



# **COOPERATIVE EDUCATION REPORT**

## **Educating and refreshing the retail team on various Jockey Products**

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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**

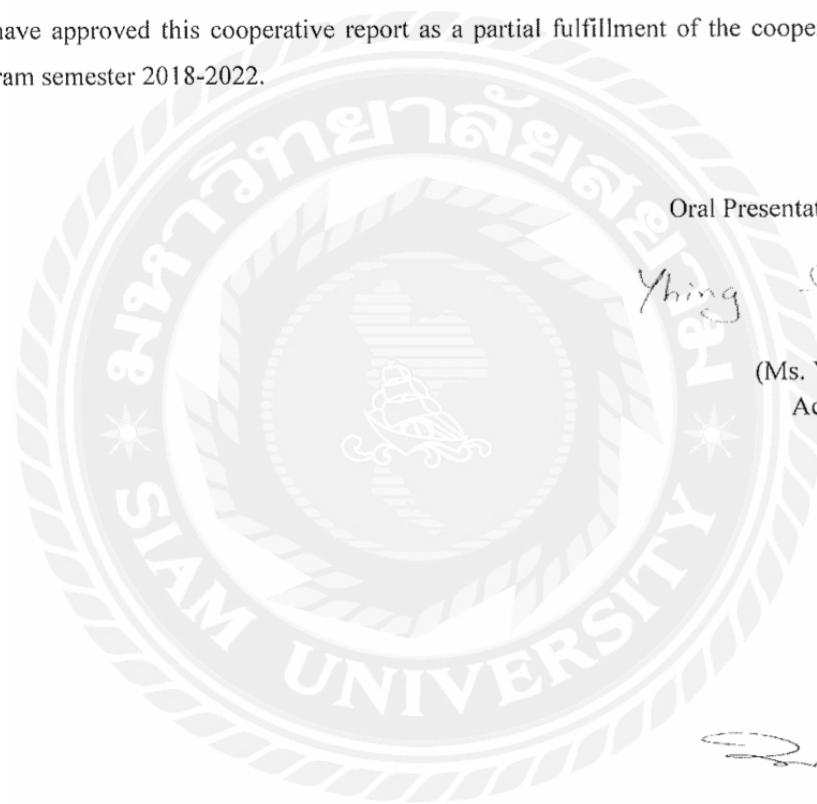
**Title:** Educating and refreshing the retail team on various Jockey products

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2018-2022.



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**Project Title:** Educating and refreshing the retail team on various Jockey products

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**Major:** Marketing

**Faculty:** Business Administration

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## **ABSTRACT**

This cooperative report entitled "Educating and refreshing the retail team on various Jockey products" about how the products and brand Comfort Nepal Traders benefit customers. With a wide range of products to offer, Comfort Nepal Traders is the country's sole distributor of the brand. At Teku, the company has its headquarters and warehouse, as well as a retail outlet in Newroad, Kathmandu.

The primary goal of this report is to identify aspects of product fabrics, product range of the brand and financials covered during the internship that benefit the company. Additionally, the report discusses how Comfort Nepal Traders can modernize its brand by being more active on social media platforms, even if it is a legacy holding traditional company.

During my time as an intern, I learned a lot about how the company's various departments work together to provide excellent customer service. Helped the various departments by submitting the warehouse stock by both taking stock of the warehouse and by entering the data to the software, prepping vehicle consignment tracking system (VCTS) for the company delivery vehicles, entering bills and ledger, feeding summary of card-holding customers in appropriate software's were my main responsibilities and making regular visits to the retail outlets of the brand.

To summarize, the findings of this study suggest that Comfort Nepal Traders must improve its digital presence and educate its customers about the fabrics it sells in order to increase product productivity. This first step is critical for avoiding a brand gap and teaching employees about quality that the brand provides for the price model. As long as the company can train its employees on how to use analytics and the data it collects while also maintaining a tight integration with back-end logistics, it will be well-positioned to succeed.

**Keywords:** *Fabric details, Price, Communication, Relationship, Training*

## ACKNOWLEDGEMENT

I couldn't have completed this internship report at Comfort Nepal Traders without the help and cooperation of a number of people who provided valuable feedback and other valuable contributions. Siam University has given us a wonderful opportunity to see and learn about business in the real world, which has allowed us to see and learn more than the course material could. The academic advisor from Siam Ms. Yhing Sawheny who guided me through the writing of my report is someone I'd like to thank specifically. Dr. Chanatip Suksai and Asst. Prof. Dr. Maruj Limpawattana have also been instrumental in helping me through the Co-op program. I would also like to thank my college supervisor Mrs. Erica Shrestha, for her help and guidance during the internship.

During this time, I'd like to thank Mr. Manoj Dangol, my Comfort Nepal Traders internship supervisor, for his guidance and support. I would like to express my sincere gratitude to Kathmandu College of Management, its directors and supervisors. Because of Comfort Nepal Traders' acceptance of my intern application, I've had the opportunity to work and learn for them. Also, I'd like to thank my supervisors at Comfort Nepal Traders and the rest of the staff for their constant guidance and support throughout my tenure which has been greatly appreciated. I think I learned a lot and had a great time during my internship at this company.

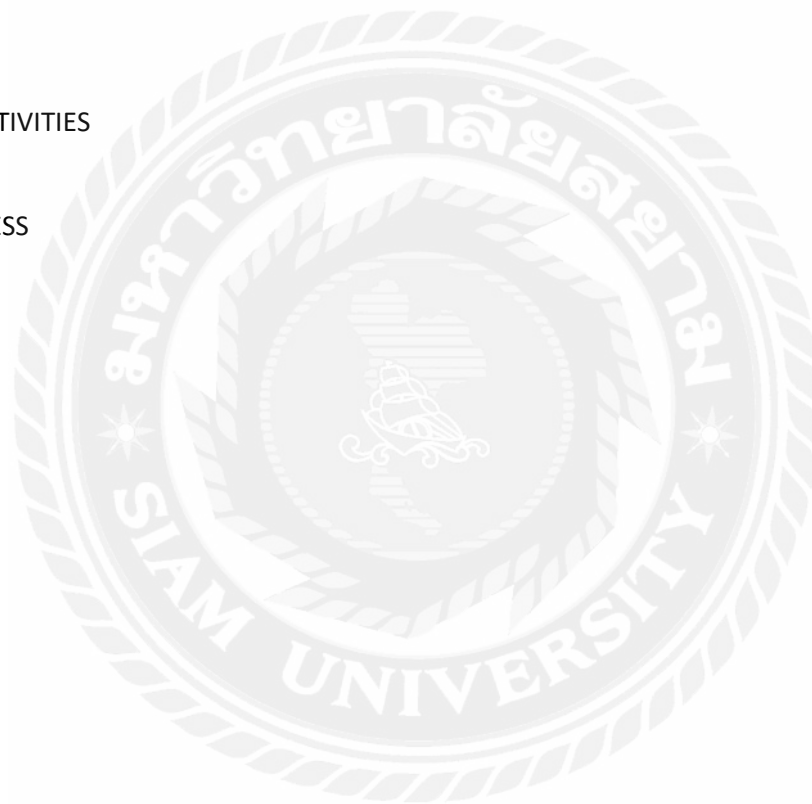
I could not have learned as much or compiled this report as well without their help, direction, and cooperation. The most important thing to me is their sincere effort. My family has been an enormous help throughout this process, and I am grateful for their constant encouragement and provision of necessary resources.

Sakshi Agrawal

Student ID: 6108040007

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## **LIST OF ABBREVIATIONS**

VCTS- Vehicle Consignment Tracking System

ERP- Enterprise Resource Planning

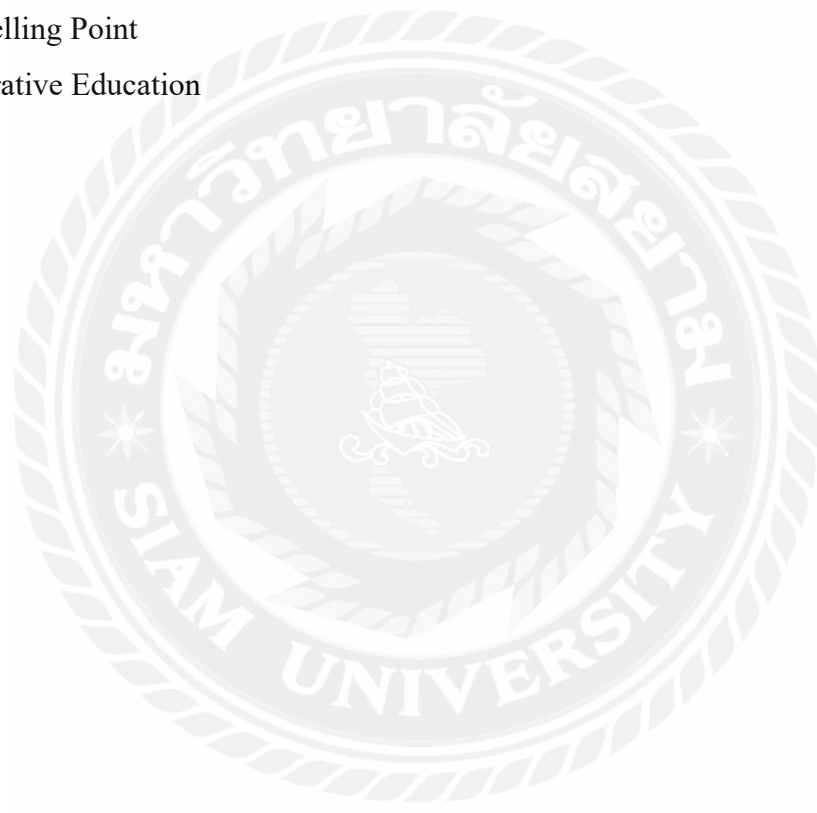
KCM- Kathmandu College of Management

BBA- Bachelors of Business Administration

USA- United States of America

USP- Unique Selling Point

CO-OP- Cooperative Education



# CHAPTER 1

## INTRODUCTION

The sole and nationwide distributor of Jockey in Nepal, Comfort Nepal Traders, is described in detail in this chapter. Here, the company's profile, organizational structure and strategy are introduced in regards to my criteria for choosing this firm.

