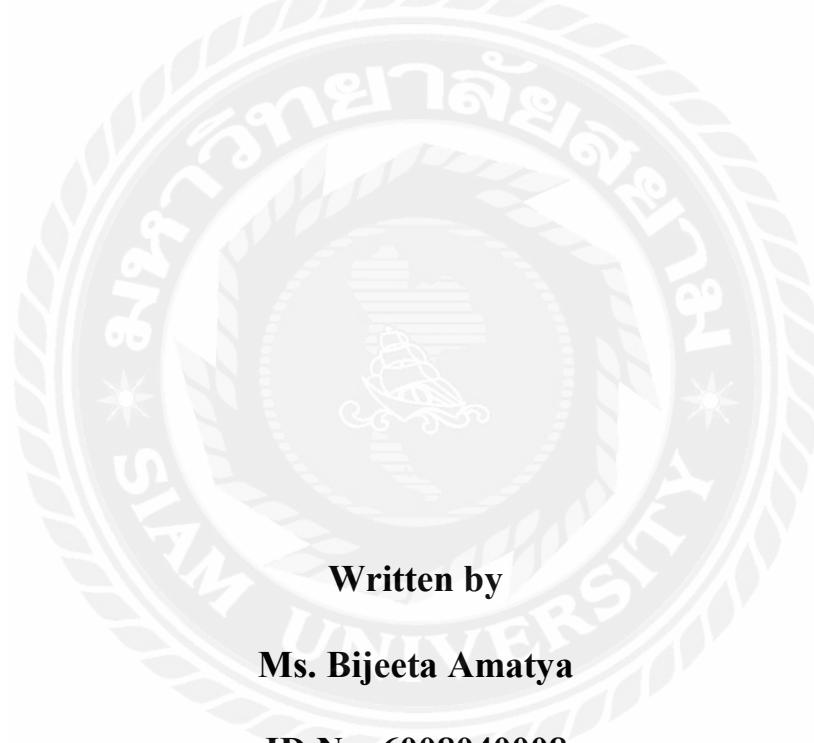




## **Cooperative Education Report**

**Sales and Marketing with safety concern at Prabhu Helicopter Pvt. Ltd**



**Written by**

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**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration Academic  
Semester 1/2021 Siam University**

Project Title: Sales and Marketing with safety concern at Prabhu Helicopter Pvc. Ltd

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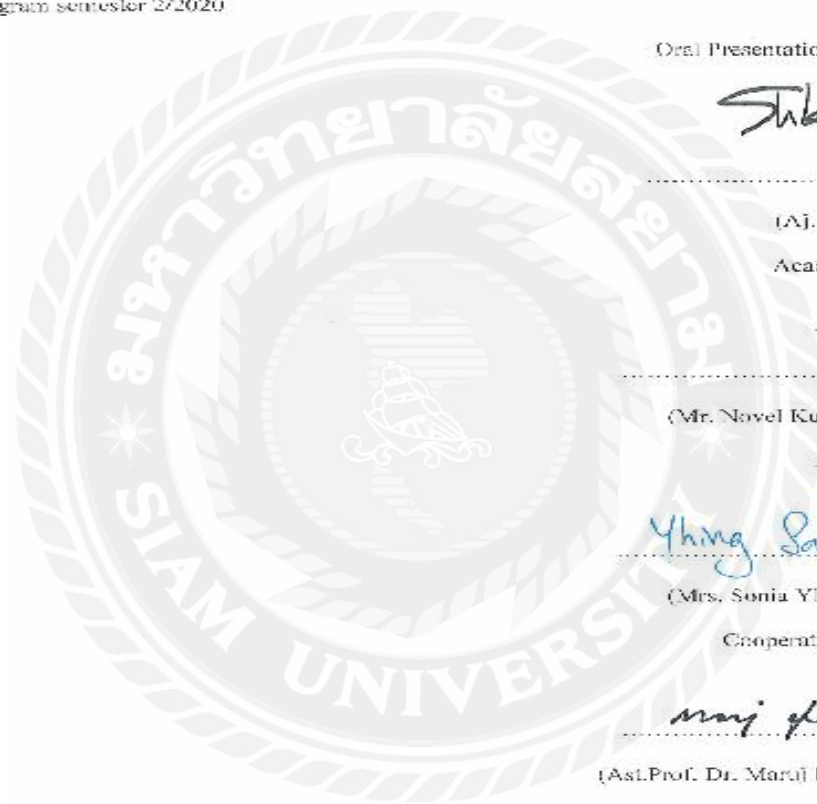
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### **Abstract**

This Cooperative Report entitled “Sales and Marketing with safety concern at Prabhu Helicopter Pvt. Ltd” incorporates details on the sales and marketing and importance of safety at Prabhu Helicopter Pvt. Ltd. Prabhu Helicopter is one of the growing helicopter company in Nepal. Its head office is in Kamladi, Kathmandu and it handles both the offices of Kathmandu and Pokhara. It is under PRABHU GROUP, a well-established Corporate House of Nepal, which is headquartered in Kathmandu.

The major objectives of this report are: 1) to understand how flights are made in such a pandemic situation. 2) to understand the importance of safety for sales and marketing. Through the 14 weeks internship period, I gained practical knowledge on how the company operates at all levels especially the sales and marketing and safety department. My main responsibility was to look after the official website and updating it and also to attend safety classes.

After the completion of the internship, it was clear to me that the company cares about its passengers and its employee. But when it comes to marketing, it needs to push its marketing strategies and work on it.

## **Acknowledgment**

This dissertation would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this study. I am greatly obliged to thank and express gratitude to Kathmandu College of Management and Siam University for including an internship program as six credit hours course which has provided an opportunity to gain practical working experience in the organization.

My sincere gratitude to Mr. Novel Kumar Rajlawat Head of Marketing / Deputy General Manager for allowing me to do my internship in the Sales and Marketing Department of this organization, Prabhu Helicopter. As well I am thankful to Ms. Anusha Shrestha, HR Officer, Mr. SanuRaja Bajracharya of QA and Safety Department, Mr. Dipendra Suwal of Operation Department, Ms. Rena Dangol, of Account department for devoting time from their busy schedule and explaining how work is being done in their departments as well focusing on Sales & Marketing and assigning me with various tasks during these 14 weeks of the internship period.

The internship opportunity I had with Prabhu Helicopter was a great chance for learning and professional development. I am also thankful for having a chance to meet so many delightful people and professionals who led me through this internship period. I would also like to extend special thanks to the entire staff for their full co-operation, guidance, and support during my internship.

I would like to express my deep gratitude and special thanks to my supervisor from both SIAM and KCM and Mr. Ritesh Thakur for his valuable instructions and guidance during the Internship program. We always believe that no work is complete without support and inspection. All those unnamed inspires who encouraged me during my internship must be credited with whatever merits this will achieve.

Thank You

Bijeeta Amatya

## **Effect of the Global Pandemic: COVID-19**

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered virus; coronavirus found in the city of Wuhan, China. It first started on 17 November 2019 and after that, the number of cases hiked and due to its highly infectious nature, it was declared a Global Pandemic in March 2020 by WHO (Organization, 2020)

Nepal reported its first case of COVID- 19 on Jan 23, 2020. By the end of, the government had declared a nationwide lockdown. This forced all of the workers including daily wage workers and office workers to put a pause at whatever work was being carried out. Most people started working from home depending on the nature of the job. (WHO, 2019)

But in my case, work from home was not possible. This was because I was just beginning my internship. As work from home was very new in our country and also as a heli service company it was a very difficult stage as no flights were made and there was no proper work even for the employee. So, going to the office or market visiting was next to impossible. This resulted in the halt of my internship. I did some research and kept on sending some information and looked after our official websites and pages and pointed out where we can improve. My internship was supposed to formally start from 9<sup>th</sup> August 2020 but it started from 1<sup>st</sup> September 2020. But I still used my 1<sup>st</sup> month of internship doing my research on the aviation industry and tried to understand it more.

