



## **COOPERATIVE EDUCATION REPORT**

Analyzing Consumer Behavior and Developing Strategies to Increase Customer Retention at Comfort Nepal Traders

WRITTEN BY

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative Education

Faculty of Business Administration

Academic Semester 2/2021

Siam University

**Title:** Analyzing Consumer Behavior and Developing Strategies to Increase Customer Retention at Comfort Nepal Traders  
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**Project Title:** Analyzing Consumer Behavior and Developing Strategies to Increase Customer Retention at Comfort Nepal Traders

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**Semester/Academic year:** 2/2021

## **ABSTRACT**

This report summarizes my 16 weeks of internship at Comfort Nepal Traders which is the authorized national distributor for Jockey Nepal. The objective of the study includes (1) to analyze the consumer behavior in the market, (2) to learn the alignment of the financial numbers, (3) to develop customer retention and satisfaction strategies in order to increase profit. I worked as an Assistant Data Analyst Intern under the Research & Development at Comfort Nepal traders. My main responsibilities during the internship was to use ERP Software for billing and Customer Relationship Management, field visit to retail outlets of Jockey, data analysis of customer purchase, managing stock under the company, data entry of card holding customers, preparing VCTS (Vehicle and Consignment Tracking System), for the company's delivery vans, keeping track of sales and purchases in a register and assembling orders while considering the tagging and billings of several parties. It also focuses on problems such as customer behavior, retention, and strategy to increase customer retention and loyalty, as well as some of the more basic issues such as difficulty understanding the company's work and culture, as well as the solutions that were developed to solve them. I received knowledge in both the Finance and Marketing departments during my internship because I was able to work in both. For me, the internship program was a learning and development experience. I was able to acquire and apply skills such as time management, communication, and self-confidence, as well as constructive criticism and consistent hard work is important for the future development.

**Keywords:** Consumer behavior, Customer retention, Internship, Research, Strategies

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management for incorporating a 16-week internship into our curriculum, allowing us to obtain both theoretical and practical experience. I would like to express my gratitude to Comfort Nepal Traders for providing me with the opportunity to work as an assistant data analyst during my final semester of college.

I would also like to thank Dr. Chanatip Suksai and Asst. Prof. Dr. Maruj Limpawattana for their valuable advice and suggestions throughout the Co-op program. I would also like to express my deepest gratitude to Dr. Srisuda Chongsipithol, my academic advisor, for her continuous support and guidance throughout the report, as well as her constant feedback and motivation while writing the report and supervision during the Co-op Program. In addition, I would want to express my gratitude to Mrs. Erica Shrestha, my college supervisor, for her assistance and guidance throughout the internship.

I would like to take this opportunity to give special thanks to Mr. Manoj Dangol, my Comfort Nepal Traders job supervisor, for supervising and supporting me throughout my internship.

I would want to express my gratitude to my coworkers, family, and the entire Comfort Nepal Traders team for their assistance in completing my internship, whether directly or indirectly. In my future endeavors, I hope to build on this knowledge and skills.

Shayesha Sthapit

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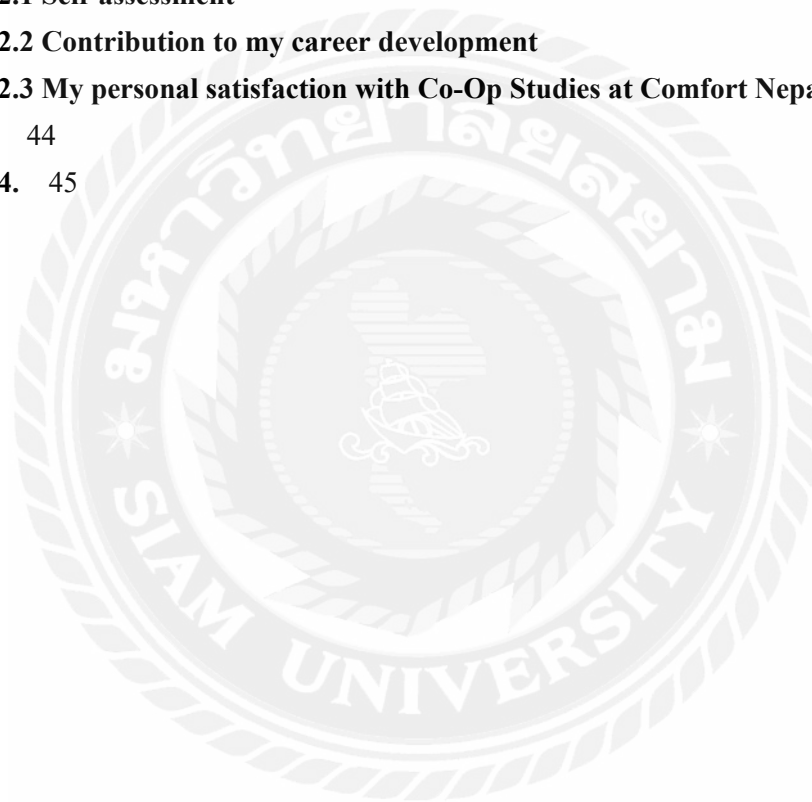
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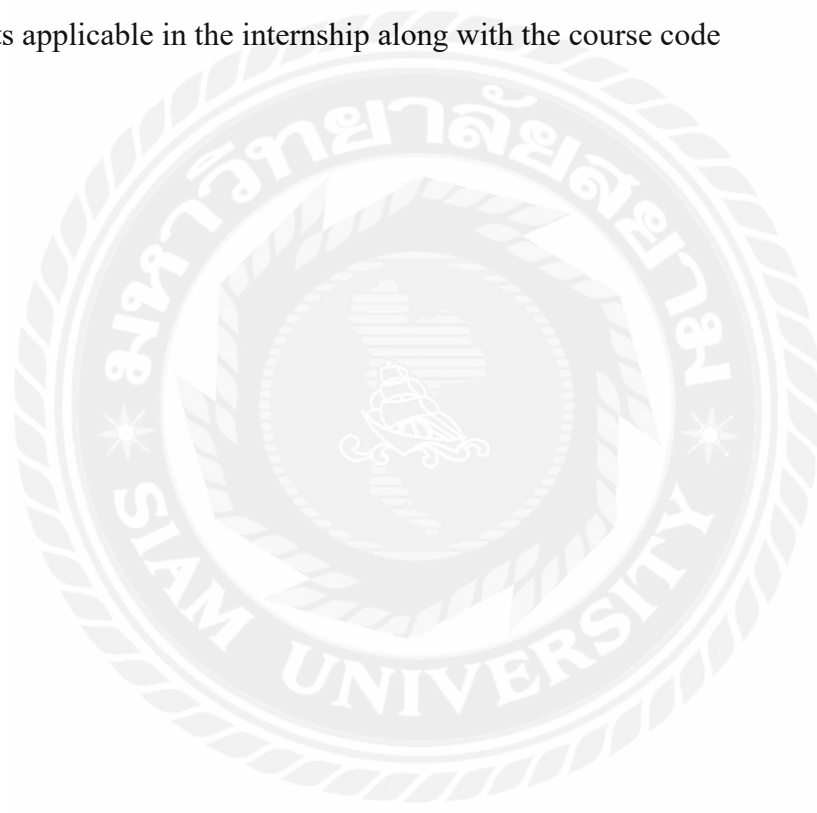
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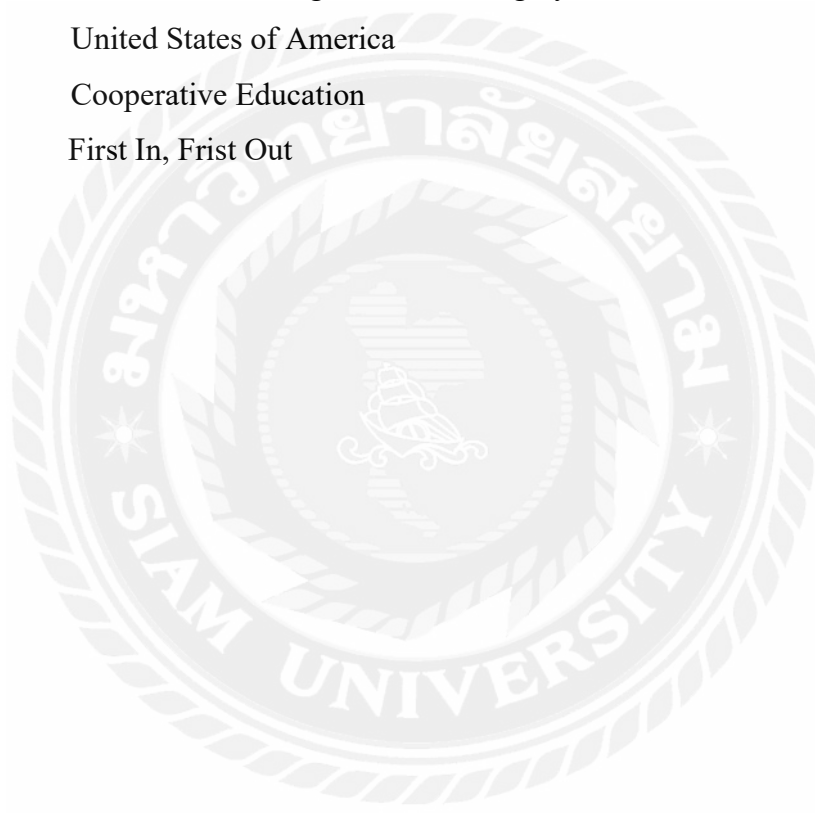
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## LIST OF ABBREVIATIONS

BBA:	Bachelors of Business Administration
ERP:	Enterprise resource planning
VCTS:	Vehicle and Consignment Tracking System
USA:	United States of America
Co-op:	Cooperative Education
FIFO:	First In, Frist Out



# **CHAPTER 1**

## **INTRODUCTION**

This chapter provides readers with an overview of the Comfort Nepal Traders; the sole and nationwide distributor of Jockey in Nepal is Comfort Nepal Traders. The company's profile, organizational structure, and strategy, as well as my motivation for selecting this company are presented in this chapter.

### **1. Company Profile**

Comfort Nepal Traders is the authorized national distributor for Jockey products in Nepal which was approved by Jockey International, Kenosha, Wisconsin, USA. Comfort Nepal Traders offers a wide choice of innerwear for men, women, and children, including sports and leisure wear, thermals, and basics. Comfort Nepal Traders was founded in 2004.

According to the products they sell, Comfort Nepal Traders has separated their business into two categories:

A) Distribution: As authorized national distributor for Jockey in Nepal, Comfort Nepal Traders supplies the products in certain quantities to other parties and retailers as well. The main office and the warehouse are both located at Teku, Kathmandu.

B) Showroom: Comfort Nepal Traders has its own showrooms under the Jockey brand. Both showrooms are at Kathmandu's New Road, which is Nepal's financial and busiest high street. It's in the People's Plaza complex, which has separate showrooms for men's and women's clothing. Customers can purchase Jockey products and items through the company's Facebook page called Jockey in Nepal or could directly contact through Whatsapp and Viber, but the purchase can be made using either digital or cash-on-delivery methods. Customers are notified about special offers and sales through Facebook and Instagram pages.

