



Cooperative Education Report

Study of product marketing at pranam international private limited

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Cooperative Education, Faculty of Business Administration Academic**

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Siam University

Title: Study of product marketing at pranam international private limited

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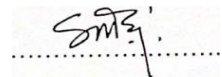
We have approved this cooperative report as partial fulfillment of the cooperative education program semester 1/2021.

Oral Presentation Committees



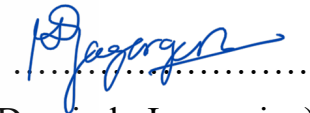
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Abstract

This Cooperative report entitled "Study of product marketing at pranam international private limited Ltd" aims to study the impact that the pandemic had brought upon the organization during its seasonal period. Objectives of the study include:

- To be familiar with day to day procedure of the organization and how the order and supplies are met accordingly;
- To perceive broader knowledge by involving own self in the situation and work environment;
- To observe the policies and the regulations;
- To understand how the product is promoted in different cities and different languages.

At Pranam International, I was assigned to the customer service, product marketing, and operation department. The duration was from 16 August to 15 January 2020. Primary responsibilities were to perform operational duties, maintain files, enter data, collect orders, record it, organize documents, enter the company's information, handle customer queries, and provide information.

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

Acknowledgement

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management. I also thanked both the collage for allowing me to work at different companies and fields each year, giving me a golden chance to amplify my interest in various areas and definite career objectives.

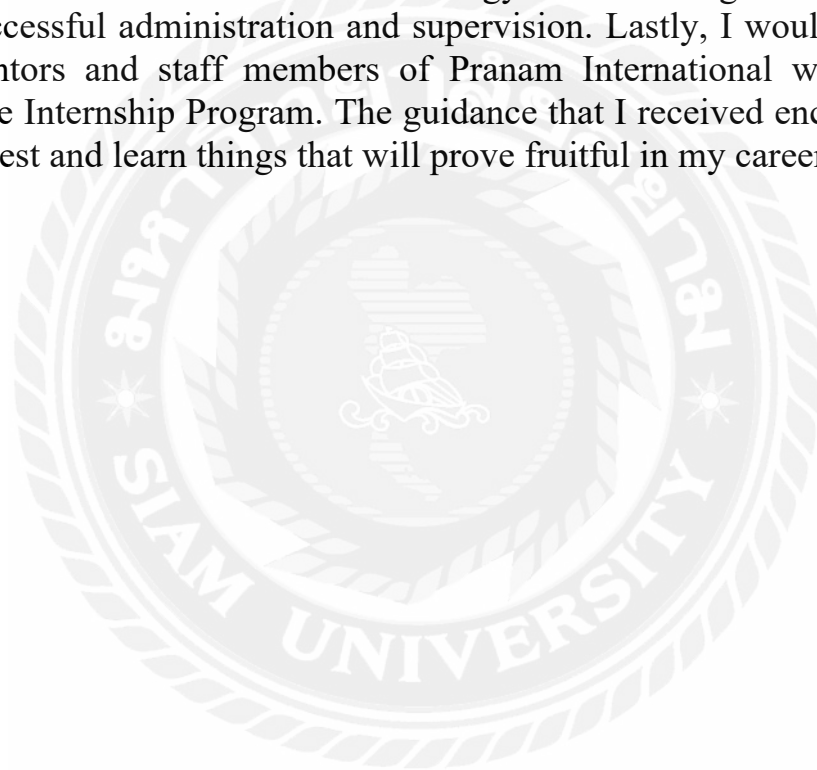
I am also very thankful for Pranam International Pvt Ltd to have allowed me to undertake my internship experience. I would also like to express my sincere gratitude to my supervisor Mr. Prayas Mainaly and other organization mentors for the cordial environment that made the learning process significantly more effective.

Further, I would like to thank Dr. Tenzin Rabgyal for assisting with the coop program's successful administration and supervision. Lastly, I would like to thank all other mentors and staff members of Pranam International who guided me throughout the Internship Program. The guidance that I received encouraged me to perform my best and learn things that will prove fruitful in my career.

Thank you

Shlok Rijal

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How has Covid-19 affected the company and your internship?

Covid-19 has dramatically altered everyday life across the globe. It is a disease that was noticed by the WHO on 31 December 2019, following a report of a cluster of 'viral pneumonia' in Wuhan, People's Republic of China.

The virus reached Nepal in march 2020. On 24 March, the Nepal government imposed a stay-at-home order banning all non-essential travel and contact with people outside one's home and shutting almost all schools, businesses, venues, facilities, and places of worship.

