



## COOPERATIVE EDUCATION REPORT

Impact of marketing to understand consumer buying behavior in S.S. Impex

WRITTEN BY

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This report was submitted in partial fulfillment of the  
Cooperative Education requirements for the Faculty of Business Administration

Academic Semester 1/2022

Siam University

Title: Impact of marketing to understand consumer buying behavior in S.S. Impex

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This cooperative report has been approved as part of the cooperative education program semester 2018-2022

Oral Presentation Committees



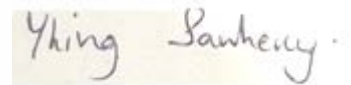
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**Project Title** : Impact of marketing to understand consumer buying behavior in S.S. Impex  
**Credits** : 5 Credits  
**Author** : Mr. Ronak Minda  
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**Degree** : Bachelors of Business Administration  
**Major** : Marketing  
**Faculty** : Business Administration  
**Semester/Academic year:** 2/2021

### **Abstract**

This Cooperative study, titled "Impact of Marketing to Understand Consumer Buying Behavior in S.S. Impex," intends to investigate the possible scope of extending cosmetic product lines and discovering underlying prospects in Nepal's unexplored areas. The study's goals are as follows: (1) to enhance sales volume by identifying potential markets, (2) to expand into new markets, and (3) to identify related items of a similar kind to broaden the product range. My significant responsibility was to monitor the market, identify customer behavior, and gather product data from firms where the product is imported. During my internship, I gained knowledge and understanding of how the organization operates at all levels, particularly from a marketing standpoint. The firm's interaction with the client tends to expand and ensure the achievement, optimize consumer reaction, increase availability, and effectively follow through, allowing it to handle the problem more systematically, precisely, and unbiasedly. Because competition is tough and working conditions are harsh, the company's present objective is growth, stability, safety, and survival. The findings of this study aid in gaining information about the market and how things function in the real world. The result of my internship was that it helped me forecast various outcomes after making any decision from a business perspective.

The company hired me to work as a marketing assistant in the company's marketing department. The tasks included learning how to manage customer relationships, using various inventive marketing tactics to improve sales, and researching new marketing strategies. As we can see, the market is changing as firms adapt and react, particularly now that the entire world is

coping with the repercussions of the Covid epidemic. After completing the internship, I will be able to fix the problem by doing product research and matching market demands. In this regard, the student may learn more about how to adapt to the working environment of the Nepalese market, which is critical for a future job.

Key Words: Client Relationship, Market Scope, Product details, Marketing, Content, Consumers, Experience.



## Acknowledgment

First, I would like to express my heartfelt thanks to Siam University and Kathmandu College of Management for giving us opportunities to work in the business world each year, allowing us to explore and flourish in our fields of interest. I would also want to thank my academic supervisor, Dr. Parham Porouhan, for his suggestions on how to improve my learning. For assistance in overcoming the obstacles, I encountered throughout my internship. Last but not least, I would like to thank my KCM supervisor, Mr. Riteish Thakur, for his essential time and all essential assistance and support throughout the program's successful completion.

I'd want to thank you from the bottom of my heart to the employees of S.S. Impex. They want to encourage, instruct, help, and believe in me in the marketing activities I have worked on throughout my internship. I also thank them for being patient enough to address my questions and concerns. Their facts and other critical information have greatly aided in making this endeavor as complete as possible.

Finally, I'd want to express my gratitude to my teammates and family members for their encouragement, cooperation, and helpful suggestions in finishing this project. This study will benefit academic institutions and everyone interested in learning about internship opportunities in the market sector.

Yours Sincerely,

Ronak Minda

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## **Chapter 1 Introduction**

### **1. Company profile**

S.S. Impex is located on Kathmandu's New Road. It has been in the cosmetics business for almost 25 years. It mainly serves as a cosmetics dealer in Nepal. It is also involved in purchasing and selling various cosmetic items from the market. Before being sent to their respective buyers, all products are thoroughly inspected. S.S. Impex offers a wide selection of solutions for buyers to choose from based on their needs. S.S. Impex imports cosmetics from Enchanteur, Revlon, Romano, and Nisha. India, Malaysia, Vietnam, and Norway are the leading cosmetics suppliers. The firm's interaction with the client tends to expand and ensure the achievement, optimize consumer reaction, increase availability, and effectively follow through, allowing it to handle the problem more systematically, precisely, and unbiasedly. It is a fantastic business opportunity, which is why there are numerous cosmetics, beauty, and health goods and businesses increasing and rising in line with customer demand. When the items supplied by each firm are almost identical, the rivalry becomes more intense. As a result of the rapid rise of cosmetics or beauty and health brands, customers have had the chance to make the best decision and have been happy. Because competition is tough and working conditions are harsh, the company's present objective is growth, stability, safety, and survival as cosmetics items must be created at high-quality standards to guarantee that they are safe for clients to use.

#### **1.1 The mission of the company**

- To give superior quality skincare to our consumers.
- To seek development via new ideas and new products that can adapt to the customer in the local market.
- To meet the rising and diversified demands of our customers.
- Our ultimate objective is to provide our consumers with things not accessible in our nation.