#### **1.1 Mission of the Company**

Ensuring Jockey has products that are 'best in the market' in terms of comfort, quality, style and

value, and maintaining a culture of ‘Total Quality Management’ across all functions.

### 1.2 Vision of the Company

To become Nepal's leading Innerwear and Apparel Company.

### 1.3 Products of the company

<p><b><u>Men</u></b></p>	<ul style="list-style-type: none"> <li>● Inner wear (Briefs, Trunks, Boxer Briefs, Inner Boxer)</li> <li>● Vests (Sleeveless vests, Sleeved vests and Gym vests)</li> <li>● Apparel Tops (Tank tops, T-shirts, Polo’s, Henley’s, Sweatshirts, Jackets and Hoodies)</li> <li>● Apparel Bottoms(Boxer Shorts, Shorts, Bermuda’s, Joggers, Track pants, Pyjamas, Pants)</li> </ul>
<p><b><u>Women</u></b></p>	<ul style="list-style-type: none"> <li>● Bras (Everyday Bras, T-shirt Bras, Active Bras, Beginners Bra, Strapless Bras, Nursing Bras, Underwire Bras, Non- wired Bras, Plus size Bras, Padded Bras, Non-Padded Bras)</li> <li>● Panties (Hipster, Bikinis, Shorties, Full Brief, Body Leg)</li> <li>● Innerwear tops ( Crop top, Camisoles, Kurtha/kurthi slips)</li> <li>● Apparel Tops (Tank Tops, T-shirts, Polo, Sweatshirts, Jacket and</li> </ul>

	<p>Hoodies)</p> <ul style="list-style-type: none"> <li>● Apparel Bottom( Shorts, Capris, Track Pants, Leggings, Pyjamas, Joggers)</li> </ul>
<p><b><u>Juniors</u></b></p>	<p><u>Boys</u></p> <ul style="list-style-type: none"> <li>● Innerwear ( Briefs, Trunks, Vests, Boxer shorts)</li> <li>● Apparel Tops ( Tank tops, T-shirts, Polo's , Jackets, Sweatshirts)</li> <li>● Apparel Bottom ( Shorts, Joggers and Track pants)</li> </ul> <p><u>Girls</u></p> <ul style="list-style-type: none"> <li>● Innerwear( Camisoles, panties, Boyleg, Bloomers, Shorties)</li> <li>● Sets (Pyjama Sets)</li> <li>● Apparel Tops ( Tank Tops, T-shirts, Jackets, Sweatshirts, Sleep dress)</li> <li>● Apparel Bottoms ( Shorts, Capris, Pyjamas, Leggings and Jeggings, Joggers and Track pants )</li> </ul>
<p><b><u>Accessories</u></b></p>	<ul style="list-style-type: none"> <li>● Face Masks ( Adult Unisex and Kids Mask)</li> <li>● Men Socks (Low show, No show, Ankle, Calf length)</li> <li>● Women Socks (Low show)</li> </ul>

	<ul style="list-style-type: none"> <li>• Junior Socks ( Ankle length, Calf length, Knee length)</li> <li>• Towels (Face, Hand, Bath)</li> </ul>
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*Table 1: Products under the company*



*Figure 1: Picture of few products of Jockey Men*

**JOCKEY** #AP20  
MEDIUM IMPACT RACERBACK  
ACTIVE BRA FOR WOMEN  
WITH REMOVABLE PADS  
[S-XXL SIZE]

**AVAILABLE @RS 3225**

**AVAILABLE COLORS**

TO PLACE AN ORDER  
980 1027 237

**JOCKEY**

**Style # 1301**  
Knitted mid-rise lounge pants, has an elasticated waistband with a drawstring fastening on the front  
Size: S - XL  
MRP Nrs. 2095/-

Available colors

To place an order  
980 1027 237

*Figure 2: Few products of Jockey Women*

**JOCKEY**

**Style # AB23**  
JOCKEY BOYS PRINTED HALF SLEEVE T-SHIRT  
Age: 6 - 12 Years  
MRP Nrs. 1,985/-

Available colors

To place an order  
980 1027 237

**JOCKEY**

**Style # UB21**  
Boys' multicolor Regular Vests  
Age: 6 - 12 Years  
MRP Nrs. 530/-

Available colors

To place an order  
980 1027 237

*Figure 3: Few products of Jockey Junior (Boys)*

**JOCKEY**

**Style # SG04**

Girls' camisole  
Age: 6-12

MRP Nrs. 645/-

Available colors

To place an order  
980 1027 237

**JOCKEY**

**Style # AG18**

Girl's Capri  
Regular Leggings  
Age: 6 - 12 Years

MRP Nrs. 925/-

Available colors

To place an order  
980 1027 237

*Figure 4: Few products of Jockey Junior (Girls)*

**JOCKEY**

**Style # HK01**

- Material Composition: Cotton
- 100% Super Combed Cotton
- Treated with Stay Fresh - technology to help you stay fresh throughout the day
- Size - 45cms X 45cm

MRP Nrs. 660/-  
Pack of 3 Pcs.

To place an order  
980 1027 237

**JOCKEY #7472**

WOMEN SOLID ANKLE  
LENGTH SOCKS

**AVAILABLE @NRS 325**

**AVAILABLE COLORS**

**TO PLACE AN ORDER**  
980 1027 237

*Figure 5: Few accessories of Jockey*





# Jockey in Nepal

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JOCKEY US57 ASSORTED PRINTS BOXER SHORTS

₹1,430.00



Jockey 1222 Assorted Checks Boxer Shorts Pack of 2

₹2,230.00

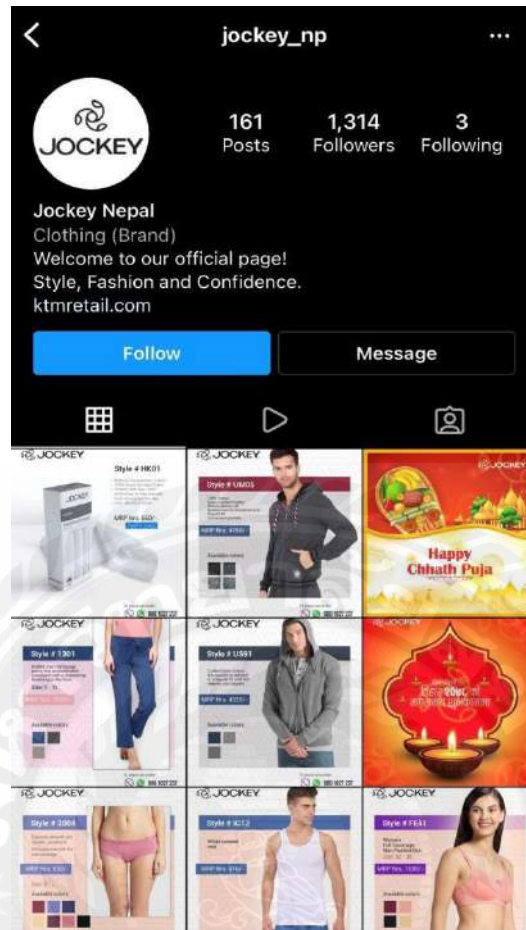


Jockey 8826 White Round Neck Undershirt

₹810.00

*Figure 6: Facebook Page of Jockey in Nepal*





*Figure 7: Instagram Page of Jockey in Nepal*

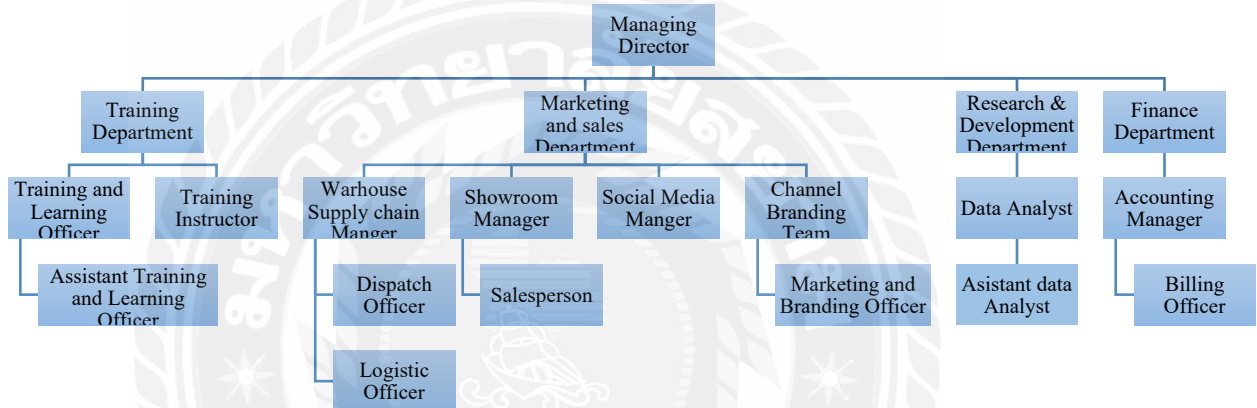
#### 1.4 Strategies of the Company

The company's copartner strategy is linked to the purpose of building the company. The Nepalese apparel market is dominated by low-cost and Chinese knock-offs. The company ought to move the consumer's inclinations toward brand loyalty by providing them with high-quality, comfortable, and durable apparel that is worth the money they pay. Since its establishment, the company has focused on product distribution in the apparel retail industry, ranging from small to large format stores, as well as maintaining its own exclusive brand outlet.

## 2. Organizational Structure

The Hierarchical Organizational Structure is followed by Comfort Nepal Traders. The organization is led by a managing director and divided into divisions such as training, marketing and sales, research and development, and finance. Currently, the company employs roughly 20 people.

### 2.1 The organizational structure



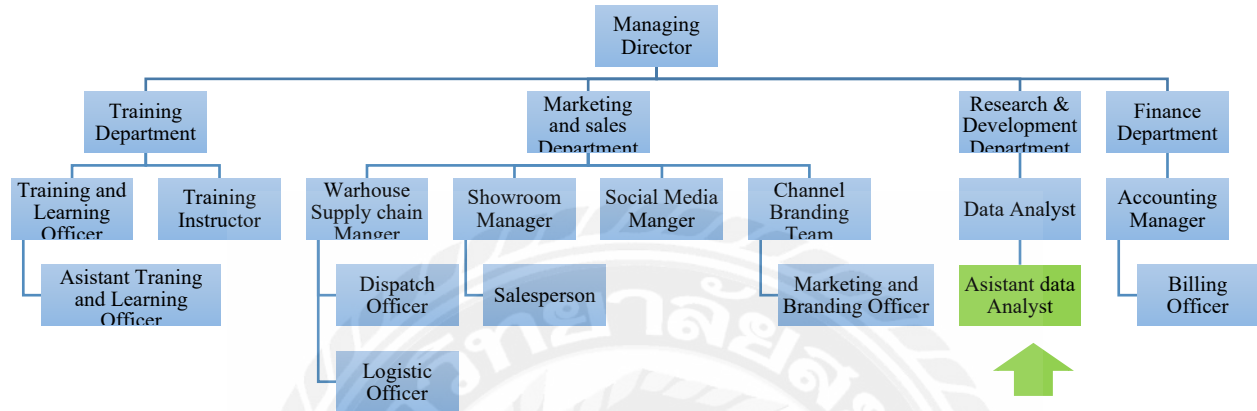
*Figure 8: Organizational Structure of Comfort Nepal Traders*

### 2.2 My Job Position

I had the opportunity to work at Comfort Nepal Traders in Teku, Kathmandu, for my internship. I worked as an Assistant Data Analyst, but I had the opportunity to work in both Marketing and Finance departments to obtain experience with the Jockey products as well as information on the company's data processing. The starting date of my internship was 1<sup>st</sup> December 2020. My internship hours were Sunday through Friday, 11 a.m. to 5 p.m.