## List of Acronyms

KCM: Kathmandu College of Management

BBA: Bachelors in Business Administration

COVID-19: Corona Virus Disease

WHO: World Health Organization

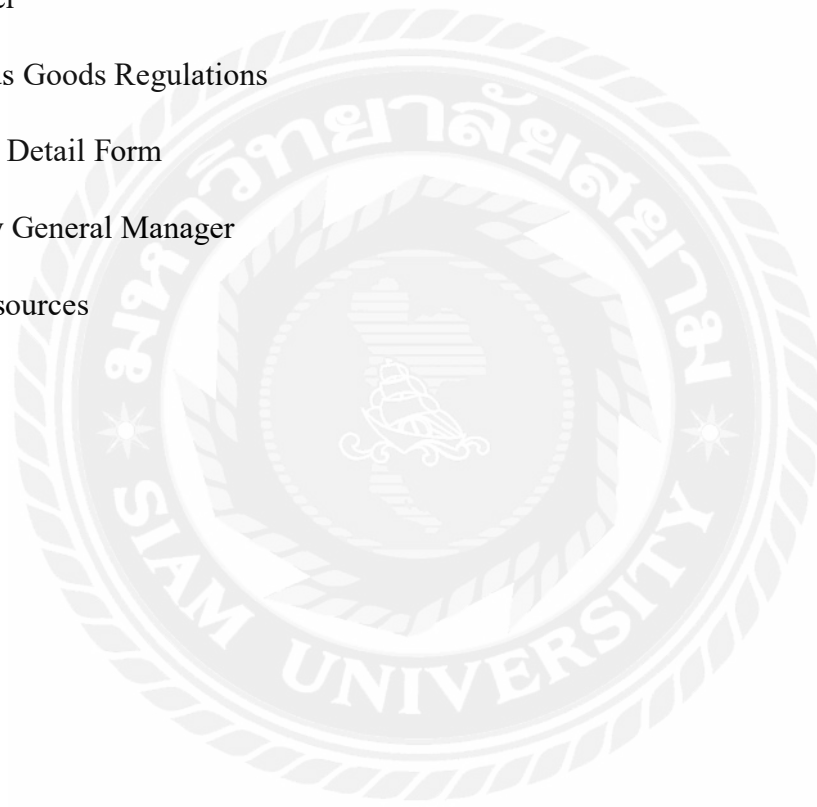
HELI: Helicopter

DGR: Dangerous Goods Regulations

EDF: Employee Detail Form

Dy.GM- Deputy General Manager

HR- Human Resources



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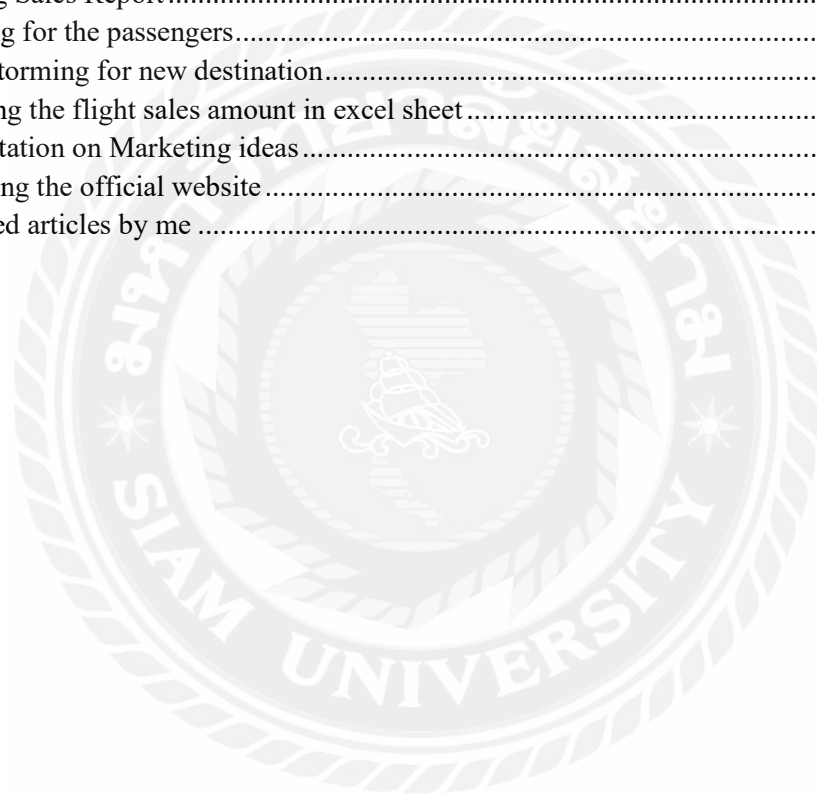
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# Chapter 1: Introduction

## 1.1. Company Profile

Prabhu Helicopter before it was Muktinath Airlines. After the takeover of Muktinath Airlines by Prabhu Group it was named Prabhu Helicopter in the year 2072 after the earthquake. Prabhu Helicopter is under the umbrella of the PRABHU GROUP, a well-established Corporate House for the past three decades. The company headquarters is located at Kamaladi, Kathmandu while there is another city Pokhara from where it is being operated as well.

Mr. Devi Prasad Bhattachan the chairman of Prabhu Group decided to invest in the aviation (Helicopter) sector as a part of the expansion of its business wings, through a very dynamic concept of “*Anybody can fly*”. By defining the Moto, the challenges to make it happen begins from late 2015 onwards- that year only Prabhu Helicopter was born. And the most important motto of Prabhu Helicopter is “Easy, Efficient, Economical”

Since its anticipation - 6years back, we have proven a very good track record in both flying and service. As recognition, the company was nominated by Robison Helicopter Company, California, and the U.S.A. as an authorized Dealer & Service Center for Nepal. From a single helicopter operator, we have now three Robinson American Helicopters; one R44-Raven II and three R66 Turbine. The company has its hangar in Pokhara. (Prabhu Helicopter, 2015)

Keeping safety is their utmost focus and priority. It is committed to providing the highest standard and Quality to all facets of operations and maintenance. Prabhu Helicopter is one of the youngest helicopter company in Nepal. It is offering service by different model helicopter of Robison Helicopter Company, USA. Prabhu Helicopter is the only helicopter that has two stations based in Pokhara and Kathmandu.

