



Cooperative Education Report
Impact of quality on brand recognition of silvertek



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Project Title : Impact of quality on brand recognition of Silvertex.

Credits : 6

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Academic Advisor: Aj. Khwanchol Kampan

Department: Bachelor of Business Administration

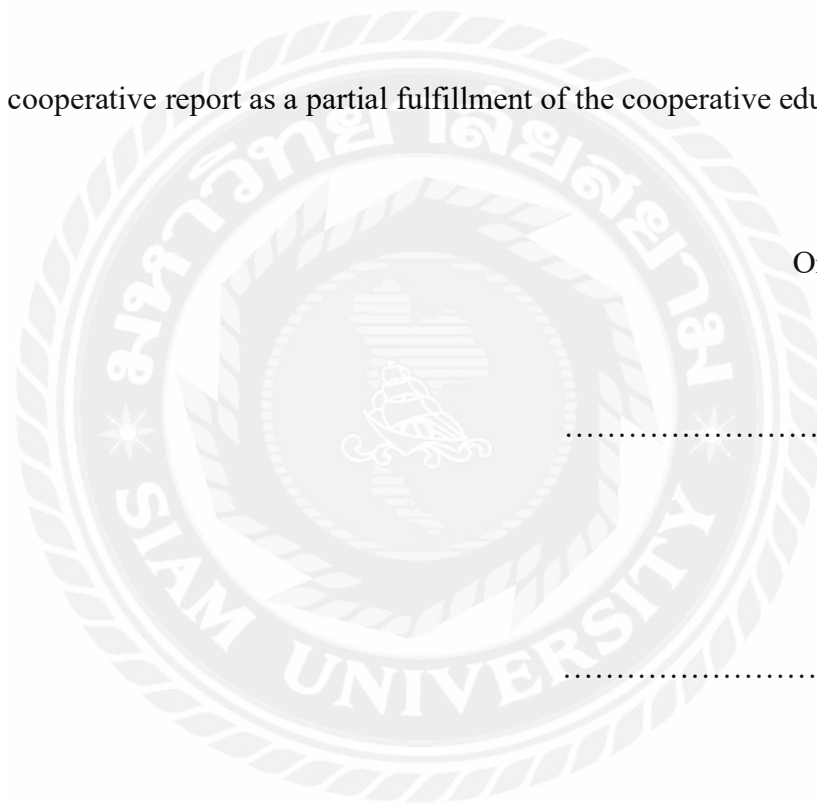
Major: Marketing

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



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Abstract

This Cooperative report entitled “Impact of quality on brand recognition of silvertex.” incorporates details on the brand management of brand silvertex and the role the brand plays in its parent company’s portfolio. Silvertex is the subsidiary brand launched by SJ Trade impex in 2016.

The major objectives of this report are:

(1) to understand how providing a better quality of products impacts the brand recognition of silvertex.

(2) To understand the role that brand Silvertex plays in the company

(3) the operation of the parent company SJ Trade impex. Through the internship period, I attained a very good insight on how the company operates in all levels especially the marketing department.

My main responsibility was to assist the marketing department in its everyday tasks.