## 2.3 My Job Position in the Organizational Structure

My job position within the Comfort Nepal Trader organizational structure is as follows:



*Figure 9: My job position in the organizational structure*

## 3. Intention and Motivation

My primary intention in working at Comfort Nepal Traders, Innerwear and Apparel Company was to gain a better understanding of the apparel industry in Nepal, as my family owns and operates a garment and apparel company in Kathmandu. This opportunity would allow me to implement and learn from a larger similar organization in order to help my family's business grow.

Working at Comfort Nepal Traders helped me to grab different opportunities to build up my personal development. Since I am marketing major I didn't only want to work in that department but I wanted to explore other departments as well. Comfort Nepal Traders actually gave me a platform to explore and understand different departments. Being an intern I was not just limited to a certain department but I was given various works under various departments due to which I was able to experience a dynamic work field due to which I was able to brush up my skills.

This dynamic work environment helped me to build my communication skill, networking, dealing with the customers and building good relationships along with building good customer loyalty. This also gave me a better understanding about the company and its products, but as an intern I

was able to experience the importance of team work in a company along with learning various new things that would help me in my future work.

#### **4. Strategic Analysis of the Company (SWOT Analysis)**

##### **STRENGTH:**

- Comfort Nepal Trader is the sole and national distributor of Nepal.
- Because Comfort Nepal Traders offers Jockey items in Nepal, the Jockey brand is already well-known and recognizable, and the brand's goodwill serves as a source of strength for the company.
- As they're the only ones with the authority to sell Jockey items in Nepal, and because people are increasingly looking for quality, they also offer customers with discount cards, which create a sense of motivation, and as a result, they have a large number of loyal customers.
- The Jockey brand offers a variety of product lines for men and women of all ages, as well as a variety of fabrics at various pricing points. In Nepal, the brand dominates the athleisure, nightwear, and innerwear markets.
- Page industry provides regular training sessions for the entire staff member of Comfort Nepal so that the members are aware about the products and the fabrics along with their benefits so that they could understand it better in order to sell and purchase the product accordingly.

##### **WEAKNESS:**

- The Nepalese market is price sensitive; people expect high-quality products at a reasonable price, but Jockey's products are more expensive than its competitors, such as Chinese products.
- Comfort Nepal Traders do not produce Jockey products, they must be imported from Page Industry in India. Since the products must be imported, they are technically more expensive due to the addition of numerous taxes.
- Comfort Nepal Traders have the traditional inventory management system approach due

to which sometimes it is difficult to track the inventory and the products as everything is done manually.

- As Comfort Nepal Trader focuses solely on one brand, Jockey, the market growth opportunity is limited, as the Jockey brand mostly produces innerwear and sleepwear with a few daily wear items.

### **OPPORTUNITY:**

- Comfort Nepal should place a greater emphasis on social media platforms such as Facebook, Instagram, and Tik tok in order to increase company sales, as most people now have smartphones and are constantly scrolling and active on them, resulting in a greater reach to consumers and a high probability of product purchase.
- As customers are becoming more aware of the trend of athleisure wear and nightwear in the Nepalese market, there is a large potential market in that area.
- Trainings offered to firm employees should also be provided to retail outlets that sell the products, so that customers have a better understanding of the fabric quality and the product's pricing is justified.
- In order to attract customers and grow the company's sales and brand portfolio, Comfort Nepal can add more brands.

### **THREAT:**

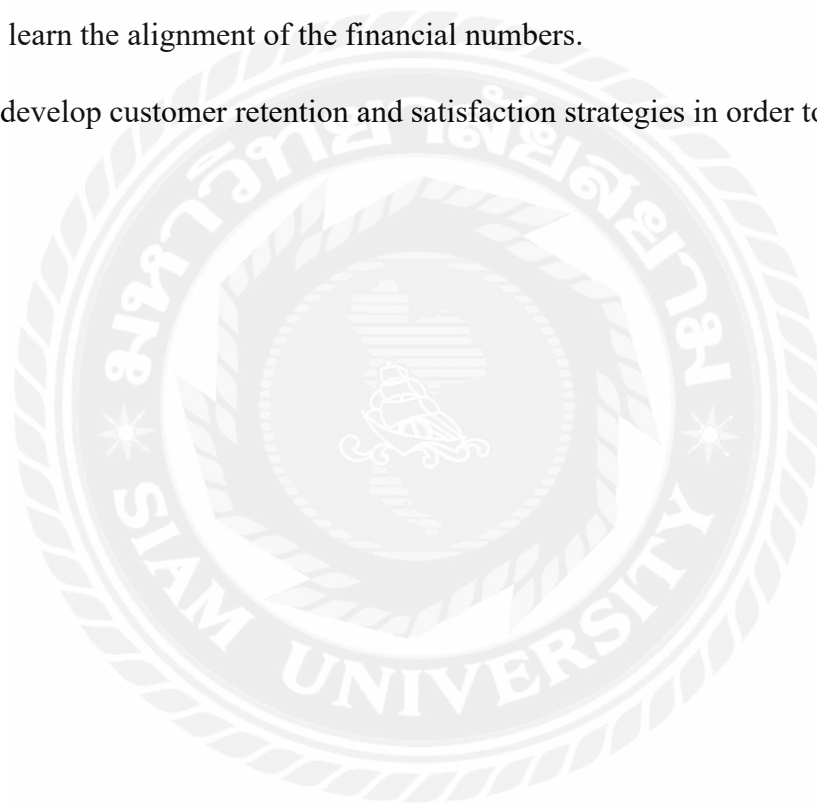
- Because there are so many affordable brands on the market, such as Bodycare, Dixcy, Pixy, and other Chinese brands, the existing market is quite competitive.
- Customers desire high-quality products and designs at a reasonable price, therefore if a new company with a similar offering and innovative design joins the market at a low price, the consumer is likely to substitute.
- Problem of design copying as there are no clear property rights defining in the Nepalese market
- The apparel market is characterized by rapid fashion changes. Because of the many changes in design fabrics, it might be tough to keep up with the latest demands and trends.

## **5. Objectives of the Study**

The main objective of the Co-op study was to implement theoretical knowledge into the practical works. This internship time served as a warm-up for a future opportunity. Not only did it provide me with an opportunity, but it also allowed me to have a thorough understanding of the consumers' buying behavior when it came to Jockey items.

### **The following is the objective of my study:**

- To analyze the consumer behavior in the market
- To learn the alignment of the financial numbers.
- To develop customer retention and satisfaction strategies in order to increase profit.



## **CHAPTER 2**

### **CO-OP STUDY ACTIVITIES**

This chapter highlights my job description, job responsibilities, activities, job process diagram,

and company contributions.

## **1. Job Description**

I worked as an Assistant Data Analyst Intern at Comfort Nepal Traders. My main responsibility was to collect data of the consumer and their purchasing pattern along with entering them in ERP software. Not only that, I was given the responsibility to analyze the consumer behavior and develop strategies to increase customer retention and loyalty. In the initial phase of the internship I was assigned some finance related tasks but later on since I was from the marketing department, I was given marketing related tasks. I was also sent to the company's retail outlets which helped me understand the marketplace and gave me the practical overview of the consumer buying pattern. This helped me to widen my knowledge and work for different departments.

## **2. Job Responsibility**

All of my roles and responsibilities for the activities I had to complete throughout my internship are listed below:

- Using ERP Software for billing and Customer Relationship Management
- Field visit to retail outlets of Jockey
- Data Analysis of customer purchase
- Managing Stock Under the company
- Data entry of card holding customers
- Preparing VCTS for the company's delivery vans. (Vehicle and Consignment Tracking System)
- Keeping track of sales and purchases in a register
- Assembling orders while considering the tagging and billings of several parties

- Using ERP Software for billing and Customer Relationship Management:

Because I was in charge of entering cases and customer card data into the ERP software, I was able to have a deeper grasp of the company's sales and the products that were being sold, as well as the nature of the product. I had to enter the data on a daily basis to keep the ledger book up to date and to ensure that the stock remaining balances and the sales balance matched so

that there would be no problems later. Day-to-day entry not only familiarized me with the remaining stock and the products being sold, but it also familiarized me with the ERP software.

- Field visit to retail outlets of Jockey:

On a weekly basis, I was assigned the responsibility of visiting the retail outlet in order to gain firsthand knowledge of how things function and how purchasing and selling take place in the market. I was also given the task of gathering statistics on customer purchases and preferred products, which provided me with insight into which products needed restocking and which were slow moving shelf items that didn't require as much restocking. This made it easy for me to keep track of the supplies. I was also given the responsibility of gathering customer feedback in order to determine the customer's buying pattern in greater detail. Visiting the retail outlet also made me realize how important communication and product knowledge are in persuading customers to buy products. This also aided me in analyzing customer purchasing patterns and determining what factors customers consider before purchasing a product.

- Data Analysis of the customer purchase:

Because I was unfamiliar with Jockey's products and services at the start of the internship, I was assigned the task of conducting a data analysis of customer purchases in order to learn more about the products in depth. As a result, I was able to identify the most popular products that required immediate restocking and the least popular products that did not require as much restocking, as determined by Nepalese market customers.

- Managing Stock Under the company:

After the introduction of the Jockey products I was given the task to manage the stocks under the company. I was personally involved in managing stock levels and determining when to restock items based on consumer purchasing patterns. Not only that, but I also learned about product placement in warehouses. The most popular products should be placed in the front of the warehouse so that stock is easily available for taking and keeping. In addition, I had to enter the stocks into Excel and maintain track of them, so that tallying the number of things



purchased and the stocks remaining in the company warehouse would be simple. I was assigned the duty of updating the stocks on a weekly basis to avoid confusion and errors.

- Data entry of card holding customers:

One of my job responsibilities was to enter the data of the card holding customers in order for the company to get a better knowledge of the repeat customers and the upgrade of the membership. Customers receive customer cards from Comfort Nepal traders based on the number and quantity of things they purchase. Customers' cards are divided into three categories: Gold, Platinum, and Diamond, with discount of 5%, 10%, and 15% offered on every purchase, accordingly. The data entry of the card holder customer gives the company a clear view of the customers who purchase in large quantities and helps the company in upgrading the customer to a higher discount card so that they are motivated and have the desire to buy more from the store as it is a kind of incentive. This also provides the company with a clear picture of the most top sellers among its customers.