### **1. Company Profile**

Jockey International, Kenosha, Wisconsin, USA, has approved Comfort Nepal Traders as the exclusive national distributor for Jockey products in Nepal. Sports and leisure gear, thermals, and basic innerwear are all available at Comfort Nepal Traders for men, women, and children. In 2004, Comfort Nepal Traders was established.

Comfort Nepal Traders has divided their business into two categories based on the things they sell:

Comfort Nepal Traders, being the authorized national distributor for Jockey in Nepal, distributes the items in limited quantities to various parties and merchants. Teku, Kathmandu is home to both the main office and the warehouse.

Comfort Nepal Traders has its own showrooms, which are known as the Jockey brand. Both showrooms are located on New Road in Kathmandu, Nepal's economic and largest thoroughfare. It's part of the People's Plaza complex, which features separate men's and women's clothes showrooms.

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

Ensuring Jockey have 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.

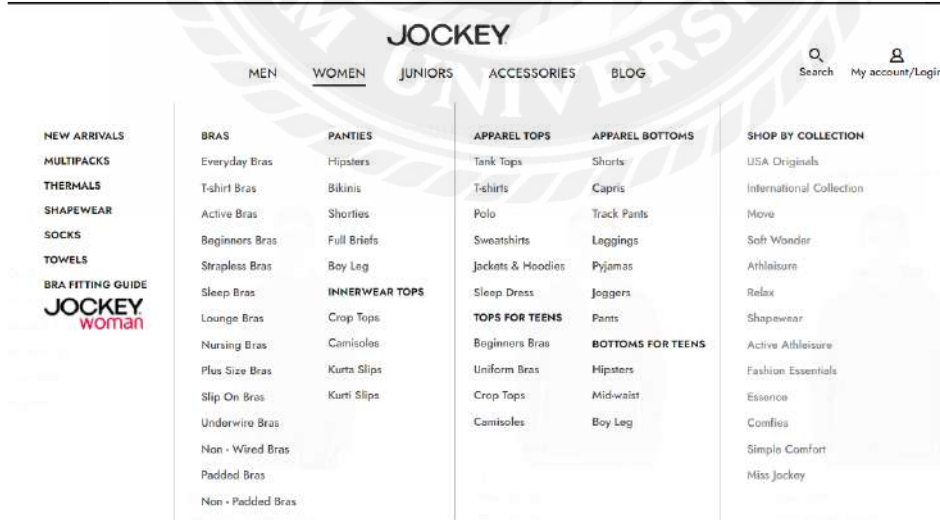
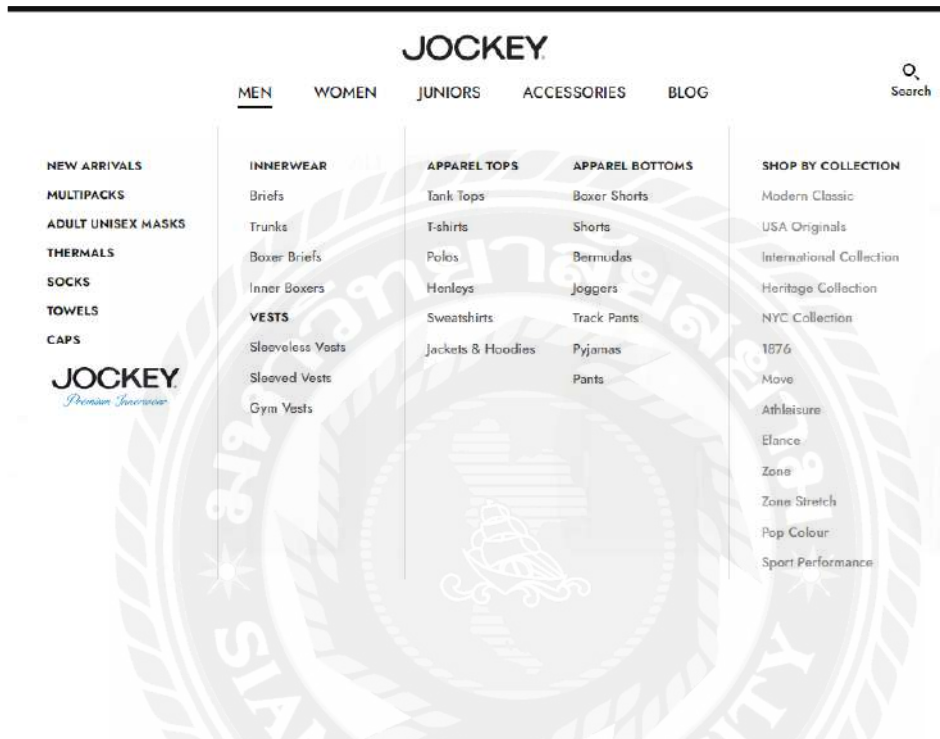
#### **1.3 Strategies of the Company**

The company's copartner strategy is tied to the company's goal of growth. Low-cost and Chinese knock-offs dominate the Nepalese garment market. The corporation should encourage



customers to become brand loyal by offering them with high-quality, comfortable, and long-lasting clothing that is worth the money they spend. Since its inception, the company has specialized on apparel retail product distribution, spanning from small to large size stores, as well as retaining its own unique brand outlet.

## 1.4 Products of the Company



NEW ARRIVALS  
MULTIPACKS  
THERMALS  
JUNIOR SOCKS  
Ankle length Socks  
Calf Length Sock  
Knee length Socks  
KIDS MASKS

**INNERWEAR**

Briefs  
Trunks  
Vests  
Boxer Shorts

**APPAREL TOPS**

Tank Tops  
T-shirts  
Polos  
Jackets  
Sweatshirts

**APPAREL BOTTOMS**

Shorts  
Joggers & Track Pants

**INNERWEAR**

Camisoles  
Panties  
Boylog  
Bloomers  
Shorties

**SETS**

Pyjama Sets

**GIRLS**

**APPAREL TOPS**

Tank Tops  
T-shirts  
Jackets  
Sweatshirts  
Sleep Dress

**APPAREL BOTTOMS**

Shorts  
Capris  
Pyjamas  
Leggings & Jeggings  
Joggers & Track Pants

**SHOP BY COLLECTION**

Modern Classic  
USA Originals  
Young Casuals  
Athleisure  
Pop Colour  
Fashion Essentials  
Simple Comfort  
Relax