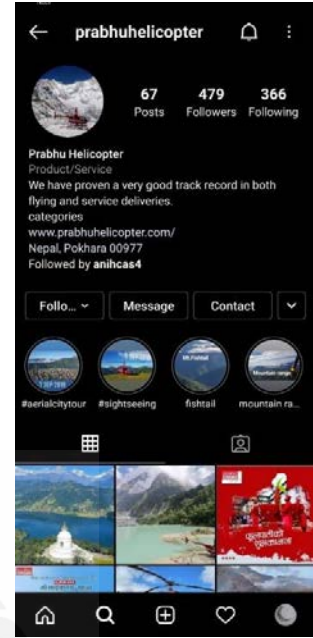
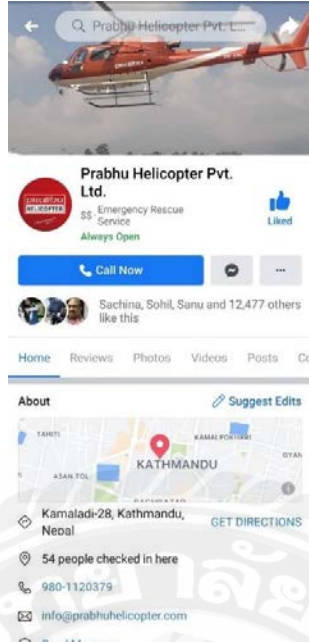
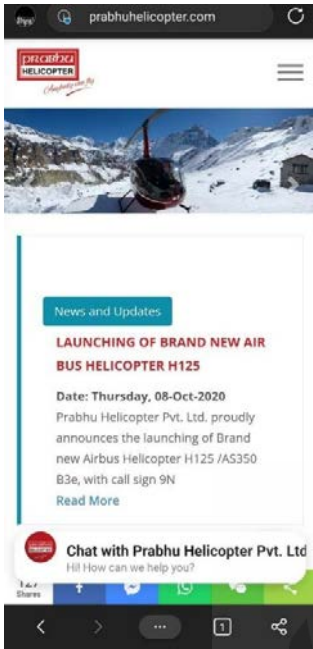


Figure 1: Images of websites of Prabhu helicopter Pvt. Ltd

### **1.1.1. Vision and Mission**

#### **1.1.1.1. Vision**

Prabhu Helicopter will be the very efficient domestic carrier that would have the best aircraft and quality standards unheard of in the domestic sector. It will provide the highest level of service to its customer. It will be a name people will trust.

#### **1.1.1.2. Mission**

- Setting industry standards for safety and security
- Providing world class customer service
- Creating an open and participatory work environment which seeks positive changes, rewards, innovation and provides growth, security and opportunity to all employees.
- Providing consistently superior return to shareholder.
- Development and construction site survey

#### **1.1.2. Corporate Objectives:**

- To maintain the position of market leader
- Communicate effectively with customers
- Create a positive impression
- Develop and maintain customer service standard

#### **1.1.3. Corporate Strategies:**

- Route innovation and diversification
- Fleet expansion
- Customer oriented service
- Aggressive marketing
- Market Expansion
- Limited staff growth

## 1.2.Organizational structure

Prabhu Helicopter is led by Executive Chairman who looks after the company as a whole. Under him is the Board of Directors, which is followed by the Managing Director who is assisted by Dy.GM, CAMO, Operation, Maintenance dept, Quality dept, and Safety dept. Under the Dy.GM, there are different like Finance, Marketing, and HR. The Marketing department looks after the Reservation division, Market survey, Branding and Marketing, Pokhara airport, and All outstation. I interned for marketing and Quality and Safety.

The key members of Prabhu Helicopter Pvt. Ltd are as follows:

- a) Founder/ Chairman- Mr. Devi Prakash Bhattachan
- b) Board of Director- Mr. Binod Thakali, Mr. Subhash Amatya
- c) Managing Director – Mr. Binod Thakali
- d) Director- Mr. Subhash Amatya
- e) Head of Quality and Safety – Mr. Sanu Raja Bajracharya
- f) Head of Operation – Capt. Ranesh Dangol
- g) Head of Airworthiness- Mr. Sunil Shah
- h) Head of Maintenance- Ms. Theresa Redoba
- i) Dy.GM- Mr. Novel Kumar Rajlawat

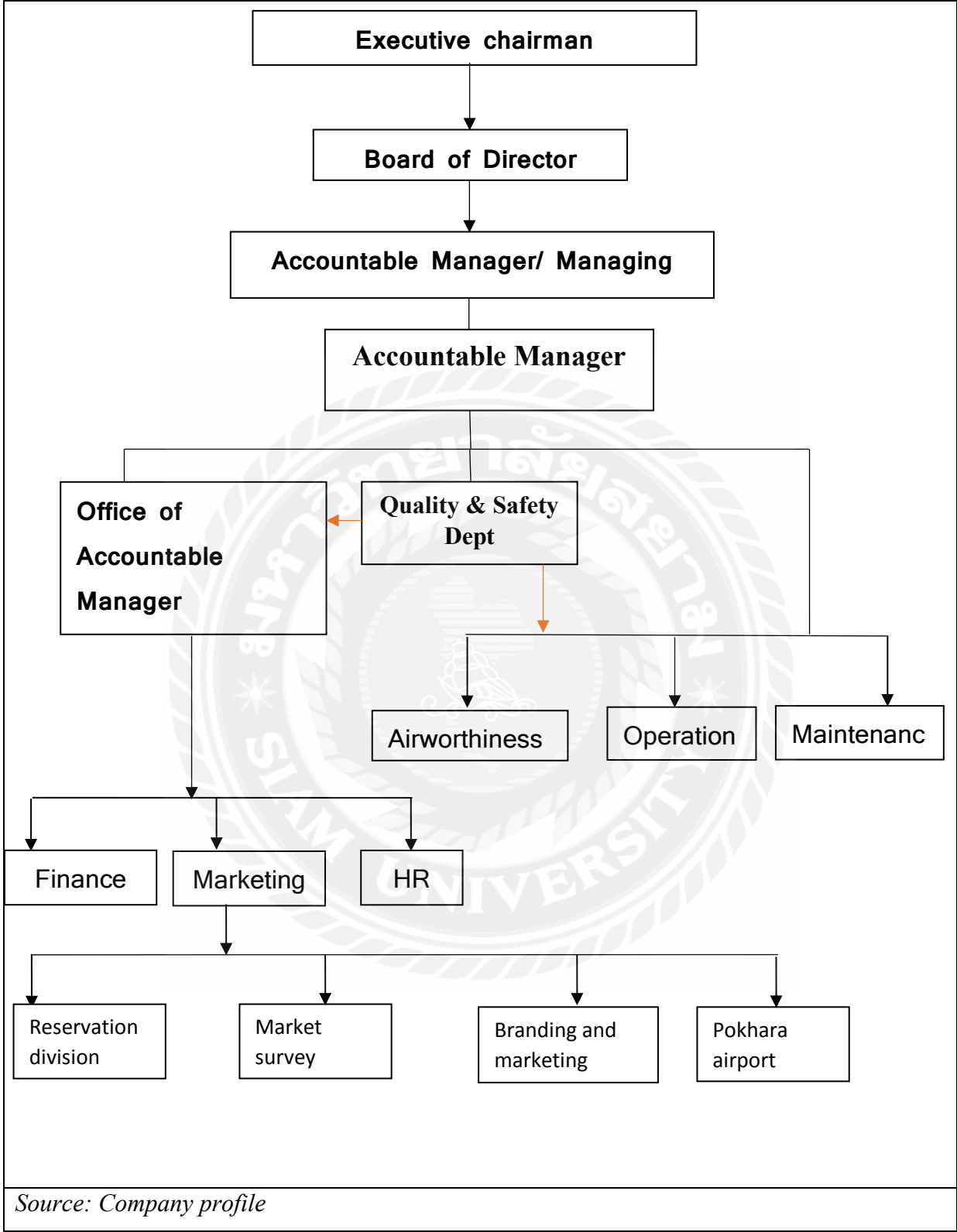


Figure 2: Organizational Structure

### 1.2.1. My Job Position:

My Job position in PRABHU helicopter was as an intern in Sales & Marketing Department.

The sales and marketing teams deals with the promotion of the company and to bring in more clients. The marketing team needs to aware the people about its service, attract them by convincing them that it is safe and trustable. Without the marketing and sales department, the company cannot function properly.

