



COOPERATIVE EDUCATION REPORT

Importance of Consumer Buying Behavior in Subha Laxmi Trade Link

WRITTEN BY

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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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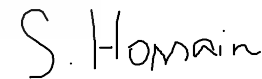
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Abstract

This Cooperative report entitled “Importance of consumer buying behavior in Subha Laxmi Trade Link” has the goal to examine the potential scope of expanding the Fiber product lines and identifying the underlying opportunities in the untapped areas of Nepal. Objective of the study includes: (1) to increase the volume of sales by finding potential markets (2) to reach out new markets (3) to find connecting products of same nature so as to diversify the product range. During my internship, I gained a detailed understanding of how the business works at all levels, including the marketing, distribution, and finance departments. My primary duty was to observe the market and recognize consumer behavior, as well as to obtain price and fiber data from various companies around the world.

With the company I was also assigned to work as Assistant operating Manager in the department of Sales and marketing. The responsibilities included to get insight on handling the client relationship, with different innovative marketing strategies so as to increase the sales and researching on new marketing strategies. Upon the completion of the internship, it was found that the problem was resolved by means of product research and meeting market requirements. In this matter, the student is able to learn more about how to get accustomed to the working environment of Nepalese Market, which is very important for a future career. As we can see, the market is changing as businesses need to adapt and adjust, especially now that the entire world is dealing with corona issues.

Key Words: *Client Relationship, Market Scope, Product details.*

Acknowledgement

First and the foremost I would like to express my sincere gratitude towards Siam University and Kathmandu College of Management for providing us with opportunities every year to work in the corporate world to explore our field of interest and excel in it. I would also like to thank my supervisor Aj. Rashminda Attanayake for his advice to improve my learning and guidance to overcome the challenges I faced during the internship period. Last but not the least I would like to thank my supervisors Ms. Laling Lama from KCM for her valuable time and all necessary guidance and support throughout the successful completion of the program.

A warm felicitation goes for me to acknowledge the people of Subha Laxmi Trade Link, who hold the desirability for encouraging, teaching, assisting as well as believing me on the tasks of marketing activities that I have worked through my internship period. I also acknowledge them for being patient enough to answer all my doubts and queries. The facts and other vital information provided by them have contributed a lot towards making this project as comprehensive as possible.

Lastly, I am also very thankful and grateful towards other colleagues and family members for their support, co-operation, encouragement, and valuable suggestions for the completion of this project. I believe that this report will be a valuable asset not only for academic institutions, but will also be useful for all those who are interested to learn about internship experiences in the Trading sector.

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Chapter 1 INTRODUCTION

1. Company Profile

Subha Laxmi Trade Link is located in Chabahil, Kathmandu. It has been dealing with fiber, wool and chemical products for 25 years. It basically deals in Fiber quality and different chemical products. It is also involved in the buying, selling of different kinds of fibers and chemicals. All the products are thoroughly checked by their experts before delivering them to their respective buyers. Subha Laxmi Trade Link has a wide range of options for the buyers to choose from in context with their requirements. Since they have a factory outside the valley and they also manufacture fiber sheets which are filled inside the jackets, pillows and bed sheets. The fibers, chemicals and wool are all imported from the different countries like China, India, Thailand, New Zealand and Korea. Beside fiber they also have agency of Yeti Carpet Reggin.

1.1 Mission of the company

- To provide our clients competitive and premium quality of goods.
- To seek growth through new ideas, new products.
- Continually building our skills and knowledge to meet the growing and diverse needs of customers.
- Our ultimate goal is to supply our customers with the goods they need, on time, and at a fair price.

1.2 Vision of the company

- Keeping our name synonymous with reliability, customer satisfaction and innovation.
- Being admired for our business values and ethics
- To maintain the excellence of our service and increase the profitability of our organization.

1.3 Strategies of the company

- Dealership Strategy – Our company is in process to bring dealerships to foreign companies like Aero Fibre Pvt. Ltd (India), DAFA Chemicals (China), Reliance Industries (India).
- Pricing Strategy – Our Company keeps prices low to attract more customers and due to dealerships we could sell the high quality products at low cost in the market.

