact that the pandemic brought upon the organization and how they adapted accordingly.



## **Chapter 2 CO-OP STUDY ACTIVITIES**

### **2.1 Job Description**

Following were the roles and responsibilities of the student:

- Marketing the company products: Visiting several schools and meeting the school heads in order to market about the company product.
- Placing orders and delivery: Order for the books by the wholesalers was recorded and the bill were then entered into sheets, online PDF mailed to several school staffs accordingly.
- Communicating with the book writers and compiling the work: Contacting the book writers and authors for the new session contents, collecting PDF files from them to be sent all over.
- Posting of bills and several account transactions into software Handling the customer's orders and providing it with proper billing.

### **2.2 Job, responsibilities and work duties**

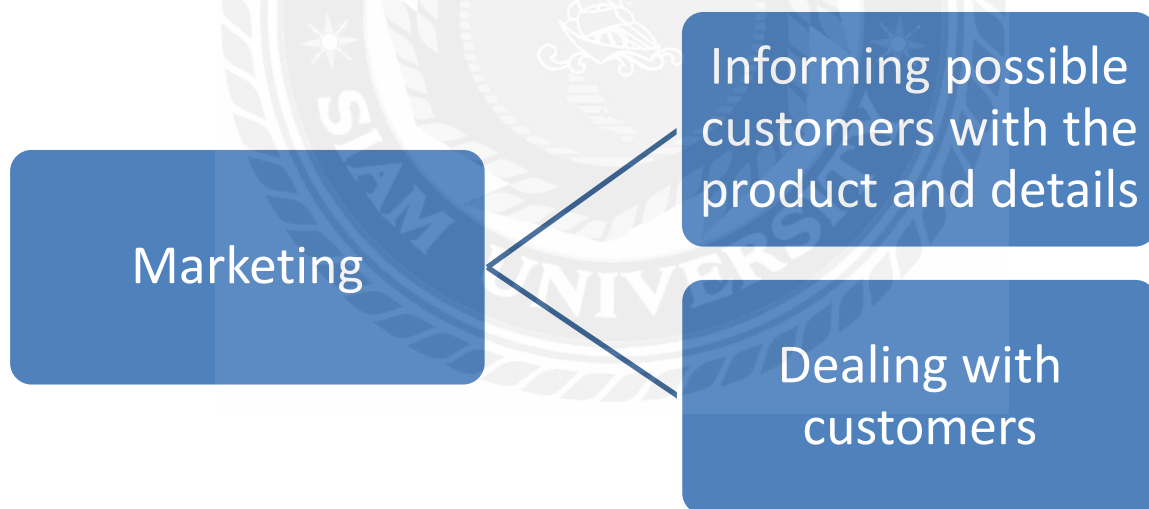
- Marketing Department: Visiting several schools and meeting the school heads in order to market about the company product. Communicating with different school staffs where the publications books are used and who are in requirement of PDF files of those subjects. Frequently working with sales & marketing team for brand development. Communicating with the marketing members of the firm in different places of Nepal as of the new price catalogue being shared to them.
- Sales Department: Order for the books by the whole sellers were recorded and the bill were then entered into sheets, online PDF mailed to several school staffs accordingly. Collecting the orders from different wholesalers and keeping a track of it as the orders are to be sent after lockdown respectively. Delivering of books to the whole sellers inside the Kathmandu valley. Handling the customer's orders and providing it with proper billing. Comparing and updating the prices of various books of different publications on Excel, evaluating throughout the years data. Recording the order data on the excel sheet and check on the pending and sent orders. Entry of physical ledger data into software and collecting the debtors and creditors list.

- **Operational Department:** Contacting with the book writers and collecting the files of the text books of various class levels as the teachers are requiring PDF files of books to teach in online classes. Collecting the new write ups and recently revised book's PDF from writers and store it in order to print as books for next year.