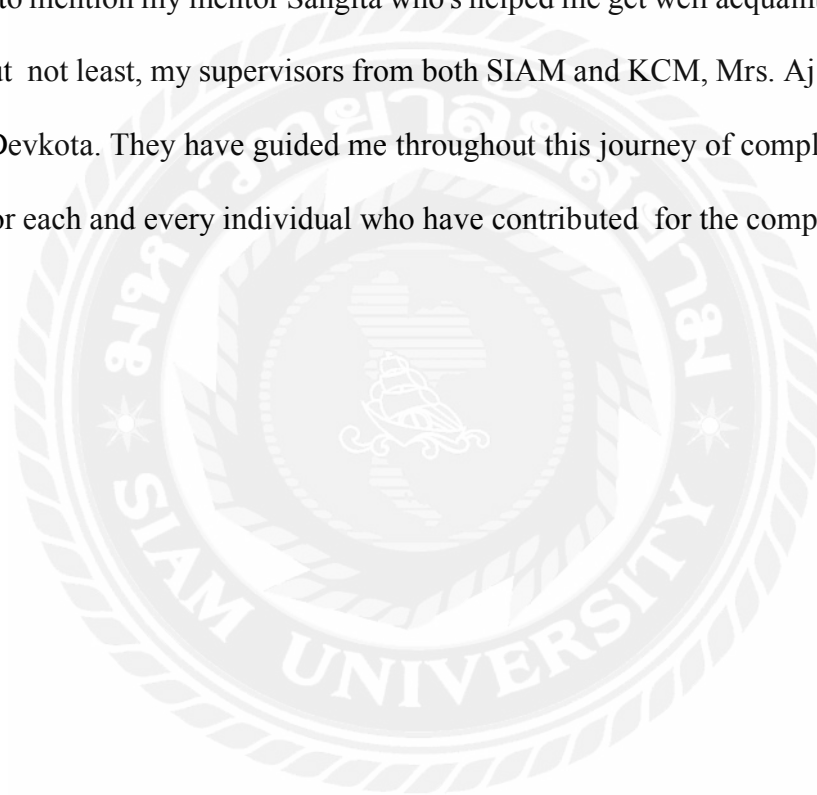
Upon the completion of the internship I learnt the importance of channels and the challenges that brand development face in developing countries such as Nepal where major part of the commerce takes place in the fairly unorganized sector.

Acknowledgement

I would like to extend my deepest gratitude to the Academic Faculty at Kathmandu College of Management for incorporating 14 weeks of internship as a part of our curriculum which has been a great way to learn about the corporate world. In addition to this, I would like to thank Mr Jitesh Agrawal Who has guided me as my immediate supervisors throughout my time at SJ trade impex pvt.ltd under Silvertex division and have given me the opportunity to be a part of this project.

I cannot forget to mention my mentor Sangita who's helped me get well acquainted with the company culture. Last but not least, my supervisors from both SIAM and KCM, Mrs. Aj.Khwanchol Kampan and Baburam Devkota. They have guided me throughout this journey of completion of this project.

I am grateful for each and every individual who have contributed for the completion of this report