- Preparing VCTS for the company's delivery vans. (Vehicle and Consignment Tracking System):

Another task I had to complete was to create purchase bills for the parties based on the amount of quantity they required after the order was placed in Comfort Nepal trader by other parties. After that, I had to go to <https://vctsdri.dri.gov.np/login> to add the party's consignment to the location where it was to be delivered. . "The goal of VCTS is to limit income leakage and foster healthy competition in the Nepalese market," said Dirgha Raj Mainali in an article.

- Keeping track of sales and purchases in a register:

My job responsibility also required me to update the sales and buy register on a daily basis in order to maintain day-to-day entries and avoid any errors that could cause problems in the future. Daily sales and purchase tracking would keep the company register up to date, and I would learn about the most frequently purchased items, as well as fast-moving and slow-moving products, which would help me get a deeper understanding of those products.

- Assembling orders while considering the tagging and billings of several parties

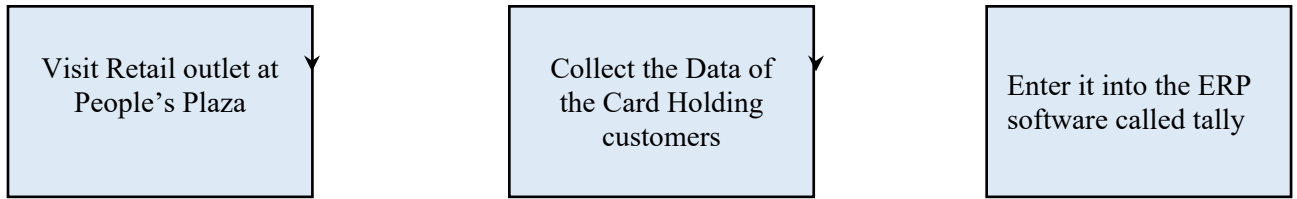
My role included assisting my coworkers in assembling orders prior to dispatching them, but first and foremost, before dispatching the items, the parties' billing was completed and the orders were assembled accordingly. The main customer is Bhatbhateni Supermarket, Nepal's largest retail chain, which purchases merchandise in bulk and requires product tagging to be printed and placed. Comfort Nepal Traders printed the product tags and personally inserted them in the products for Bhat-Bhateni orders.

### **3. Activities in Coordination with Co-Workers**

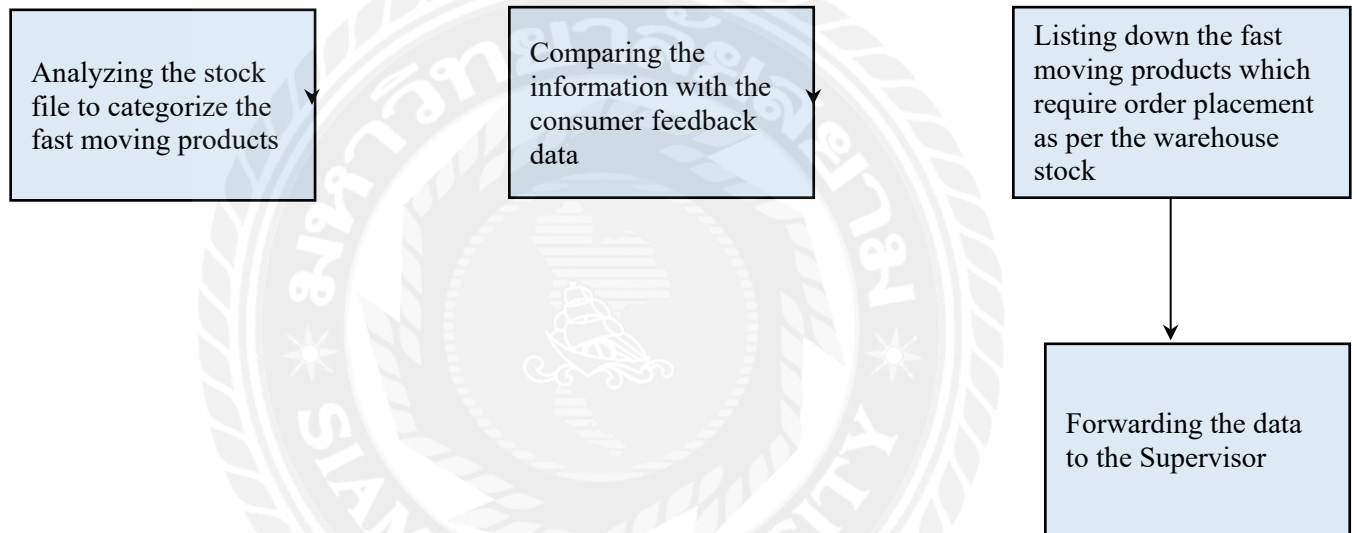
As I was an intern, I was unfamiliar with the company's working environment and structure, therefore my supervisor used to introduce the task at the start of the internship so that I could obtain a short or gist of what I was expected to complete. As an intern, I was first introduced to all of my co-workers and supervisors so that I could become acquainted with them and feel more at ease in the workplace. The work seemed basic at first, but my supervisor used to guide me through each step so that I could complete the task more efficiently and with fewer errors. My coworkers assisted me in completing my work on time as an intern because I was unfamiliar with the working style and tasks. Because I wasn't assigned to a single department, I had to collaborate with marketing and sales supervisors as well as financial supervisors. Due to the nature of the job, I had to collaborate with the resource manager, accounting departments, marketing, and sales managers in particular. I had to internally communicate with my co-workers and supervisors before taking any decisions. Before making any decisions, I had to consult with my coworkers and supervisors internally. After consulting with store workers on purchase entry and tally entry, I sought the advice of my coworkers and superiors on whether or not to upgrade membership cards for certain clients. After completing tasks such as billing and VCTS, I had to demonstrate it to my coworkers and managers to ensure that no errors were committed. I had to cooperate with the logistic officer because I had to enter the stocks as well as the sales and purchase data because I needed to know the quantity of restocked stocks or the overall number of stocks.

### **4. Job Process Diagram**

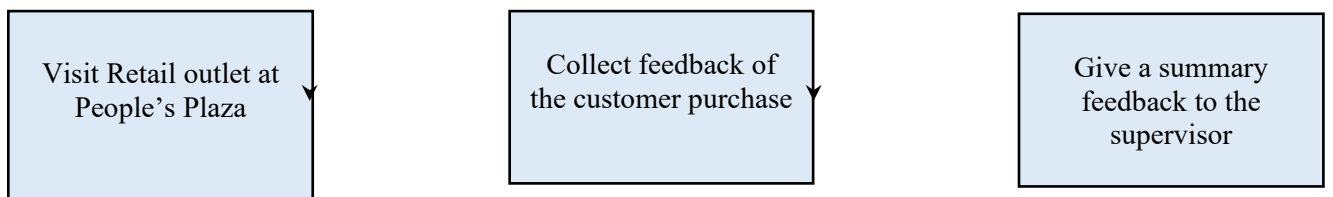
As an intern at Comfort Nepal Traders, I worked for 16 weeks. The following is the job process diagrams that I was given throughout my internship:



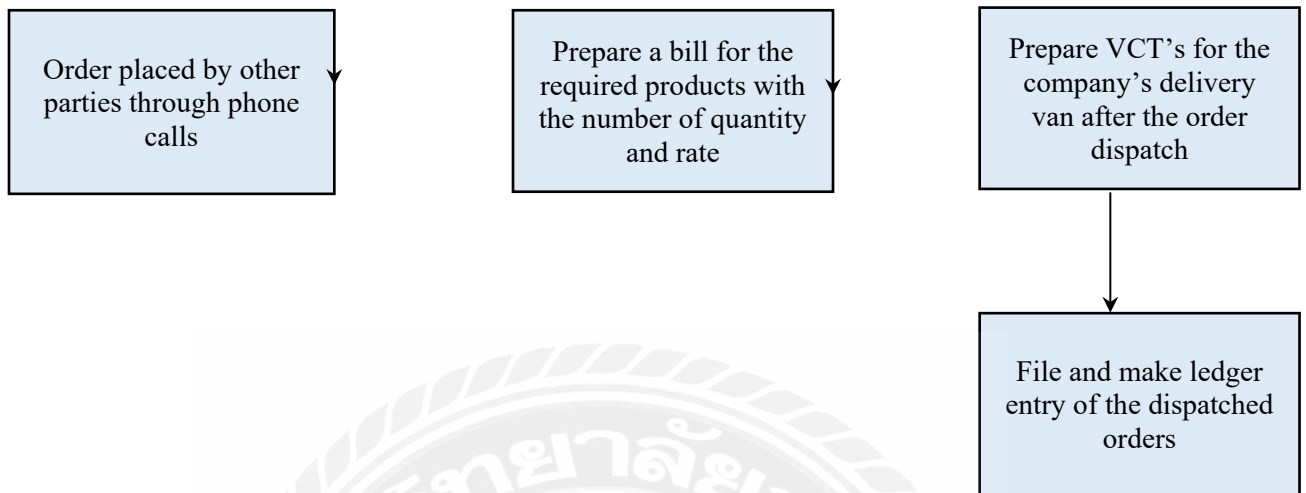
*Figure 10: Job process diagram for the entry of card holding customers*



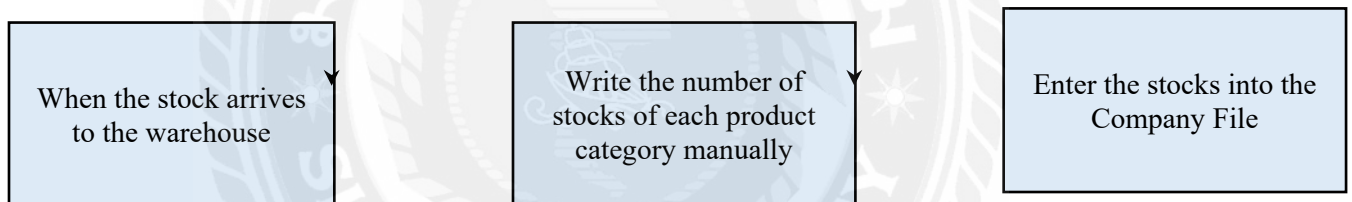
*Figure 11: Job process diagram to list down fast moving products*



*Figure 12: Job process diagram of collecting feedbacks*



*Figure 13: Job process diagram for purchase entry along with the VCTS*



*Figure 14: Job process diagram for maintaining stocks*

## 5. Contribution as a Co-Op Student in the Company

I was pleased to learn about the tasks, duties, and responsibilities. By putting theoretical knowledge into practice, I was able to make the following contributions to the company as a Co-op student:

- **Enhance the sales of Jockey :**

In order to enhance the brand Jockey's sales, I also actively participated in the development of customer retention strategies in the company. This helped the firm to increase their customer base which also increased the profit of the company.

- **Take customer feedbacks:**

By visiting the company's two stores, I was able to obtain consumer feedback on the

product and what they truly desire, allowing the company to order the proper products without creating dead inventories.