### 2.3 Activities in Coordinating with co-workers

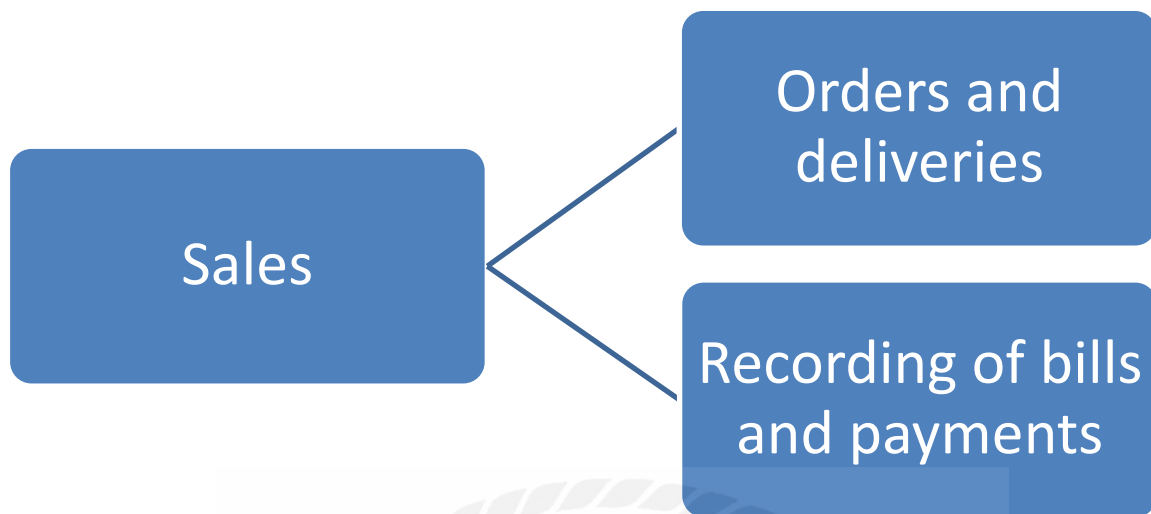
During my internship, communication and teamwork were the most important part of the management system. From marketing the product to a customer to selling the product systematically to that party and then having a proper check and contact for further better relation, the company members got to have clear communication to get the job done with high quality performance. Every department has to show a clear data of what and how they have performed which significantly leads to helping the other department to deal with things easier and faster.

### 2.4 Job Process Diagram

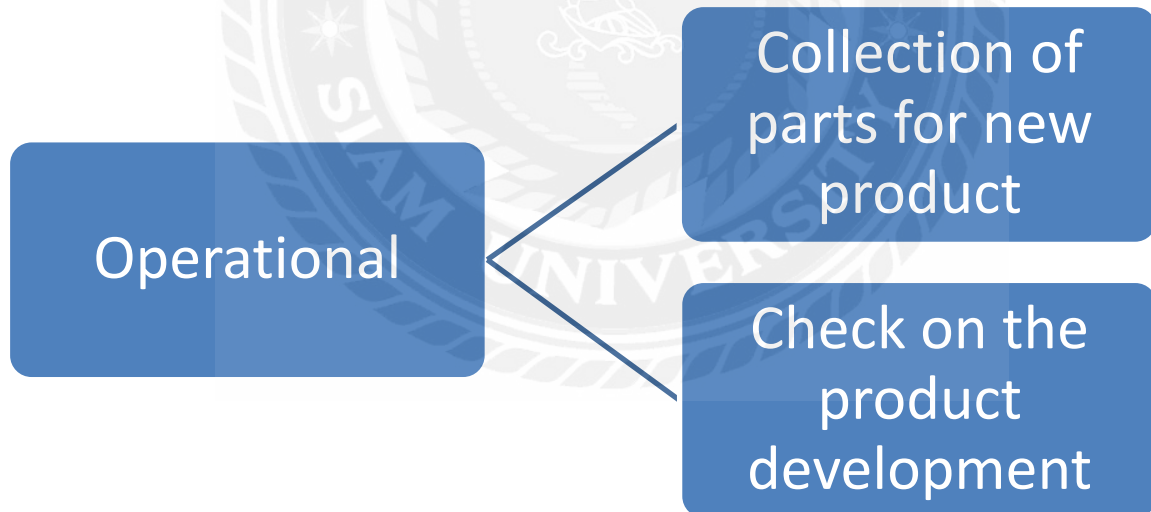


In the marketing department I used to visit several schools and meet with the school heads and share the details about the product, also sell the products to customers and try to have a good relation with them in order to make a happy customer as a major marketing tool.





In the sales department I used to collect orders from various parties and then the delivery were made accordingly, several manual and computerized bills were then recorded accordingly.