Thank you

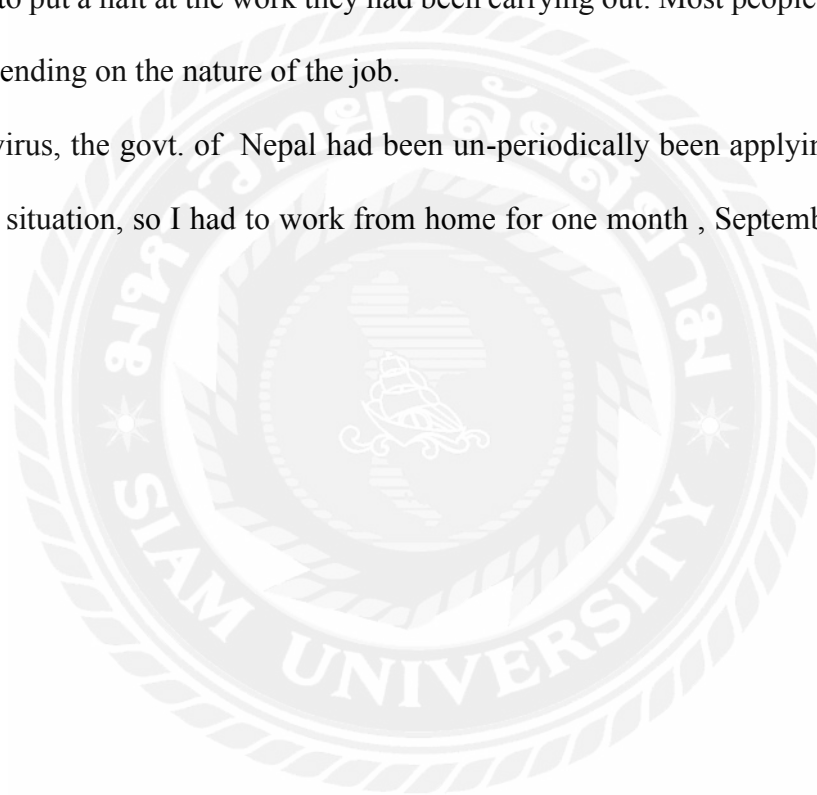
Safal Tulsyan

Effect of the Global Pandemic: COVID-19

CoronaVirus Disease (COVID-19) is an infectious disease caused by a novel coronavirus found in the city of Wuhan, China. (World Health Organization, 2020) Due to its highly infectious nature, it was declared a Global Pandemic in March 2020 by WHO (World Health Organization).

India reported its first case of COVID-19 on January 30th, 2020 (Wikipedia, 2020). By early March, the government had declared a nationwide lockdown. This forced the daily wage workers as well as office workers to put a halt at the work they had been carrying out. Most people have opted for work from home depending on the nature of the job.

Due to coronavirus, the govt. of Nepal had been un-periodically been applying a lockdown as per the need of the situation, so I had to work from home for one month , September 30 to October 28.



List of Acronyms

KCM: Kathmandu College of Management

BBA: Bachelors in Business Administration

COVID-19: CoronaVirus Disease

WHO: World Health Organization



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Chapter 1: Introduction

1.1 Company Profile

SJ Trade impex was founded in early 2005 in Kathmandu Nepal as an import export company. The company's major trade focus has been electronics since the very beginning. SJ trade impex was the one of the first companies in Nepal to import and distribute electronic flash lights. And the company has over 200 wholesale customers across the nation. Now the company has added FMCG and clothing under its portfolio in the last few years. Silvertex was launched by SJ trade impex in 2015 with the vision of providing reliable electronic products at a price that the average Nepali consumer can afford.

1.1.1 Mission of the company

The mission of the company is to generate the maximum amount of Value for its customers by making the right products available at the right price at the right time.

1.1.2 Vision of the company

Uplift the living standard of the people of Nepal with trading.

1.1.3 strategies

- Have a advanced R&D based procurement department in China
- Access the remote areas of Nepal
- Add niche products to its portfolio