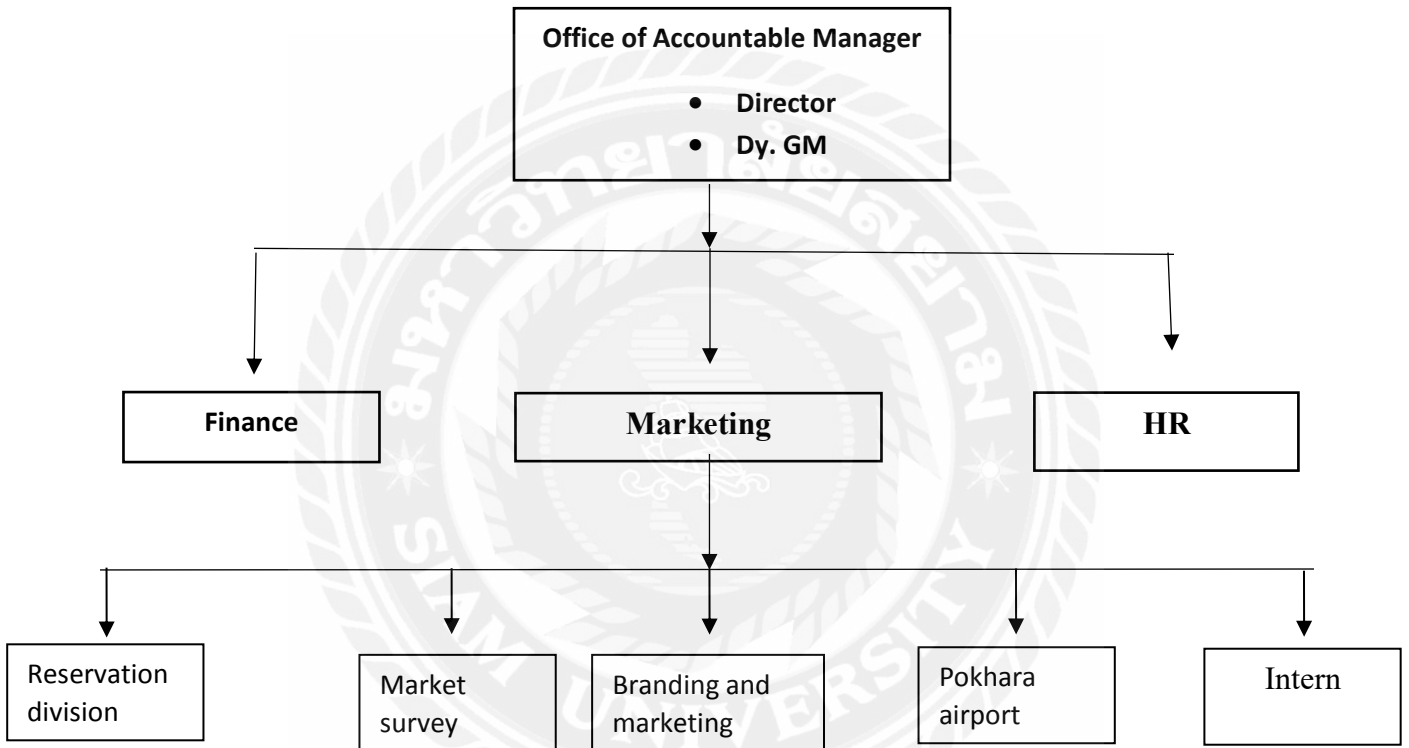


Figure 3: Job position in the company

### 1.2.2. Statement of Problem

The main purpose to join this company defines the statement of the problem. The main purpose to join Prabhu Helicopter Pvt. Ltd. are as follows:

- To understand the working culture/real-life working practice of Prabhu Helicopter
- To analyze the practical implication of the theoretical insights gained during the BBA program and understand how theoretical knowledge differs from the practical life work environment.
- To know the ticketing and reservation procedure of the Prabhu Helicopter.
- To study and analyze the working system of various departments of the company.
- To understand the challenges faced by the sales and marketing department.

### 1.2.3. Strategic Analysis of the Company

#### SWOT Analysis

<b>FAVOURABLE</b>	<b>UNFAVOURABLE</b>
<b>STRENGTH</b> <ul style="list-style-type: none"><li>- Highly experienced, efficient, hardworking, professional and friendly staffs</li><li>- Flight safety is the key strength</li><li>- Quality work culture leading to superior and prompt service</li><li>- Regular training and development</li><li>- Air Bus that can fly in high altitude</li></ul>	<b>WEAKNESS</b> <ul style="list-style-type: none"><li>- Appropriate job description was not communicated.</li><li>- Punctuality has been the recent problem faced</li><li>- Social Media page</li><li>- Limited employee</li></ul>
<b>OPPORTUNITY</b> <ul style="list-style-type: none"><li>- Give quality services</li><li>- Conduct better and safe flights</li><li>- Provide mobile services (m-ticketing, flight detail)</li><li>- Superior and Prompt service</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>- Globalization.</li><li>- Fuel price fluctuation</li><li>- Growing number of domestic carriers</li><li>- Power cut hampers control tower</li><li>- Covid-19</li></ul>



#### 1.2.4. Objectives of the study

The major objective of this internship is as follows:

- To gain knowledge about the proper running of the organization as a responsible person of the organization. As I worked in the head office more than the airport, I understood how each flight are made and how even a small word can make a difference on the customers about the service. Each and every flight are made only after contacting the head office so that there is no communication gap between the team of the head office and airport teams. This is important so the both the teams can make flights or cancel the flights according to the information. For e.g.: If all of the helicopters are packed and if a flight is made through the head office without him knowing the helicopters are packed then that could give a leave a bad impression on the client.
- To understand the role of safety and quality and how it affects the sales and marketing department in maintaining the brand image. Before every flight is made the passengers go through a tight security in order to check if they have brought any dangerous good (sharp objects, Lighters etc.) that could damage the helicopter or the flight. And when it comes to helicopter, every time before a flight is made the helicopter gets fully checked so that the heli is ready for the flight. Each and every helicopter has quality parts used and fitted on them so that it doesn't cause any problem during the flight. But this there was additions on the process before the flight due to Covid-19. Before there was covid-19, the process of a flight used to be very simple and smooth. The passenger used to bring his/her tickets and go the helipad after going through the security processes at the airport. But after the presence of the Covid-19 the security has been very tight and the flight process has along lengthened. As all of the clients were notified about the new rules and regulation, now each and every passenger needs to be wearing masks and face shield, temperature is measured, the passenger and their bag packs are sanitized and then only the passengers are taken to the helipad. All of these are done in order to maintain a happy, safe and smooth flight for both the pilot and the passengers. The better and safe flights Prabhu heli makes, the better image in the market within all the other competitors. With many happy and safe flights made by Prabhu they have ensured their clients and now the clients trust them with no hesitations.

- To learn about the promotional activities done in the market. I was not able to achieve this as there was implementation of lockdown and all the market places were closed.

### **1.3. Scope of the Study**

This report is based on my 14weeks internship at Prabhu Helicopter Pvt. Ltd. This report includes two of the major departments of the aviation industry: The safety department and the Marketing and Sales department, how they operate, and what is its importance for the company.

The Marketing and Sales Department deals with the customer. This department looks after how the services both old and new are taken in the market. If the customers are interested or it being easily available in the market. In this department, I looked after the online websites of our company to make it easier for the customers to go through our websites. I was unable to visit the market due to the current pandemic.