- Financial Strategy: Our Company will have a credit policy with the customer and there will be a cash discount for the customers who will pay the bill payment within 10 days.

2. Organizational Structure

2.1 Organizational Structure

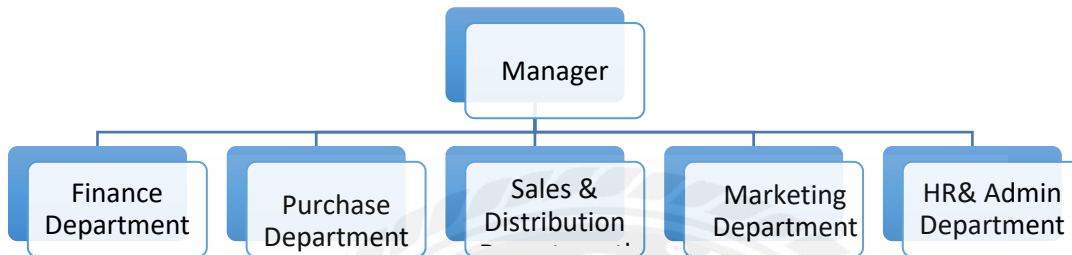


Fig 1: Organizational Structure of the Company

2.2 Job Position

In the company I worked on three departments (Finance, Sales & Distribution and marketing department). I handled the purchase, sale and payment section and also worked on banking work like opening LC, RTGS and many more.

3. Intention to join the company

In the coming future days I want to establish my own trading company as it would help me to know about all the work to be done in the company. Initially, I started as an intern at Subha Laxmi, but I was immensely impressed by the teamwork environment and the value that the firm has to offer. As I was working in the company first of all I learned how to deal with the buyers and dealers. Also got to know how to maintain good communication with the buyers and also got to know practical knowledge about the banking works and marketing skills. As a marketing student I always wanted to know how the companies work in the marketing sector and how they build a good relationship with the companies from where they import the goods and the customers and also I wanted to know how to import the goods. What are the terms and conditions to import the goods from other countries

4. Strategic analysis of Subha Laxmi trade Link

SWOT Analysis

- **Strength**

- Strong relationship with the customers.
- Subha Laxmi delivers the fibers all over Nepal and they have captured the market and also have a strong marketing network.
- Subha Laxmi manufactures fiber sheets and rolls at low cost in the market.
- Subha Laxmi imports all the high quality fibers from the big companies from different countries.
- It also has a strong brand portfolio.
- Locational advantage being the company situated in Kathmandu city, products are well accepted in the local market and outside the valley also

- **Weakness**

- During the peak season there is more demand in the market and they are unable to deliver the fibers to their customers.
- Due to seasonal products there is a decline in sale during the summer season.
- Due to high import duty the prices of products increase.
- Late adopters of new technology, as they have planted old machines and the production is slow and sometimes they are unable to deliver the sheets and rolls to the customers and in factories.
- Changing global prices on the fiber products might affect production costs resulting in extra cost for the company.
- The price of the transportation charge also increases, when the price of petrol or diesel increases.
- If there is any problem in the machine then the production will be stopped.

- **Opportunities**

- Subha Laxmi can shift to the new geography and can target the market. They can target the market of the mountain region.
- Diversify in the existing products.
- They manufacture fiber sheets and with that they can manufacture new products(Pillows, Bed sheets, Blankets)
- Domestic retailing is yet to be exploited yet there is a big potential for growth in the sector.
- The growing global need for the product has led to product diversification and development.
- New trends in consumer behavior can open up a new market for the firm as it provides an opportunity for the organization to build new revenue streams and diversify in new product categories too.

- **Threats**

- The government of Nepal is unstable.
- As there are many competitors in existing products which make Subha Laxmi more challenging
- Low tax benefit
- New technologies developed by the competitor could be a serious threat to the company in the medium and long term future.
- As the international currency (Dollar) keeps on changing and the rate of the fiber also changes.
- High interest rate has made it difficult to access bank loans for expansions.
- Balance between quality and pricing is a challenge.
- The high cost of power and other indirect tax tariffs for raw material has also increased the cost of production for the company

5. Objectives of the study

The major objectives being a part of the Subha Laxmi Trade Link where to firstly gain practical exposure and secondly application of knowledge on real life projects and to develop better

understanding of marketing procedures as well as customer behavior towards the products they purchased that they use in the context of Nepal. As to understand the present market composition for fiber, it mainly focuses on the needs and wants of the consumers as consumer satisfaction is more important for making profit.