The global pandemic has affected millions of people globally. Everyone is obligated to wear a mask and maintain social distancing. In my case, I had to work from home at Pranam International. This company is a tyre importing firm based in Nepal. During the lockdown, the sales were less as the government stopped vehicle movement, so very few customers would deal online or through mobile calling and deliver the product.

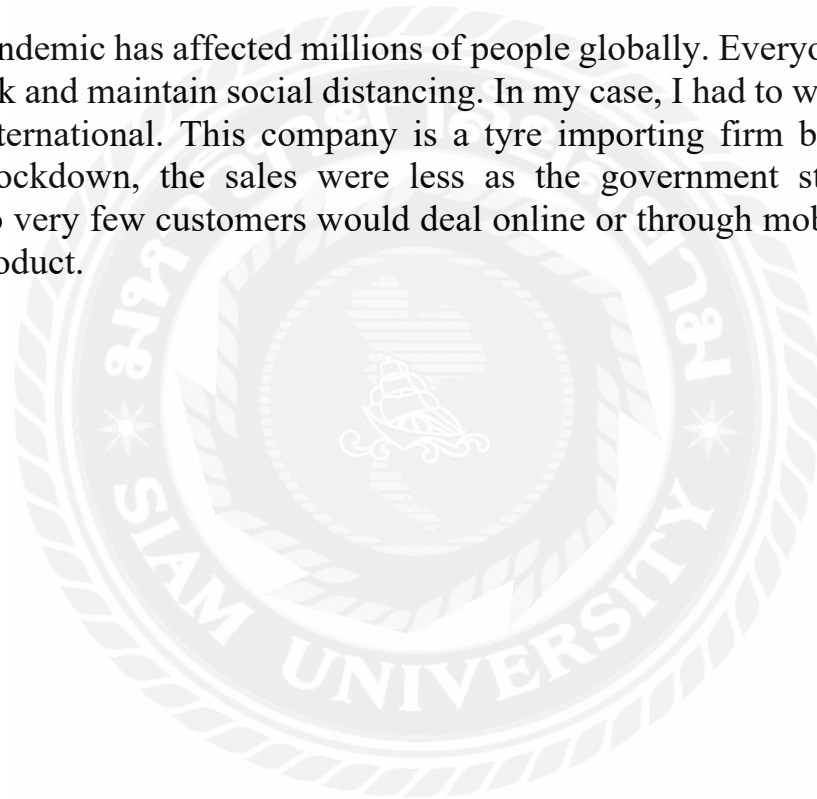


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Chapter:1 Introduction

1.1 Company profile and Background



Pranam International PVT Ltd (PI) is a business group from Eastern Nepal. It is a family-run business that is slowly taking the form of a corporate structure. The group has various trades in Nepal for the last two decades, such as manufacturing, trading, and service sector industry. The Head office PI is in Biratnagar, Nepal. They have four branch offices in Kathmandu. Their dealer network is in various cities and towns of Nepal, such as Birtamod, Damak, Salakpur, Biratchowk, Ithari, Hilley, Khadbari, Hetauda, Narayanghat, Butwal, Bhairawa, Pokhara, Surkhet, Dang, Nepalgunj, Mahendranagar.

The PI's most extensive business is the import and selling of tires. It is one of the most prominent organizations in the tire industry in Nepal. The brands of tires offered by the company are BKT, MRF, Appolo, Dunlop, Bridgestone, Falken, Birla, etc

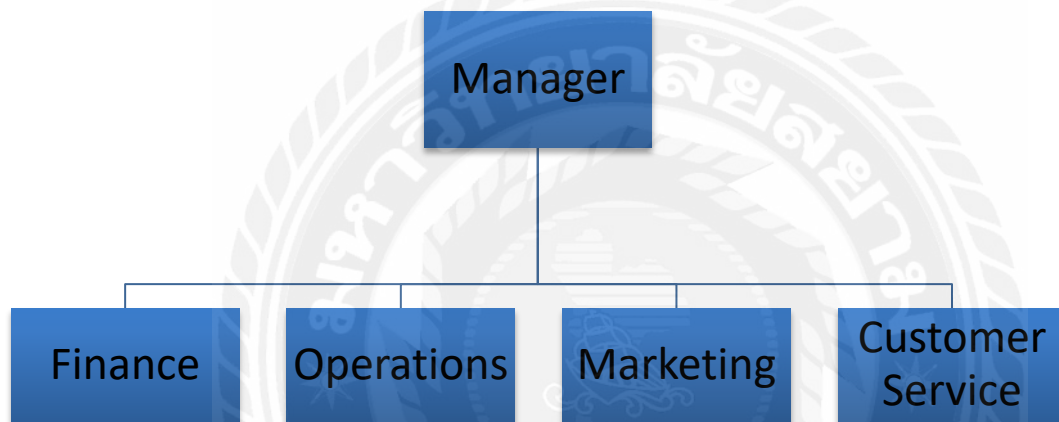
1.1.1 Vision: Extensive service throughout the country

