



## **Cooperative Education Report**

**Study on Business Modality during Pandemic at Appan Kirana**

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**This Report Submitted in Partial Fulfilment of the Requirements for  
Cooperative Education, Faculty of Business Administration**

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**Title:** Study on Business modality during pandemic at Appan Kirana.

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**Academic Advisor:** Dr. Parham Porouhan

We have approved this cooperative report as a partial fulfilment of the Cooperative educational Program Semester 2/2021

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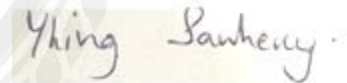
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**Degree:** Bachelors of Business Administration  
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### **Abstract**

This cooperative report entitled “Study on Business modality during pandemic at Appan Kirana stores Pvt. Ltd” has the goal to provide the Grocery in wholesale price. It is an opportunity for a meaningful career-related experience in a real organizational setting before graduation. The main objectives of the study include: (1) to know the basic working technique, (2) to know basic working patterns and Working culture and working style, (3) to expand skills and gain some practical experience of knowledge accumulated in lectures. With the company, the student was assigned to work as an intern, in the different department like Marketing department, store maintaining department, and all, Main responsibilities assigned to the student are handling the queries of the customers, place order, handling different phone call queries, organizing the events and digital marketing for the customers. Upon the completion of the internship, it was found that the problem was resolved by the means of interaction and communication with the employees of the company. In this matter, the student can learn more about the real work experience with the professionals is very important for future career development and profession.

**Keywords:** *Digital marketing, Business modality*

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I am also very much thankful to Appan Kirana stores private limited, Janakpur for accepting me as an intern and allowing me to learn at the place about business development. I am grateful to Mr. Kishan Mishra, CEO of Appan Kirana stores Pvt. Ltd. who always guided me and praised me for my work. He was very much motivating and always willing to share his knowledge with me. At the same time, I am also grateful to all those employees of the organization who guided me and helped me in getting an insight into the functioning of different departments and share their experience with me.

At last, but not least, I full-heartedly want to thank all people who have directly or indirectly guided me during my internship program and helped me in the completion of this project.

Thank You!

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Mr. Chandan Mishra  
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## **IMPACT OF COVID-19 ON INTERNSHIP**

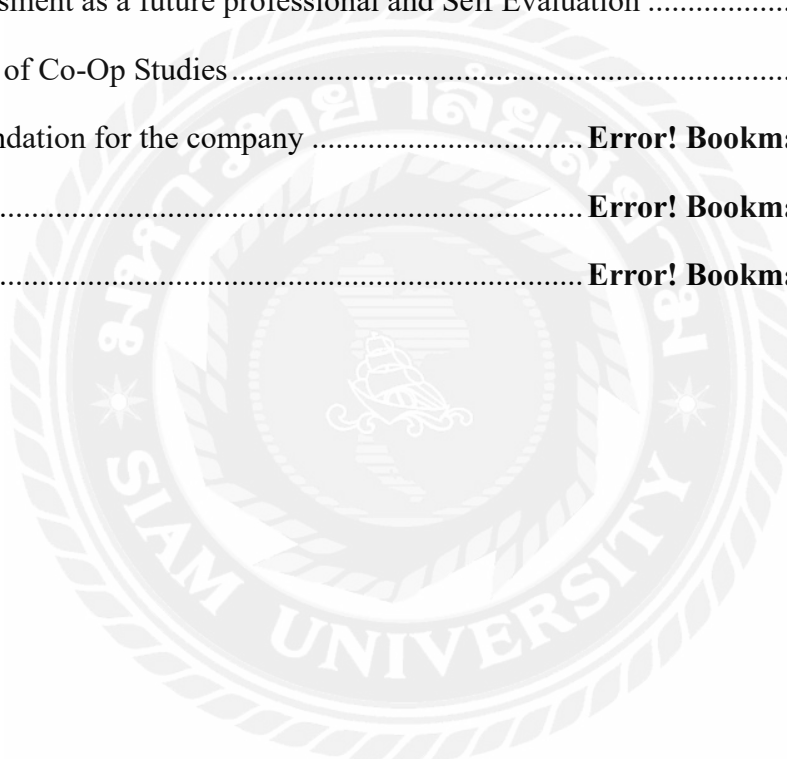
COVID-19 is an infectious disease that is caused by a newly discovered coronavirus, as we are all aware of the pandemic spread of this disease; it was a measure decision of the Nepal government to go lockdown before the virus rapidly spread in Nepal. Due to which everything has been lockdown & we are not able to go out of our house. In this situation our working organization has not been closed, we hired delivery guy who is totally protected and vaccinated. Our team worked very hard that time but somehow our sales were increased during pandemic. People order goods for minimum one month and our one and only goal was to fulfil of our customer demand by restocking goods. We did marketing from the social media like Facebook, Instagram, Tiktok and so on.