- To study the behavior of consumers in the market.
- To know how to import the goods from different countries.
- To understand the present market composition for fiber.



Chapter 2 CO-OP STUDY ACTIVITIES

2.1 Job descriptions

As for the 2 months I was allotted a Sales and Distribution Department where I used to deal with the customers and then I worked under the Marketing Department. As I used to send the details and photos for the products to the customers. And then I worked in the Finance Department where I used to go to the bank and open the LC.

2.2 Job responsibilities and work duties

2.2.1 Sales and Distribution

It includes planning and coordinating all the activities right from the order placement and till the delivery of the order. The process included knowing the nature of the buyer. In my internship I had to deal with customers which basically included procuring orders from them. During lockdown also I worked on revising the orders and specifications made by the buyers through online dealing, I also ensured that there was timely and correct delivery of orders to the buyers. I also worked on sending pictures of the fiber, chemical products and bills to the buyers correctly and timely.

2.2.2 Marketing Department

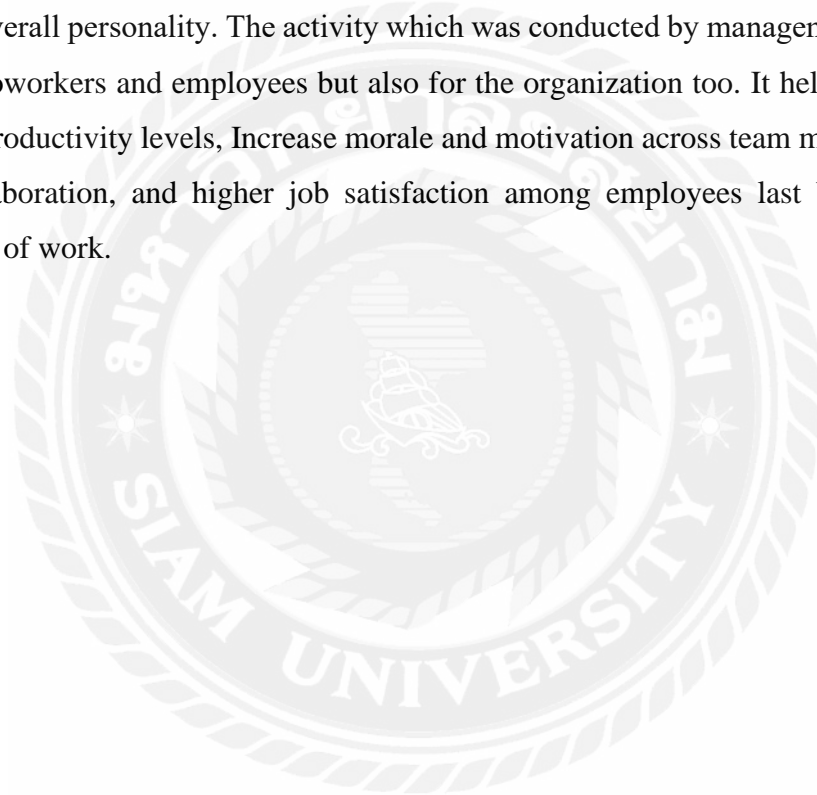
I worked in their marketing department where I learnt about how important it is to know about marketing strategies and implement them properly. I basically learnt and worked on new marketing strategies that were used by the company to market. I researched about different fiber and chemical related products in the international market during lockdown. Also I engaged with the customers and reviewed their feedback through different social media such as: whatsapp, viber.

2.2.3 Finance Department

I also worked under the finance department even after being from the marketing sector and got an opportunity to learn about the record-keeping process, banks works like opening L/C, doing RTGS and Vehicle tracking (VCTS).