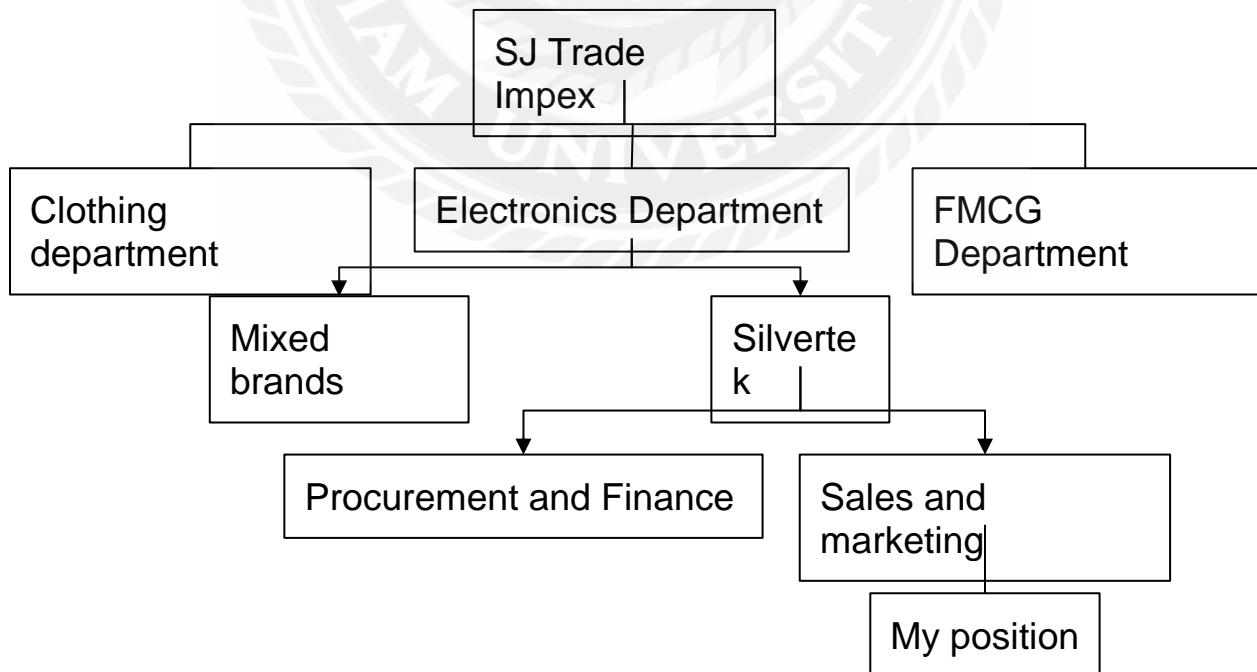
1.2 Organizational structure

SJ Trade Impex is a partnership firm. Consisting of a total four partners, including 2 active partners and other two silent partners. The company has three departments divided according to the business sectors, which are electronics, FMCG, clothing. Each of the two partners looks after procurement & finance department and sales marketing department respectively of the core electronics department which is the backbone of the company. FMCG and clothing departments have their own department heads. Silvertex is the electronics department.

1.2.1 Job position as Intern

I interned at the Silvertex sales and marketing department, even though I got the chance to work in the departments where work was available.

1.2.2 Job position in the organizational structure



1.2.3 Intention to choose the company

Intentions to join this company defines the statement of the problem. The main intention of joining Silvertex are as follows:

- To understand how B2B marketing is done in Nepal and To understand how to overcome the barriers of effective marketing
- To understand how to procure good quality products.
- To develop the skill of communicating with customers
- To understand how a Trading organization functions at a large scale.

● 1.3 SWOT Analysis of the company

SWOT	HELPFUL	HARMFUL
INTERNAL	Strength <ul style="list-style-type: none">● Diverse portfolio● Quality products in affordable price● Well developed supply chain● Existing loyal customer base	Weakness <ul style="list-style-type: none">● Lack of proper marketing and brand personality● Mediocre workspace
EXTERNAL	Opportunity <ul style="list-style-type: none">● Booming economy of Nepal● Increasing brand awareness● Stable government	Threat <ul style="list-style-type: none">● Fierce competition● Low barrier to entry● Government taxes are increasing on foreign products.

The strength of SJ trade impex is that it has a diverse portfolio which means that SJ trade impex has lots of product offerings, one product can boost the sales of other products, if the sales of one product drops, other products can support the business. Example in silvertex department, its torch lights were the most selling products in 2010 when there was a national Electricity crisis in Nepal, but when the Crisis was over around 2017, the sale of the torch lights dropped, so other products of the portfolio supported the business.

The products of silvertex are preferred by the customers as they are priced close to the competitors but they are of better quality, eg: the Multi-socket of silvertex has thicker copper wire compared to its competitors in the same price range.

The weakness of SJ trade impex is that it has good quality products but it only has push marketing, and pull marketing is missing as the final consumer is not aware of the brand, only the wholesaler and retailers are aware of the brand.

The opportunity of SJ trade impex is the GDP of Nepal is increasing at a very high rate, 7%, which is more than China's and India's GDP growth rate, so this suggests that the overall market size is growing. People in Nepal have only recently started becoming aware of the brands they use, so It would be great for silvertex to Develop a brand personality right now. The government of Nepal is much more politically stable right now compared to 10 years ago when riots were common in Nepal.