Simultaneously, I also got insight into the Safety Department as well. In this department, I learned how the safety of the passengers, pilots, and the company is taken care of. I also learned how and from where the flight rules are made and maintained. Also, how the helicopters are maintained and cleaned from time to time to ensure the safety of everyone. I also dealt with the passengers during a flight to give them a pleasant flight and looked after their safety.

### **1.4.Limitation of the Report**

While I was interning in Prabhu Helicopter Pvt. Ltd I did face certain limitations. Even though I tried to avoid these limitations, somehow these were out of my control. Some of the limitations are as follows:

- The duration of the internship program is for eight weeks which is completely not enough for a comprehensive study of the helicopter company
- Due to the privacy standard of the firm, information regarding clients was not available in details
- The study report has covered only limited aspects of the company
- The validity of the report fully depends on the information provided by the concerned

authorities

- Due to the current Global Pandemic: COVID 19 I couldn't visit the market to study it and was also the major limitation.
- Also due to the lockdown that happened at the beginning of the internship, disturbed the workflow that I along with my supervisor had planned.



## Chapter 2: Internship Activities

### 2.1. Job description and responsibility

My job required me to help in the Marketing and Sales department and Safety department. In the Marketing and Sales department, my assistance was mainly to keep on updating the websites, create content for the websites, and if possible, making flights for the day. Due to the COVID-19, I was unable to visit the market and analyze it. So, my work got limited to the table.

- i. **Marketing and Sales Department:** In the Marketing department I contributed the following tasks:
  - a. Updating the website article
  - b. Carry out online research for the new destination that will be added to the website
  - c. Bring in rescue flight
  - d. Prepare presentation
  - e. Help during flights
  - f. Contribute to the brainstorming session for what could be done.
  - g. Calculating the rate of flight
- ii. **Safety Department:** In the safety department I managed to contribute the following tasks:
  - a. Understanding the importance of safety.
  - b. Checking our passengers before a flight to ensure no hazardous things are taken.
  - c. Paying attention during the safety class.

## 2.2. Activities in coordination with co-workers

When I joined Prabhu Helicopter, Prabhu was affected by the lockdown due to Covid-19 and hence was told to coordinate with the team and work from home. I was told to find out the weakness of the company and make a report about it. After the lockdown was lifted, I was told to give a presentation on the company and the industry. Then, I was told to update the social media page and website. As there were not so many flights, I was also asked to help in the finance and HR department to record the financial transaction in order to audit and manage the files in the chronological order. After some time in the head office, I was sent to the airport to learn how a flight was done. I also got an opportunity to receive the passenger and take them to the terminal for departure and updating confirmed flights in the Prabhu heli app. I was also told to join the safety department call and learn about the department.

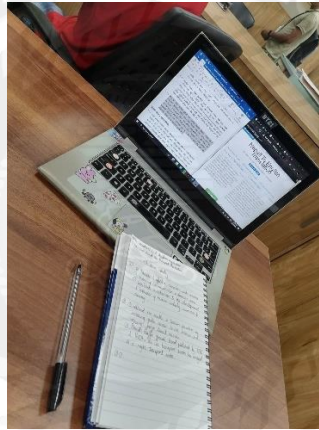


Figure 4: Updating the official website



Figure 5: Updating financial data for audit

### 2.3. Job Process diagram

As an aviation company in the industry, the hierarchy of the company is big. The marketing work that given to be was all by the Dy.GM followed by the marketing team to me. As I had already worked before in the company, I already knew some ways on how the company works. But in the safety department the work was allocated directly to me. As the time went by, I started to learn and take initiative in my work and started to work more independently. For example, I started updating the information on the website on my own, brought in rescue flights etc. After all this we sat in together and brainstormed on what could be done for the coming future and in the current scenario.

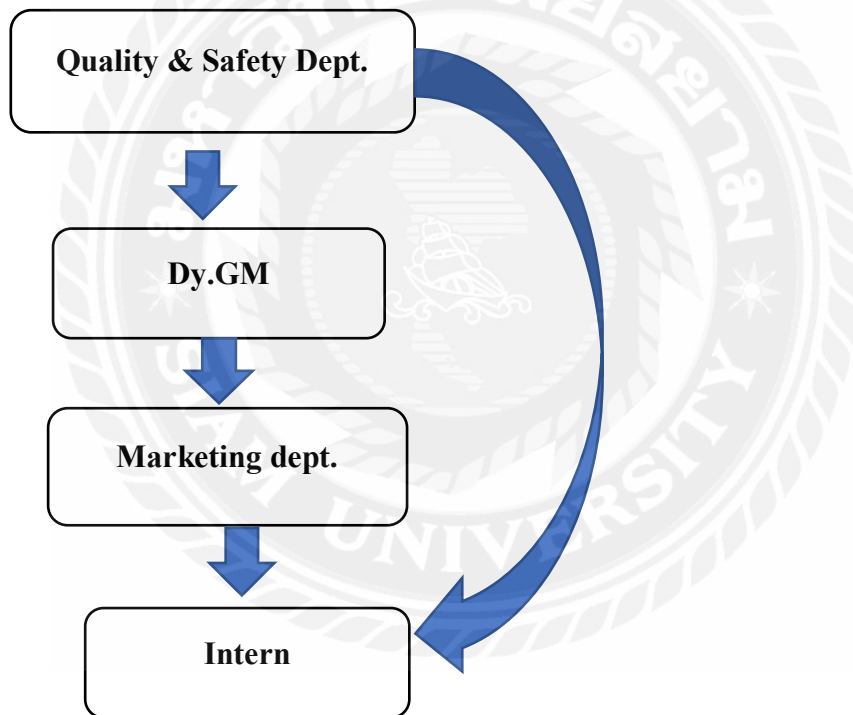


Figure 6:Job Process Diagram

## Chapter 3: Learning Process

During 14 weeks of internship program, it was different experience and exposure to the real work scenario. I learned about the marketing strategies and sales procedures and other activities conducted in sales and marketing department of Prabhu Helicopter. I also learned how safety doesn't directly affect sales and marketing department. The internship period helped me to know how an organization keep and track the records of the employees, its customers which are required for the smooth flow of an organization. During the whole internship, I was originally placed on marketing and sales department but I had to work on other departments also because of work load. It was a great opportunity for me to have a practical knowledge of marketing department as well other departments and its working environment. The working environment of Prabhu Helicopter was commendable, the supervisor as well as other higher-level employees were friendly and cooperative.

I got the chance to socialize with the employee and found that employee of Prabhu Helicopter is highly committed to their work and to the organization. At the work environment the I got an opportunity to observe, how people work in team, how they put their synergized effort for their better outcome and achieve the organizational goal.

Since, I was assigned to handle and update websites, reservation/ online booking of flight I got the opportunity to become familiar with particular service system of Airline Company.

Before Internship:

- Unknown about the real working culture of organization.
- Unknown about handling the online booking for the flights
- Unknown about the daily working activities of marketing and operations
- Unknown about organogram and its importance.
- Unknown about how rate for the flights is finalized
- Unknown about the need of systematic arrangement of records.
- Unknown about the procedures before the flight take off

What I learned after this internship are as follows:

- Known about the real working culture of organization.
- Familiar with online booking for the flights
- Known about the daily working activities of marketing and operations
- Known about organogram and its importance
- Known about need of systematic arrangement of records.
- Known about how the rate are calculated and finalized.
- Known about the detail procedures to be undergo before the flight take off

### **3.1. Problems encountered**

There were some problems that I encountered during my time as an intern. They are as follows:

**a. Problem related to improper communication of roles and responsibilities assigned:**

I wasn't communicated properly due to the policy of the company. Due to which I had to perform same task repeatedly. So, I and supervisor communicated and coordinated properly, developed the framework to perform the task which help in providing clear roles and responsibilities and reduced in repetition of same activities.