- **Assisting in daily operations:**

I assisted my department with daily operations and a few of the activities such as billing, data input, stock management, product tagging, tally entries, and I was able to understand the ERP software, products that sell in larger quantities, and customers who make the most purchases, among other things as well.

- **Improve the method of taking orders:**

As I had to study consumer behavior using bills and tally, then report to my supervisor which stocks were moving quickly so that the company could order products based on consumer preferences, I improved my method for accepting customer orders and packing goods.

- **Provided insights to the company:**

I gave the company insights into where they needed to improve in order to increase sales, which included consumer behavior, customer retention, and focusing more on social media marketing, attracting customers through instagram and Tik tok. They need to be more active on instagram because they have 1,447 followers.

- **Decision making**

During order processing and product selection, the manager had a lot of decisions to make, so I was actively expressing my ideas on what things the customer could like or dislike based on the market, product arrangements in the retail shop, and customer retention strategies.

## CHAPTER 3

### LEARNING PROCESS

In this chapter, I provide the list of problems I experienced throughout my internship and how I was able to resolve them. I also discuss theories and related research on the topics, which assisted me in resolving the challenges. I also included a summary of knowledge I learned over my 16-week internship. As a newcomer, I learned a variety of new abilities and acquired new professional experiences that will benefit me in my future career.

#### 1. Problems of Comfort Nepal Traders

Comfort Nepal Traders as an authorized reseller for Jockey in Nepal, they convey a message that Jockey believes that true confidence and comfort starts underneath. Whether any customers are looking for the perfect color or just the right fit, Comfort Nepal Traders have a collection and style created with customers in mind. Customers may choose from Comfort Nepal Traders selection of men's and women's innerwear, sports and leisure wear, thermals and kids essentials. Comfort Nepal Traders say “Shop Jockey for your everyday comfort. No matter what fit is your favorite; we've got a style, size and color that is perfect for you”.

During my Co-Op Studies at Comfort Nepal Traders, I found that the company has challenges as follows:

- Understanding Consumer Behavior:

Understanding consumer behavior is critical since customers/consumers are the ones who buy and use the products that the company sells. Consumer behavior is observed in the organization through purchase patterns, ERP software called tally, and a few feedbacks, but I don't believe this is sufficient for the organization to grasp what customers really want. If a company does not know what the consumers actually wants, it is likely to order products that are not popular with Nepalese customers, and as a result, it will remain as a dead stock, resulting in a loss for the company. Jockey products must be imported, and they already carry a high tax, so sending them back would be a loss for the company. In addition, I've witnessed dead stock in the company warehouse. In the Nepalese market, the Jockey brand is pricey, and the company does not provide many promotions, therefore

customers have been preferring alternative brands like Bodycare, Amul and many more that are decent and less expensive than Jockey. Regular feedback is necessary to learn more about the customer, but since the company only relies on the company's purchased bills and software, knowing the customer's perspective through this is insufficient. Not only that, but the organization must concentrate on its retail store outlets, as the majority of product purchases are made there.

- Customer retention:

It is important for the organization to have repeat customers that do not switch to competitors, as this fosters customer loyalty and aids in the acquisition of new customers while growing revenue. However, the company is having difficulty maintaining consumers because Comfort Nepal Traders does not provide as many deals as other companies or brands do, causing customers to switch to them. Due to the fact that the company imports the products, there may be a delay in restocking the goods, and customers may move to other products or purchase from other brands which are available in the market. Furthermore, the staff is unable to satisfy the consumer because they are unable to justify the price for the quality they deliver due to a lack of product knowledge.

- Strategy to increase customer retention and loyalty:

Personally, I believe the organization is having difficulty developing strategies to enhance customer loyalty and retention since the company is not doing enough to satisfy the consumer; instead, they are only providing membership cards and occasional discounts, which is insufficient. Customers' levels of satisfaction are determined by offers, services, quality, and pricing; the higher their level of satisfaction, the more likely they are to purchase the product, resulting in increased retention and loyalty.

## **2. How to Solve the Problems**

This topic highlights the issues that have been described above and the problems that have been solved. Because the company is called Comfort Nepal Traders, which means Comfortable Outfit, and Jockey produces high-quality comfortable apparel, they must communicate to the customers in this manner. The organization can better understand its customers by segmenting them based on demographic, psychographic, and behavioral characteristics and gathering data and information accordingly.

The corporation may also leverage big data to ensure that store employees understand what customers want and that customers do not have to inquire for products or where they are located, saving time. Along with discounts and attractive offers, making the outlets stand out and better helps to attract customers.

To solve the problems at Comfort Nepal Traders I have read various journals, articles and theories which are highlighted in my literature review.

### **2.1 Literature Review**

Subadra, Murugesan, and Ganapathi (2010) Consumer behavior is defined as any human conduct that contributes to purchasing decisions, according to a study on "Consumer Perceptions and Behavior." Understanding consumer behavior allows marketers to make marketing decisions that are in line with the needs of their customers. Consumer behavior factors and expectations fall into four categories: cultural, socioeconomic, personal, and psychological. Age, marital status, occupation, education, income, family size, and other socioeconomic factors influence consumer behavior. Certain product characteristics have been discovered as influencing and satisfying consumers' purchase decisions.

Consumer behavior analysis was examined by Ghanasiyaa, Harshini, Shanmathy , Akalya, Poojashree, and Kruthikkha (2022) who came to the conclusion that consumer behavior, is very crucial for companies to succeed with their present and newer products. When lifestyle, fashion, and technological trends shift, consumer behavior shifts as well. As a result of recognizing changes in consumer behavior, marketing strategies must be altered accordingly. In marketing, we must differentiate consumers in such a way that one consumer is distinguished from another; this also



allows marketers to target consumers who have similar behaviors. Understanding consumer behavior will help you create more effective marketing campaigns. Researchers' sentimental analysis in the field of customer reviews has made it easier and better to understand customers' thoughts and expectations while buying things. According to researchers, recommendation engines not only assist customers in making decisions, but they also assist businesses in generating cash. Similarly related work of Ibojo (2015) studied on Impact of customer satisfaction on customer retention concluded that Customer retention is an important measure of an organization's goals. The level of customer retention influences the achievement of business goals to some extent. In other words, if customers fail to patronize or purchase the organization's products on a regular basis, sales and profitability would undoubtedly suffer, thus impacting the firm's overall performance. In a summary, the degree to which organizations retain their consumers is largely determined by the level of satisfaction gained from their offerings.

According to studies on the pillars of customer retention, Almohaimmeed (2019) concluded that Organizations must engage in practices and consider how to keep profitable customers in order to attract profitable customers. Creating loyalty programs and training programs to provide organizational staff with information and abilities related to creating long-term profitable relationships with customers are examples of ways used to achieve this goal.

### **3. Recommendations to Comfort Nepal Traders**

Few recommendations for future improvement that I would want to provide to the company are:

- **Receiving feedbacks:**

Because the company originally suffered to understand consumer buying behavior, it is critical that the organization receives constant feedback from customers in order to better grasp their preferences.

- **Discounts and special offers:**

Knowing that the products are a bit pricey, the organization should give discounts and special offers during festivals to encourage people to buy more because they are obtaining high-quality products at a lower price.

- **Work on the layout and shelving of the store:**

Not only should that, but the point of sale be well-managed and convenient. Because the store is already positioned on New road, Kathmandu's business district and busiest street, they must now focus on the store's design, specifically the shelving because products at retail stores are shelved according to their size and category. They should have a section for each product kind, such as active wear bras, joggers, and other products, such as athleisure apparel. People believe that the most popular products should be displayed at eye level so that customers can easily see them and pick them up to buy them.

- **Providing retail employees with training:**

In order for this to happen, retail staff at the point of purchase should have in-depth knowledge of the products in order to persuade customers to buy them. Regular training must be provided by the organization because it determines the company's earnings.

- **Proper market research:**

The company should also focus on conducting market research in order to learn about people's perceptions, likes, and dislikes in the Nepalese market. In addition, the company should segment customers by demographic, psychographic, and behavioral characteristics in order to find the best customer for the company. This also aids the company in ordering products in a timely manner, reducing the number of dead inventories since products are ordered based on user perceptions.

#### **4. What I have learned During Co-Op Studies**

During my time at Comfort Nepal Traders, I faced a series of problems that pushed me to grow and learn more.

- **Self-management**

As an intern, you will be placed in a new work environment where the working pattern and hours will be unfamiliar to you. Because I am a really restless person, performing desk work for an extended amount of time was quite tough for me. It was tough for me to stay during my workplace hours because the office hours were not particularly flexible. I wasn't able to offer my absolute best at first due to a lack of attention, but I eventually pushed myself to achieve greater outcomes.

- **Maintaining concentration**

During the first few weeks of the internship, I noticed that I was easily distracted by the job and the surroundings because I was not used to it, and as a result, I made a lot of mistakes because I couldn't focus on my work. To acquire the professional habit of focusing on the work I was unable to complete. But, as time went on, I realized the value of it and began to put the unimportant things to the side when I was doing my work, allowing me to concentrate better.

- **Need of appreciation**

As human beings, we enjoy being appreciated for our efforts, and I enjoy being appreciated as well. However, I believe that I was underappreciated for the work that I had done with complete attention, and as a result, I became unmotivated to do better and make fewer mistakes. They just pointed out my errors and did not commend me for the effort and hard work I had put into my task, which was quite discouraging for me.

- **Managing the resources**

I was responsible for acquiring various data and information on customer buying patterns as an assistant data analyst in order to gain precise information. I didn't have much experience evaluating data because it necessitates a lot of precise information and data, which was often lacking, causing me to be unable to evaluate it. I had some challenges

because I couldn't use the appropriate resources for the task, such as ERP software, but I ultimately learned how to use it.

- **Inadequate skill and knowledge**

I was unfamiliar with the ERP software, VCTS, and stock keeping, as well as the task. It was challenging for me to understand the procedure and concepts because I had no prior information or understanding of the tasks I had to complete.

- **Time constraints**

As a company intern, I was given tasks with deadlines and a lot of work, such as entering around 3 months of card-holding customers on the first day and having to finish it in one week, due to which I was unable to meet the task's deadline for two reasons: one, I was unfamiliar with the Tally ERP Software, and two, I was new to the company environment and had never done this type of work. They wanted the task to be completed quickly, but they had provided a large amount of work at once, limiting the amount of time available.

- **Repetitive Work**

Despite the fact that I had the opportunity to work in both the finance and marketing departments, I had a dynamic job. However, occasionally, I was required to do the same work for two to three days, like entering data for card-holding customers or checking each purchase bill and entering the quantity of items to match the stock keeping sheet which was a tiresome and exhausting task.

- **On days there is a lot of work and some days there is none**

There was a lot of work on some days because it was difficult for me to finish all of my tasks at the same time. The work became tedious, but I had no choice but to finish it. When a new batch of stock arrived, there was a lot of work to be done for one to two weeks. Product had to be tagged, delivered, and bills needed to be created, but once these tasks were completed, there would be nothing to do, which was boring.