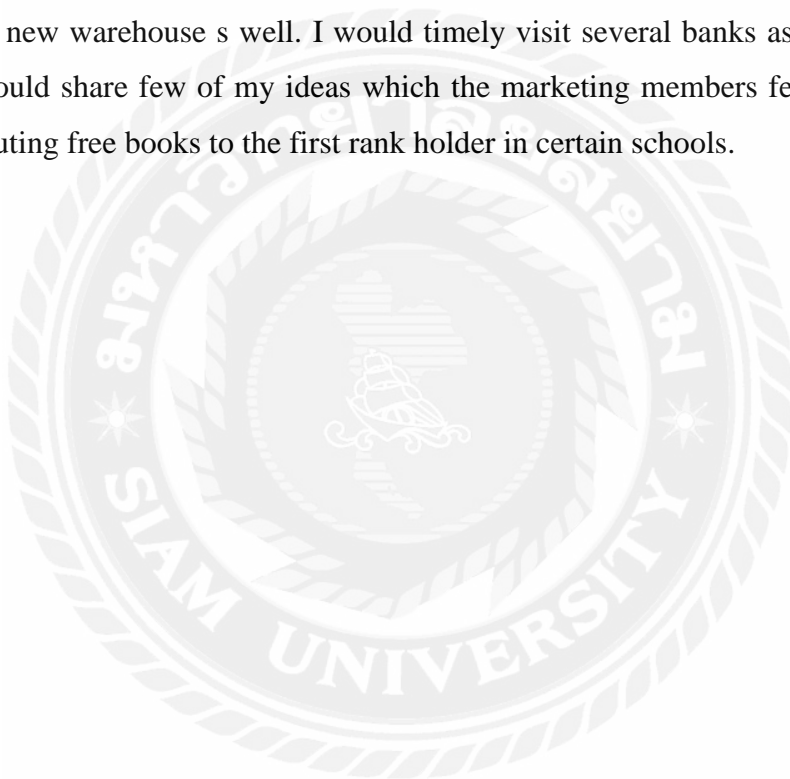


In the operational department I used to collect write ups and pdf from writers and then have a check on them later forwarded to further processing.

## **2.5 Contribution of student made during the internship**

As I worked in multiple departments during my internship period I was able to decrease the workload of my fellow colleagues, I learnt to perform the activities of each department. Most of my work details have been shared above but as for other activities performed could be stated as below.

I was able to perform my day-to-day task smoothly and once I had completed all of works assigned to me I would lend a helping hand to others. I would help the accounting department to print the documents and the stack it on various files. Similarly while packing up the books I would help in it and also drive it to several transport stations and dealers. The new warehouse just built recently so I would work with the other staff members to shift the stored books and materials to the new warehouse s well. I would timely visit several banks as well to cash up the checks. I would share few of my ideas which the marketing members felt of as a proper idea like distributing free books to the first rank holder in certain schools.



## **Chapter 3 LEARNING PROCESS**

### **3.1 Problems/issues of the Company**

- **Poor planning and implementation:** The seasonal time of the company is between March to June where the company sells off its textbooks to the students through its store and. After about 50% of students had bought textbooks during March only then lockdown was implemented so there was a confusion of if those books were of use and if online classes required students to buy books. Towards the start of May schools and colleges started to conduct online classes for which books were required for the students to study. The major issue was to deliver books to students in such condition and moreover books were to be distributed in several areas of the country.
- **Understaffed:** One of the major problems is the organization is under staffed. There are about 9 working staffs in the store that look over the accounting, marketing, distributing, and retail selling in the capital's store. Overall other than accounting looked by the accountant the staffs are quite expert in other required areas but still the company has employed less number of staffs in its store. Overall the company has staffs in other areas of the country to look over marketing and distribution but as of the capital city it is quite understaffed.
- **Traditional work procedure:** The working procedure of the company is quite traditional but with the gradual adaptation of the modern methods the company is working in a faster pace. The billings were used to be done handwritten but as of now the computer bills it of now but still the previous records are to be updated.
- **Poor professionalism:** The documents are recorded in a cabinet but still such documents were misplaced timely after one had checked it and kept it on the table then. Lot of time was wasted searching for misplaced documents then.
- **Communication Barrier:** The staffs had a lot of fuss on where the mistakes occurred, as most of the information among the company members were found to be misleading ,vague and confusing which lead to poor performance.

### **3.2 Dealing with the problem**

- After the lockdown was loosened a bit the organization started to distribute the remaining books to various schools so that parents can buy it from there as a whole and few school's parents had to visit the store to buy accordingly.

- Though these times were quite off seasonal so the schedule wasn't that hectic but the firm should consider on employing more staffs under several departments in order to work efficiently.
- The company has adopted modern methods of working techniques but still the previous data are to be entered into the computer which took a lot of my time as well.
- The staffs were counseled of how one shouldn't be careless to lead to such waste of time and energy plus being more organized and attentive.
- Training should be done among the staffs to show how often communication barrier occurs and how such mistakes can be reduced.