**b. Problem related to promotional activities:**

Unlike other airlines Prabhu Helicopter is not that active when it comes to promotional activities. It has been promoting its service through Facebook. However, no frequent update was made. No other promotional activities were done. Regardless, of targeting the entire market the company is not yet popular in its respective market. Low involvement in promotion activities may be the main reason for not gaining much popularity in the market.

I reported the problem to the supervisor. A brainstorming session for the Prabhu Helicopter advertising campaign of Prabhu Helicopter was held which included the creative department and brand department. The session was effective and now further planning is going on.

**c. Problems related to limited human resources:**

There are no sufficient human resources in the head office/ headquarter of Prabhu Helicopter as I was placed in head office in KTM so I don't have any idea of Pokhara based office. In head office the amount of manpower in every department are not sufficient and there is huge



workload in every department which effect on motivation. As employee motivation is the major problem for any organization.

**d. Problems related to server error and technical problem:**

I was assigned the task to handle the official website of Prabhu Helicopter with limited access. In which I was only given access to edit some part of the website which the work pace slowed down and I was not able to update complete information about the news and destination.

Thus, I asked for the access with supervisor and later I was provided with full access via login details.

### **3.2. What you have learned during the Co-op Studies**

In the current era, service sector plays the dominant role than another sector. It's been a wonderful opportunity for me to be a part of such a phenomenal institution as an internee. The internship program with Prabhu Helicopter was a delightful experience. The most important lesson that the I have learnt during internship in Prabhu Helicopter was how to perform various tasks in disciplined planned organization settings, working in a team-based environment dealing with management, pressure management, importance of working as a team.

Along with time management skills, I have realized that the ability to absorb and learn has drastically improved. As an intern, had to be performing many tasks simultaneously being punctual and at the same time performing the tasks given by my supervisor.

The internship program helped me to learn the dynamics of work culture, professionalism and systems in the business world. Besides this, I also learned about the working of the general HR activities. The most important lesson I learnt during internship period was the working procedures of the safety, marketing and sales departments. The six months internship period with the ongoing lockdown was not sufficient enough to understand the safety, marketing and sales department as a whole. However, the period has been proved to be very valuable to intern in terms of understanding the practical implications and knowledge exposures.

I was able to learn various new knowledge as well as the practical implications of various theoretical knowledge after the six-month internship exposure. Knowledge is related to realization

rather than the theoretical or practical exposure, so all the lessons learnt can't be express in the language form.

Learn basic activities and operations of the sales department and its role in the overall functioning of the company.

- Learnt to use theoretical knowledge into the practical working environment.
- Learnt to deal with various type of customers.
- Learnt the importance of the time management and the need of the communication skills.
- Learnt the culture of the aviation industry.
- Learnt the importance of inter-personal communication skills in professional life.
- Learnt the procedures of filing and indexing of different document.
- Learnt the working system of various other departments of the company.
- Learnt authority and responsibility relationship among the various managerial and subordinate level in the hierarchy of the Prabhu Helicopter.
- Learnt that one should not only know to attract a customer but also should be able to retain them.
- Learnt that it is still possible to work at home even if it is an aviation company.

The technical skill also plays an important role in executing the knowledge and task of organization, along with the personal skills. I was good with operating the computers, and this strength of mine was indeed very helpful, and so I was very comfortable and affluent with the various computer applications used at the organization. The knowledge of using MS-Office packages such as MS-Word, MS Excel as almost all the electronic records were to be kept in them. Besides, in six-month time period, I learned many things.

### **3.2.1. Knowledge:**

- Learnt about the working culture of organization.
- Learnt about the activities performed in marketing, operations, HR, finance
- Learnt about the importance and way of keeping systematic record management
- Learnt about the importance of team work and synergy effort.

- Learnt about the importance of keeping record on online booking app
- Learnt about designing organogram and its importance.
- Learnt about how the rates for flights are calculated.
- Learnt about the importance of maintaining confidentiality in organization.

### **3.2.2. Skills:**

#### **a. Analytical skills:**

I had to perform some tasks which required small level of decision making, I had to make an analysis before taking any decision because of this, My analytical skills was improved during record management, leave allocation calculation, exit interview etc.

#### **b. Inter-personal Skills:**

Inter-personal skills include the ability to communicate the ideas, ability to be in friendly terms with everyone in and outside the organization. I improved these skills with the help of the staffs of Prabhu helicopter who helped the me in every possible manner. With the help of supervisor and the assigned task, I was able to develop the inter-personal skills and also had to communicate with the employees of organization for various works, had to communicate with employees and ask for correction with the one having incomplete information.

#### **c. Adaptability Skills:**

Adaptability skill is the ability to work in the changing environment and coping with the change. I learnt how to cope with different employees while taking peer review, and as an Intern entering into a completely new platform, being new to the organization, the I had to adapt and cope with the organization culture which enhanced the adaptability skill.

#### **d. Time Management Skills**

During the internship period, as I was placed in marketing, and as Prabhu Helicopter was going to launch new airbus so I had to update the official website, thus to meet the deadline, appropriate framework and time management was needed.

#### **e. Ability to work in Team**

During the internship period, supervisor frequently used to give the task which was supposed to be solved by discussing in a team. Here the team referred to two supervisors, IT officer, and other employees of Prabhu Helicopter as well as employee of other units of Prabhu Helicopter.

##### **3.2.3. Technical Capabilities:**

- I was assigned to keep the electronic record which enhanced my capacity of using Microsoft packages such as MS Word, MS Excel
- I was assigned to work with scanner, printer, photocopy machine etc. which helped to provide the operating knowledge of these tools.

##### **3.2.4. Potential:**

- Adaptability in the new organization culture.
- Enhanced the problem-solving skills of the intern.
- I have learnt how to remain patience, self-confident and focused on the assigned repetitive task in a short deadline date
- Developed the confidentiality and loyalty, as it is required highly in the organization.
- Positive attitude and motivation
- I had learnt the potential to adapt and behave according to the situation such to work in calmly in stressful situation and new environment.
- I had learnt the potential to face the problem and solve the problem rationally through using theoretical knowledge along with the working in team such as supervisors and other employees of Prabhu Helicopter.

##### **3.2.5. Habits:**

- During internship, I developed the habit of punctuality as intern had to reach the office at sharp 10:00AM and leave office at 5:00 PM.
- During internship, I developed the habit of professionalism where the grooming, interpersonal skills, accountability were important.