- **Insufficient Feedback**

Employees benefit from feedback since it helps them boost their work productivity.

Feedback received throughout the internship aids in the development of the intern's potential and talents, as well as the skills he or she excels in. However, because my supervisor was very busy with his work throughout my internship, he did not have time to provide me with feedback. Instead, he would just tell me what was wrong and what I needed to change. As a result, I was unable to recognize my strengths and weaknesses. If he had given me feedback; I would have focused on the areas in which I was lacking, which would have been beneficial to me in the near future.

- **Time management**

I had a tough challenge managing my time for the duties during my internship. As I was an intern who was new to the environment and had no previous experience, I was unable to accomplish my tasks on time during the first few months of the internship, which demotivated me to work. I tried harder to finish my tasks on time, but despite my efforts, I was unable to do so. However, as time went on, I was able to finish my tasks on time and with fewer errors since I was repeating the same tasks over and over, which improved my performance, but my coworkers and supervisors also provided me with extensive guidance.

I myself manage to solve the problems by

- Maintaining concentration was difficult for me because I had no experience working for long periods of time in a same spot, so I was easily drained, which made me more likely to making mistakes. To maintain my concentration, I began taking small 5-minute breaks after a specified time interval to refresh myself. Short tea and lunch breaks also helped to improve my mood so that I could work more effectively. After weeks of doing the same job and working in the same environment, I began to push myself to concentrate better by leaving all distracting things at work, including my cell phone, so that I could concentrate better, which I accomplished.
- As an intern, it was tough for me to use ERP software and manage resources. It was challenging for me to enter the data into the ERP software at first, but over time, owing to consistent work in the same area and a consistent work routine, I was able to improve my performance. With the supervisor's ongoing assistance, I was able to enter and collect data more quickly and accurately.

- Time management will be extremely crucial in the current and the future work environment. I realized the value of focus, time management, and resources after putting them into practice at work. I was able to complete my task by learning to manage my workload and scheduling my activities according to my time available. With my supervisor's ongoing direction and assistance, I was able to effectively manage my time and allocate work so that I could complete each task more efficiently.
- Since I started as an assistant data analyst, I've struggled to learn the software skills needed for data entry and consumer buying behavior analysis. However, constant guidance from the Finance head and my coworkers helped me overcome my fears and gradually build in the data skills needed to learn the software with time and effort. My daily data input practice assisted me in becoming comfortable with software processing and adapting to the work atmosphere. I made mistakes on several occasions, but my bosses and coworkers informed me that making mistakes would help me learn more effectively and increase my confidence.
- I waited for comments and feedback from my supervisors to improve my work quality, but due to their busy schedules, they did not comment on my work. As a result, I was always guided by the experienced staff at work, which guided me through the task and also made an effort to give me feedback on my day-to-day accomplishments. Their constant compliments and encouragement helped me stay motivated at work and learn something new every day. They also assisted me in planning my work and work schedules in order to meet job deadlines in the early days. The advice I received assisted me in resolving my problem of not being able to fulfill deadlines and better planning my work schedule.

In addition, this internship has provided me with a flurry of learning opportunities as well as an enlightening experience. Comfort Nepal Traders has helped me learn a lot about business management. I have also learned how crucial and important it is to understand the clients with more in-depth business solutions. This internship honed my management and communication skills under the supervision and guidance of the team.

My efforts were accurately recorded. My daily tasks were logged, all of our records were kept, and our work records could be accessed and controlled via a variety of platforms. This emphasized the significance of simple processes in keeping a business on plan and conveying all details to

employees. Some of the most valuable lessons I gained during my internship are as follows:

- Consumer Buying behavior:
  - People are influenced by clear pictures of products
  - Knowledge of the product in depth makes purchasing easier
  - Nepalese people who use brand Jockey look at quality even if it is on the expensive side
  - Discounts during special occasions and membership cards encouraged consumers to buy more
  - Learned about fast moving and slow moving products
  - Companies must focus on the preferences of consumers in the market.
- Documentation:
  - Documentation aided the company in future reference
  - Aided in filing various papers in separate files according to their nature
  - Learned to create bills in ERP software
  - Updated the daily ledger book
- Stock keeping management:
  - Acquired knowledge of proper product placement based on fast-moving and slow-moving products.
  - Acquired knowledge on how to match product inventories in the warehouse with products purchased by customers
  - Acquired knowledge in inventory management

## **5. Comparison of Theoretical vs. Practical Learning**

<b>Consumer behavior</b>	<b>133-302</b>
<b>Logistic and supply chain management</b>	<b>133-411</b>
<b>Integrated marketing channel management</b>	<b>133-308</b>
<b>English Usage for Profession</b>	<b>114-303</b>

*Table 2: Subjects applicable in the internship along with the course code*

- **Consumer behavior:** As an intern of the research and development department, I was required to learn about consumer behavior, preferences, and how people make purchasing decisions. I was able to understand the purchasing patterns of consumers through visits to retail outlets and data entry of consumer purchases, as well as by card tally. I also learned that the 4p's play an important role in consumer behavior. Consumer behavior refers to a person's preferences, attitudes, and emotions before purchasing a product. I've learned through feedbacks, data entry and consumer purchase habit that in the Nepalese market, consumers who prefer Jockey are drawn to it because it's comfortable, has good quality, and is protected by the company's brand name, which creates goodwill and a sense of trust.
- **Logistic and Supply Chain Management:** As part of my job, I was in charge of the company's logistics. During my internship, logistics and supply chain management proved to be beneficial. I also studied and was able to see the FIFO process because the company used it. The movement of product from the point of manufacture to the point of consumption by consumers is referred to as logistics management. During my internship, I learned about stock keeping (fast selling products in the front and slow selling products at the end), performing VCTS on delivery vehicles in order to deliver products to clients, and where to position stocks based on product flow. I also learned that the Jockey products are acquired from Page Industries, that the stocks are held in the warehouse, and that the products are subsequently transported to wholesalers and retailers.
- **Integrated Market Channel Management:** The course was always focused on having a clear message/communication flow through all of the company's channels and platforms to



its employees. Because I had to work in both departments, I needed to be able to communicate with my supervisor and coworkers on a regular basis, whether verbally, in writing, or via email, so that there would be no miscommunication inside the firm and a seamless flow of information exchange.

- **English Usage for Profession:** English Usage of Profession taught us how to create CVs, cover letters, and business letters, as well as how to communicate, send emails, and show ourselves properly in the professional world. The course added value to my internship since I was able to communicate effectively within the organization, whether verbally or in writing via e-mail. It also assisted me in comprehending the company's work culture. This also assisted me in drafting a letter for the corporation.

## **6. Special Skills and New Knowledge Learn**

During this internship, I learned a lot that has not only helped me grow as a person but will also help me in the future. Thanks to the skills and knowledge I've gained, I've increased my performance and continue to learn new things. I was hesitant to undertake some of the work in the finance department because I believed it would be difficult for me, but I still wanted to challenge myself. I believe I have evolved as a person and professionally, and it has also helped me to increase and improve my skills.

And I had to engage with my coworkers and the customer; I was able to strengthen my communication skills. I used to be hesitant about approaching individuals, but my work and the culture of the company encouraged me to do so. Now, when I'm speaking to new people, I feel confident in my ability to put my thoughts into words.

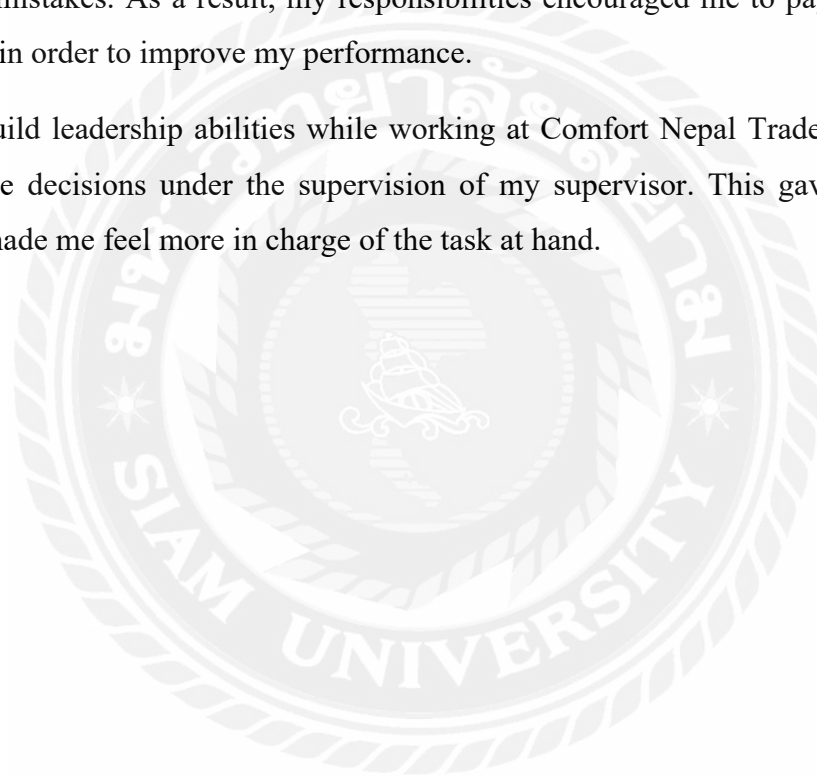
As a marketing student, I had the opportunity to work in the finance department, where I learned how to create customer bills, utilize tally and ERP software to create bills, enter data for card-carrying customers, and perform VCTS for delivery vehicles.

I also had to manage stocks, which I had never done before, so it was new to me. I had to pay attention and try to plan what products to keep where so that I could move them easily. I learned that fast-moving items were kept in the most visible and easy-to-move places, while slow-moving

items were kept at the end of the aisles. I also got a good view of the customers' preferences and purchases due to stock tally, which let me notify my supervisor which products needed to be restocked and which were the company's best-selling items. This also aided the organization in tracking and purchasing products based on market preferences, ensuring that no unwanted products were left as dead stocks.

As an intern, I had to pay close attention because I had no prior knowledge of the work or the workplace culture, thus I learned that active listening is essential. I had to learn new things and put them into practice, which necessitated a lot of focus and listening because missing a single point might result in mistakes. As a result, my responsibilities encouraged me to pay attention to the slightest details in order to improve my performance.

I was able to build leadership abilities while working at Comfort Nepal Traders because I was allowed to make decisions under the supervision of my supervisor. This gave me more self-assurance and made me feel more in charge of the task at hand.



## **CHAPTER 4**

### **CONCLUSION**

This chapter summarizes my Co-op study, evaluates my work experience, discusses the limitations of co-op studies, and provides a recommendation to the company.

#### **1. Summary of highlights of my Co-Op studies at Comfort Nepal Traders**

This report focuses on my general learning experiences and problems as an intern at Comfort Nepal Traders. The report also highlights my tasks and responsibilities in the organization, as I was assigned as an Assistant Data Analyst. This report has assisted me in connecting my practical and theoretical knowledge from my studies and internship experience. My main responsibilities were to use ERP Software for billing and Customer Relationship Management, field visit to retail outlets of Jockey, data analysis of customer purchase, managing stock under the company, data entry of card holding customers, preparing VCTS for the company's delivery vans. (Vehicle and Consignment Tracking System), keeping track of sales and purchases in a register and assembling orders while considering the tagging and billings of several parties.