**NEW ARRIVALS**

**FACE MASKS**

Adult Unisex Masks  
Kids Masks

**CAPS**

**HANDKERCHIEF**

**MEN SOCKS**

Low Show  
No Show  
Ankle  
Calf Length

**WOMEN SOCKS**

Low Show

**JUNIOR SOCKS**

Ankle length Socks  
Calf Length Sock  
Knee length Socks

**TOWELS**

Face  
Hand  
Bath

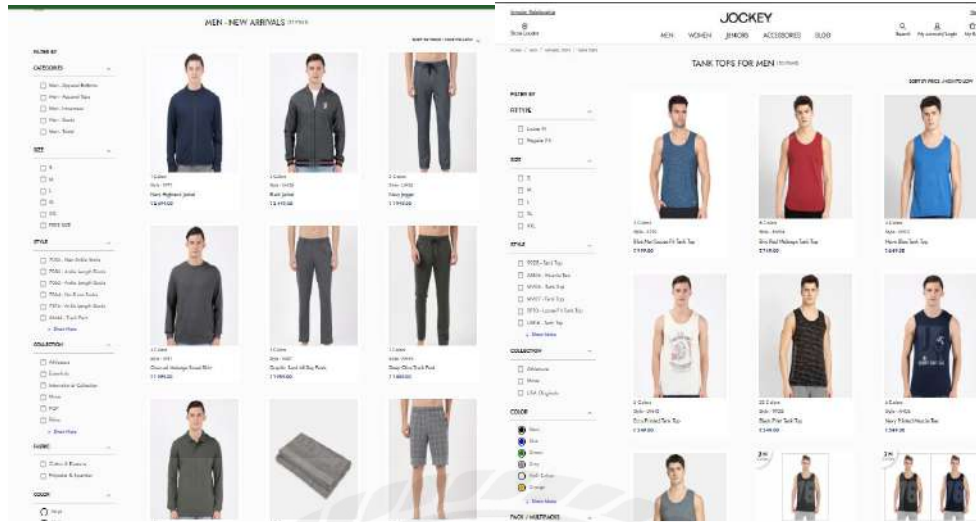


Figure 1: Pictures of few products of Jockey Men

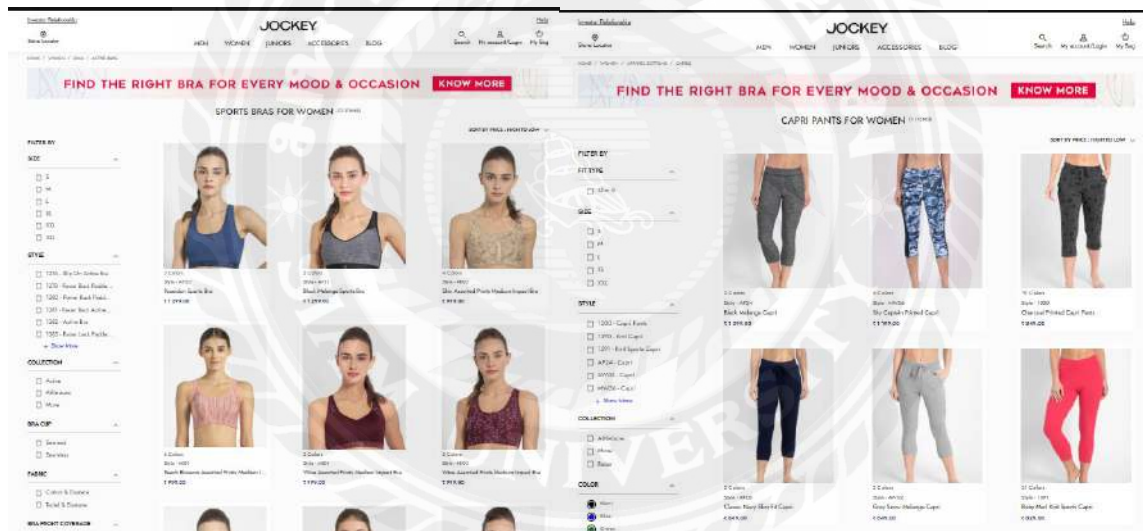


Figure 2: Pictures of few products of Jockey Women

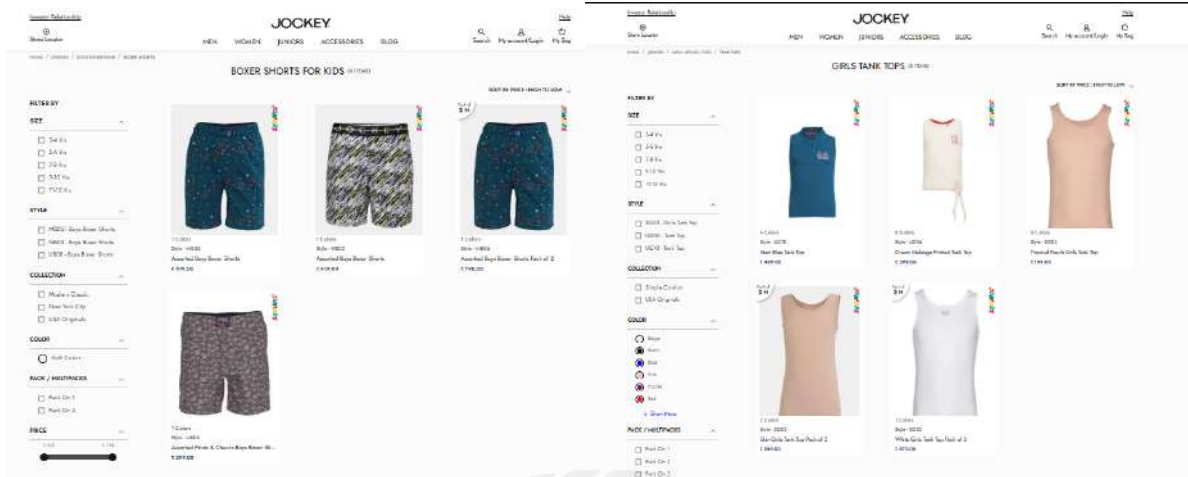


Figure 3: Pictures of few products of Jockey Juniors (Boys & Girls)