1.1.2 Mission: Provide quality service with quality products for the customers

1.1.3. strategies/services provides:

- Branded tires
- Quality servicing
- Repair and re-installment
- Online delivery

1.2. Organizational Structure



The functions of the respective departments are explained below:

Finance Department:

- The accounting department looks after the financial transaction and accounts
- Banking and LC importing of goods and bank loans
- Taxes and VAT settlement

Marketing Department:

- Promotions of product through celebrities endorsement
- Advertisement reaching to the customer through tv or social media
- Building Customer Base, creating new customer by providing knowledge about the product

Operation Department:

- Telephone enquires regular phone calls of customer enquire about product and adjustments
- connecting to a new customer and bringing a new customer
- Filling of sales /purchase register maintain of the stocks

Customer Service Department:

- Customer Follow up to check whether the product is well fitted and working smoothly
- After Sales Service providing installment of the tire in the machine
- Warranty and claims settlement if any defect then help customer to overcome the situation

1.2.1 The Intern's Position

The intern was working as a marketer in the organization. During first few days of the internship he was introduced to the other members and staff of pranam his supervisor guided him on this work and showed him what work is assigned to him so further he could work correctly. He was assigned the front office managing and customer dealing and handling customer queries.

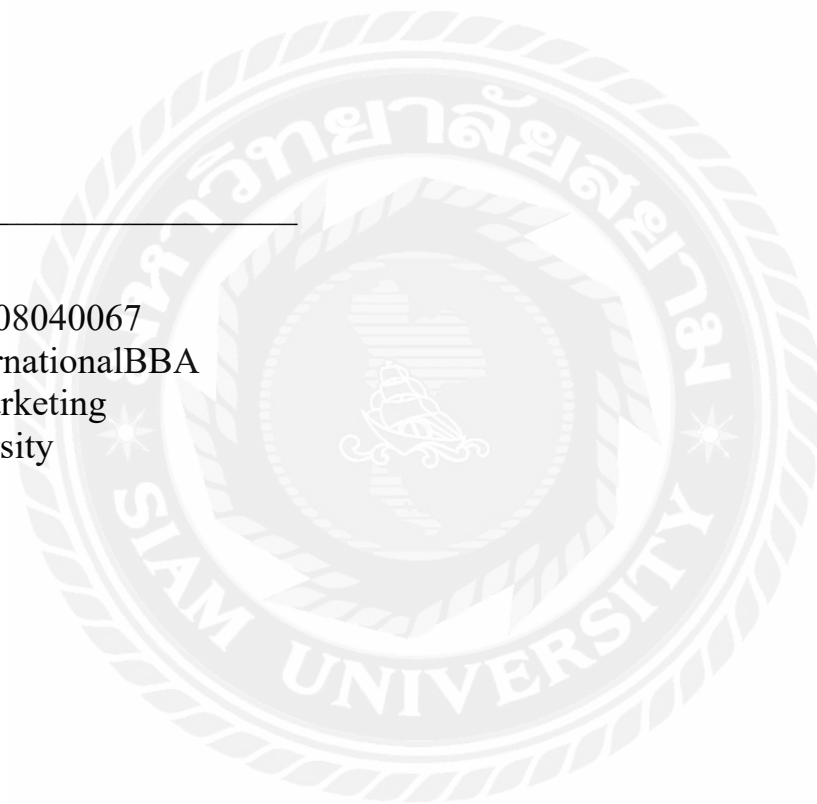
Later after gaining some knowledge he was asked to visit the market and do marketing of the product and introduce the product to different party and dealers about the product and bringing new customers he was also asked to do product marketing like promoting a product in social media and websites. He was also involved in the upcoming new venture of pranam in partnership with helmets Nepal a new application called tyres Nepal where the customer can purchase the tyre online.

He completed his given work on time and with the guidance of his supervisor. working in such environment helped him boost his confidence and dealing with people has become easier for him also knowledge he gained from his bachelor classes such as marketing concept and marketing mix this also helped intern to get wide knowledge about digital and social web marketing that an organization does to promote its products and how business is different from what they study in classes and real world.