2.3 Activities in coordinating with coworkers

Teamwork was a priority by making it part of the performance management system. Also team building activities were conducted by the management for the refreshment. The benefits of team building games and activities not only affect the way teams work but it also reflects improvement in everyone's overall personality. The activity which was conducted by management was not only beneficial for coworkers and employees but also for the organization too. It helped the company to improve its productivity levels, Increase morale and motivation across team members, Improve workplace collaboration, and higher job satisfaction among employees last but not the least improve quality of work.



2.4 Job process diagram

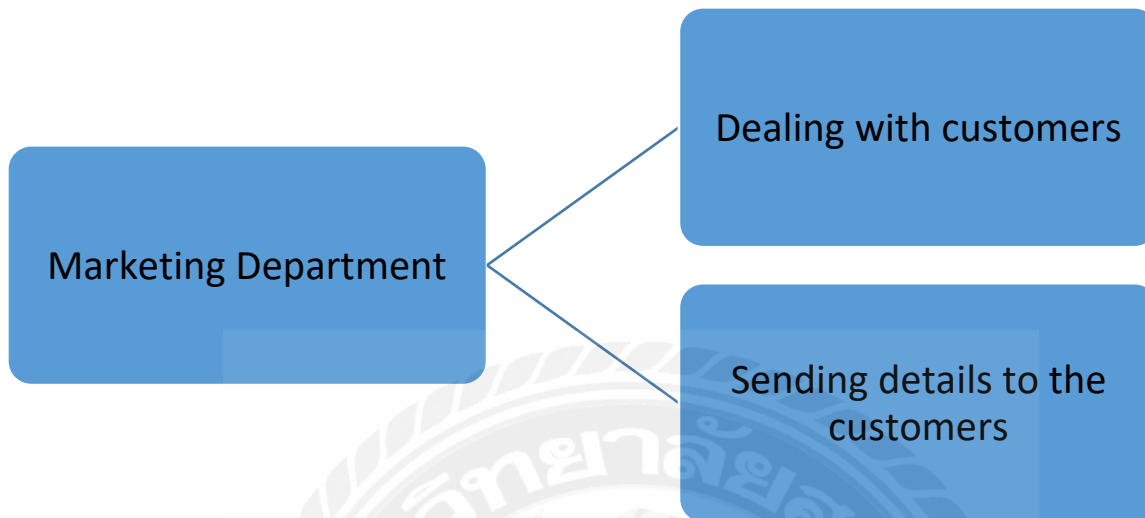


Figure 2: Work in Marketing Department

As being a Marketing Student I was able to work very easily. As in the marketing department I used to deal with the customers about the quality and the price and also send the details and samples to the customers. I was also responsible for improving the firm's effectiveness in selling its goods by identifying consumer and based on those needs, publicizing, developing, communicating and selling their consumer goods.



Fig 3: Works in Finance Department

In the finance department I learnt all the bank works like opening the Letter of Credit, RTGS (real-time gross settlement), Vehicle tracking (VCTS).I used to make all the document like Bill of Landing, Insurance, Proforma Invoice, packing list and Commercial Invoice and submit to the bank and open the LC.I also used to go to banks to clear the Cheque and deposit the money.