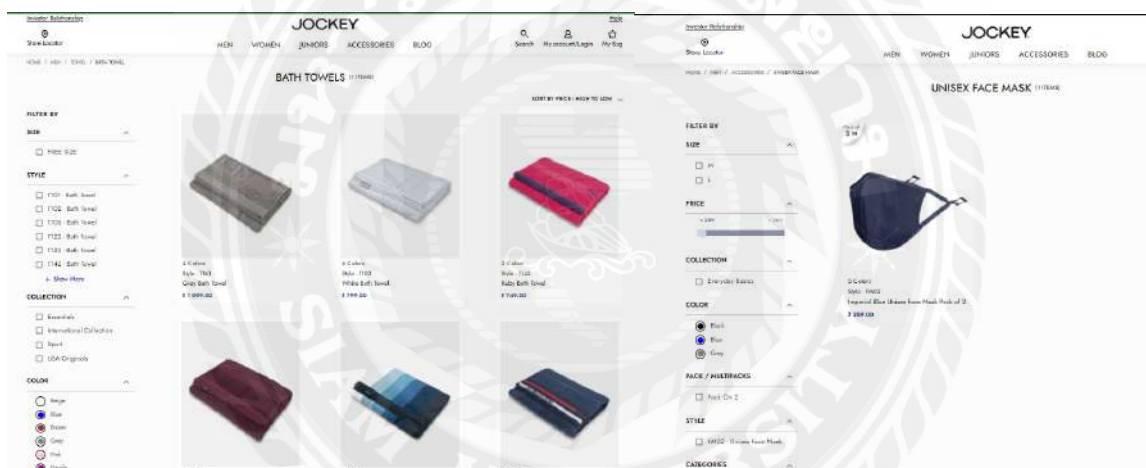


Figure 4: Pictures of few accessories of Jockey



# Jockey in Nepal

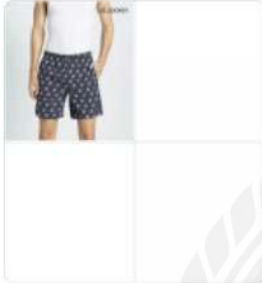
@ktmretail · ★ 3 (2 reviews) · Interest

WhatsApp

Home Shop Groups Events More

Like Message Search

## Shop



Continue shopping  
Cart, wishlist, recently viewed



JOCKEY US57 ASSORTED PRINTS BOXER SHORTS  
₹1,430.00

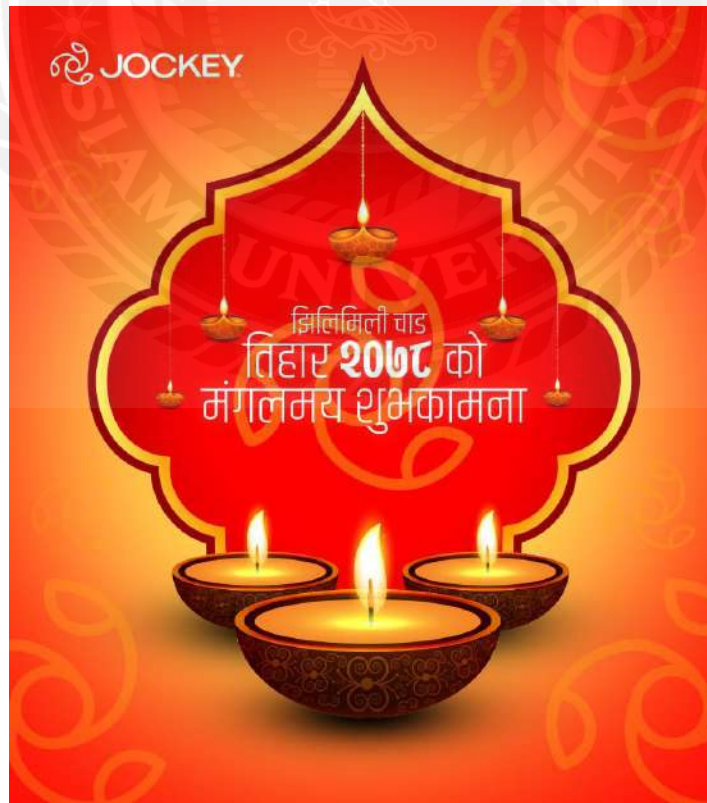


Jockey 1222 Assorted Checks Boxer Shorts Pack of 2  
₹2,230.00



Jockey 8826 White Round Neck Undershirt  
₹810.00

Figure 5: Facebook Page of Jockey in Nepal



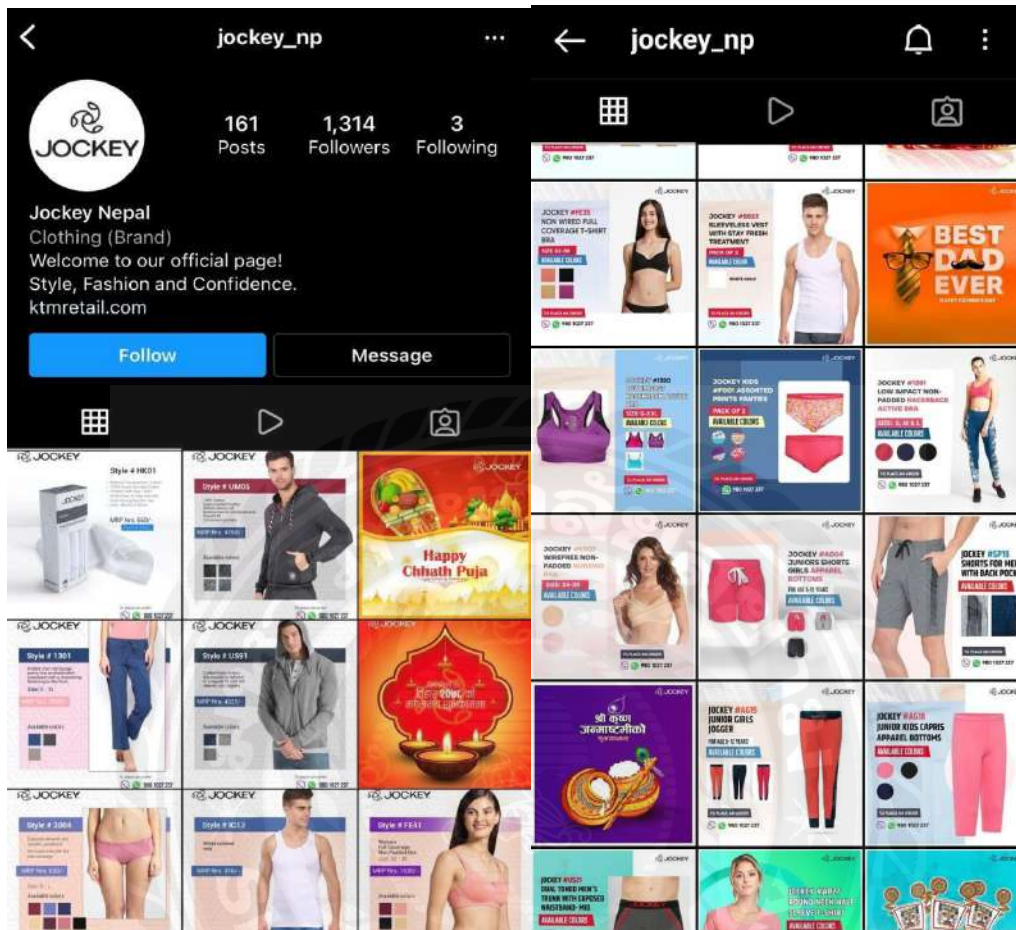


Figure 6: Instagram Page of Jockey in Nepal

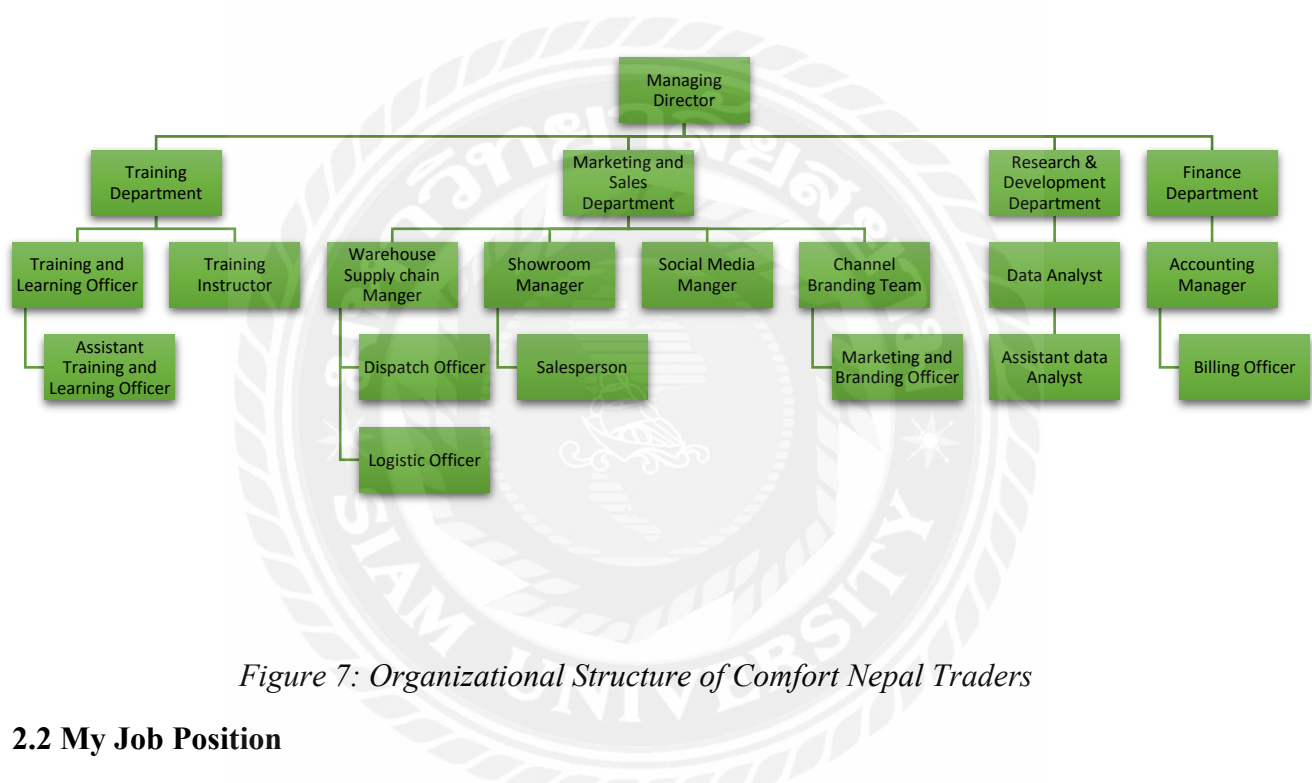
### 1.5 Strategies of the Company

The company's copartner strategy is tied to the company's goal of growth. Low-cost and Chinese knock-offs dominate the Nepalese garment market. The corporation should encourage customers to become brand loyal by offering them with high-quality, comfortable, and long-lasting clothing that is worth the money they spend. Since its inception, the company has specialized on apparel retail product distribution, spanning from small to large size stores, as well as retaining its own unique brand outlet.

## 2. Organizational Structure

Comfort Nepal Traders follows a hierarchical organizational structure. The company is separated into divisions such as training, marketing and sales, research and development, and finance, and is overseen by a managing director. The company employs approximately around 20 individuals. The organizational structure is as follows

### 2.1 The organizational structure:



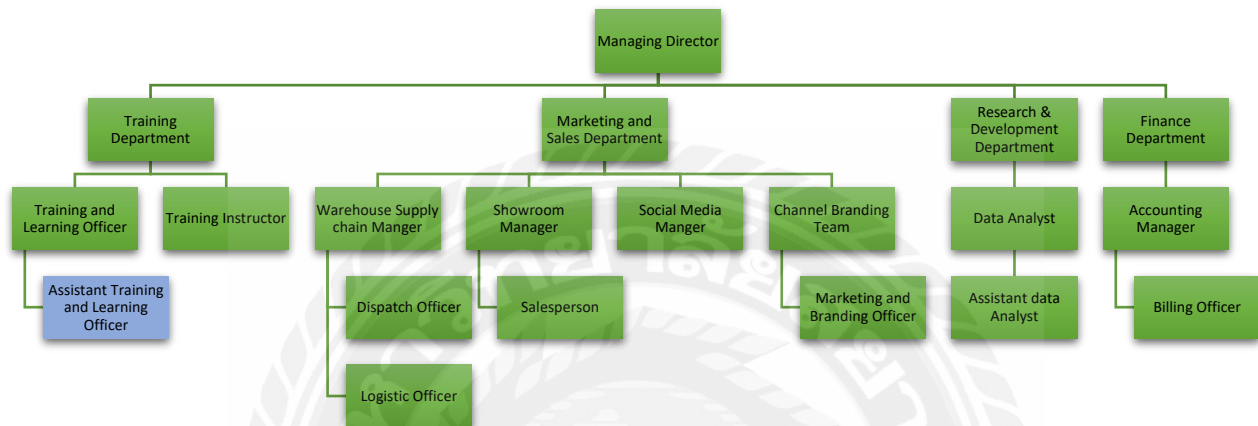
*Figure 7: Organizational Structure of Comfort Nepal Traders*

### 2.2 My Job Position

For my internship I had the opportunity to work at Comfort Nepal Traders located at Teku. I worked as an intern in the Marketing Department as well as in the Finance Department and was also the part of the learning and training team as the associate to refresh the retail team on various Jockey Products and their USP'S.

## 2.3 My Job Position in the Organizational Structure

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



*Figure 8: My job position in the organizational structure*

## 3. Intention and Motivation

My intentions and motivations to join the company for the Co-op studies were how dynamically the company holds its market share and has been serving its consumers with the fast growing competitors in the Nepali market. Talking to customers and assuring them about the price value was a motivation to work as this activity in the workplace was something that helped me brush up my skills as a marketing major.

Beginning my professional journey at Comfort Nepal Traders as an Intern helped me not limit myself at a particular department but also helped me experience the working in the other departments to explore my skills and help myself understand which my field of excellence is.

Intentions to work with an Apparel company was to understand the garment industry and its functioning as this industry holds a very tough competition in the marketplace and also a curiosity of understanding a new field in the business to explore the industry as of no prior experience or knowledge in this field as I come from a completely different business



background.

I wanted to use this golden period to understand the new market as this opportunity would help me select a right path to begin my next step to a professional start or to choose my subjects wisely for the further education.

The expectations I brought with me to the company was too able to build in my networking skills, understand how companies work with the tough competitors building good relationship and being able to build customer loyalty. Being an intern, the roles and the responsibility given to me and carried out by me helped me work in a team and has helped me in learning various new things in the professional field.

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

<u>STRENGTH</u>	<u>WEAKNESS</u>
<ul style="list-style-type: none"><li>▪ Sole Distributor for the brand in Nepal</li><li>▪ Brand name and the company Goodwill</li><li>▪ Loyal Customer base</li><li>▪ The brand holds a variety of product range for the different age groups both male and female along with the variety in the fabrics for the different price ranges</li><li>▪ The brand holds excellent market share for the athleisure and nightwear wear along with the innerwear</li></ul>	<ul style="list-style-type: none"><li>▪ Traditional Inventory Management Approach is followed</li><li>▪ Product offerings by the brand are a little highly priced for the Nepalese market</li><li>▪ Limited market growth opportunity</li><li>▪ Imported materials become expensive due to various taxes</li><li>▪ People are less educated to explain the fabric benefits than the population in the other countries</li></ul>

<ul style="list-style-type: none"> <li>▪ Regular Training Opportunities</li> </ul>	
<p><u>OPPORTUNITY</u></p> <ul style="list-style-type: none"> <li>▪ People in the Nepalese market are getting more aware of the athleisure and nightwear ranges</li> <li>▪ Potential growth in the E-commerce industry</li> <li>▪ Focusing more on the social media platforms can help boost the company sales</li> <li>▪ Trainings that are provided to the company staffs should also be provided to the retail outlets that hold the product in order to help the customers understand the fabric quality in order to justify the pricing of the product</li> </ul>	<p><u>THREAT</u></p> <ul style="list-style-type: none"> <li>▪ New companies with similar offerings and innovative designs with low price range can be a substitute for the brand customers</li> <li>▪ Intense competition from the existing brands</li> <li>▪ Problem of design piracy as there are no clear property rights defining in the Nepalese market</li> <li>▪ Apparel market holds very quick fashion change</li> </ul>