During my internship, I had a number of challenges, including finding it difficult to analyze and understand customer behavior patterns, making strategies for customer retention, understanding the company's culture, comprehending the task, having insufficient skills and expertise as an intern, and receiving insufficient feedback. I was able to overcome such difficulties through research, observation, and a persistent desire to improve things.

I was to complete my internship in both departments, allowing me to broaden my knowledge and abilities. I was able to improve my communication skills because I had to work closely with my coworkers and sometimes with customers, and I was able to improve my listening skills since as an intern, I had to grasp things so that I could do my work better and with less errors.

The internship provided me with valuable insight and experience into the field of my interest. This internship directly aided in broadening my knowledge and improving my abilities. Overall, my experience at Comfort Nepal Traders has been beneficial, educational, and enjoyable.

## **2. Evaluation of the work experience**

### **2.1 Self-assessment**

I was able to link the theories and the practical with the help of this internship, and I learned how to use theoretical knowledge in a practical setting. I was able to get knowledge of the inventory and warehouse management, as well as the ledger, VCTS, billing, and basic accounting. Because I am a marketing student, I was able to learn through simple and easy-to-understand financial methods. As marketing major, I can now confidently assert that I will be able to perform fundamental financial procedures.

I had to connect with customers and ask for their opinions because I worked in the marketing department. I was also in charge of developing methods to boost customer retention, which necessitated close collaboration with other employees. My communication and listening abilities improved as a result of this experience.

I was able to perform all of my responsibilities and tasks with the continuous guidance and support of my coworkers, senior, and supervisor. This internship allowed me to improve my skills and enhance them in preparation for the future. This internship provided me with a clear picture of what a professional world looks like, which will benefit us in the future because I learned about my strengths and weaknesses, as well as which areas I need to improve in order to accomplish things better.

### **2.2 Contribution to my career development**

Prior to joining the company, I had little knowledge of how a garment/apparel company operates, as well as the organization's work systems and culture. However, after completing my internship, I gained a basic understanding of how the organization operates. I had previously only done an internship at a startup company, but doing an internship at Comfort Nepal Traders, the sole distributor of Jockey, was different. I was able to perform all of my responsibilities and tasks. I learned everything I didn't know before, which significantly increased my knowledge. Not only did I get to understand and learn more, but because I worked in both the Finance and Marketing departments, I discovered that I am more interested in the marketing sector and enjoy working in that department.

My family owns and operates a garment/clothing business, thus this experience allowed me to learn, understand, and apply what I've learned to help the company achieve better success. Not only that, but this experience, learning, and talents will undoubtedly assist me in growing the firm and me if I work for another organization. Because Jockey is a well-known brand, I believe it has aided me in gaining a lot of new information while also enhancing my professional opportunities.

### **2.3 My personal satisfaction with Co-Op Studies at Comfort Nepal Trader**

It was a great experience to work at Comfort Nepal Traders as I had the opportunity to work and study at the same time since I had joined the internship on 1<sup>st</sup> of December which helped me to manage my work and studies at the same time which was a good start to my future experience. I am quite satisfied as I got the opportunity to be a part of the organization and was able to work under both the departments. And through this internship it was a good opportunity to be employed and be prepared for the future. Not only that but I was able to align the theoretical and the practical knowledge that I got from the internship as well.

During my internship, I was able to acquire and develop skills that would last a lifetime and will benefit my professional life. From not knowing much about how things work in the company to gaining a basic understanding of how things work in the company, I feel like I am now ready for a new beginning in my professional life. I have gained confidence and improved my communication, listening, and overall skills, all of which will undoubtedly benefit me in the future.

This was also a form of practice for me in order for me to be successful in whatever I do in the future.

### **3. Limitations of my Co-Op Studies at Comfort Nepal Traders**

While my co-op studies at Comfort Nepal Traders taught me a lot, there were certain limitations to my study. Our ability to grow is supported by both the company's strengths and limitations. As

an intern at the company, I was only given extremely simple responsibilities to complete. As marketing major, I believe I was not able to do much in the marketing department, but I did have to do a lot of finance-related activities, which were repetitive and the same work needed to be completed on a daily basis. Because I only had 16 weeks to finish my internship, I was unable to learn about the operations of other departments because I was only assigned to two due to which I could not grasp the knowledge of the other departments and their working structure. As I was an intern, I was not given access to certain software or duties due to confidentiality concerns. Because the company requested confidentiality, many work assignments and documents from my internship cannot be accurately represented in my report.

#### **4. Recommendations for Comfort Nepal Traders**

I would like to give a few feedback to the company in order to make the workspace and the organization better. My recommendation for the company Comfort Nepal Traders would be:

- Work hours must be flexible. 11 a.m. to 5 p.m. is a long period of time, especially when you have to stay in the office even if there is no work, therefore the employer can give you time off or give you breaks in that situation.
- The store employees should be well-trained because they are the ones that interact with customers and may either make or break the deal.
- A lot of people use Instagram these days, and a company needs to be active on it to reach out to those customers, therefore I believe it needs to boost up its Instagram page by posting things frequently and placing ads there.

Now, I'd want to suggest a few things they could do to improve customer retention and loyalty, as well as attract more consumers, which would help the company boost sales. The strategies for customer retention are as follows:

- Gift baskets comprising Jockey products for the highest purchasing consumer in order make the consumer feel that they are appreciated by the company.
- The concept of spending a certain amount on a product and receiving a 20% discount on your next purchase. This offer will only be valid during the festive season, as most

customers like to purchase more at this time because they believe they will receive a better deal.

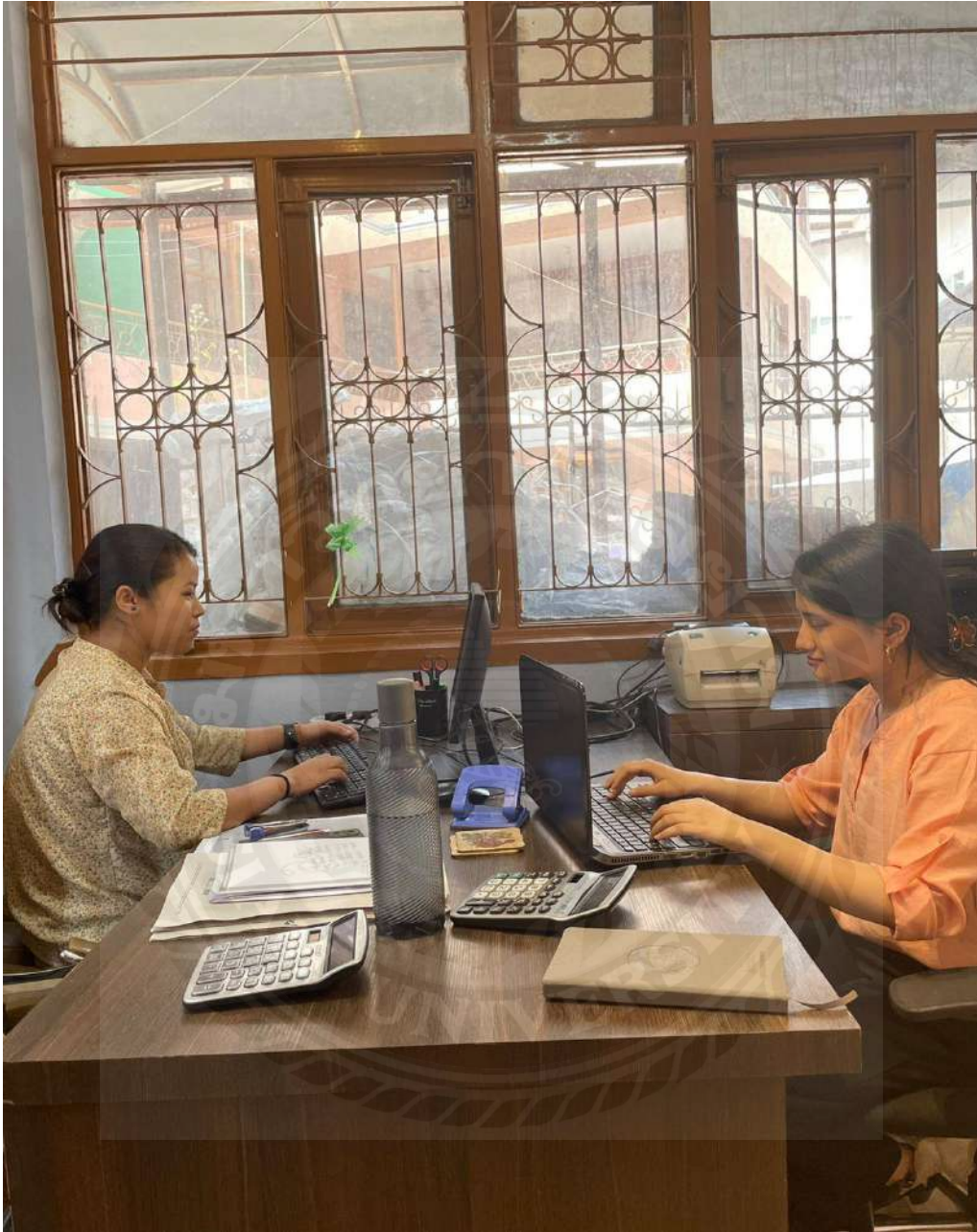
- People nowadays don't want to go the extra mile because they want to save time and energy, and they are also very busy. As a result, same-day product delivery will provide a sense of satisfaction because customers will not have to wait.
- In order to keep customers updated about new products and arrivals on a daily basis, the company must send messages via SMS, email, Facebook, Tik Tok, and Instagram. This allows customers to visit the store, look around, and quickly purchase the products they want.
- Understanding what customers want is the most crucial task for a company, so in order to do so, the company should undertake regular consumer surveys to learn more about their preferences, likes, dislikes, and areas where the company can improve.
- In order to educate consumers about Jockey fabric, the company could develop a short video highlighting the benefits of such products, so that the price is justified in terms of quality.