### **3.3 Recommendations to the Company**

- Koselee should start diversifying its product, get into publishing of Novels and other books as well.
- Koselee should have a team of 7 groups, each team looking over order and supply for one of 7 province states of Nepal.
- Koselee should often conduct training programs for school teachers to understand the book contents and develop better skill for teaching.
- Koselee can also focus on establishing a Social Media Unit that will look after the online presence of the company that will ensure better brand recognition and recall.
- They can open up a library with coffee availability for readers to come by and enjoy reading different sorts of books.
- They should indulge more in social activities, building up a positive and recognizable image of the company as well.
- Company should timely hold meetings for any sort of discussion and be aware of the dynamic environment as well.

### **3.4 What you have learned during the CO-OP Studies**

- Professional Communication: One of the most valuable skills that I have gained from my internships is the ability to speak with people in a professional setting. It's also a great opportunity to practice that communication style yourself.
- Stepping out of your comfort zone: Trying out new opportunities helped me challenge myself. Even if I had no clue on how to do a certain project, I would still take it on. It

was the perfect time for me to learn and grow. Even if by the end of it I disliked a certain task, I would still feel accomplished.

- **Taking criticism:** As an intern, I learned how to handle criticism with grace, which also built my confidence in a professional setting. Since I already had a trial run in the workplace as an intern, I know now that I can handle criticism maturely, and I know how to respond to it professionally and respectfully, which will definitely help me in my career.
- **Importance of Time Management:** There are lots of things to deal with in the business field. Tasks are to be prioritized and dealt with accordingly. There should be proper management of time about what thing is to be done firstly and completed and then move on to the next one then. As you are given multiple tasks within your position, you will have to prioritize every task and decide how long to spend on each one
- **Sense of accomplishment:** Once I settled into my internships, I started to complete tasks, projects for the business. The completion of these tasks and assignments created a sense of accomplishment or something that I took pride in.
- **Sense of Business environment:** One of the major learning is that the business environment is dynamic and a company should come up with strategies to adapting accordingly in order to survive and thrive. With great experience come great possibilities of tackling challenges effectively. As the Covid-19 pandemic had a huge impact on the business but the company was still able to provide its product to its customers somehow and adapt to the situation.

### **3.5 How you applied the knowledge from coursework to the real working situation**

Some of the most relevant courses that had a great significance during my internship include Management Information Systems, Consumer Behavior, Marketing Management, Marketing Planning, Services Marketing, Integrated Marketing Communications' Management and Brand Management. Basic skills in the business world that a person should have are things like punctuality, time management, prioritizing, and logical evaluating that have been guided throughout our life. Moreover communicating techniques were majorly guided by our college professors which were a big help for me in order to communicate with business associates and clients via mail, media or personally. As I had learnt to use MS Excel and other Microsoft software, it was quite easier for me to operate things as well. As of supply chain, we learn about modes of transport, cash flows, logistics management, daily operations of the company,

inventory management and all which was really helpful for me during my internship. I was able to do SWOT analysis of the company through my knowledge. Throughout the 4 year BBA program, as a marketing student I had heard the term customer satisfaction in a regular manner, so I had a view of making the customer's glad and satisfied always.

### **3.6 Special skills and new knowledge you have learned from this CO-OP Studies**

I have gained practical work experience which has helped me discover the business work and its ethics. I have discovered new personal strengths and developed skills such as communication and time management. Moreover I have discovered my weakness as well for which I have to work upon it and develop myself. Seeing the company team members working together and sharing ideas and views together has brought a huge reflection on how team should work together to excel in the field for the company. One should actively learn and thrive as a responsible team member in the real world in order to excel and have a healthy relation with the team. This internship program has helped me establish contacts in the workplace for networking opportunities and gain references. I have been able to increase my oral and written communication skills along with increase in proper coordination skills.

With this program I have been able to build an evidence-based career portfolio to support the application process for future study or work process.

With the internship program I have a belief of having certain skills as a basic requirement for a person in business field like having the sense of punctuality: arriving in the workplace on time, conducting meeting, business trade of delivery, payment on time this reflects a view of respecting time as time is money. As there's no I in team, company employees should share business ideas and views which will help the business to excel. Conducting team meeting once a week is a must for every business firm. We all are well aware about internet's impact on business in today's world so digital market is also must; the company should come up with strategies to promote the business digitally as well. Planning and implementing aren't always what it's thought as so proper practice and secondary plans should always be kept aside. As of dynamic environment this techniques are also must.