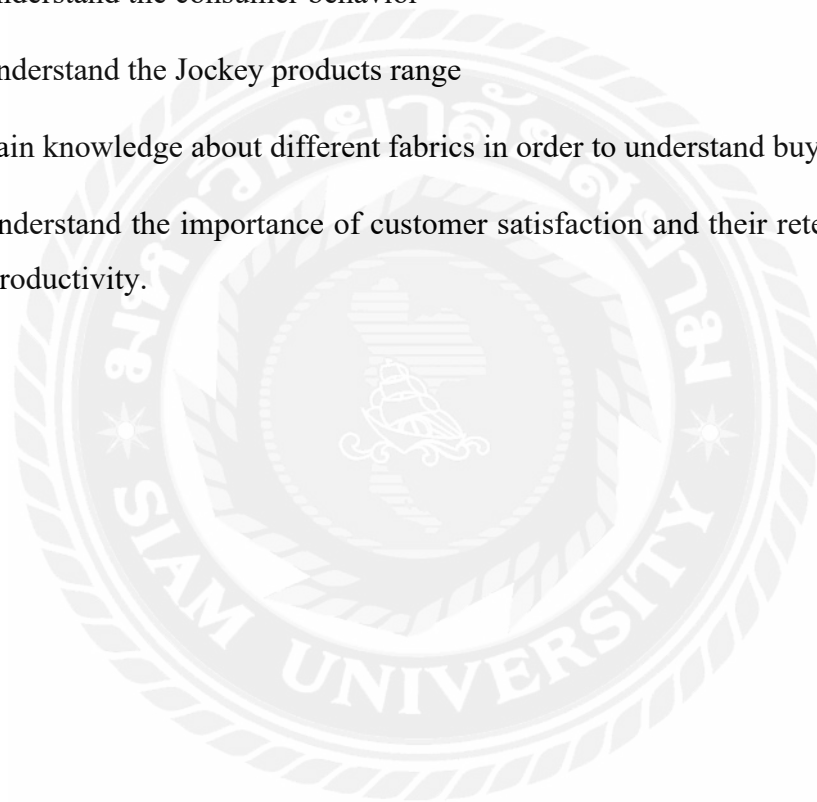
*Table 1: SWOT Analysis*

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

The main objective of the Co-op study was to gain practical knowledge of the professional platform in order to have better understanding of the theoretical learnings that we have been gaining since the past semesters. Working with Comfort Nepal Traders has helped me develop my skills better my helping them implement in the real world which resulted in better understanding of the strategies that were taught within the four walls.

The objectives of my internship are enlisted below-

- To understand the consumer behavior
- To understand the Jockey products range
- To gain knowledge about different fabrics in order to understand buying patterns
- To understand the importance of customer satisfaction and their retention to increase the productivity.



## CHAPTER 2

### CO-OP STUDY ACTIVITIES

My job description, duties, actions, job process diagram, and corporate contributions are all highlighted in this chapter.

#### 1. Job Description

I worked as a Learning and Training Team Associate at Comfort Nepal Traders. My main responsibility was to brief the retail team about the benefits of the fabrics, the USP's along with the buying behavior and patterns of the consumers. My main aim was to communicate with the retail team in order to educate them to convince the consumers for the Jockey products.

I was also not limited to a certain department but was also given the opportunity to work under both Finance and Marketing departments of the company. Working under different departments helped me explore my skills and analyze my field of interest.

#### 2. Job Responsibility

The following includes all the roles and responsibility of the activities I had to do during my internship:

- Data Analysis of Customer Purchase
- Stock Keeping for the Warehouse and Warehouse Management
- Field visit to retail stores
- Using ERP Software for billing and Customer Relationship Management
- Data entry for all the Jockey Card holding Customers
- Tagging for the orders being placed
- Making entries of the Sales and the Purchase Register
- Providing training to the retail staffs on the fabrics
- Preparing the VCTS for the delivery vehicles of the company.(Vehicle and Consignment

Tracking System)

The above-mentioned activities were included in the tasks and obligations assigned to me, which are characterized as follows:

- Data Analysis of Customer Purchase

In the initial days of my internship I was given the task of data analysis in order to introduce myself to product offerings by jockey, understand the customer buying pattern. Data analysis of customer purchases also helped me understand the Jockey product market and helped me figure out which models under the brand sold out quickly and required regular pre-orders for the Nepali market, as well as other models sold gradually and did not require regular order.

- Stock keeping for the Warehouse and Warehouse Management

Gradually, after learning about Jockey products, I was given responsibility for stock keeping in the warehouse, which allowed me to get experience with warehouse management and understand how to position products that sell out quickly and products that sell slowly in the warehouse. Conducting warehouse stock keeping also helped me grasp the need for space and good product layout for quick access to the product model that required regular stock checks. I also discovered that stock maintenance was one of the most significant activities for the company, since stock check and sales quantity being equal was critical to the company's profitability. I was also assigned the task of doing weekly stock checks and feeding the information into a company spreadsheet to tally the products against the purchase quantity.

- Field visit to retail stores

One of my job tasks at the Company was to visit the brand's retail stores on a weekly basis. Regularly visiting retail outlets allowed me to obtain firsthand experience with how sales are made as well as comprehend the consumer buying pattern throughout a purchase action in the store. It aided me in determining what a customer's main concerns were while visiting the store to make a purchase, as well as understanding the customer's needs and providing

feedback to the organization. I was also given the task of gathering some practical knowledge on how to obtain consumer feedback on product fabrics. Field visits also helped me comprehend the relevance of order placing schedules for marinating stock at the firm warehouse. I also discovered how vital it is for the retail storekeeper to have prior and accurate product information in order to persuade customers to buy the product and assure them of the price they would pay. The most important thing I took away from my retail outlet visits was putting my theoretical sales skills into reality and better comprehending the teachings that were given in class.

- Using ERP Software for billing and Customer Relationship Management

Among the responsibilities allocated to me was the task of entering sales data into the ERP software in order to have a better understanding of the company's sales as well as the product nature in the Nepalese market. My responsibility in this position was to enter sales bills into the software on a daily basis in order to keep the ledger up to date and match warehouse stock availability. Making entries also aided us in keeping track of products that needed to be purchased or ordered on a regular basis, as well as maintaining stock availability in the corporate warehouse.

- Data entry for all the Jockey Card holding Customers

I was also assigned the responsibility of entering membership cards for Jockey customers in order to better understand their purchasing patterns and to create a list of clients who needed to upgrade their membership on a regular basis. Comfort Nepal Traders offers card services to its consumers in order to ensure that they receive high-quality services and discounts in the future. Customer loyalty has improved as a result of issuing cards to regular consumers. The company has divided its cards into three categories: Platinum cards, which offer a 15% discount on all purchases, Diamond cards, which offer a 10% discount on all purchases, and Gold cards, which offer a 5% discount on all purchases. Membership services have helped the corporation learn recurring loyal customers and their return to upgrade their cards, thus card entry on every purchase is to be done for the consumers on every purchase with their card numbers. As a result, both the corporation and its customers have benefited from the membership service.

- Tagging for the orders being placed

One of the responsibilities that was given to me was to prepare the orders for dispatch of the retail parties. On this job responsibility I was expected to check the bills, check that the products were sorted as per the bill along with my co-workers. After sorting out the products I was expected to print out the price tags for all the product ranges as per the bill for the dispatch. After the prints were ready me and my co-workers were expected to tag all the products as per their prices before the products were ready to dispatch. This activity was mostly done during the billings for Bhatbhateni Supermarket, Nepal's largest retail chain which expects the product tagging from the warehouse itself.

- Making entries of the Sales and the Purchase Register

Making entries for the sales and purchase register was also one of my tasks during my internship period. In this particular task I was supposed to make entries of the purchase and the sale bill in the company ledger. The task was very legal and require a full concentration and focus as any error was not tolerated. Making entries on everyday basis was compulsory as the register was checked on the daily basis by the finance head. The task also helped me sort out the product category into the fast moving products which require frequent order placements and the slow moving products which did not require regular order placements.

- Providing training to the retail staffs on the fabrics

Taking fabric training from Page Industries and then passing it on to the retail workers was another responsibility I completed throughout my internship. In this work, I was expected to participate in a video conference and share my findings with the retail team on fabrics in order to boost corporate productivity and provide consumers with justifiable pay. The main goal of the trainings was to reassure the Nepali market about the price range that the product falls into, so that customers feel comfortable paying for the product's quality.

- Preparing the VCTS for the delivery vehicles of the company.

(Vehicle and Consignment Tracking System)

One of my responsibilities in the office was to create VCTS for the delivery vans. VCTS is a system for tracking goods as they move from one location to another. It must, however,

be registered in the system first. The system's purpose is to maintain track of all parties involved in a trade transaction. As a result, my task here was to enter the products that were ready for dispatch according to their invoices into the system, as well as the details of the delivery vehicle, such as the driver's name, phone number, and the delivery van's number. The system has the option of starting the tracker at the beginning of the delivery and ending it when the delivery is completed.