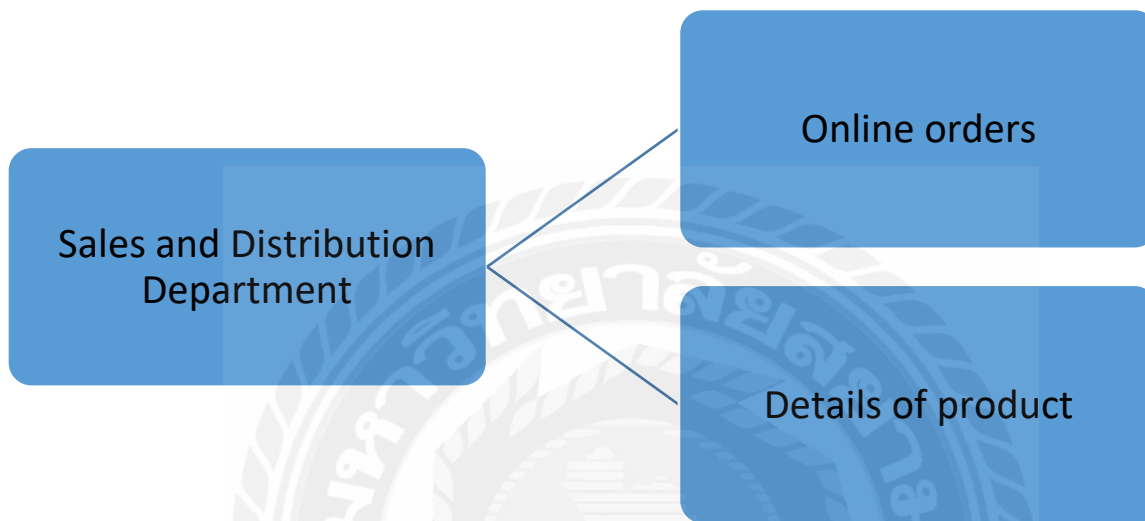


Fig 4: Works in Sales Department

As in the sales and distribution department I used to take orders through whatsapp and also send the full details with the photos and samples to the customers. During the lockdown period I used to notify the customers that the goods are available and also send them samples if they needed. In this I also made sure that the buyers are happy by providing special offers and I also created surveys for feedback to solve problems so that the company does not lose their customer.

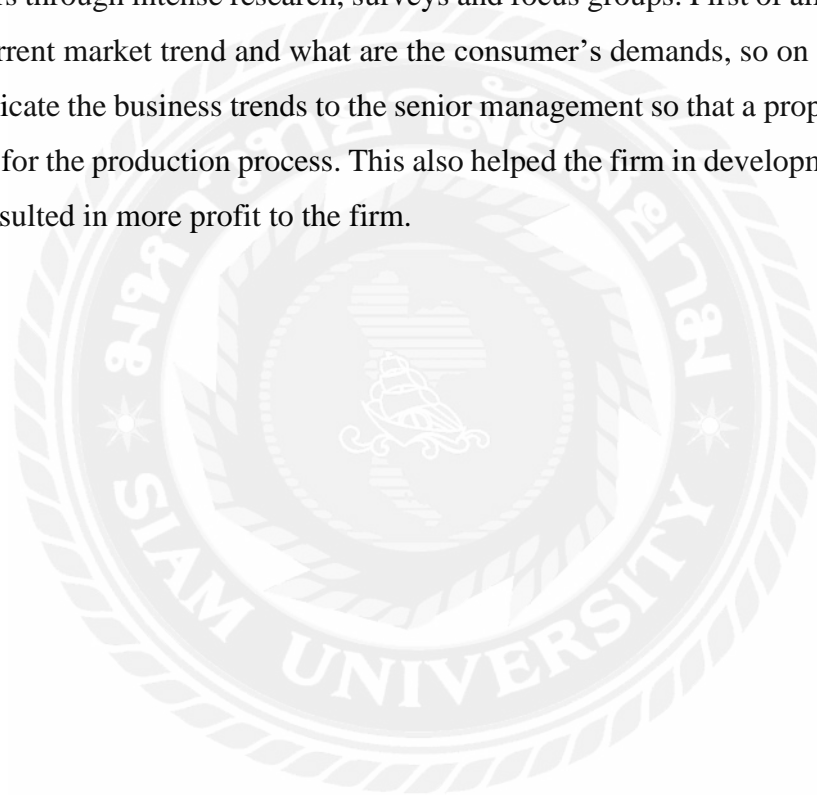
2.5 Contributions as a Co-Op student in the company

With 4 years of learning experience at Kathmandu College of Management (KCM), I happened to inculcate knowledge regarding business, management, marketing, start-ups and many other things within me. Getting the theoretical knowledge into practical experience, I made contribution at Subha Laxmi Trade Link in following ways along with the timely completion of responsibilities and activities mentioned already above in Chapter 2:

- **Communication:** It is one of the foremost and most important functions required in organizations. For successful completion of production, effective communication is required to communicate with different levels of people in the company to perform day to day activities. I established a new channel of communication of lower level employees directly with the Senior Production Manager and reconfirmation of correct instructions.
- **Planning:** I also participated in planning with my seniors giving new ideas for continuous production and working for successful implementation of plans made. Planning in a company includes various aspects like planning the new marketing strategies, checking the order requirement, planning for the given order etc.
- **Decision making:** The Senior Manager has to make several decisions during the production and order processing, selection of suppliers, selection of buyers, etc. where I actively participated by giving my opinions.
- **Controlling:** I used to make sure that all the activities are carried out as per the planning and I used to report to my supervisor religiously.
- **Coordination:** I as a BBA student had learnt coordination and teamwork ever since the first day of orientation. I always tried my level best to coordinate with every department in such a way to reduce the uncertainties and difficulties. In case of any problem, I used to support and lend a helping hand in order to complete the task successfully in the given period. Both the controlling and coordinating activities complement each other and I maintained both accordingly as per my level.
- **Follow ups:** During my working period, I used to maintain follow-up especially with the buyers. Similarly, I made follow-up with customers sending them the specifications of the particular fibers and chemical products that they were interested in, and other includes follow-up for the approvals of the orders and delivery confirmations.
- **Product Development:** One of the most valuable lessons I learned about Product Management was that the entire department is influenced by two main market components: Demand and Supply. Subha Laxmi provides both manufacturing (fiber sheets and rolls) and outsourcing the goods, depending on the product's requirements. In this situation, they must constantly determine whether it is more profitable for the company to produce the goods themselves or outsource them at a lower cost. Product management is important on the supply side for all of these reasons. When it comes to the Production side, it all comes

down to the Sales team and consumer demand. Customer demand can also be fulfilled by the product department, which understands the quality and trends that consumers need while staying within their budget. The product development team tries to construct a connection between the two. The lesser the gap, the better it is for the company as a whole. Product management is to create a balance between them, avoid clashes and deliver profit and at the same time satisfying customer needs to ensure sustainable growth.

- **Consumer Behavior:** Analyzing consumer behavior was one of the most important tasks performed by me during this internship. My main task here was to analyze the needs of customers through intense research, surveys and focus groups. First of all I identified what is the current market trend and what are the consumer's demands, so on that basis I use to communicate the business trends to the senior management so that a proper decision could be taken for the production process. This also helped the firm in development of customers which resulted in more profit to the firm.



Chapter 3 LEARNING PROCESS

3.1 Problems/issues of the company

3.1.1 Lack of Website

With the enhancement of technology, online marketing and web development has been a boon for various businesses. Currently, Subha Laxmi Trade Link does not have any of its website and it becomes difficult to update any information and also it takes time to reach the customers. Hence the company is unable to promote their products in the market.

3.1.2 Communication Gap

There are a little bit of gaps in communication between the departments. Although they confirm each and every thing from each other. Being in organization, proper and effective communication is a must for efficient completion of work. The gap occurs when there is fear among employees, especially when an employee is engaged in communicating with another employee. Sometimes even subordinates also feel fear in speaking with their bosses or to their department superiors. Since they develop a sense of fear, they couldn't pay attention properly to what is being communicated due to which they have issues with the customers.

3.1.3 Lack of employees training

As Subha Laxmi don't provide training in the workplace to the employees, it becomes difficult for the employees to meet the performance standard. As the untrained employees can't deliver high quality fibers to the customers due to lack of adequate knowledge and training they can't satisfy the customers and this combination results in dissatisfied customers. As the company experiences declining sales if dissatisfied customers choose competitors who can provide quality products and appropriate service.

3.1.4 Poor Customer service

Due to the poor customer service Subha Laxmi loses many customers. As sometimes they can't deliver the good quality of fibers to customers and due to price also they lose the customers. Also sometimes the staff don't respond in time (Late replies) and they also don't follow up the customers whether the quality of fibers are good quality or not.

3.2 How to solve the problems

- **Creating a website for the company**

The company can be more communicative if it has an updated web site. The company should create a website and can design the website by adding different pictures and adding all the details of the products which makes the customer easier to place the order also.