#### **1.2 The vision of the company**



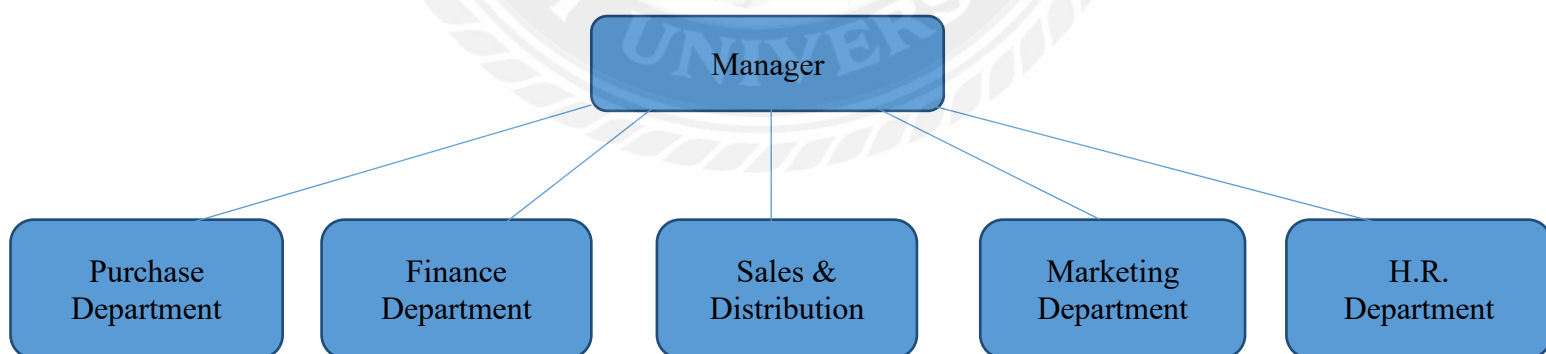
- The vision is to maintain our company's reputation for dependability, customer satisfaction, and innovation.
- To stay committed to our business work, values, and ethics.
- To maintain our service's excellence while increasing our organization's profitability.

### 1.3 Strategies of the company

- Dealership Strategy – Our organization is now in the process of bringing dealerships to overseas companies such as.
- Pricing Strategy – Our Company offers clients fair pricing for high-quality skincare products. Thanks to dealerships, we can sell high-quality items at low costs and make products available that are not yet available on the Nepalese market.
- Financial Strategy: We have a credit policy with our customers. In reality, because most consumers purchase items on credit, the firm offers a cash discount to clients who pay their bills within 15 days.

## 2. Organizational structure

### 2.1 Organizational Structure



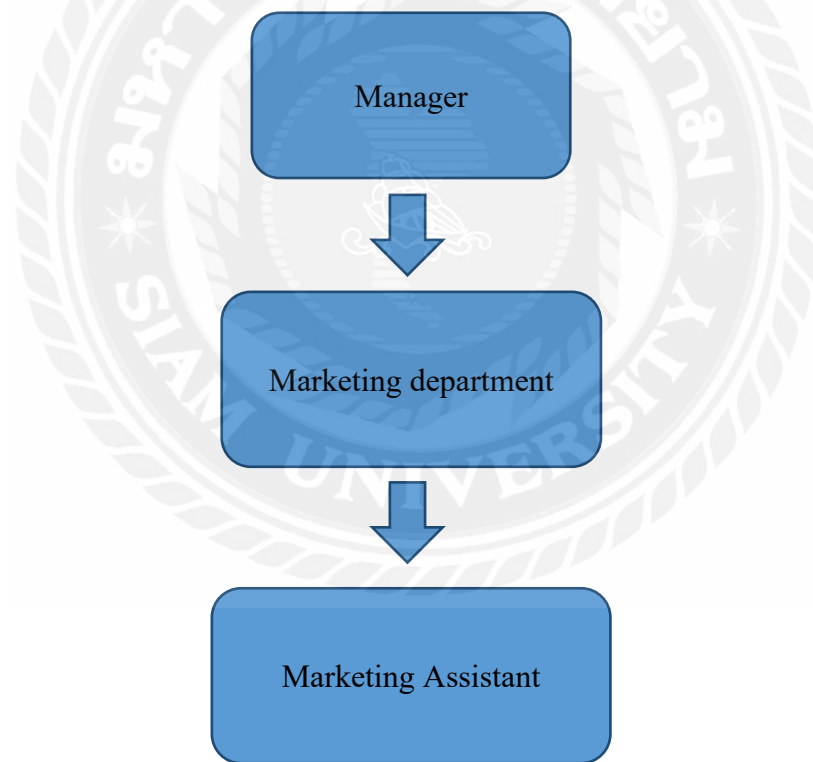
*Figure 1. Organizational structure of the company.*

As shown in the figure, this is the company's organizational structure under which there are different departments, and I work in the marketing department.

## 2.2 Job Position

I worked as a Marketing Assistant at the firm because I had a marketing background (Marketing Department). I was aware of how products are advertised to capture customers' attention and deliver the necessary information. I mainly evaluated the product status in the market, did the competitive analysis, researched new products in demand, understood customer wants, verified which products have high market demand, did minor accounting, and dealt with consumers. Before my internship, I was unfamiliar with either of those networks, and the information I learned made it simpler for me to adapt to the working environment.

## 2.3 Job Position in the company's organizational structure



*Figure 2. Job position in the company.*

I work in the marketing department. As shown in the above fig, I work as a Marketing Assistant. I am responsible for organizing product campaigns, providing product expertise,

researching various cosmetic and skincare products, and dealing with clients. I am qualified for this position in the organization since I have developed communication skills that have enabled me to approach and negotiate with any consumer.