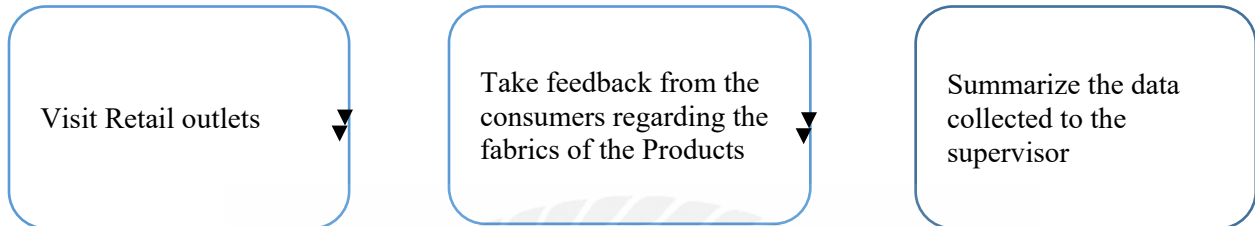
### **3. Activities in Coordination with Co-Workers**

As an intern, I was unfamiliar with the company's workings and had no idea how tasks were conducted and completed. Any assignment assigned to me was under the supervision of my supervisor, and I was briefed in detail before commencing the work, and I was asked to show my supervisor the task completed before submitting or executing the work. I was also introduced to my coworkers from all of the departments where I was assigned responsibilities so that I could feel at ease in the workplace and get help from them so that I could finish the chores quickly. Even though I was an intern, my supervisor wanted me to explore not just one department, but all of them, including Finance and Marketing, to gain a better knowledge of how each one worked therefore I got the opportunity to meet more people and increase my communication as well as networking skills. The company's team members were quite helpful and always willing to assist me when I was unable to complete any assignment or duty assigned to me.

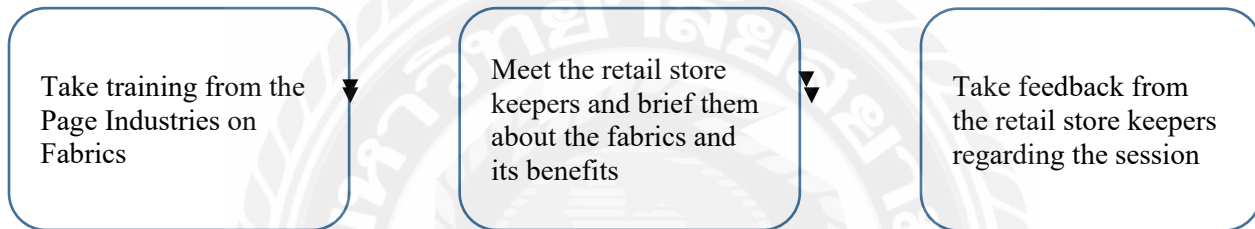


#### 4. Job Process Diagram

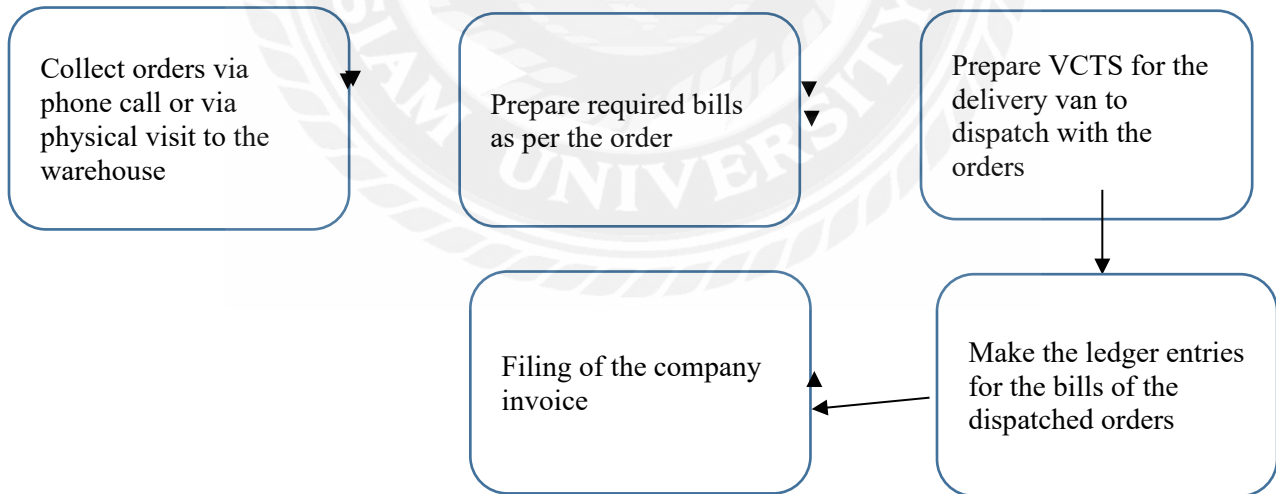
I spent 16 weeks as an intern with Comfort Nepal Traders. The working process diagrams that I was provided throughout my internship are as follows:



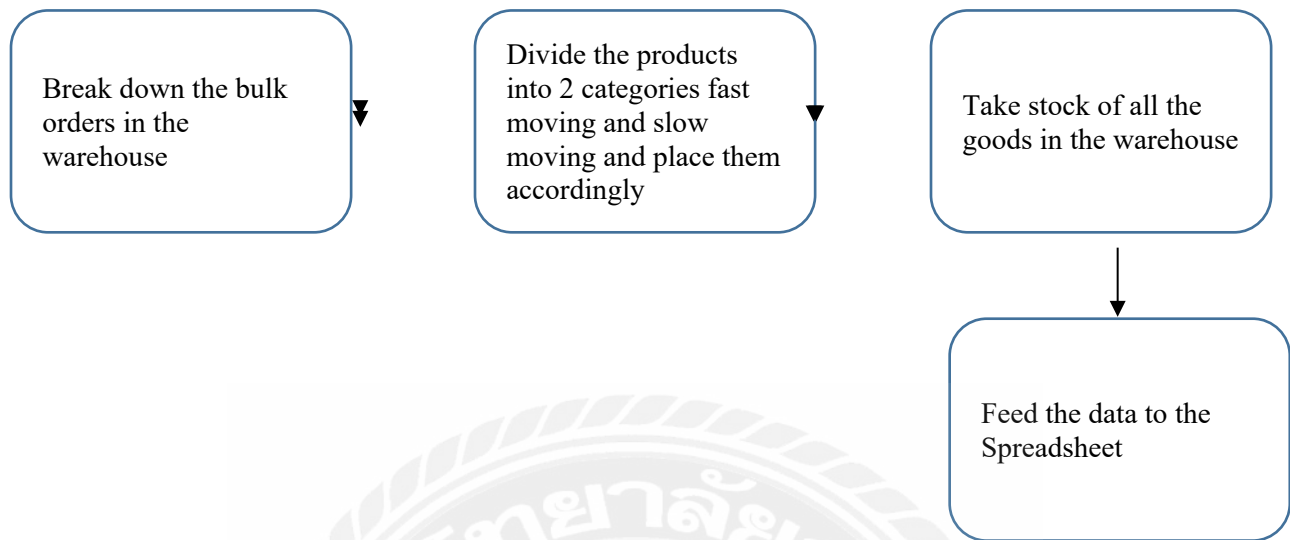
*Figure 9: Job process diagram for collection of consumer feedbacks*



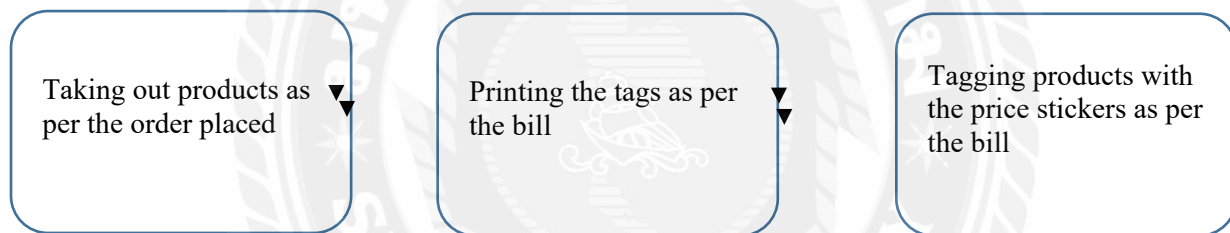
*Figure 10: Job process diagram for the fabric briefings to the retail outlets*



*Figure 11: Job process diagram of collecting orders and creating VCTS*



*Figure 12: Job process diagram for Warehouse management and stock keeping*



*Figure 13: Job process diagram for preparing the price tags*

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

Four years of education at Kathmandu College of Management (KCM), I was fortunate to acquire knowledge about business, management, marketing, start-ups, and a variety of other subjects. By putting theoretical knowledge into practice, I contributed to Comfort Nepal Traders in the following ways, in addition to the timely completion of assigned responsibilities and activities.

- **Consumer Behavior**

Consumer behavior analysis on product fabrics was one of the most critical tasks I completed during this internship. My primary responsibility here was to analyze customer needs through extensive research, positive responses to product fabrics, surveys, and focus

groups. To begin, I determined the current market trend, identified the products that sold the most frequently, and determined the consumer demands; then, I used that information to communicate the business trends to senior management in order for an appropriate decision to be made regarding the manufacturing process. This also aided the firm in growing its customer base, which resulted in increased profits.

- Follow ups

All across my line of work, I was responsible for follow-up, particularly with buyers. Similarly, I followed up with customers by sending them product specifications and information about the benefits of the products they were interested in, as well as follow-up for order approvals and delivery confirmations.

- Coordination

Since the first day of orientation, I had been learning coordination and teamwork as a BBA student. I always made a concerted effort to coordinate with each department in order to minimize uncertainties and difficulties. In the event of a problem, I used to lend support and a helping hand in order to successfully complete the task within the allotted time. Both controlling and coordinating activities are complementary, and I balanced them appropriately for my level.

- Decision Making

A number of decisions had to be made by the Senior Manager during the order processing and selection of products where I took an active role by offering my opinions.

- Controlling

I used to make sure that all of the planned activities were carried out in accordance with the schedule, and I would always report back to my supervisor.