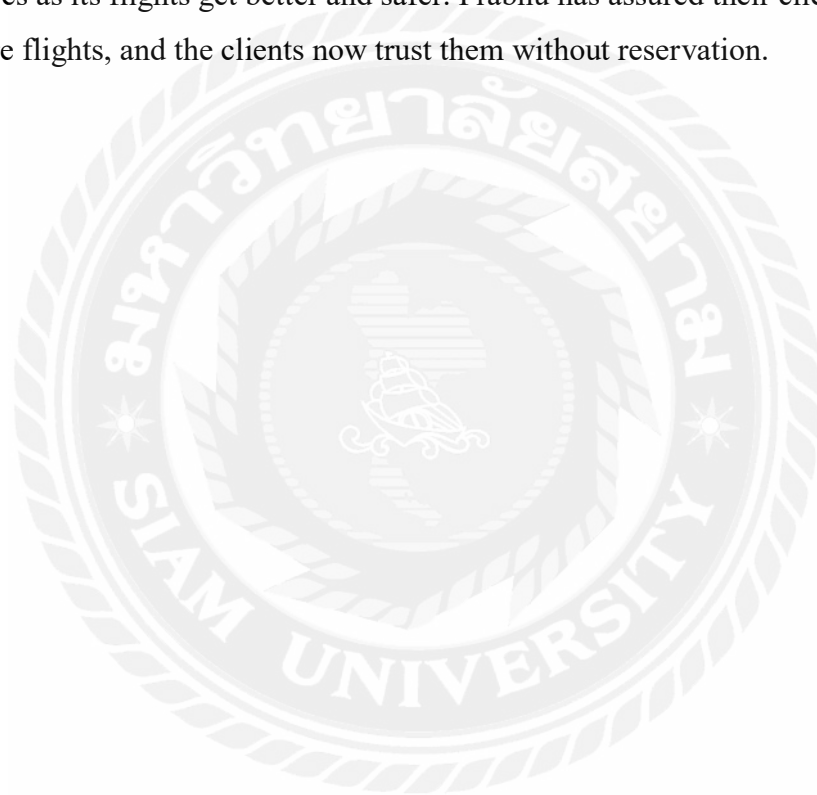
- During internship, I developed the habit of being serious in the assigned task and be focused and determined on a particular assigned task.
- During internship, I had learnt and developed the habit of prioritizing the task on the basis of its importance.

Hence, I can sum up by saying that the internship experience was a milestone to academic and professional experience. I thoroughly enjoyed the challenges that came along every single day. These lessons that I have learned will be a valuable one for the future endeavors as well.

### **3.3. What I have and haven't learned from the Objectives:**

According to the two objectives, I wanted to gain knowledge about the proper running of the organization as a responsible person of the organization and also understand the role of safety and quality and how it affects the sales and marketing department in maintaining the brand image. I also wanted to learn how the promotion is done in the market in a traditional way as we have studied about different promotional activities in our classes. So, I wanted to learn how it is done in the real life. But due to the lockdown I was unable to visit the market. But instead of traditional promotion I learned about social media activities and how it is done. But I could easily achieve the other two objectives as both was based on the head office activities. As I worked in the head office rather than the airport, I knew how each flight are made and how even a simple word would make a difference to the customers about the service. Each and every flight was made only after contacting the head office so that the there is no coordination distance between the staff of the head office and airport teams. This is necessary so that all teams can schedule flights or cancel flights based on the details. For example, if all of the helicopters are full and a flight is scheduled via the head office without him noticing, the customer will have a negative opinion of the company. As I had also visited the airport, I understood that before any flight, travelers must go through a thorough security review to ensure that they haven't packed something harmful (sharp items, lighters, etc.) that could damage the helicopter or the flight. When it comes to helicopters, each time a flight is made, the helicopter is thoroughly inspected to ensure that it is ready for the flight. Quality components are used and fitted on each helicopter to ensure there are no problems during the flight. However, owing to Covid-19, there were

several changes to the procedure before the flight. The flight mechanism used to be very quick and smooth until there was covid-19. After passing through airport screening, the passenger must carry his or her tickets and proceed to the helipad. However, with the arrival of the Covid-19, security has been tightened and the flight phase has lengthened. As a result of the current rules and regulations, all travelers must now wear masks and face shields, the temperature must be measured, the traveler and their bag packs must be sanitized, and only the passengers are taken to the helipad. All of this is achieved to ensure that the pilot and the passengers have a pleasant, comfortable, and seamless ride. I also learned that Prabhu Heli's reputation in the market among its rivals improves as its flights get better and safer. Prabhu has assured their clients with many happy and secure flights, and the clients now trust them without reservation.



## Chapter 4: Conclusion

In the conceptuality, learning theoretically through the books and experiencing those learned materials in the real world has vast differences or the gap. The theoretical concept may boost up speed for learning in practical environment because of the familiarity of the terms, concept but can't create lively environment. The real-life experiences that we deal while working in the practical areas prepares us well for working in that environment, quite easily. The interpersonal relationship seems to be simple in theory but in the practice maintaining the interpersonal relationship and mixing with society is a crucial task.

Whenever we learn something through the help of books, we get a mental picture as to what should be, but after the completion of the internship I found out that the textbooks and the real-world situation are two completely different matters because what was learnt in the textbooks are not updated from time to time whereas in the real world one has to be updated in order to compete and get success. But each and every subject that we read comes in use in one way or order. We have studied so many subjects during our 4-year course and I can certainly tell that each and every course was useful. Be it English or Sociology or Brand Management or any other subject. Knowingly or unknowingly, we have been using it in our real-life. The strategies and the tools or the way to read/understand the market or a person it has taught me how to deal with it. How to solve or deal with the problems faced during each phase was taught by the subjects in our course. This is why I think each course is important with the students adding different course through different club activities has also helped students gain even more knowledge about the things they don't know already.

In different courses, I had only acquired theoretical knowledge but during two months internship program, I got a chance to gain practical knowledge and cope with the working environment.

Even though Nepal is one of the least developed countries in the world, the aviation sector is rapidly developing. Aviation sector plays an important role in transportation, industrial development, distribution of goods and services, tourism etc. Therefore, there is growing the need for the development of the transportation in the country which is somehow fulfilled by Nepalese aviation sectors.

Prabhu Helicopter has customized its services according to the needs and wants of the customers. The majority of the customers are satisfied with the services provided by Buddha air. The major reason behind it was cooperative and responsive staff. By looking at the market it is clear that Prabhu Helicopter is one of the rapidly growing airlines in its service of Nepal which aims to serve its valued customers through quality and services throughout the nation. During the internship period, I got an opportunity to gain an in-depth knowledge of the aviation sector and scrutinize its various aspects. Internship favored me to get the practical acquaintance of the airline industry and its overall operation system. I observed the functional activities reservation and understood the corporate culture. Prior to internship, my knowledge was limited within the books. At Prabhu Helicopter, I was fully guided by all the staff in acquiring the practical knowledge. It not only provided me the experience of functional activities but also to let me know about the informal organizational relationships. The internship added a sense of responsibility in me while performing any task. The experience of the internship was incredible which boosted my confidence level and enhanced my inter-personal communication skills. It developed interaction skills and shaped up my personality too.

Therefore, I am very much pleased to conclude that Prabhu Helicopter is one of the best airlines with the friendly environment and excellent customer service.

#### **4.1. Recommendation for the company:**

Prabhu Helicopter has been trying its best to have a good market coverage but is unable too. After my internship in Prabhu Helicopter I realized that it has been focusing more on traditional marketing rather than focusing more on Internet marketing. So, one of the suggestions would be for it to start marketing through different social media. In the current era people would likely know about a brand through social media rather than pamphlet and newspaper. But this doesn't mean they shouldn't focus on traditional marketing. They should focus on both but internet marketing should be prioritized. They should also focus on word on mouth, as information flows faster through people to people. As every people would talk about a certain brand or company with other to take suggestions. When it comes to their webpage, it should be updated from time to time so that new clients can come in because of the added destinations. And while I was updating the webpage, I realized that there was a lot of technical problems which they need to fix it fast and properly. Another recommendation would be for Prabhu Heli to add more human



resources for marketing in the head office. Sometimes there is a lot of work and due to less people, it would be difficult for one person to complete all the work.

As I was working, some of the roles and responsibilities was not communicated properly with me. This made it difficult for me to perform my task properly. So, in order to decrease miscommunication, the information should be communicated properly. If the reason is the policy of the company, then it should be communicated in such a way that it doesn't hamper both the policy and the work.