The Threats of SJ trade impex is that in the last 5 years the level of competition has increased tremendously as importing was an attractive sector where there were low barriers to entry and high margins. The government of Nepal has imposed high Tariff taxes on the goods imported, due to which the cost of the products has increased more than the consumers would like to pay.

1.4. Objectives of the study

The major objective of this internship is as follows:

- i. To understand how much the quality of a product determines its brand recognition.
- ii. To understand how companies stay ahead of the competition and recognize the changing taste of the market.

Chapter 2: Literature Review

2.1. Job description and responsibility

My Job required me to assist my colleagues in the Marketing & Sales Department, in tasks such as making market reports, arranging documents in files every evening, occasionally responding to clients, accompanying my colleagues in field research, looking after the social media handles of silvetek, assisting photoshoots of the products, adding the brainstorming of brand development.

And whenever I was free I would get tasks from the procurement department such as data entry in excel, and google sheets when I had to work from home.

i. Marketing Department: The main objective was to assist in the research on the “market potential of heater and thermos”. For which the following steps had to be conducted:

- a. Carry out on field first hand research regarding the competition for the new product
- b. Understand the existing products
- c. Benchmarking the product for the comparison with the competitors

ii. The procurement department : My objective in the procurement department was to do the data entry work that I was assigned on either Microsoft excel or Google sheets. The data was related to Nepal customs and container loading lists.

2.2 Contributions as intern

Week 1:

- Intern Training
- Product knowledge training

Week 2:

- week of internship I was given simple tasks such as photocopying document, arranging document in files alphabetically every evening.

Week 3:

- assisted my colleague, and helped her in tasks such as making phone calls to the Client. Responding to the phone call when she is busy with other calls.

Week 4:

- did data entry work for the procurement department

Week 5:

- assisted my colleagues In market research and analysis of "cola thermos" to determine the potential market size bottles too.

Week 6:

- accompanied my colleagues to on field marketing

Week 7:

- assisted my colleagues in product photoshoot

Week 8:

- worked from home, did excel work

Week 9

- worked from home, did excel work

Week 10

- worked from home on market report on google drive

Week 11

- worked from home on market report on google drive

Week 12e

- worked from home on market report

Week 13

- looked after social media handles

Week 14

- added to the brainstorming of determining the brand personality of silverttek.

2.3 Examples of some special skill learnt

These are few of the skills learnt in my internship period

- 1) Market research

I helped my colleagues in preparing the market research report of cola bottles by making a list of the cola bottle provided by other companies and along with their prices

2) Advanced excel formula

I learned how to use formulas in excel and in google sheet as per the demand of the situation such i learned how to calculate the costing of a product writing my own formulas

3) Field marketing

I went with my colleagues for Field marketing to show customers samples of products. What I learned here was to not let our enthusiasm drop as we moved from one customer to another.

4) Social media analysis

I learned how to boost facebook page to reach more customers.

Chapter 3: Learning process

3.1 problem faced/noticed during internship

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

3.1.1 Focus:

I was working on data provided to me by the procurement department, and I made a blunder by inputting the wrong formula and in the end the results of the entire day's work were wrong, and I had to redo the work again. This delayed the further processes and the team had to wait. I understood the importance of being calm while there is a time crunch.

3.1.2 Cultural Fit:

I had a hard time fitting into the company as most of the people were older than me, but they were welcoming and helped me to get comfortable within the first two week by inviting me to go lunch with them and talking to me.

3.1.3. Information availability :

The information related to competitors was not available on the internet which made it very hard to gather required data to determine factors such as the sales volume and the market capacity without which it would be not possible to know How silvertex as a brand was actually performing.

3.2 mini research

3.3.1 problem statement

My research topic is Impact of quality on brand recognition of silvertex

3.3.2. significance of the study

This report is based on my internship tenure at Silvertex. This report covers the major departments of any company: Sales Marketing and procurement department , how they operate and what are the important aspects to keep in mind in these departments.