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## **List of Acronyms**

Dept.: Department

CEO: Chief Executive officer

PR: Personal Relation

Ltd: Limited

Pvt: Private

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## Chapter 1: Introduction



### 1. Company profile

Appan kirana Stores pvt ltd. is a government registered organization established under the company act of Nepal Government, located in JANAKPUR CITY province no.2.

#### 1.1 Mission of the company

To deliver the groceries from wholesaler directly to the end consumer.

To develop the online purchasing culture.

To provide the goods in minimum price.

#### 1.2 Vision of the company

The Main vision of the company is to provide grocery items in wholesale price directly to the consumer. To make the city digital.

#### 1.3 Strategies of the company

It is an online grocery store. Its main strategy is to provide goods in wholesale price which is very effective in rural place like JANAKPUR. According to the company we provide better facility like free home delivery service that is very new concept in the market which increase the sales and value. In the rural place people like to buy goods in low price they are not concern about the quality so that we decided to provide them goods in better quality in affordable price. We focus on the women who are not able to go outside to buy goods.

#### Services currently offered by Appan Kirana Stores Pvt. Ltd is:

- Quality goods and service.
- Minimum price which will be affordable.
- We will take no delivery charges within the city .

- Focus on targeting the female customer who are not able to go outside.

Source: <https://www.facebook.com/Appan-kirana-202871271752690/>

## 2. Organizational structures

The Appan Kirana Stores Pvt Ltd is located at JANAKPUR, NEPAL. The board of directors is responsible for policy making & guidance to the management.

Appan Kirana Stores has one and only head office outside the Kathmandu valley (JANAKPUR).

**The management committee of Appan Kirana Stores is categorized as:**

CEO	Kishan Mishra
Director	Chandan Mishra
Proprietor	Rakesh Mishra
Digital marketer	Neha Mishra
HR department	Devta Mishra
Store incharge	Dhiraj Mandal
Account department	Rameshwor Jha
Chandan Mishra	Intern