## **2. Intention to join the company**

Nothing will be constant in the following days; thus, I wanted to get essential market information and experience that will let me realize what can be done to attain the goal wherever I'm working. I started as an intern at S.S. Impex, but I was blown away by the company's cooperation, environment, and value. As I worked at the firm, I first learned how to interact with consumers and dealers. I also learned how to maintain a strong relationship with buyers and a practical understanding of essential banking functions and marketing abilities. As a marketing student, I was always curious about how companies operate in the marketing sector, how they maintain good relationships with other companies from which they import goods, and how they maintain formal communication with customers. I also wanted to learn how to import goods if I ever needed to do so. It also aids in understanding the rules and conditions for importing items from other nations into Nepal.

## **4. Strategic analysis of S.S. IMPEX**

(SWOT Analysis)

- Strength
  - Customers with whom you have a positive working connection.
  - S.S. Impex supplies cosmetic products across Nepal, and they have a strong marketing network and a market share.
  - It imports high-quality cosmetics and skincare from significant enterprises in various nations.
  - Because the firm is located in Kathmandu, consumers widely appreciate products in the local market and outside the valley.
- Weakness
  - More credit work is being done in the market.

- Product prices rise as a result of hefty import duties.
- Occasionally, the goods are not delivered on time for various reasons like
  - when the cost of gasoline or diesel increases, the transportation charge increases.
- Opportunities
  - S.S. Impex might relocate to a new site and target the market.
  - Diversify your present items.
  - Domestic retailing has yet to be fully realized, despite the sector's enormous development potential.
  - The increased global demand for the product has resulted in product diversification and advancement.
- Threats
  - Nepal's administration is unstable.
  - Because there are numerous rivals in current products, S.S. Impex's task is more complicated.
  - Low tax advantage
  - The competitor's new plans might pose a severe threat to the corporation in the medium and long run.
  - As the foreign currency (Dollar) fluctuates, so does the price of cosmetic goods.
  - High-interest rates have made it harder to get bank loans for business development.
  - It is difficult to strike a balance between quality and affordability.

### **5. Objectives of the study**

The main goals of being a member of the S.S. Impex were first to get practical experience and then to use knowledge in real-life projects and build a better understanding of marketing procedures and consumer behavior toward the items they purchased and used in Nepal. To comprehend the current market composition for cosmetics, it focuses primarily on the requirements and desires of customers, as consumer happiness is more vital for profit.

- Research the market's customer behavior.
- Understanding how to import items from other nations.
- To comprehend the current makeup of the cosmetics market.

## **Chapter2: Internship Activities**

### **2.1 Job descriptions**

Details about my job

Internship Role: Marketing Assistant

Time period: from Jan 18, 2022, to May 18, 2022

Working hours:10 a.m. to 5 p.m. (Sunday-Friday)

Marketing has always played an essential part in creating and expanding. It is well-known for enabling companies to interact and conduct transactions from anywhere and at any time. It has enormous potential to enhance sales, but firms must know to use it properly. Each company has its unique method of doing its given tasks and preserving records.

I was assigned to work in the Marketing department since I had a marketing background where I used to generate product lists, do product research, and maintain product expertise. Because I had more experience, I was allocated to execute various campaigns, record consumer responses, and create relationships with customers. I also used to provide product data and photographs to clients to take orders. I was given daily responsibilities to complete, which included the sale and a marketing thing. The position would be assigned based on the needs. Reflecting closely on my experience, it was a great mix of work from many departments, which encouraged me to not simply stay in one department work but to expand my knowledge and expertise.

### **2.2 Job descriptions and responsibilities**

I worked in the marketing department, where I learned how vital it is to understand marketing tactics and how to apply them in real life effectively. I learned and worked on new marketing methods that the firm utilized to sell. During the lockdown, I was assigned to research various cosmetic and skincare items available worldwide. I had to stay up to date on the ordered products and gather the customer's feedback from the market. In addition, I communicated with consumers and examined their input via various social media platforms such as WhatsApp and Viber to determine what further might be done and which product could be brought to market as per the demand.

### 2.3 Activities in coordinating with coworkers

Teamwork was prioritized by including it in the performance management system. As a mode of refreshment, the management also organized team-building activities. The advantages of team building games and activities affect how teams operate and how everyone’s whole personality improves. The exercise organized by management benefited coworkers and employees, and the organization. It aided the organization in increasing productivity, morale, and motivation among team members, improving workplace cooperation, improving job satisfaction among workers, and improve work quality.