Sales and marketing department in Silvertex deals with its 800 b2b wholesale customers which I got the opportunity to interact with. I was also involved in assisting my colleagues in making market

reports which determined the market scenario. With my colleagues I also got the chance for field visits which helped me understand how to maintain existing customers and while gaining new ones. Simultaneously, I also got insight on the procurement department which gave me the insight of the entire channel through which the product reaches from the factories located in China to Kathmandu and the issues related to it.

3.3.3 literature review

- importance of quality in the Brand Image:

What I most importantly learnt is that quality is a subjective term as per its price, and to maintain the quality the business needs to keep revisiting the products that are being manufactured by the factory by practically opening and looking into the product to see what's there in the product that makes it superior or inferior. And only if the quality is actually good, the team is really motivated to communicate that to the consumer and hence form and influence the brand image. The products of silvertex were better than other products that the electronics department offered and it was the most demanded product by the consumers. But sometimes having a large product portfolio in the electronic department was the reason why new customers were attracted to the business.

- Marketing & Sales :

There are various aspects of marketing that I learned, such as the importance of consistency, and the hard work required to get new customers. With my colleagues I approached many new clients, it was often hard to determine whether they were retail customers or wholesale customers. Secondly many of the customers did not show any interest in the products which influenced the team's motivational

level which would influence the next approach too. There were customers who would start slowing the payments as the sales were often in credit. The electronics department's star product line was Silvertek which increased the sales of other products too. So here I learned consumer behaviour in a b2b context. Even in a b2b context like b2c the consumers buy most of the products from the same seller in majority of the cases. What I also observed was how the marketing team would approach the customers with confidence as it had certainty that the products of Silvertek were better than that of the competitors.

Initially The company's main product line used to be torch lights as the country has electricity power shortage and there load shedding of upto 10 hours a day in Nepal and people would use rechargeable torch lamps in their houses, but in the recent years the country's Electricity problem has been solved and demand for torches has declined drastically. But the company had a very wide portfolio which helped it to survive when the market demand changed. So I also learned how having a large portfolio is important in a trading business.

- Communication:

When I joined the company I had weak Nepali conversational skills, especially understanding native speakers from different parts of the country due to accent barrier. Plus due to my education I had always used English Numbers. While the market fairly operates in Nepali numbers, I learned Nepali numbers as far as possible. My Overall communication skill has increased by doing this internship.

Chapter 4: Conclusions

4.1 Conclusions

The 14 week long internship is done as a partial fulfillment of BBA in SIAM University. However, this internship period was more than a course fulfillment procedure. I can see a huge difference in myself before the internship and at the end of the internship. This internship period has not only given me an abundance of knowledge on the practical implementation of the theoretical knowledge that we study within the campus premises but has also given me a glimpse of how the corporate world can be hugely influenced by communication and how sometimes external forces come to affect the work in the most unexpected way as well.

Overall, the experience of this internship period remains one of the most fruitful one. It has taught me the importance of resilience, diligence, communication and gratitude. This was indeed a much needed reality check before we dive into the real world.

4.2 Limitation of the study

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

- Due to the company policy, most of the information was not available.
- The time limit of 14 weeks was not enough to completely understand the ins and outs of the company and how it operated

· The Global Pandemic: COVID19 is one of the major limitation that I faced in my internship period as it limited the workflow that I along with my supervisor had planned.

· The Pandemic further limited my chance to visit the market to work on the project.