- **Proper communication at workplace**

The company can develop a system of giving proper instructions and the authority to reconfirm any work regarding what and how to do from the Senior Production Manager in case of any confusions. Also, another system of re-checking if the communicated task is done properly or not. The company should use the right communication tools, smart decisions should be made and also focus on consistency. To eliminate the fear there should be smooth communication between the employees. They should be motivated and should express their opinions, speak up when they identify a problem and they should share their ideas for the improvements. As it will create a path to success.

- **Providing employee trainings**

As in any company, training is very important because it represents a good opportunity for employees to grow their knowledge base and improve their job skills to become more effective in the company. They should identify the problems and fix the gaps and should also promote soft skills training like decision making, time management, leadership and conflict resolution. The employees who are in the sales and marketing department should get training to improve their skills in sales and marketing of a company's products.

- **Improving customer service**

As the company should ask the customer needs and preferences. They should manage the time so that they can respond to the customer as fast as possible. They also need to follow up with the customer because it's very important to follow up with the customer to see how they feel about the resolution and to make sure the problem was indeed

resolved. And the customer service is never considered as a one-time problem fixed and forgotten so any problem should be addressed to the company.

3.3 What I learned during the Co-Op studies

With 4 years of learning experience at Kathmandu College of Management (KCM), I happened to inculcate knowledge regarding business, management, marketing, start-ups and many other things within me. Getting the theoretical knowledge into practical experience, I made contribution at Subha Laxmi Trade Link in following ways along with the timely completion of responsibilities and activities mentioned already above in Chapter 2:

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3.4 Special Skills and new knowledge I have learned from this Co-Op studies.

In today's competitive sector of marketing an internship is meant to enhance experience in the field where one is interested in, a primary way to learn to network within the organization and get footstep in the door at one's dream company. Getting an internship at Subha Laxmi Trade Link provided me a platform to meet new people, learn from their experiences and inculcate a lot of practical knowledge which will prove to be fruitful in establishing my career in the days to come.

I would explain the part of my learning under two categories, one is practical learning and the other is behavioral learning. Under the practical learning, I got to know the marketing and sales process of the company and various other activities regarding the company. Apart from that I also learned a lot about the following aspects:

- **Deal with the customers:** During my internship period I learned how to deal with the customers in a very polite manner. The staff used to be very positive and polite to the customers and if there used to be any problems then they both efficiently coordinate properly.
- **Making connections:** During my internship I learned making connections. The employees handled the customers so smoothly and efficiently. I know now how to make a better connection and handle it as well.
- **Communication:** Effective communication is essential in any role. In every organization communication plays a vital role. During my internship days in the beginning it was a little bit difficult but as time passed it was easy to communicate.

3.5 How I applied the knowledge from coursework to the real working situation

This report comprises knowledge sharing and experience sharing throughout the internship program at Subha Laxmi Trade Link. As I was appointed to work in the Marketing Department, Sales and distribution department and later in the finance Department mainly. As to create a good relationship with the customers brand awareness, brand loyalty, Negotiation skills, Ability to

understand, and adapt to, the workplace culture plays an important role. I have practiced a lot of homework on the basis of academic knowledge. When you start from the base it becomes much easier to make a decision or to choose upon a path that would benefit the company as well as the customers. Just having theoretical knowledge isn't enough to work in the real world, practical insights aligned to the knowledge and learning we had plays a very important role in the business. All the basic to complex things that we have come across during our lectures has helped a lot during the internship period. As it has a great role to play to ensure efficiency and effectiveness in the workplace. There was some knowledge from coursework which really helped me in managing the business and also in fulfilling my responsibilities as well like:

- **Digital media in business:** As due to the current situation (Covid) all the people are going digital. Even from small to big companies are using digital platforms to sell or promote their market in the country. The same Subha Laxmi Trade link also used the digital platform to contact with the customers. Sending them the details of products, photo to the customers.
- **Proper communication and coordination:** While following the government imposed instructions during this trying time, work from home techniques had been the choice of many companies so was with ours. As before sending any details I used to discuss with my seniors and complete our work. This was possible because of the constant communication, cooperation with the team.
- **Time management:** As we were taught, effective and efficient time management leads to success so having proper time management in the workplace helped me to work smarter rather than harder. Time management helped me to get rid of delaying and also helped to complete work in targeted time.
- **Analytical thinking:** While making different analyses like data analysis, financial analysis or making decisions in Subha Laxmi Trade Link analytical thinking helped me to look into situations accurately by understanding how it will work in the current environment and lastly coming up with thoughtful solutions.