### 2.4 Job diagram

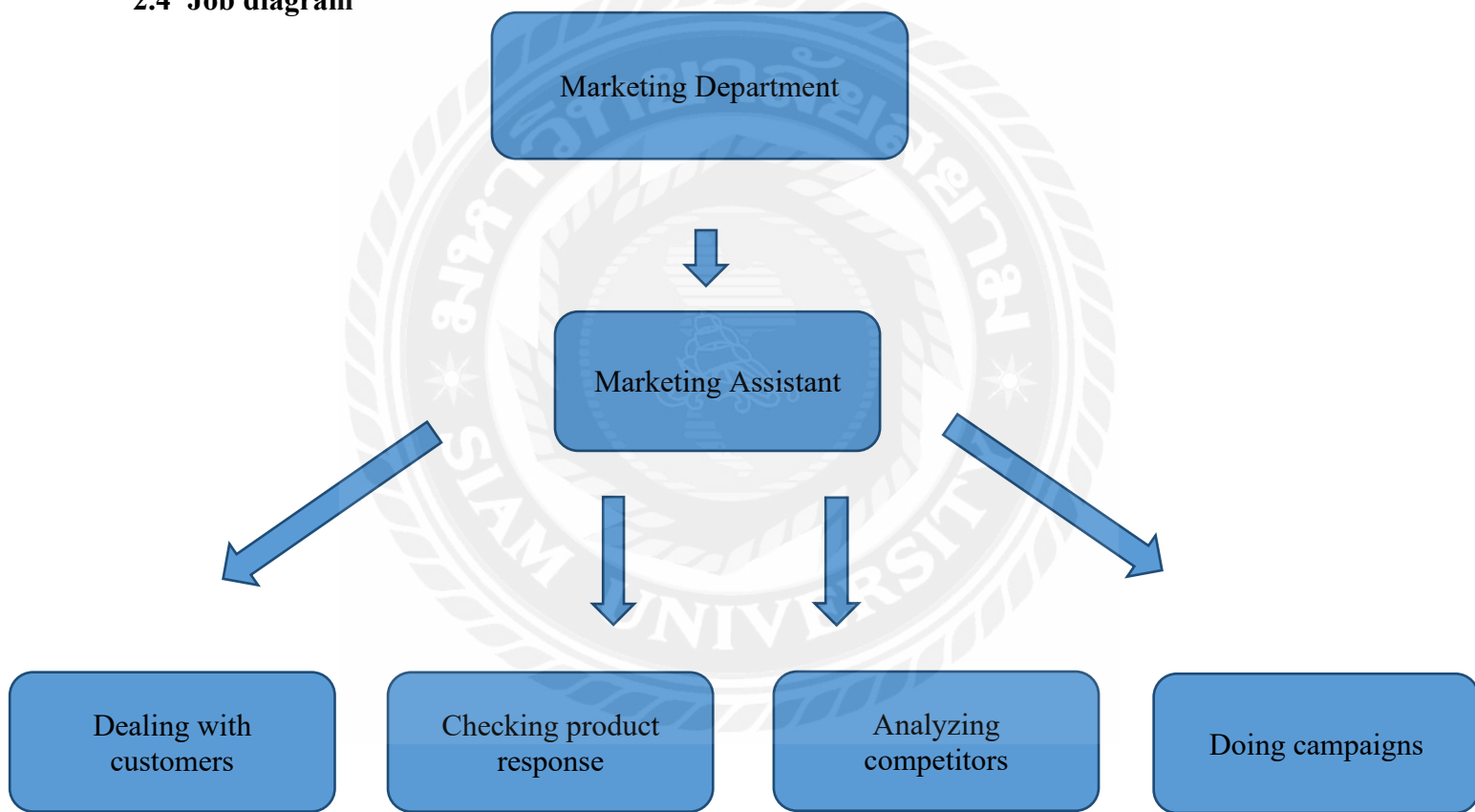


Figure 3. Job Diagram.

As shown in the above fig, it shows the department in which I worked being a Marketing student. I found it easy to operate. As a member of the marketing department, I had to interact with consumers about quality and pricing and deliver details and samples to them. I was also in charge of increasing the firm's success in selling its goods by recognizing

customer requirements and promoting, designing, marketing, and selling consumer goods based on those demands. I used to tell consumers when the items were available and send them samples if necessary. I also ensured that the consumers were satisfied by giving special deals, and I prepared surveys for feedback to remedy problems so that the firm would not lose its customers.

## **2.5 Contributions made during the internship**

As a marketing student at KCM, I've learned many valuable things in real life. There are several obstacles in the market, whether a competitor's issue or a product quality problem. So, during my internship, which is still ongoing, I have given my ideas about what I learned about the market while working at S.S. Impex. I volunteered to help with the following factors for the firm where I am an intern:

- **Planning:** I actively engaged in keeping my viewpoint with my executive, providing ideas for introducing new adjustments and ongoing work efforts to execute established goals effectively. Preparing at a firm covers a variety of factors such as developing new marketing strategies, determining order requirements, planning for the given order, determining how to reach out to consumers, and creating a price strategy.
- **Decision making;** The Manager had to make several decisions regarding order processing, supplier selection, buyer selection, and so on, in which I actively participated by providing my opinions on the products, which could target the customers, and how could the product be marketed to buyers in light of the current situation.
- **Coordination:** As a BBA student, I've learned coordination and collaboration since the first day of orientation. I always did my best to collaborate with each department to

eliminate uncertainty and challenges. I was always there to support and provide a helping hand to complete the assignment effectively within the time frame.

- **Product Development:** The demand of customers changes in response to new trends, which must be met to provide the quality product that customers need while keeping within their budget. Customer demands are satisfied to ensure sustainable growth. The product development team attempts to bridge the gap between the two; the smaller the hole, the better the organization. So here I offered my perspective for managing the product and keeping up with trends, which helped to know what customers want and create an atmosphere where relationships are established, and profit is gained.
- **Consumer Behavior:** Another crucial activity I performed during my internship was analyzing consumer behavior. First and foremost, I determined what the current market trends are and what the consumer's wants are, and I used that information to communicate with the top executive so that they could make an excellent choice to buy the product. It also helped gather client input, which can enhance and make adjustments. My significant responsibility was to assess client demands through extensive research, polls, and focus groups.