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## APPENDIX



*Figure 15: Working with Human Resource Manager Ms. Yunisha Shrestha*



*Figure 16: My work station at Comfort Nepal Traders*



*Figure 17: Sorting products for display at the main office*





*Figure 18: With fellow intern, Ms. Sakshi Agrawal, from the same KCM-Siam Program*



*Figure 19: At the workstation*





*Figure 20: Jockey Showroom at Peoples Plaza New Road*

# STHAPIT, Shayesha (Ms.)

Assistant Data Analyst Intern

<b>Contact</b> Balkumari, Lalitpur +977-9818102580 shayesha2022@kcm.edu.np	<b>Career Aspiration</b> To join a Comfort Nepal Traders from December 2021, where communication skills, team management and designing creative ideas are of priority, and career advancement opportunity will be available with suitable years of experience.
<b>Key Skills</b> Detail-oriented Adaptable Project Management Time Management Active Listener Team player	<b>Experience</b> <ul style="list-style-type: none"><li>• Internship experience of 2 months in the marketing department at SP Events and Advertising</li><li>• Experience in planning and conducting research and customer surveys.</li><li>• Focused on the research "Factors affecting consumer preference towards m-wallets among youths"</li><li>• 4 years of experience if working in a team of 7-10 persons to complete 42 course</li><li>• Experience in handling inventory for a National level college event like Inter-College Music Competition, 2018-2019</li><li>• Leadership experience as a President in KCM Social Welfare Club, 2020-2021</li><li>• Experience as an associate in Tedx Durbar marg.</li><li>• Volunteered in the Launchpad 2021</li><li>• Experience in handling social media posts of Hult Prize KCM</li><li>• Facilitated a new batch of students as a Student mentor to help them adapt to the KCM culture</li></ul>
<b>Language</b> Native: Nepali Fluent: Hindi, English	<b>Education</b> <b>Kathmandu College of Management</b> <i>2018-2022- Present/ Gwarko, Kathmandu</i> <i>Bachelors of Business Administration in Marketing</i> <ul style="list-style-type: none"><li>• Concentration in Sales Management, Marketing Research and Data Analysis for Decision Making with Grade A</li><li>• Secured 3.76 CGPA</li><li>• Opportunity to learn beyond the classroom with workshops and guest sessions</li><li>• Actively participated in events like Rise of Tycoons, Dashain Dhamaka and Holi Hungama</li><li>• Strong case studies focused and presentation led learning classroom method- 48 hours dedicated to develop</li><li>• Organized Paralympics, Blood donation campaign, and No shave November</li></ul>
<b>Achievement</b> Red House Captain (2017-2018) Publication Officer of Interact Club of St. Xavier's School, Jawalakhel (2017-2018)	<b>St. Xavier's School Jawalakhel, School</b> <i>2016-2018</i> <i>NEB in Science</i> <ul style="list-style-type: none"><li>• Experience as a Publication Officer of Interact Club of St. Xavier's School Jawalakhel</li><li>• Experience as Red house captain</li><li>• Organized +2 college play</li><li>• Organized Interact Personality Development Camp</li></ul>

Figure 21: My Resume





## Analyzing Consumer Behavior and Developing Strategies to Increase Customer Retention at Comfort Nepal Traders

CO-OP Study Presentation  
2022  
By:  
Shayesha Sthapit  
6108040093

### Topics that I am going to present:

- |  |   |
|--|---|
| <b>01</b> <b>Company Profile</b><br>About Comfort Nepal Traders and its offering | <b>02</b> <b>CO-OP Activities</b><br>Job Description and Job Responsibility                             |
| <b>03</b> <b>Learning Process</b><br>Contribution and learning process           | <b>04</b> <b>Conclusion</b><br>Summary, Recommendation and the overall satisfaction from the internship |

### About Comfort Nepal Traders

- Authorized national distributor for Jockey products in Nepal
- Approved by Jockey International, USA
- Founded in 2004
- Jockey prioritizes comfort and quality, hence the name Comfort Nepal Traders



### Mission

Ensuring Jockey has products that are 'best in the market' in terms of comfort, quality, style and value, and maintaining a culture of 'Total Quality Management' across all functions.



### Vision

To become Nepal's leading Innerwear and Apparel Company.

"Shop Jockey for your everyday comfort. No matter what fit is your favorite; we've got a style, size and color that is perfect for you".



## Products of the company



### Men

Inner wear, Vests, Apparel Tops and Apparel Bottom



### Women

Bras, Panties, Innerwear Tops, Apparel Tops and Apparel Bottom



### Junior



Innerwear, Apparel Tops, Apparel Bottom, Pyjama Sets (Boys/Girls)




### Accessories

Face Masks, Socks, Towel



<b>Men</b>	<ul style="list-style-type: none"> <li>• Inner wear (Briefs, Trunks, Boxer Briefs, Inner Boxer)</li> <li>• Vests (Sleeveless vests, Sleeved vests and Gym vests)</li> <li>• Apparel Tops (Tank tops, T-shirts, Polo's, Henley's, Sweatshirts, Jackets and Hoodies)</li> <li>• Apparel Bottoms (Boxer Shorts, Shorts, Bermuda's, Joggers, Track pants, Pyjamas, Pants)</li> </ul>	
<b>Women</b>	<ul style="list-style-type: none"> <li>• Bras (Everyday Bras, T-shirt Bras, Active Bras, Beginners Bra, Strapless Bras, Nursing Bras, Underwire Bras, Non-wired Bras, Plus size Bras, Padded Bras, Non-Padded Bras)</li> <li>• Panties (Hipster, Bikinis, Shorties, Full Brief, Body Leg)</li> <li>• Innerwear tops ( Crop top, Camisoles, Kurtha/kurthi slips)</li> <li>• Apparel Tops (Tank Tops, T-shirts, Polo, Sweatshirts, Jacket and Hoodies)</li> <li>• Apparel Bottom ( Shorts, Capris, Track Pants, Leggings, Pyjamas, Joggers)</li> </ul>	

<b>Juniors</b>	<b>Boys</b>	<ul style="list-style-type: none"> <li>• Innerwear ( Briefs, Trunks, Vests, Boxer shorts)</li> <li>• Apparel Tops ( Tank tops, T-shirts, Polo's , Jackets, Sweatshirts)</li> <li>• Apparel Bottom ( Shorts, Joggers and Track pants)</li> </ul>	
	<b>Girls</b>	<ul style="list-style-type: none"> <li>• Innerwear ( Camisoles, panties, Boyleg, Bloomers, Shorties)</li> <li>• Sets (Pyjama Sets)</li> <li>• Apparel Tops ( Tank Tops, T-shirts, Jackets, Sweatshirts, Sleep dress)</li> <li>• Apparel Bottoms ( Shorts, Capris, Pyjamas, Leggings and Jeggings, Joggers and Track pants)</li> </ul>	
<b>Accessories</b>	<ul style="list-style-type: none"> <li>• Face Masks ( Adult Unisex and Kids Mask)</li> <li>• Men Socks (Low show, No show, Ankle, Calf length)</li> <li>• Women Socks (Low show)</li> <li>• Junior Socks ( Ankle length, Calf length, Knee length)</li> <li>• Towels (Face, Hand, Bath)</li> </ul>		

## SWOT Analysis of Comfort Nepal Traders

### Strength:

- National distributor
- Well-known and recognizable
- Variety of product lines

### Opportunities:

- Emphasis on social media platforms
- Aware about the product
- Offer Trainings



### Weakness:

- Expensive due to tax
- Traditional Inventory Management
- Limited market growth

### Threat:

- Intense Competition
- Design copying
- Rapid fashion change



## Why did I choose Comfort Nepal Traders for my CO-OP study workplace?

- 1 My family owns and operates a garment and apparel company, gain better under of apparel industry
- 2 To implement and learn from a larger similar organization in order to help my family's business grow
- 3 To gain experience, establish a professional culture, and expand one's network
- 4 Dynamic work environment where I could work in several departments



## Objectives of this CO-OP study report

To analyze the consumer behavior in the market



To learn the alignment of the financial numbers



To develop customer retention and satisfaction strategies in order to increase profit



## Organizational Structure



## Job description and responsibilities



- Position: Assistant Data Analyst Intern
- Working Hours: 11 am- 5 pm (Sunday to Friday)
- collect data of the consumer and their purchasing pattern along with entering them in ERP software
- Helped both the finance and marketing departments

1. Using ERP Software for billing and Customer Relationship Management

2. Field visit to retail outlets of Jockey

3. Data Analysis of customer purchase

4. Managing Stock Under the company

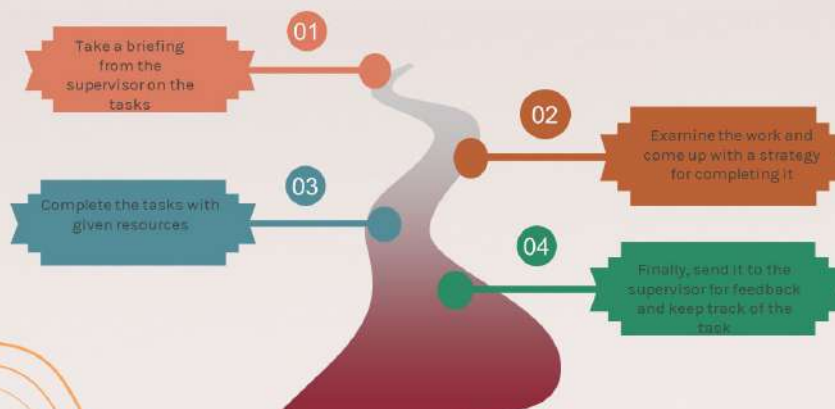
5. Data entry of card holding customers

6. Preparing VCTS for the company's delivery vans

7. Keeping track of sales and purchases in a register

8. Assembling orders while considering the tagging and billings of several parties

## Job process diagram



## What I have learnt from this CO-OP study at Comfort Nepal Traders



## Problems and solutions

### Understanding Consumer Behavior

- Understand its customers by segmenting them based on demographic, psychographic, and behavioral characteristics
- Regular feedback
- Market research
- organization must concentrate on its retail store

### Customer Retention

- Use big data
- Discount and attractive offers
- Loyalty and training programs for the staffs

### Strategy to increase customer retention and loyalty

- Discounts and offers
- Update customers about new arrivals
- Same day delivery service
- Highlight the benefits of the product in terms of video or posts

## Problems I had faced as a CO-OP Study student

### Problems

- Maintaining concentration
- Need of appreciation
- Managing the resources
- Repetitive Work
- Insufficient Feedback

### Solutions

- Short breaks
- Guidance and supervision
- Motivation to learn
- Team work



Applied coursework and its theroretical knowledge	
Applied Coursework	Applied Theory
<b>Consumer behavior</b>	<ul style="list-style-type: none"> <li>• 4p's play an important role</li> <li>• Through feedbacks, data entry and consumer purchase habit</li> <li>• Jockey focuses on comfort and quality, Comfort Nepal Traders is protected by the brand name</li> </ul>
<b>Logistic and Supply Chain Management</b>	<ul style="list-style-type: none"> <li>• Observe FIFO method</li> <li>• Stock keeping</li> <li>• Performed VCTS</li> </ul>
<b>English Usage for Profession</b>	<ul style="list-style-type: none"> <li>• Create CV's and resume</li> <li>• Write e-mails</li> <li>• Helped me to build and draft various documents</li> </ul>

### Contribution as a CO-OP Student

- Enhance the sales of Jockey
- Take customer feedbacks
- Assisting in daily operations
- Provided insights to the company
- Improve the method of taking orders
- Decision making

### Limitations of my CO-OP study

- As an intern at the company, I was only given extremely simple responsibilities to complete
- I was not able to do much in the marketing department,
- 16 weeks
- Unable to learn about other departments
- Not given access to certain software or duties due to confidentiality



*Figure 22: My CO-OP presentation*