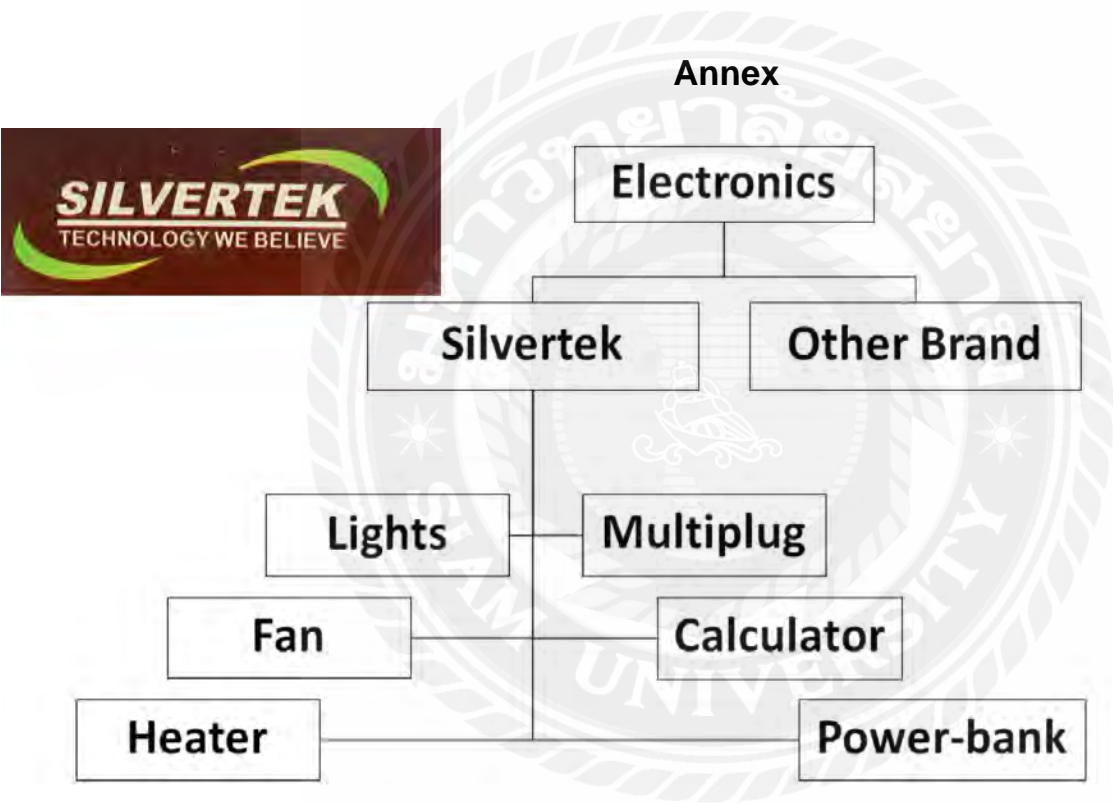
4.3 Recommendations for the company

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

Silvertex should build a separate brand management department or outsourcing to marketing agencies to raise the awareness amongst the end consumers to increase pull demand as well as increase its sales volumes. Silvertex has good products now it's time to match its marketing to its product quality. Plus silvertex would benefit a lot from developing its social media handles.

Other than that, the company is doing great in terms of logistics, as well as the communication and relationship with different stakeholders such as dealers, retailers. Example the branding department should Now make advertisements for the end consumers that silvertex multiplugs have thicker wire than its competitors so that there is pull marketing to take advantage of its strength. So that the marketing department can keep using its push marketing technique on its b2b wholesale customers and branding department can attract the end consumers using the pull marketing, this will lead to end consumers demanding products to wholesale consumers The gdp of Nepal is also increasing so I

would recommend increasing the size of business by expanding into new territories of Nepal and adding more premium products to the products lines.



Figures 1:Product portfolio of silvertek



Rechargeable
Maintenance-free
Sealed Lead-Acid Battery

12V7.5Ah



Easy To Use Invertor, Solar, U.P.S. And Other Kinds

Figures 2:Product offering by silverttek

SILVERTEK
TECHNOLOGY WE LIVE
ST-08

Halogen Heater



Figures 3:Product offering by silvertex

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