### 2.1 Diagram of the organizational structure

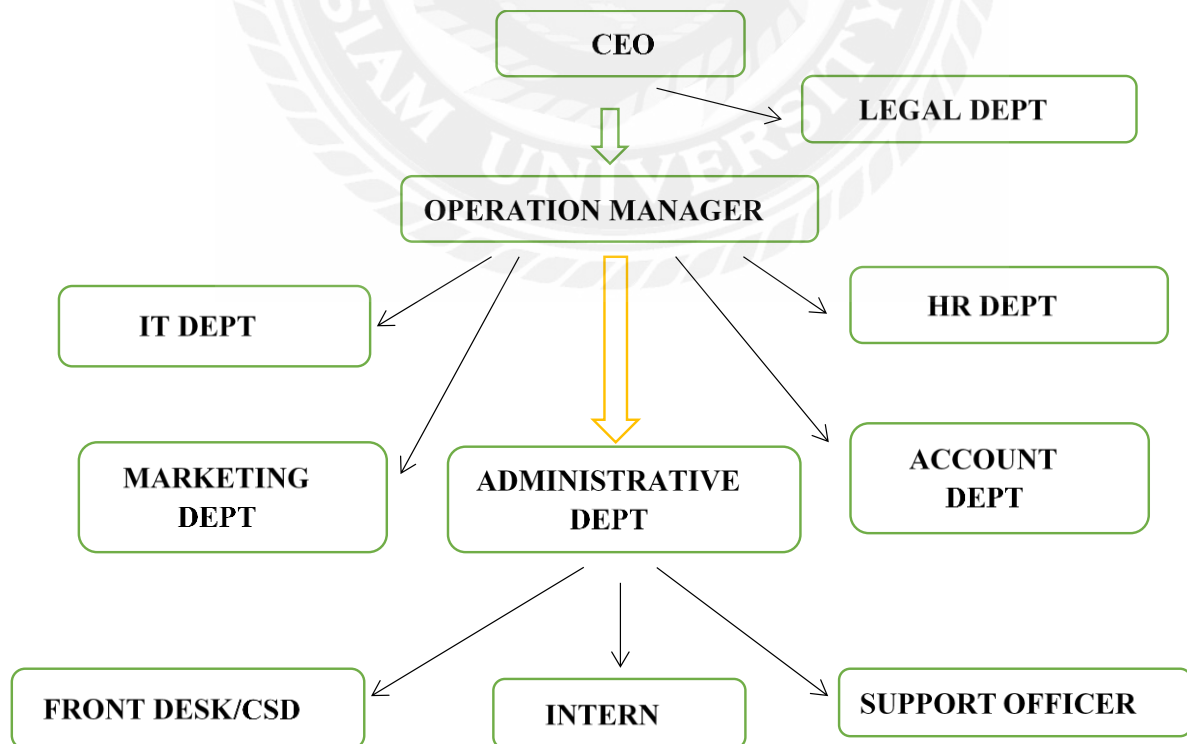


Figure 1: Organizational Chart of Appan Kirana stores.

This is the organizational structure of Appan Kirana Stores Pvt. Ltd. Being situated in an under-developed state of Nepal, the branch doesn't hold a well-versed organizational structure and has a limited number of employees working in the team.

Chief executive officer, Kishan Mishra is the head of the organization. He supervises the employees and makes major decisions. The Digital marketing Head deals with all the marketing events. The ready file is signed by the Director and also approved by him as well. Store incharge is looked after by Mr. Dhiraj Mandal and he looks into the proper maintaining of stocks and in the administrative department which also includes CSD and support staffs. It and marketing Department looked after by Neha Mishra and Account Department was looked after by Mr. Ramjeshwor jha.

## **2.2 My Job position**

At my job position is internee and I have to do normal official work and learned the business for one month. And after that, I started working as an event organizer, Business development officer, and also as strategic planning officer.

## **2.3 My job position in the organizational structure**

As an Intern my job position fits in an overall organizational structure under the administrative department in our organization so, I have to coordinate with all the department head to do my job and help all the department and learn and gain experiences in FMCG sector and learn the functioning of the organization. Since it is a small office, all the staff work with cooperation helping each other. Outside valley offices are regulated with the help of different staff.

## **3. Intention and Motivation to Join the company**

With great pleasure, I, Chandan Mishra, hereby declare that the presented internship report titled "Study on Business modality during pandemic at Appan Kirana Stores Pvt. Ltd" concerning my working at Janakpur of Appan Kirana Stores as the intern is prepared solely and uniquely by me without any duplication after the completion of my four months of successful work at the firm.

My primary motivation for joining this organization is to strengthen my professional long-term goals, which include **"Developing and improving effective professional relationships as well as expanding my professional network"**. As our BBA program is primarily focused on developing Professional long-term relationships with industry professionals, and others. So, I chose this company because it perfectly fits my career goals. After all, the Goods & Service field is all about networking and building good relationships with so many customers

all over the city, as well as focusing on how to build good relationships with our past and current customers, which will help us grow our business in the future.