## **Chapter 4 CONCLUSION**

### **4.1 Summary of highlights of your co-op studies at the company**

Working with Koselee Prakashan has provided me with building up of various skills personally and professionally. I gained lots of experiences which will further help me to guide to a better step in the future. Surely the first few days were tough for me to adapt in the business field but with time and experiences I got better. A huge learning was valuing business ethics, having confidence and composure, having sense of proper punctuality and respecting the client's opinion for which we had to standby. Also I have built an evidence-based career portfolio to support the application process for future studies or work processing. Marketing was my major field during the internship but I got into financing and operational departmental works as well.

As a part of marketing department I used to visit several schools and meet the school heads in order to discuss about the company products and how we had been competing in the market. Communicating with several possible customers and persuading them to value our product was a major challenge for me but I dealt with it and got proper into it with time. I would also indulge myself in sales and operational field by making several bills and posting into accounts, take orders and have it delivered to customers accordingly. The work environment was very kind and friendly to me which helped me to adapt faster and in an easier manner.

According to my work supervisor I had shown a huge improvement within myself from the starting to the end. As the company believed in me for providing me with several opportunities and delegating me to deal with various clients shows the faith that the company showed towards me for which I shall be always in debt. I always have the desire to learn something new and this internship opportunity has filled me with lots of knowledge and ideas for which I would like to show my sincere gratitude to the company and my co-workers. The course BBA, major in marketing is focused on marketing sector as the name suggest. Due to this, I was capable to understand the marketing techniques used in the company for customer awareness and relationship. The internship has helped me to understand the need for preparation, motivation, supply chain, logistics, inventory management and warehousing, punctuality, interpersonal communication and relationships which was taught in the course too.

In conclusion, I can say that this internship opportunity has filled me with lots of ideas and experiences which will lead me to a better person and better future for sure. The learning cannot be compared with any theoretical knowledge I had learnt in several classes, this was completely a major part of building me and excelling in several skills. I want to thank my Supervisor and the whole Koselee Prakashan team for providing me with opportunity to work with them.

#### **4.2 Evaluation of the work experience**

I have gained a lot of experience on the professional life and the publication industry of Nepal. The business in practical was very vast than what I would imagine it of...The tasks assigned to me were completed on time and I would receive positive feedbacks most of the time and this also helped me to find myself as a fast learner. With the pandemic having a major effect on the company as well I have experienced how the company has handled this difficulty and overcome it. I gained a sense of regularity, punctuality and patience playing a huge role in the business world. I have gained exposure on the working environment of the publishing field, the step-to-step procedure from content to a published book and that reaching to the consumer's hand has been a major learning.

#### **4.3 Limitations of your co-op studies**

The impact of Covid-19 has been a challenge as well as a setback in regard to my internship work exploration. This firm starts distributing the textbook and educational materials to the wholesalers, retailers and the customers in March as of the new academic session starts from April 1<sup>st</sup> week and with about half of the stock being sold off and with the remaining being stored in the warehouse and store to be provided to others was a huge challenge for the company. I was able to experience the challenges brought by the pandemic to the business and how it were to be dealt with timely. With the idea of conducting online classes the company had to face a new challenge of selling its product in a new manner so I was able to experience how the company had to provide its customer with the product accordingly. PDF's and online class material were developed by the writers and then those were to be provided to several school staffs with online training program being conducted for the teachers as well. With the orders distribution pending, transactions halted, seasonal stoppage etc the company had a difficult time coming up with a solution.



The pandemic had brought a setback in areas to be explored over during my internship period but due to the challenges it had brought and how the company adapted accordingly was one of the major experience for me.

#### **4.4 Recommendations for the company**

Koselee Prakashan being one of the oldest firm of the book publishing and distribution of the field has attained a great portion of the market. The company has a huge experience on how the market has been changing from way back till now, but as for the future the company has to come up with several tactics and strategy in order to compete and hold it's goodwill in the market. With increasing competition, well aware customers, adoption of technology in the business field, etc there are several areas that the company has to look over and implement ideas accordingly.

I recommend the company to conduct training programs in order to train the company employees and build up their skills. Regular check on various departmental works should be done as well. Koselee should start diversifying its product, get into publishing of Novels and other books as well. The company should indulge in social activities and helping the needy ones as well, this also leads to marketing of the company too. The company should develop its distribution strategy in order to reduce cost, transporting time which should make the clients satisfied.

## REFERENCES

Dhoju Anand; Effect of Covid-19 on sales and distribution channels at Koselee Prakashan