## Annex

### Annex 1

#### Calculation of rate of flight

Kathmandu to Janakpur

127km (one-way)

Calculation

$127 \times 2 = 254\text{km}$  (always calculate in two way)

$254\text{km} / 1.852 = 137.75$  miles

$137.75 / 100 = 1.38$  knot

$1.38\text{knot} \times 60 = 83$  min

$83 \times \$17 = 1411\$$

$1411\$ \times 110\$ = 155210\text{Rs}$

**Note: Distance in aviation especially in helicopter service is always calculates in two ways which is also known to be block way.**

Figure 7:Calculation of the rate of flight

Assigned Tasks	Activities Done
<b>Record and Information Management</b>	<ul style="list-style-type: none"> <li>• File management (Scanning, Updating, Printing, Indexing, etc.)</li> <li>• Updating EDF.</li> <li>• Managing the files in the chronological order on the basis of employee code.</li> <li>• Managing the transaction documents in order to audit</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Making Presentation</li> <li>• Updating Websites</li> <li>• Communicating with clients</li> </ul>
<b>Flight dispatch and online booking</b>	<ul style="list-style-type: none"> <li>• Updating conformed flight in Prabhu heli booking app</li> <li>• Circulating flight update</li> <li>• Receiving passenger and taking them to the terminal for departure</li> </ul>
<b>Safety Department</b>	<ul style="list-style-type: none"> <li>• Joining the classes and making notes</li> <li>• Checking the passengers before flight</li> <li>• Following DGR</li> </ul>
<b>Spider tracker and rate calculation</b>	<ul style="list-style-type: none"> <li>• Tracking the route of destination taken be heli</li> <li>• Calculating and updating new heli rate according to different destination measuring its km and block time</li> </ul>

Figure 8: Activities done in Prabhu Helicopter

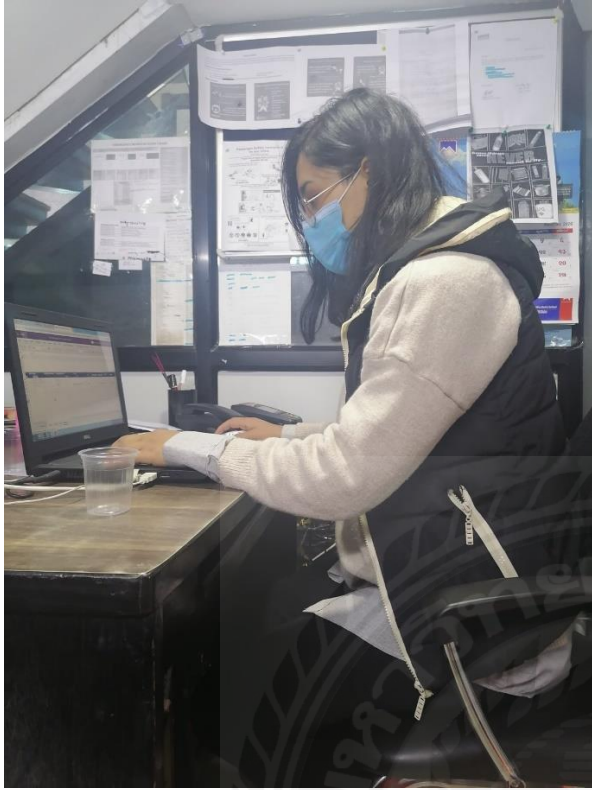


Figure 9: Updating Sales Report



Figure 10: Waiting for the passengers



Figure 11: Brainstorming for new destination

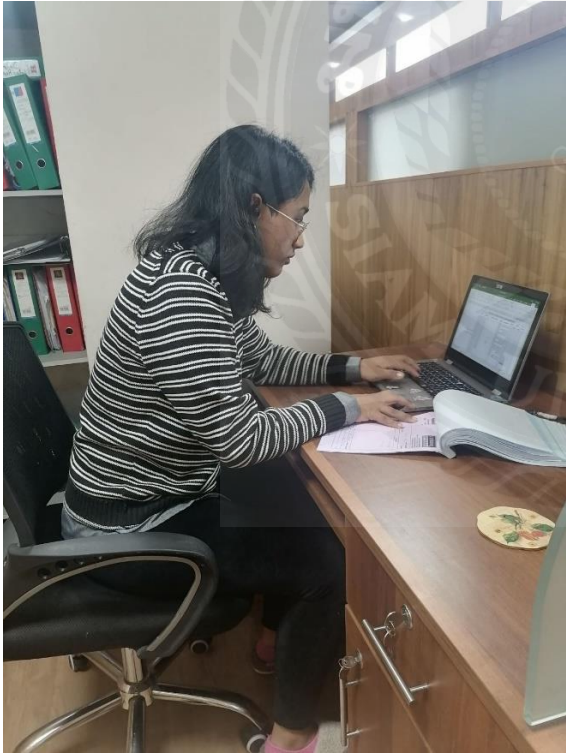


Figure 12: Updating the flight sales amount in excel sheet



Figure 13: Presentation on Marketing ideas

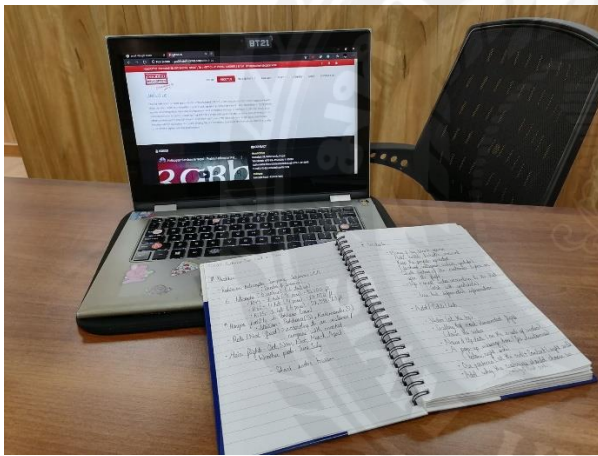








Figure 14: Updating the official website

		
<p><b>ANNAPURNA BASE CAMP</b></p> <p>Fly from Pokhara to Annapurna Base Camp. Amazing views that are normally reached after a two-week round trip trek are only 25 minutes away. Take in am</p> <p><a href="#">Read More</a></p>	<p><b>EVEREST BASE CAMP</b></p> <p>Everest base camp helicopter tour or mountain flight (in local language) is on the bucket list of every individual who travels to Nepal to capture the</p> <p><a href="#">Read More</a></p>	<p><b>GOSAIKUNDA</b></p> <p>Gosaikunda(or Gosainkunda), is an alpine freshwater oligotrophic lake in Nepal's Langtang National Park. It is situated at an altitude of 14,370</p> <p><a href="#">Read More</a></p>
		
<p><b>KALINCHOWK BHAGWATI HERITAGE TOUR</b></p> <p>Kalinchowk Bhagwati Temple is a Hindu shrine at Kuri Village in Dolkha District of Nepal. It is situated in Kalinchowk&amp;n</p> <p><a href="#">Read More</a></p>	<p><b>LANGTANG HELICOPTER TOUR</b></p> <p>Langtang Helicopter tour, the fastest way for a thrilling adventure in Nepal. If you want to experience the beauty of the Himalayas, test cheese produ</p> <p><a href="#">Read More</a></p>	<p><b>LUMBINI HERITAGE TOUR</b></p> <p>This tour is an excellent opportunity to explore Lumbini, the most famous heritage and the birth place of Lord Gautam Buddha. It is sprawling complex</p> <p><a href="#">Read More</a></p>



*Figure 15: Updated articles by me*



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