So, as soon as I started working for this organization, I started meeting with a lot of people and Customers from all over the city, which helped me to build a good network and grow my professional relationships, which justified my career goals and helped me to present myself confidently and gain a better understanding of doing business in this sector. My communication abilities increase dramatically as a result of this, and I gain confidence. Working as an intern at Appan Kirana Stores allows me to expand my professional network, which will be beneficial to me in my future studies. So, I grow my network with so many Customers on LinkedIn and different social media platforms, and having their mail and contacts makes me build a good network.

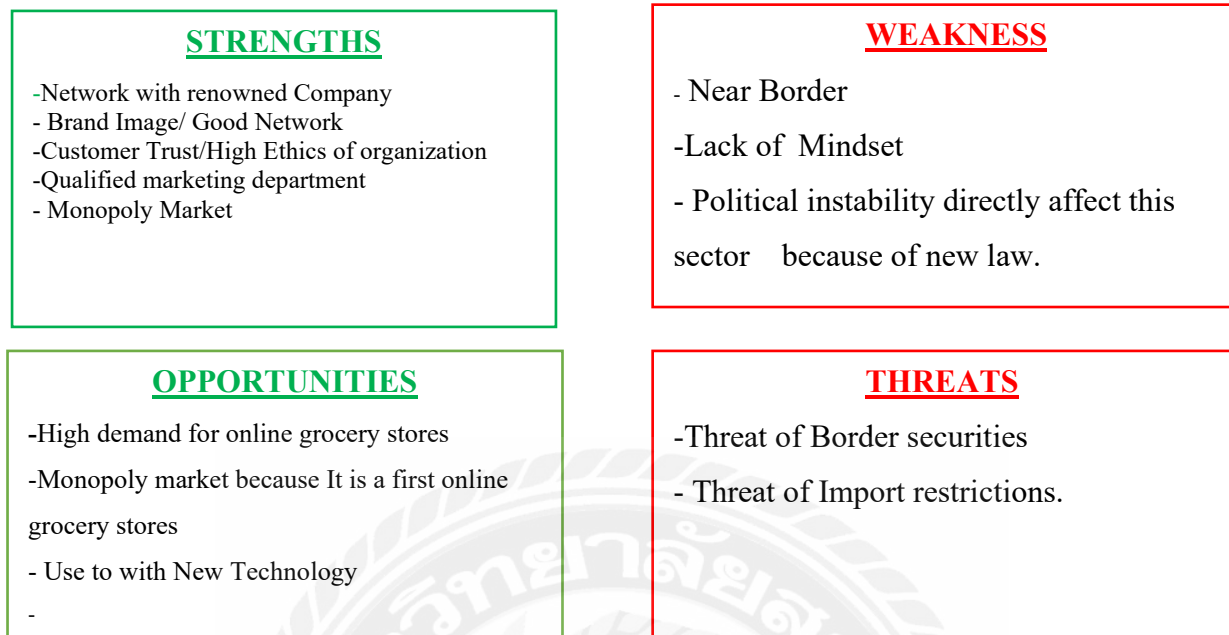
It was certainly a great opportunity for me to work on this real-life project to actualize my theoretical knowledge of this course in the practical arena and some more that is out of this course. However, required guidance has been taken when required from a designated supervisor. I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of the opposite party of the corporation. I hope that this project paper has been to your expectation, if you come across any queries regarding these cases, it will be my pleasure to clarify your questions.

#### **4. Strategic Analysis of the company**

In this section, I will use a SWOT analysis to present Appan Kirana Stores's strategic analysis.

So, Starting with SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

## SWOT



*Figure 2: SWOT analysis*

SWOT analysis is a business analysis tool that is used for strategic planning. It can be used at any time to gain insight into the current state of business. Every firms need to maintain a read on the market and other factors that may impact business.

**Strengths:** Because our business is in the Goods and Service sector, we need a strong brand image and a strong network to expand. We are monopoly in the market because we are the first online grocery store in Janakpur, we have no competition that is a strength of a company.