## Chapter 3 Learning Process

### 3.1 Problem that I faced

I experienced specific problems as an intern throughout the first few weeks of my internship. The following are the challenges: -

- As an inexperienced intern, I believed that the firm did not give sufficient work ethic guidelines, which may lead to unfavorable results for any company and can harm the organization's working etiquette.
- Another issue I've had is completing the assigned work. There are several methods to perform the job, but the supervisor requires no particular approach, which has confused me due to a lack of good recommendations or guidance.
- While working, misinterpretation of the fundamental objectives happens as the problem of miscommunication arises because of diverse viewpoints of team members, which are normal and differ from that of others which affects the group project work done.
- Difficulties in communicating also hampered my job because I was unsure how to tackle numerous issues because there was no one to assist me.

### 3.2 Problems/issues of the company

According to my observations, the firm encountered several issues. They are:

- Lack of online channels

Online marketing and web development have benefited many firms as technology has advanced. Currently, S.S. Impex does not have a presence on any internet platform, making it impossible to update information and take time to reach clients. As a result, the corporation is unable to sell its products.

- Communication Gap

Being in an organization necessitates adequate and effective communication to do tasks efficiently. There is some communication breakdown between departments even though they affirm everything from each other. The gap arises when workers are afraid, especially when an employee speaks with another employee. Even subordinates might experience anxiety while interacting with their bosses or department heads. Because they create a sense of terror, they are unable to pay attention to what is being said, and as a result, they have problems with consumers.

- Lack of employees training

Because S.S. Impex does not give employees on-the-job training, it is difficult for staff to satisfy performance standards. Because the untrained staff is unable to provide the necessary efforts while interacting with consumers owing to a lack of proper knowledge and training, they are unable to please the customers, resulting in unsatisfied customers. If disgruntled consumers pick rivals who can deliver exceptional items and maintain those efforts up to standard and convenient service, the company's revenues will decline.

- Poor Customer service

S.S. Impex loses numerous clients as a result of subpar customer service. Because they occasionally fail to deliver items to clients on time, and because some of their products are too expensive, customers choose a competitor's offering. Also, the personnel does not always answer on time (late replies), and they do not always follow up with clients to see if the items are available or out of stock.

### **3.3 How to solve the problems**

During the internship, the difficulties described above were tackled in various ways. The solutions are as follows:

- The organization will need to engage in training to plan and execute the movement for the potential outcomes that I mentioned can enhance the working environment.
- There should be adequate working guidelines in the beginning, which I requested from my supervisor so that I can work comfortably.

- Even after finishing the task, I would double-check to verify that it was done correctly, and I would review the work with my supervisor to ensure that it was done correctly.
- I also began to catch up with the other members, and my effort began to be recognized and appreciated.

### **3.4 Solution for the company**

Examining the difficulties and possible solutions the organization may apply to strengthen its market position.

- **Creating an online platform for the company**

If the corporation maintains an up-to-date web media presence for its products, it may be more communicative. The corporation should set up an account on social media platforms such as Instagram and Facebook and design the product layout by including various images and product specifications, making it easier for customers to place orders.

- **Proper communication in the workplace**

In the event of any confusion, the organization might build a system for providing adequate instructions and the power to verify any job about what and how to accomplish from the Manager—another mechanism for re-checking whether or not the communicated job was completed correctly. The organization should use the appropriate communication methods, make wise decisions, and maintain consistency. Employees must communicate well to minimize fear. They should be motivated and voice their thoughts, speak up when they see a problem, and offer their suggestions for change because it will clear the way to success.

- **Providing employee pieces of training**

Training is highly essential in every organization since it provides a chance for workers to expand their knowledge base and enhance their job abilities to become more successful in the company. Employees in the sales and marketing departments should be trained to increase their capabilities in selling and marketing a company's products. They should detect issues, fill gaps, and

encourage soft skills training in decision-making, time management, leadership, and dispute resolution.

- Improving customer service

As the firm, it should inquire about the customer's wants and preferences. They must manage their time so that they can answer to customers as quickly as feasible. They must also follow up with the consumer to see how they feel about the response and ensure that the problem has been remedied. And customer service is never regarded as a one-time problem that is resolved and then forgotten. Therefore, every issue should be addressed by the firm.

### **3.5 Learned during the Co-Op studies**

After four years of study at Kathmandu College of Management (KCM), I could grab knowledge in myself about business, management, marketing, start-ups, and a variety of other topics. Putting my theoretical knowledge into practice, I worked at S.S. Impex and learned about the following factors:

- Communication is one of the most crucial and primary roles necessary in organizations. Effective communication is essential to interact with different levels of individuals in the firm to undertake day-to-day tasks to complete production. Lower-level staff communicated directly with the Senior Production Manager, and accurate instructions were reconfirmed. I learned about the organization's communication procedure.
- Planning: I learned about the planning process, in which my seniors provided their inspiration for continuous production and worked to ensure the proper implementation of plans produced. In a business, planning entails various activities such as developing new marketing strategies, analyzing order requirements, preparing for a specific order, and so on.
- Decision making: I learned how the Senior Manager must make numerous judgments throughout supply and order processing, such as supplier selection, buyer selection, etc.