1.2.2. Statement of the report

This report titled "study of product marketing in pranam international private limited" has been prepared, and it is part of the curriculum of BBA program requirements. This report is not prepared for any other purpose than mentioned above. I hereby declare that the entire work is submitted as an Internship report in the BBA program under SIAM University. This report is independent and original work of the author after completing four months of work in Pranam international pvt ltd. All the references have been mentioned here.

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1.3 intension to join the company

The main intention to join this field was the intern interest and pranam is one of the organization which is giving quality products to the customers of Nepal and has involved in various business like trading imports manufacturing and the organization was also changing into digital market system and it was dealing in international market as well so the intern could get exposure of good knowledge about different fields in the business and even in the future he could continue working in the same organization.

He learned about how the organization works and different techniques and tools used in its operation of an organization and he also got knowledge about how real life marketing happens. Through this internship program he got the root that how you start an organization and tomorrow when he comes up with his own company he will have the confidence to build the organization.

Chapter 2: LITERATURE REVIEW

In this chapter 2, the activities and assignments assigned to the Intern during his internship program are explained, such as Assignments and responsibilities, activities, job process, and the Intern's contribution.

2.1 Roles and responsibilities:

Internship Role:

Marketing, product promoting, and stock managing. Operational duties, maintain files, data entry, collect orders, record it, organize documents, enter the company's information, handle customer queries, and provide information.

I was assigned to deal with new customers, promote the product in other social media channels, and take feedback from the customer about the product, manage stocks in regular working hours, and spend 14 weeks. The primary roles and responsibilities at pranam international are given below:

- To deal with regular and new customers.
- To take feedback from the customer
- To promote the product and looking for new customers and dealers
- To advise customers about pranam international products and services and respond to their queries.

- To handle the telephone calls.
- To research how to be better than the competitor.

2.2 Contribution of student made during the internship

- As part of my responsibility in the organization, I was expected to bring new customers to the company. I believe that I completed my task and got few new customers
- My mentor was able to work smoothly as I assisted her by handling the customer's interaction had queries and helped filling out some data's of the products
- My task was also to manage and organize paper documents. This made it easier for my mentor to take out the records when needed, as I well-organized them.
- When other staff members were busy, I had to run from one bank to another for deposits withdrawal and clearing of the cheque

Chapter 3: LEARNING PROCESS:

Chapter 3 present the learning process, which means problems and issues faced during an internship, new knowledge received, and how intern worked on it.

3.1. Problems encountered

Every business firm has an area of weakness, and during my time at the organization, I faced several problems which were later dealt with, but if the areas had been worked on. The situation or different procedures were applied, then such issues could have been avoided in the first place.

- Lack of knowledge:

At the beginning period of my internship, I was having difficulties dealing with customer and communicating with them as I had no knowledge, and due to lockdown, I could not get b tanning so few days, I had difficulties but later, with time, it started getting easy and fun

- Lack of communication with clients:

There was less communication with the clients, and many customers did not want to talk because the pandemic people were facing financial problems, so it was not easy to reach them.

- Work pressure:

There was work pressure as you are working from home and the inexperienced beginning was difficult managing stocks and delivery of product managing this were hard and in case of any problem had to phone call a staff member so during lockdown it was not easy.

- Covoid-19:

Due to covid pandemic most of the organization were closed so fist few week or starting of the internship was to work from home with no basic idea about anything my supervisor would me ask to do and I would complete and send as I did not has any phycial presence so I could not get the track but later and with some time things got easy and was able to coordinate with co workers as well.

3.2. Applied Theoretical Knowledge during Internship

- In theoretical learning, we are mostly taught about the ideal workplace where there are adequate number of members and are cooperative. But in real life, it takes some time to adapt to the work environment.
- The ideal co-workers that we had learned about in our class are not so ideal. Sometimes the variety in characteristics of the staffs and members of the workplace can be very difficult to handle.
- We can only predict the future and make plans and strategies to avoid the possible obstacles. It is not as smooth, easy and instant. It takes a lot of time and effort to strategize the plans and policies. It is a systematic process which includes most of the members of the organization.

The practical learning has taught me that in real life, the situations can frequently change and can be very difficult to handle. It takes time and experience to handle those obstacles and for new members in any organization, it is very important to know about the culture of that workplace and be ready to learn new things in every step and adapt to the environment to excel in that workplace.

3.3. Learning process or new knowledge you obtained

I have gained a lot of experience in professional life and the tire industry of Nepal. The business, in practice, was very vast than what I would imagine it off. The tasks assigned to me were completed on time, and I would receive positive feedback most of the time, which also helped me find myself as a fast learner. With the pandemic having a significant effect on the company, I have experienced how it has handled this difficulty and overcome it. I gained a sense of regularity, punctuality and patience playing a huge role in the business world. I have gained exposure on the working environment.