- Communication

It's one of the most crucial and essential roles in any company. The ability to communicate effectively with people at all levels of the company is essential to the successful completion of daily tasks. New channels of communication between myself and the company's senior

management were established and correct instructions were reaffirmed.

- Assistance

I assisted the team with the help of bills and tallies; I was able to determine which stocks were selling the fastest so the company could order products in accordance with customer demand. For example, billing, data entry, stock management, product tagging (and many other tasks), and many more. Streamlined process for taking customer orders and packaging goods for delivery.



## CHAPTER 3

### LEARNING PROCESS

In this chapter, I have listed the problems I encountered during my internship and the solutions I came up with to overcome them. I also talked about concepts and related research on the subjects, which helped me to come up with solutions to the problems I was facing at the time. A summary of the information I gained during my internship is also included.

#### 1. Problems Faced during the Internship period-

An authorized Jockey reseller in Nepal, Comfort Nepal Traders conveys the message that Jockey believes true confidence and comfort begin at the bottom. Comfort Nepal Traders has a collection and style that is specifically designed to meet the needs of its customers. (Traders, Google, 2022) Comfort Nepal Traders offers a wide range of men's and women's underwear, sports and leisure wear, thermals, and children's essentials for their customers to choose from.

In my time as a co-op student at Comfort Nepal Traders, I faced the following issues:

- Managing the resources

As an intern with no prior experience in the product category, I faced numerous hurdles in acquiring resources and familiarizing myself with various fabrics in order to better understand consumer behavior and record the data and feedback I gathered. My job was also hampered by the fact that I had no idea how to properly analyze the data I had gathered. Gradually, through time and effort, I became familiar with the work culture and learned how to best use data for the job.

- Self-management

Managing myself for the internship was a difficult task because taking on tasks and making commitments required 100 percent focus, which was difficult for me. Working at a desk for lengthy periods of time caused me physical and emotional problems. It was also difficult for me to sustain my devotion to the work I had taken on during office hours. I considered quitting several times owing to work pressure and a lack of focus, but each time I had to manage and push myself. This was a warm-up session for my new beginning.

- Time management

One of the most difficult issues I had during my internship was time management. As a new intern with no prior work experience, meeting all of my job requirements was a significant undertaking. I was first demotivated and faced huge issues because I couldn't manage my time for all of the tasks that had been allocated to me. Slowly, with frequent practice and help from my coworkers and supervisor, I learnt how to perform all of my assigned jobs in the shortest amount of time feasible, with as few as possible faults.

- Lack of skill and knowledge

Coming from a completely different business background family I was not familiar to any work process criteria and faced major challenges in executing the tasks. Making entries for the company ledger, getting myself familiar to the company spreadsheets and software's like VCTS and ERP software were also very challenging. In the initial days I also faced challenges in getting myself familiar to the product fabrics as I had no knowledge on the product range. Warehouse management during the first few days was also very challenging and time consuming for me as It took time to figure the product models and the best way to place them.

- Maintaining focus

On the initial days of my work with not getting habituated to sit on the desk for long hours got me frustrated and lose my concentration from work. Due to lack of focus and concentration I made quite many errors to my work as I concentrated more on the office hours to get over to rush home. Regular practice of work helped me plan and divide my work with proper concentration and list them as per the importance it holds. Gradually with time and supervision by my co-workers I started to adapt to the office ambience and had better networking which helped me build my focus which also resulted with less errors and better performance.

- Need for appreciation

Keeping myself motivated to work was another challenging task as I felt my work was not appreciated despite of my efforts to do my best. I personally feel appreciation is the key to

improve one's work and encourage them for better performance as it helps both the staff to show outstanding performance and the company to increase its productivity and the profitability. I felt demotivated for the tasks I performed as they always made a comment to the errors but my never appreciated the task completed with the 100 percent efforts put by me.

- Time limitations

I faced major challenges also at meeting my deadlines. There were various times when I had a tough time on completing all the tasks assigned to me. On the first few days of my work there were various tasks of past few months due and expected to be covered within a week. There was huge amount of data that was expected to be fed into the software within a week of past 4 months. I faced challenges at various steps in the first few days like analyzing the data, getting familiar to the new software's, and meeting the time limit that the company expected from me. It was difficult for me to cross question the co-workers as I was not familiar to them and the work culture.

- Insufficient Feedback

Feedbacks play a major role at improving the tasks completed by us let be both good and bad. I missed on this bit of experience at my internship as I never received any feedback from my company supervisor to improve on my tasks or was well performed. I was always looking forward to the feedbacks to improve on the areas that I had potential and could perform better but my supervisor never gave me any feedback other than instructing me for the tasks or answering the queries that I had for any of the assigned task. Feedbacks would have resulted in me strengthening the weak areas and preparing myself for the future.

## 2. Problem Solving

- Analyzing data and entering it into the software was one of my primary obstacles throughout the internship, but with time and effort, as well as frequent practice of the work on a regular basis, I became more efficient to the work culture at the company and became comfortable with the task. (Industries, 2022) The supervision of my supervisor at work from all departments during work briefings or any errors made by me conducting or

executing the assignment also boosted the efficiency and quality of my work.

- Learning time management was one of the most important aspects of my professional development, since it was required not only for my internship but also for my future employment. With the support of my coworkers and friends, I was able to improve my time management abilities by planning my work schedule and managing my job according to my available time. (JOCKEY, 2022) Learning to manage my time was a difficult issue at the start of the internship because there were so many departments to cover and so many tasks to complete.
- Maintaining focus at work was challenging for me in the beginning because I had no prior experience working long hours and was having a lot of trouble losing focus and making mistakes. Regular practice and short tea breaks in between work hours assisted me in adjusting to the work schedule and workload. Gradually, as the work routine became more consistent, I began to adjust to the work culture, job load, and work schedules, allowing me to keep concentration and focus.
- I also had difficulty familiarizing myself with the product materials and software in the job because I was unfamiliar with any of the prerequisites or skills. Adapting to the skill sets and understanding the consumer preferences on materials, the consumer buying pattern, and the work culture took a long time for me. (Traders, Google, 2022) With the ongoing supervision of my coworkers and the regular trainings provided by Page Industries, I progressively adapted to the skill sets and knowledge about software and fabrics.
- Meeting deadlines for specified assignments was another important lesson I learned throughout my internship. I had a lot of trouble meeting deadlines for the allotted work and tasks during the first few days of my internship. Regular loop work practice let me assess the work plan and time division, which helped me understand how to effectively organize my time. I was also expecting input from the supervisor in order to improve on the parts that needed improvement, but I did not receive any. As a result, I was able to work on my trouble points with the support of my coworkers, who assisted and directed me through each step. Their advice and experience aided me in improving myself and preparing for the real world.



### 3. What I have learned During Co-Op Studies

This internship has been a whirlwind of learning opportunities and an eye-opening experience for me. My experience with the company has taught me about business management and what it takes to give management services to clients on a deeper level. Under the direction and assistance of the team, this internship developed my management and communication skills. (Traders, Google, 2022) Our work was meticulously documented. Our daily chores were utilized to be logged, all of our records were kept, and our work records could be accessed and controlled through several platforms. This taught me the value of small processes in keeping a company on track and communicating all of the specifics to the staff. The following are some of the most essential lessons I learned during my internship:

- Documentation and Communication

I discovered the importance of documentation and communication while working. Understanding how each observation made by the firm's Director or the organization's department head should be documented for future reference and noted for future references. Because I had no prior experience managing a firm, I placed a high value on suggestions. It helped me realize that outstanding management skills include important traits such as paperwork to guarantee that the task is thorough and precise, as well as a quick habit of taking notes or making a communication move. I generated a number of documents that seemed unnecessary and time-consuming at the time, but now that I'm in the middle of my internship, I realize the value in each document and the takeaway notes I wrote.

- Warehouse Management and Stock Keeping

I made it a point to study the necessity of proper warehouse management, something I didn't think was so crucial during my first few days on the job. Gradually, as I learnt the job, I discovered how crucial every nook and cranny in the firm warehouse is, and how meticulous planning is required before an order is dispatched. When I was asked to manage the warehouse as a member of the firm's staff, I learnt how proper placement of items may be efficient on regular days when assembling orders for future customers and conducting

regular corporate stock checks. I also discovered the value and joy of being able to match product stock to sales stock, as well as the importance of doing so on a professional level. I also created a lifelong learning of how effective warehouse location management may improve product security by matching the warehouse open stock to the products' closing stock.

- Consumer preferences for the product fabrics

Working as an assistant learner and trainer, I discovered how providing clear information about a product may influence the perspective of the consumer, resulting in them becoming happy paying customers and long-term customers. My in-depth knowledge of the product fabrics assisted me in persuading the consumers who came into the stores to purchase the goods, ready to take advantage of the benefits the fabric provides and to feel the quality in exchange for the price the consumer was requested to pay. The knowledge I gained while working in this area assisted me in understanding that having detailed and prior information about a product is a mandatory and essential learning experience at the workplace.

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

- English Usage for Profession

English Usage for Professionals was a subject that taught us how to compose emails, create our CVs, and write cover letters in the most professional manner imaginable. The most significant lesson that the course began with was how to introduce oneself in the most impressive manner possible. The course addressed all that the company expected of me as an intern. I was able to stand out because of my ability to communicate well and have self-confidence. The training assisted me in learning professional writing strategies that were beneficial in the workplace.

- Integrated Marketing Channels and Management

Integrated Marketing Channels and Management was a subject that always required a student to be very clear about what the subject explained as a marketing major. The subject taught me that having a clear message and information that is integrated across all platforms of the company and its members is critical. In the workplace, the topic learnings assisted me with frequent reminders to ensure that the tasks I completed or any adjustments

I made to the task were communicated to my coworkers in order to preserve consistency in the message.