- **Controlling:** I learned to ensure that all operations are carried out as planned, and I used to report any problems to my supervisor.
- **Coordination:** I learned and did my best to collaborate with each department to decrease uncertainty and challenges. I used to assist others in completing the assignment effectively in the allotted time. If I didn't understand something, I would approach my superior for help. It taught me the value of cooperation in an organization to complete work correctly.
- **Follow-ups:** During my employment, I was responsible for maintaining follow-ups, particularly with purchasers. Similarly, I followed up with consumers by emailing them the specifications of the specific fibers and chemical goods they were interested in and follow-up for purchase approvals and delivery confirmations.

### **3.6 Applied the knowledge from coursework**

This report includes knowledge and experience exchange from the internship program of S.S. Impex as I was assigned to the Marketing Department. To build a successful relationship with consumers, brand knowledge, brand loyalty, negotiation skills, and understanding and adapting to workplace culture. I've done a lot of homework based on my theoretical learning. It is much simpler to decide or pick a course that will benefit both the firm and the customers when you start from the beginning. It is not enough to have theoretical knowledge to function in the real world; practical insights and information and learning have played a critical part in the business. Everything we learned in class, from the basics to the sophisticated, came in handy during the internship term because it significantly ensures workplace efficiency and effectiveness. There was certain academic information that truly helped me manage the firm and also accomplish my tasks, such as:

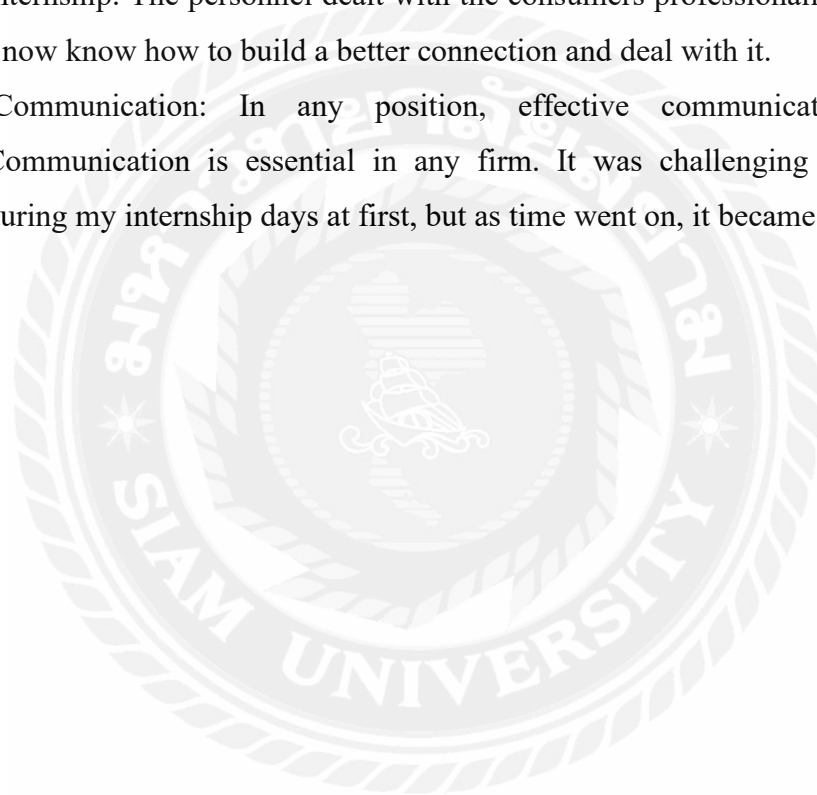
- Digital media in business: Because of the current circumstance (Covid), everyone is going digital and sending product information and photos to customers. From small to large companies, digital channels sell or advertise their products throughout the country. The same S.S. Impex employed a digital platform to communicate with consumers.
- Proper communication and coordination: While sticking to the government's guidelines during this challenging period, many businesses, including ours, chose work-from-home tactics. It was made feasible by the team's ongoing communication and cooperation. I used to consult with my superiors and finish our assignments before sending any specifics.
- Time management: As we were taught, effective and efficient time management leads to success; having good time management in the workplace enabled me to work smarter rather than harder. Time management assisted me in eliminating delays and completing tasks on time.
- Analytical thinking: Analytical thinking assisted me in looking at issues properly by understanding how they will work in the existing context and finally coming up with intelligent answers when performing various analyses such as data analysis or making judgments in S.S. Impex.

### **3.7 Special Skills and new knowledge I have learned from these Co-Op studies.**

In today's competitive marketing industry, an internship is intended to increase experience in the field in which one is interested and a practical approach to learn to network inside the business and get a foot in the door at any firm to gain experience and information. Obtaining an internship at S.S. Impex presented me with a platform to meet new people, learn from their experiences, and instill a wealth of practical information that would be beneficial in developing my profession in the future.

I learned how market trends change quickly and how organizations must react to such changes. Practical learning is one of the most significant elements one can acquire to comprehend the market, and it has helped to create some of the talents listed below.

- Deal with the customers: During my internship, I learned how to interact with consumers pleasantly and professionally. The employees used to be highly upbeat and pleasing to the clients, and if there were any difficulties, they would both efficiently coordinate.
- Making connections: I learned how to make relationships throughout my internship. The personnel dealt with the consumers professionally and efficiently. I now know how to build a better connection and deal with it.
- Communication: In any position, effective communication is crucial. Communication is essential in any firm. It was challenging to communicate during my internship days at first, but as time went on, it became easier.