**Weakness:** Our organization's biggest weakness is the location of our office, which is not in the target region and has an impact on our daily visits. We are not used to modern technology because Covid-19 has halted all types of business operations, making it difficult for his organization to adapt, and political instability in Nepal in terms of tax policy and restrictions on goods importing to nepal makes this sector difficult to operate.

**Opportunities:** Some of the opportunities for Appan Kirana Stores include high demand for quality goods, as well as a growing trend of online services. We have become more comfortable with modern technology.

**Threats:** Our main treats high competition in this sector and Lockdown which halt our operation time and again so, most of the business in this sector bearing huge losses and trying to cope with those losses by bringing in new technology and new modality of doing business.

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

While joining Appan Kirana Stores, I wanted to learn as much as possible. I knew that an internship is an opportunity to learn which helps us put the theories we learned in the books into practice. It will help us build our careers. It is the period when we will be able to groom ourselves and become ready to join the real world. During the internship period, I had planned to achieve the following goals:

- Communication skills
- To learn the Working culture and working style
- Helps me to understand organizational structure and how to maintain and follow organizational guidelines
- Learned to be Punctual and teach me to report Daily before leaving for home.
- Know about work from home culture properly. .
- Help me to be confident in communication with different peoples from different backgrounds.
- Helps me to build personal connections from different part of India, Nepal and also from other foreign countries.

## **Chapter 2: Co-operatives Study Activities**

In this section, I'll go through the specific work tasks I have each day and the contributions I've contributed to the organization's growth. So, in this section, I will mostly explore these subjects in depth.

### **1. Job description**

As an intern, I was assigned with so many official works like handling customers in CSD, Some outside financial job. And later I started working as an Event/seminar coordinator, and slowly started working as a Business development officer after the first months of my internship.

My job started at a very entry-level and I learned a lot and end my internship as a corporate-ready employee.

### **2. Job responsibilities**

- Market Research about the demand of online services.
- To collect the data and plan a marketing strategy.
- After lockdown, we have to be work hard because the lack of products in the market due to seal of border.

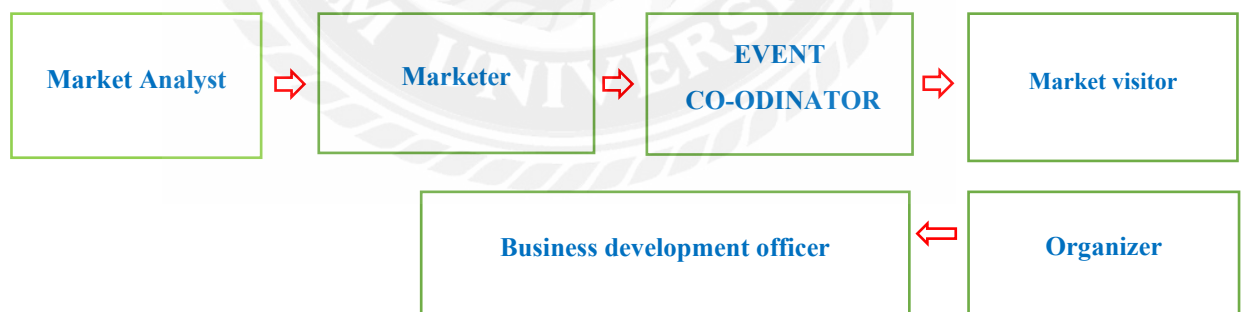
- I have also been assigned different outside works related to market visit and all.
- Get an opportunity to meet different customers and clients.
- Involved in different events organized by Appan Kirana on the time of festival.
- Get a chance to visit many manufacturing companies.
- Assist in different Online Virtual events on Zoom and Google Meet.
- Get to know Many people personally during my Visit and also helps me to explore this business and Market Scenario during the Pandemic.

### 3. Activities in coordinating with co-workers

Effective communication with our co-workers reduces misconceptions and increases productivity. Effective communication also fosters positive professional connections and helps me and my co-workers to work together to address problems. As a result, the workplace will be more enjoyable and less stressful.