Communication:

Intern realized that you cannot solve all the problem my yourself you must need a help from your seniors or co-workers as being an intern for pranam and a new business environment I was little shy and nervous to communicate with other workers and tried to solve myself but that's not easy as well so it is important to have a friendly communication and maintain a good relation with your seniors and co-workers.



Figure: shroroom office

Chapter 4: Conclusions and recommendations

Chapter 4 present the conclusion of this report along with the recommendations of the Intern towards the company.

4.1. Summary

The 14 weeks internship experience at pranam international Pvt ltd provided me ample opportunities to insight into the organization's core operation in the complex business environment. Working with a diverse mix of staff from different backgrounds and different works of life with profound knowledge has provided me a practical and comprehensive learning experience. This internship has been an advantageous experience for me. I can say that my understanding of the job environment has increased dramatically.

However, I do think that there are some aspects of the job that I could have done better and that I need to work on. Additionally, I felt like I could contribute to the company by assisting and working on projects throughout the summer. The significant impact of the internship is making me more of a confident person.

Additionally, a sense of punctuality, time management, and adaptability skills have increased as well.

During the internship period from starting to end, I can find a considerable difference within myself regarding how much confidence. I lacked and had few ideas about the business world, but now I feel much confident and have a bit of experience on how things are. I feel fortunate to be provided with this platform and guided throughout my internship period. The knowledge and skills I acquired here would surely prove fruitful for my further career

4.2. Evaluation of Internship

- Firstly, I tried being friendly with the staff member who was allotted to me by my mentor to guide me, so it became easy for me to call him any time if there was any problem so due to this I could call him any time if I did not understand something at work
- Secondly, after the lockdown was finished, I was able to work from the office, so it became easy for me to communicate with the client. Even if the client did not answer the call, we could meet the clients and share, and day by day, things started becoming easy and comfortable to work. I realized that I needed to improve my speaking skill and problem-solving skill. To attract more customers. I gradually started to improve on that skill after I interacted to as many customers as possible.
- For instance, I was assigned to interact with different customers who was first time customer. I individually suggested them which product was best suitable for them, explained each product's. This experience has taught me that we must be positive and must have patience.

4.3. Findings

From the internship program the intern has developed following swot for pranam international

Strengths	Weakness
<ul style="list-style-type: none">• Selling high-quality and standardized tires.• Branded tires available at reasonable prices.	<ul style="list-style-type: none">• Most people are unaware of the brand• High initial capital for creating an international standard showroom.

<ul style="list-style-type: none"> • State of the art showroom targeted for the owners of vehicles 	<ul style="list-style-type: none"> • Higher price than other competitors
<p>Opportunities</p> <ul style="list-style-type: none"> • A healthy industrial profit margin of 25%. • Increases in road expansion and developmental projects. • Growing number of expensive and luxurious vehicles in recent years. 	<p>Threats</p> <ul style="list-style-type: none"> • Entry of big houses like Bishal Group and Siprodi Trading into the tire business. • The increasing number of tyre importers and retailer outlets of tyres in Kathmandu Valley. • Difficulty in managing the optimal level of inventory.

4.3.1. Strengths: Pranam imports high quality and standard tires in the market due to which they are better than other competitors and branded international tires available at reasonable price.

4.3.2. Weakness: Many people are unaware about brand like Pirelli and mitzeler and they think it's a bad tyre and the showroom of Pirelli is expected to be big as compare to other countries but for that high initial capital is required for creating that standard. The price are higher than the other competitor in the market so many people with no knowledge doent think the price are high.

4.3.3. Opportunities: During this time the company has healthy industrial profit margin of 25% as compare to other tire importers and retailers and as the Nepal government new project in increase in road expansion and development project due to which car bike purchase will increase. Growing number of luxurious and expensive vehicles like car bike in the market.

4.3.4. Threats: Talking about threat there are big companies like bishal group and sipradi group entering the tire market due to which the competition can increase and customer can be divided. And there are increasing number of tire importers and retailers in the market and there is difficulties in maintaining optimal inventory.

4.4 limitation of the study

Certain limitation was faced by the intern are as follows:

- Intern had access to limited information, only those that company wanted the intern to know
- The internship time was not sufficient to overall how a company operates

4.5 Recommendation

- Maintain the standard of store all over the country
- Online market presence
- Promotion of product
- Maintain safe and healthy environment for staff

References:

www.Pranaminternational.com.np



Annex

Photos