## Chapter 4 Conclusion

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

Working with S.S. Impex allowed me to gain knowledge and professional experience. Usually, speaking about my potential in interviews or workplace conversations is difficult. Still, real-world experience has helped me better understand my value, recognize my talent, and what I can genuinely contribute to the table. Aside from academics, I've seen those professional abilities such as decision-making ability and an attitude of taking the initiative and risks have evolved inside me. By completing this report, I have gained a better understanding of the marketing sector in the organization and how things truly function in the real world. While doing an internship, I discovered that a lot is going on in the market every day. There are several issues that the business must address to be profitable. These issues include growth, stability, and safety. The outcomes of this study aid in gaining information about the market and how things function in the real world. Putting data into practice assists in gaining experience in a particular profession. I discovered that practical knowledge is critical for a marketing student in today's competitive environment. The result of my internship was that it helped me forecast various outcomes after making any decision. It enabled me to obtain experience that would serve me well in the future wherever I work. Because I interned at S.S. Impex and worked in the operations and marketing departments, my overall function was to deal with marketing. Working in marketing departments provided me with a complete understanding of how a company operates inside and what processes and actions must be made outside of the organization to ensure that your product is in the hands of the consumer by the end of the day. Doing the internship described the impact of COVID-19 and other government rules on the market. It helped me in learning experiences in internships before and during the pandemic. Overall, the internship experience has been positive for me. I have done online, and physical work in the organization, and supervisors were satisfied with my performance.

I also express my heartfelt appreciation to the company for involving me and believing in me with the work assigned, as the firm played a significant role in allowing me to learn and gain experience in the real world by providing me with the necessary training and assisting me in performing those tasks following the supervisors' requirements. In conclusion, I



believe that an internship opportunity is critical for every business student to learn about an organization and industry of interest to flourish in future undertakings. I'd want to thank my supervisor and the entire S.S. Impex team for providing me with such an excellent learning experience.

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

Working at S.S. Impex has allowed me to master various skills that will aid me in my future endeavors. Since S.S. Impex imports items, I learned a lot when importing the goods, most notably how it operates. So, while interning, I learned about planning, communication, decision-making, and collaboration. As an intern at S.S. Impex, it has taught me how to interact with foreign firms and advertise and communicate effectively in the local market. As a marketing assistant in the marketing department, I had several tasks to complete and meetings with top management to present new ideas. I was also able to broaden my professional network, which will benefit my future employment.

Because not everyone has the same tastes when it comes to purchasing goods, such as some people purchasing high-quality cosmetic and skincare products while others buy low quality, to run a successful business in the future, we must first understand the needs and wants, and preferences of the consumers. This internship taught me the value of each area in the firm and how we should all work together as a team. I've seen an increase in my self-esteem and confidence. I overcame my limits, maximized my skill, and pushed it further to grab the opportunities presented to me. This encounter will boost my professional career.

Internships play a significant function in grooming a student and assisting him or her in obtaining the desired objective in a student's life. It allows you to work practically and understand the actual work environment. By participating in this internship, I was able to move a step closer to reaching my goals in life. Through this internship, I attained some of my purposes, such as improving my interpersonal skills, learning how to deal with stress, creating a professional attitude and conduct, networking, and balancing my work and personal lives. This personal aim will undoubtedly aid me in reaching my professional goal. This was a fantastic opportunity for me to learn how to improve myself and identify my particular strengths and shortcomings.

I'll have some ideas for developing some managerial abilities, which will undoubtedly benefit my professional prospects. I will also be able to test my own ability to adapt to and function with the organization. Above all, I will better understand how to apply my mature skills to the business level and corporate culture. I've been living a student life until now, but now I'll be doing some work that will hopefully teach me a new way to see the world.

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

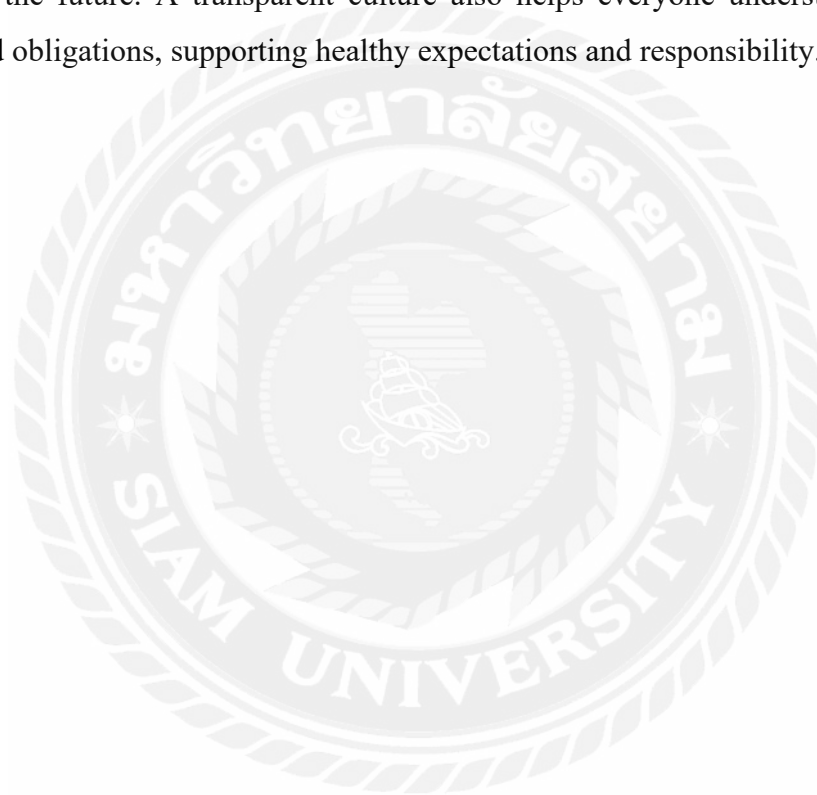
The COVID-19 epidemic was one of the numerous impediments to completing the Cooperative Education obligations. As a result, several businesses were unable to function as planned. Similarly, because of the worldwide epidemic induced by the Covid-19, S.S. Impex failed to function as intended. During the outbreak of the virus, all imports of the products were frozen, and no sales were made during those periods; as a result of the pandemic, every department in the organization was affected. No one knew what steps should be made to sustain the flow that existed in the market before the epidemic. Also, what can be done to meet the requirements and client responses? Because face-to-face interaction is often lost during this time. They were also having trouble managing and maintaining responsibility. Because the crew was likewise unable to complete the work at hand, it was more difficult to form bonds, such as friendship and trust, with an entirely virtual presence. As a result of the global epidemic, they were also having difficulty capturing the market.