Chapter 4 CONCLUSION

4.1 Summary of highlights of my co-op studies at the company

Working with Subha Laxmi Trade Link gave the opportunity to bag lots of knowledge and professional competency. Usually, hard time is faced when speaking about the potentials in interviews or any professional talks, but with some real world experience it has helped to better understand my value, realize self-ability and what I can actually bring into table. Beyond the academics, I can notice that professional skills like ability to make decisions and attitude of taking initiative and risks have been developed within me. By completing this report, I have got a lot of idea of the marketing sector in the Trading Company along with the sales, distribution and finance sector too.

As I did my internship in Subha Laxmi Trade Link and worked under the operation and marketing department my role overall was to work in every prime department that consist of sales, Marketing and finance. Having worked under all departments I got a thorough knowledge of how a company behaves internally and what are the necessary steps and action being taken outside the company so as to have your product get sold in the consumer's hand by the end of the day. I also show my sincere gratitude towards the company for having me involved and believing in me with the work assigned as the firm played a huge role in having me learn and gain experience into the real field by providing me the right training and helping me perform those tasks in accordance to the supervisors' needs.

In conclusion, I can say that an internship opportunity is really essential for every business student to get an idea about organization and industry of self-interest to excel in future endeavors. I want to thank my supervisor and the whole Subha Laxmi Trade Link team for giving me a great opportunity to learn.

4.2 Evaluation of the work experience

As working in Subha Laxmi I have got the opportunity to learn many things which will help me in future business also. Since Subha Laxmi imports goods there were many things I learnt while importing the goods, most importantly how it works. So while doing an internship I got to know about the planning, communication, decision making and coordination. Since working with Subha Laxmi I got to learn how to open the L/C, how to deal with international companies and how

proper marketing and communication is done in the local market. As I worked in the different departments and there where many task to perform and having meeting with the senior management and giving new ideas. As I also got to expand my job network which will help in my future career.

As every person doesn't have the same tastes for buying the goods as some people buy high quality fibers and some purchases low quality, So to run any business in future we also need to understand the need, wants and preference of the consumers and then only we can successfully run the business.

4.3 Limitations of your co-op studies

As there were many limitations towards the completion of the Cooperative Education requirements was the COVID-19 pandemic. As many companies were not able to perform as they were planning. Likewise Subha Laxmi was also not able to perform according to the planning due to the global pandemic caused by the Covid-19. And due to this pandemic the marketing, sales and distribution department were also not able to know the customers' needs and responses. As face-to-face interaction is generally lost during this time. They were also facing difficulties to manage and maintain the accountability. As the staff were also unable to perform according to the task given. With a completely virtual presence, it was harder to establish ties, such as friendship and trust. As they were also facing problems to capture the market as due to the global pandemic.

4.4 Recommendations for the company

Working at Subha Laxmi Trade Link was a great experience. Being a marketing student, I also work in the finance department. Subha Laxmi was established more than 20 years ago and it is still striving to build the brand quality and customer satisfaction. As everyone is aware about the competitive market. As we see the market, we find that the competition has increased so much more than before and still and many companies are compromising in the quality and our company is not compromising in the quality.

As the market is slowly changing and if Subha Laxmi gives more priority on conducting different promotional activities like promoting in social media, websites then they can have more success in their business and they can also gain more profit in the coming future. In this way they can also lead the market. As by saving overhead expenses they can invest the money in the communication

structure which may help them in the future. Also having a culture of transparency allows everyone to get a good grasp of each other's tasks and responsibilities, which encourages good expectations accountability. As they can also install small machines to manufacture the pillows and bed sheets and can expand their business more as demand for fiber in winter is very high and supply also increases which can increase their profit and business.



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