In Appan Kirana, I used to work directly under the company's Founder and CEO, and my responsibilities included coordinating with the receptionist for leads, and then moving ahead with those leads with the founder. I used to make phone calls and we asked our customer for visit. So, I started in this way in the beginning but later on started doing some marketing work, helping my co-worker with how we can progress and make strategies.

### 4. Job Process Diagram



*Figure 3: Job process Diagram*

During my internship periods, I got lots of tasks to do work which help me to increase self-confidence and make a good connection with some reputed institutions around the world and also a personal connection with a representative. Some of the tasks I performed during my internship period at Appan Kirana Pvt Ltd are as: -

- Market Analysis work

- Need to identify the demand of service
- Works as a event coordinator organized by Appan Kirana stores Pvt Ltd.
- I travelled alot for research in the market and to find the queries from the customers.
- I was assigned the job of organizer which is very interesting to organize the marketing campaign.
- I also worked as a business development officer.

## **5. Contribution During Internship**

- Helps in increasing customer and sales
- Helps in developing CSR in organization.
- Helps to in cash flow in the organization.
- Helps to build good reputation of company among the city.
- Helps to develop as first and fastest online grocery store in janakpur
- Created value of customer and organization.

## **Chapter 3: Learning Process**

In this section, I will discuss the challenges I encountered during my internship and how I dealt with them, with specific examples of each in details

### **Problems identified & how it was solved**

During my period of internship, I faced So many problems in the beginning but started adapting to them. So, some problems I faced during my internship period are as described: -

#### **➤ In the Beginning, hesitate to communicate:**

While joining the company I was scared for the communication because I am suffering from stammering and it was very difficult to talk with new faces.

#### **➤ Facing Problem to Managing the staffs and Customer properly**

As an intern at the very beginning, I was not aware about the working culture of the organization thats why it was difficult to handle it.

#### **➤ Facing problem to travel during the pandemic**

During a time of pandemic it was difficult to visit the market.



## Things learned during the Internship

An internship is a unique learning opportunity. Given what it has to offer back, the importance it has gained over the years in growing one's career cannot be overstated.

It's neither spoon-fed classroom learning nor a stressful burden. In the meantime, you'll master not only the fundamentals of working life but also the soft skills necessary for a successful professional career.

### ➤ Professional Communications skills

Professional communication is one of the most important parts of the business student as we learned about professional communication in Professional English of our course which taught us all about communication styles and ways of communication in different forms of speaking, listening, writing, and responding carried out both in and beyond the workplace, whether in person or electronically. From meetings and presentations to memos and emails to marketing materials and annual reports, in business communication, it's essential to take a professional, formal, civil tone to make the best impression on your audience, whether its members be your colleagues, supervisors, or customers. (simon, 2003). so, working with this organization I understand the use of professional communication in the real world. As it is very important to excel in our future. Working with a diverse set of colleagues can help everyone understand others' perspectives. Tap into your colleagues to learn their points of view and prevent gaffes in your communications before they happen.

(Nordquist, Aug.26,2020).

### ➤ Learn about Organizational structure

Learning things practically is a completely different experience. I first understand the organizational model as a whole which defines the hierarchy, team development, and consumer's role in how a business operates (small business.chron, 2018) Working at parthwai educational consultancy learn about services and its internal environment. I gained a wide knowledge of the educational consultancy potential market in Nepal., I got a chance to watch all levels of staff working in an organized organizational structure. All the employees I learned how such a model works from step to step which was very great as such model helps in employment. Through observations, I learned how inclusive business models work which expand access to provide services and livelihood opportunities to different background peoples. These businesses provide opportunities

for people living at the base of the pyramid to step into new roles: Service Provider, Partners, or customers. Having an organizational structure in place allows companies to remain efficient and focused. (Investopedia.com, 2021)

➤ Social media management

Through handling social media, generating different kinds of content I learned various ways to build customer relationships and engage through digital platforms from social media to websites. Besides consistent posts, the major key factor I learned was the correct brand message and how you position yourself in the market and also by engaging with the customer by picking your best testimonials and reviews, design them into readable bites, and craft catchy captions to go with them (Search Engine Journal, 2020)

➤ Making connections

During my internship period, I started making a connection with my co-worker, Partner of our organization.