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

It was a pleasure to work at S.S. Impex. I worked in the marketing department as a marketing student. S. S. Impex was founded more than 20 years ago and continues to strive for brand quality and customer satisfaction. Everyone is aware of the competitive nature of the market. The rivalry has expanded far more than before as we look at the market, and many firms are still sacrificing quality. However, our company is not compromising on quality.

As the market changes, S.S. Impex should prioritize new promotional efforts, such as social media promotion, because social media has become a craze in this generation.

They may get more success in their business and profit in the future. The organization should prioritize employee motivation, skill development, and retention. As employees are considered the most valuable asset of any company, and the task requires a high degree of ability and the capacity to manage pressure, they should be trained accordingly. Furthermore, a thorough evaluation of the allocation of charges and work procedures inside the business is necessary to know if a particular employee can do the assignment or not. They can also lead the market in this manner. As a result of reducing overhead costs, they will be able to invest the funds in a communication structure that will benefit them in the future. A transparent culture also helps everyone understand each other's roles and obligations, supporting healthy expectations and responsibility.



## Appendices

The images were obtained from Google and the specific websites of the companies.



*Figure 4. Product of Enchanteur.*



*Figure 5. Cosmetic product of REVLON.*

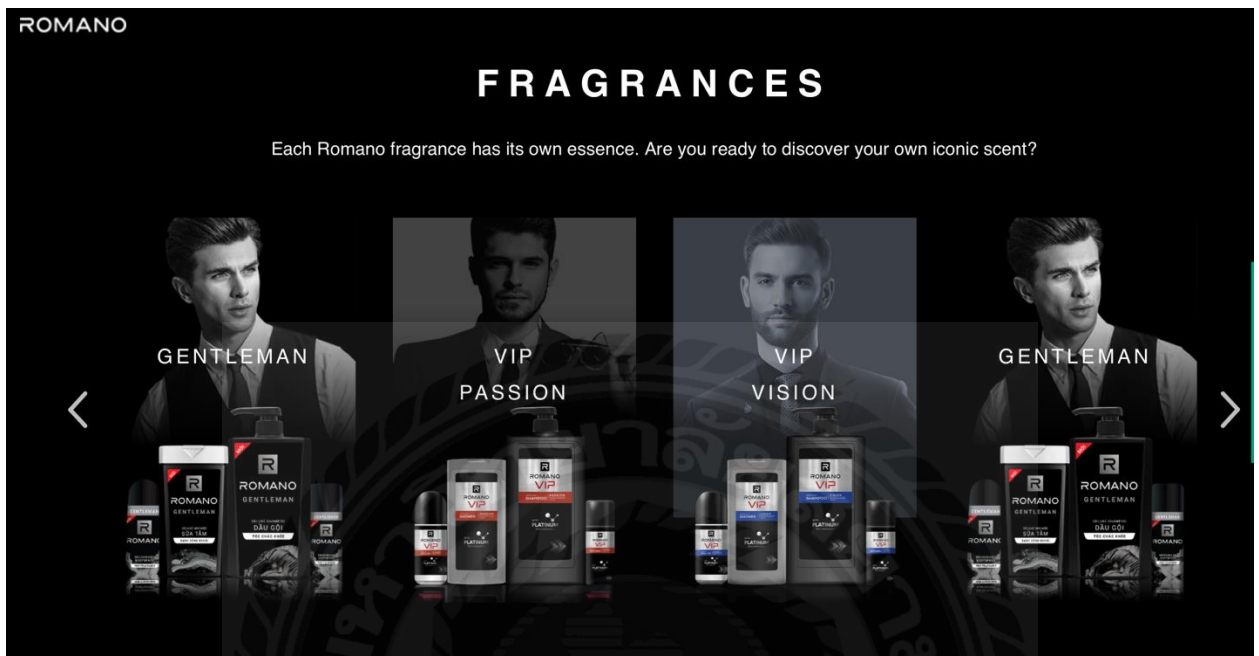


Figure 6. Product of Romano.



Figure 7. Hair product Of Nisha

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