➤ Work Ethics and Organizational Culture

As an intern, I didn't realize how important work ethics are until I was in a real-world setting. We are accustomed to making excuses for late submissions, poor attendance, and so on in college, but it is only when we are exposed to the real world that we develop work ethics. And organizational culture is also so important to attract talent, drive engagement, impact on happiness and satisfaction of customers and employees as well. Good culture and work ethics determine the objectives of the organization. So, as an intern learning organization culture and work ethic helps us throughout our life.

Some famous quote on work ethics and Organizational culture "In looking for people to hire, you look for three qualities: integrity, intelligence, and energy. And, if they don't have the first, the other two will kill you." – Warren Buffett

“Being a great place to work is the difference between being a good company and a great company.” - Brian Kristofek, President and CEO, Upshot. (HR Insights Blog, 2019)

➤ Team Work Problem solving skills

As an intern, being able to adapt and learn how to work in a team is crucial. Unlike our undergraduate project, when one individual performed all of the work and the marks were split among the group, the internship experience is unique. We must be more professional here, and each member of the team must work together to complete the objective. I learn to work as part of a team rather than focusing just on myself during an internship. As a result, I've learned to be patient in cases where I disagree with other

team members on a task. In this case, we revised the work and concluded that we needed to accomplish our work properly. Working in a team and using my theoretical knowledge of problem-solving skills and all about teamwork during our course helps me to utilize it in practical knowledge. As internship taught you and introduces you to real-life work problems and hence develops your problem-solving skills. (S. McShane, 2016)

#### ➤ Time Management

Last but not least is time management, which is just as crucial as the others. I might have missed a lesson in the past due to personal obligations. nonetheless, as an intern, I really can't record your absence regularly throughout an internship, which is virtually the start of our working lives. because it demonstrates how responsible, timely, and dedicated you are to the job and task at hand. As an intern, I learned a variety of techniques for performing my tasks correctly and on time. It teaches me how to better manage my time by striking a balance between my job and personal life without harming either.

### **5. How I applied the knowledge from course work to real working situation**

This internship program was created to help students grow and gain real-world job experience. Its purpose was to provide students with practical information as well as to assess how they function in real life. Only academic knowledge will not complete any student, thus practical consequences are critical, and internships enable the exploration of practical information.

Practical insights linked with the gaining knowledge we had had a very essential part in our ability to function in the actual world. Everything we learned in our lectures at KCM, from the basics to the complicated, came in handy during my internship. It has given me a better understanding of the significance of minor details that we often overlook.

The significance of brand value in developing a distinct image in the market to generate a competitive advantage for the brand, which aids in positioning. The adoption of a systematic brand creation and management approach to promote and market on social media. everything I learned in my coursebook assisted me throughout my internship in creating strategic analyses, identifying brand value propositions, and promoting through various marketing methods such as internet promotion and product strategy at various market placements.

During my time at my organization, I've become a much more confident person in dealing with individuals in the market in the future. This curriculum has not only provided a practical understanding of how things are done in the actual corporate world but also how we apply our academic knowledge in connection with our experiences and gut feelings to operate and sustain a firm while producing and providing value to customers.

I learned the value of good communication and teamwork in an organization with diverse perspectives on marketing activities, sales, promotion, operations, and other marketing activities that I learned in class and obtained real-world experience. Finally, as a business student, I learned about accounting, business strategies, work cultures, and diverse abilities such as communication, socializing, interacting, work ethics, discipline, collaboration, and so on.

#### **6. Special skills and new knowledge I had learned from this Co-Op Studies**

- Self-reliance skills
- Problem-solving skills
- Time management skills
- Overall organization's skill and working styles, work ethics of co-operate world.
- Maturity
- Learned to be responsible
- Build my communication and connection-making skills
- Adaptability skills

### **Chapter 4: Conclusion**

#### **1. Summary of highlights of co-operatives studies at Appan Kirana Stores Pvt Ltd.**

During this internship, I was able to let go of all the dilemmas that I have related to my career decisions like whether to enter into a job as my goal persists or to start up or continue my family business or to go for a Master's degree right after the completion of my BBA course. Taking this decision has been a lot easier after the completion of the internship period as I can decide what is right and what is not for my future ahead. In our day-to-day life, we have to prioritize many issues over others to give ample attention and time to the important ones. This requirement of my punctuality in my work has made me able to prioritize my career and studies over other issues like friends, parties, etc. Now, I suddenly am realizing that we are bound by the limit of time whereas previously I thought

I have ample time for everything. This limit of time has made me realize the value of time and how to organize every activity to give my time to other issues as well.

This realization of the importance of time will no doubt help me in anything I do in the future as for every professional, time is one of the rarest and important assets he has.

I am efficient at keeping lines of communication open with my supervisor, teammates, and clients. I make a point to keep my supervisor and teammates in the loop about important information. This was illustrated by the emails I sent. In the upcoming year, I aim to improve my active listening and business writing skills.

Also, I have learned many things as an intern, how to help the customers, to understand the importance of different individuals because each person is different from each other and to dress like a professional because people judge you by your dress up.

## **2. Self-Assessment as a future professional and Self Evaluation**

My 14 weeks of the internship program was a completely different experience. I had exposure to the real work scenario. This internship period helped me understand how organizational cultures can be different from one another. I also understood how human resources are inimitable to gain a competitive advantage.

I believe an internship in my company which i started in internship period has helped me gain ample knowledge about work ethics. I can say that I have been able to learn many valuable things for my future in this short period. This internship program provided me with a platform to look closely into the consulting sector and to work in it. This internship period was very fruitful and productive for me. Communication skills are very important in the current world. The ability to communicate information accurately, clearly and as intended is a vital life skill and something that should be overlooked. I have become more confident because of the interactions I had with co-workers, clients, and other stakeholders. I developed an attitude of readiness to work. I have also developed an ability to work under pressure which is a very important skill while working in any organization.

I now have a deeper understanding of organizational culture and relation layers. I pursue further to gain the maximum knowledge from the experience and enrich my life and career ahead.

### 3. Limitation of Co-Op Studies

- ✓ There is a limited amount of time to examine and learn everything there is more knowledge about the firm and how such kinds of firms work and make an impact on society and generate revenue.
- ✓ Access to the data is restricted and forced to do the same work time and again which is frustrating.
- ✓ Lack of motivation do some work
- ✓ It is not possible to evaluate a new business at this time due to competition and because COVID doesn't know more about how this organization works in detail.



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## ANNEXES



Figure 4: Company Logo of the Appan Kirana stores ( Source: Appan kirana stores official website)

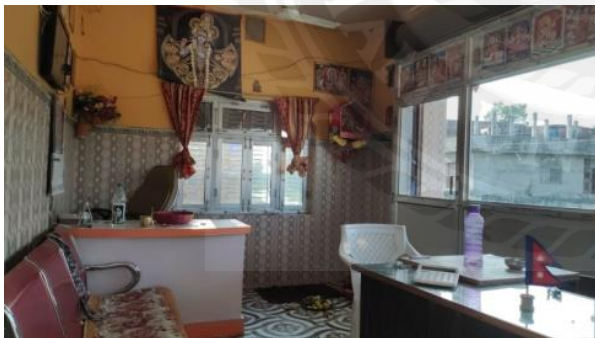


Figure5 : Office Picture of Appan Kirana stores ( Source: Appan kirana website)





*Figure 6: pictures of stock management at the time of internship.*



Fig 7: Screenshots customer's feedback which is uploaded in social media platform.