- Principles of Marketing

The subject helped me better grasp product segmentation, targeting, and positioning in the workplace because it was a topic that was covered in depth and became even clearer when I applied what I had learned in the actual world. The lesson plan showed us how adding value to a product might affect a customer's choice for it. The subject also taught us how vital customer satisfaction is in retaining long-term customers.

- Sales Management

The course Sales Management taught me that sales is the only function in an organization that generates revenue or income, and as a result, it must be effectively managed. The performance of a company's sales department has an impact on its financial results. Sales management is defined as the planning, direction, and control of personal selling activities such as recruiting, selecting, equipping, assigning, routing, overseeing, paying, and motivating salespeople.

Working in the organization helped me understand the concepts better and understand better that Sales management, in particular, aids in the achievement of a company's marketing objectives. Sales managers, in fact, set personal selling goals and develop personal selling policies and techniques.

- Logistics and Supply Chain Management

Because one of my job tasks included managing the firm warehouse, the subject logistics and supply chain management came in handy at several points during my internship. Logistics management is a component of supply chain management that plans, implements, and regulates the flow and storage of commodities and related information between the point of origin and the point of consumption. Information such as demand signals, projections, inventories, transportation, and possible collaborations are shared. Inventory control is essential, as is Raw materials, work-in-process, and final goods, as well as their location and quality, are all factors to consider.

- Consumer Behavior

I gained a great deal of experience in the learning and training department, where one of my primary responsibilities was to learn about customer preferences for product fabrics and how they make purchases. I gained a better understanding of consumer purchasing habits as a result of this course. Studying the activities related with purchasing, consuming or discarding goods and services was a primary focus of the course. Consumer psychology is the study of how a person's feelings, attitudes, and preferences influence their purchasing decisions. The search, evaluation, purchase, and use of items and services all fall under the umbrella term "consumer behavior." Consumers buy and sell goods and services in order to exchange their limited resources (such as money, time, and effort). I gained a better understanding of what a customer looking to build a long-term relationship with a brand could look for when they come.

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

As a result of my internship, I've learned a wide range of skills and gained valuable knowledge that will help me in my future endeavors. The following are a few of the abilities and knowledge that I've acquired:

- Communication Skills

As a result of my internship, I was able to sharpen my communication skills because I was constantly required to interact with new people. When I worked as a communicator, I learned how to speak confidently in front of a large audience, and I also gained a better understanding of how my words could be used to my advantage and bring opportunity to me.

- Leadership Skills

It was during my internship that I developed my leadership abilities, since the company provided me with numerous opportunities to assist my supervisor in various stages of a project, allowing me to gain experience in a real-world setting while also allowing me to present myself with confidence.

- Warehouse Planning

Managing the warehouse was a new experience for me, but it taught me how to pay attention to the tiniest details, plan ahead, prioritize, and strategize for fast-moving products so that my work in the future would be easier and the goods would be more secured.

- Fabrics and their benefits

As an intern in the department of learning and training, I was exposed to a wide range of information on the various fabrics and how they affect the human body. In addition, I discovered startling things like the power and peril that clothing's shades hold in terms of human health.

- Data Entry in the ERP software and VCTS

The ERP and VCTS were both introduced to me while working in the Finance department. I learned how to use the capabilities and functionalities of these software's under the supervision of an expert and received immediate assistance if I made a mistake when preparing a document or inputting data.

- Documentation

When I learnt about the need of documenting processes, I was able to put my newfound knowledge to good use. Consistency, efficiency, and standardization are all aided by keeping copies of our most significant papers and records. It's a win-win situation for everyone and enables to provide our best effort while also setting clear expectations. In the long term, taking the effort to document each of our documents in a step-by-step format will save both time and money.

- Active Listening

During my internship, I discovered the importance of paying attention to the individual when they are speaking. My personal experiences have taught me the value of paying attention to others when they share their thoughts. My responsibilities and chores helped me form habit and pay attention to even the tiniest comment being made.

## CHAPTER 4

### CONCLUSION

This chapter summarizes my co-op experience, evaluates it, discusses the limitations of co-op studies, and makes a recommendation to the company.

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

Gaining experience and expertise through Comfort Nepal Traders was a rewarding experience. Speaking about one's potentials might be difficult in interviews and other professional settings, but having worked in the real world has given me a stronger sense of my own worth, skill, and what I can contribute to the table. Beyond the classroom, I've noticed a growth in my professional abilities, such as decision-making and a willingness to take on new challenges and risks. I've learned a lot about the Trading Company's marketing, sales, distribution, and financial departments as a result of working on this report. As an intern at Comfort Nepal Traders, I was responsible for helping with sales, marketing, and accounting tasks. Working in all departments gave me a thorough grasp of how a business runs on the inside as well as the procedures and activities that must be conducted outside of the organization to ensure that your product gets to the client. It is also important for me that I take this opportunity to express my sincere appreciation for the company's willingness to allow my participation and confidence in the work I was assigned, as the firm helped to facilitate my learning and practical experience through the provision of appropriate training and assistance in carrying out those tasks according to the supervisors' requirements.

Internships give you real-world experience in your chosen field while preparing you for a career in that field. For many interns, an internship serves as a means of self-discovery, as it did for me. As a result of my internship, I gained valuable skills and leadership experience. Working fulfills my passion, so it's a pleasure for me. As an assistant learner and trainer, I've remained on the job for the duration of my internship. Because of their positive and encouraging atmosphere, I'm able to get the most out of myself. Getting to know Comfort Nepal Traders via my work was an eye-opening experience. Even though I was an intern, I received the same treatment and my job was no less important than that

of full-time staff. The group was very open and accepting of my contributions, and they recognized both my positive and negative attributes. In spite of the fact that I was an intern in the training department, my job was mostly focused on my own development.

I was able to work on a variety of tasks that I previously thought were beyond my abilities. My executives saw my potential and trusted me to complete the tasks at hand. Trust and delegating responsibility helped me realize my capabilities as well as my enthusiasm in a certain field.

My main job was to use ERP software for billing and Customer Relationship Management, visit retail stores of Jockey, analyze customer purchases, manage stock, and prepare VCTS for the company's delivery vans. I also had to keep track of sales and purchases in a register and put together orders while taking into account the tagging and billing of several parties.

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

I've learned a lot while working at Comfort Nepal Traders, and I'm confident that these skills will serve me well in the future. Because Comfort Nepal Traders imports goods, I learned a lot about the import process while working with them. So I learned about planning, communication, decision making, and coordination during my internship. To put it another way, I've learned how to open the Letter of Credit, how to deal with customers on product fabrics, and how to conduct proper market research and communication in Nepal. As I worked in various departments, I had a lot of responsibilities and meetings with senior management, and I was able to come up with new ideas. Moreover, I was able to expand my professional network, which will be beneficial in the future. Because no two people's tastes in consumer goods are the same (some prefer high-quality fibers, while others prefer low-quality), in order to run a business successfully in the future, we must also understand the needs, wants, and preferences of our customers. I was able to complete all of my duties thanks to the guidance and assistance I received from my coworkers, senior, and supervisor throughout the day. In order to prepare for the future, I was able to sharpen my skills and learn new ones during my internship here.

This internship taught me a lot about the working world, which will be useful in future as I figure out what my strengths and weaknesses are and I can improve to be more effective. With the help of this internship, I was able to bridge the gap between the theoretical and the practical, and I learned how to apply my theoretical knowledge in the real world. The fact that I am a marketing student allowed me to learn in a way that was simple and easy to understand. As a marketing major, I can now say with certainty that I will be able to carry out basic financial procedures. I was in the marketing department and I had to interact with customers and solicit their feedback. As a result of this experience, I feel like I've gotten better at interacting and paying attention to others. This was also a way for me to prepare myself for any future endeavors that I may pursue.

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

Co-op studies at Comfort Nepal Traders had a number of restrictions, and here are a few of the restrictions that I experienced as an intern. Due to my limited work hours, limited work days and lack of exposure to the company's internal operations, the time allotted to me was insufficient. At Comfort Nepal Trades, I was not given access to any of the company's confidential data or software, which meant that I was unable to learn about various tasks and duties while working as an intern. To protect the safety of the company's documents, the company's policies forbid access to the interns. To ease their concerns about my task completions, I was given simple tasks as an intern, since I had little or no prior experience. As a graduate of the Kathmandu College of Management, I believe I was better prepared to handle more challenging assignments than those I was given because the institution emphasized hands-on learning. Because I was expected to perform the same duties on a daily basis, my job required a lot of repetition, and as a result, I learned very little.

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

For the sake of enhancing the working environment and streamlining operations, I'd like to offer some suggestions to the business. I would recommend Comfort Nepal Traders to my friends and family. The company should alter its working hours and allow employees to work from home on some days, as some desk work can also be completed from a laptop.



The 10 to 5 workday can be stressful for employees and less productive for the company. Employee concentration can be improved if the company allows short breaks between tasks. In order to ensure that the company's productivity and sales are maximized, the store's front-facing employees must be well-versed in product fabrics and their benefits. Because consumers are more likely to shop online these days and have a wider audience, businesses should be active on social media platforms like Instagram. The company needs to spend a little more time and money on the internet in order to increase its efficiency.

Company can employ several strategies to keep their customers for an extended period of time, such as playing customer feedback clips on the store television to inform jockey customers about their product preferences and choices.. Longer customer loyalty can be fostered by giving gift baskets to the most frequent or highest-priced buyers. Festive promotions can be used to clear out the company's warehouse of old stock. To keep the business productive, company employees must pay close attention to customer feedback. All social media platforms should be a priority for the company because of the potential to increase sales if given adequate attention.

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## ANNEXURE



Fig: Jockey Retail Outlet



Fig: Me and a fellow intern at Comfort Nepal Traders office and store



Fig: Managing products according to the category

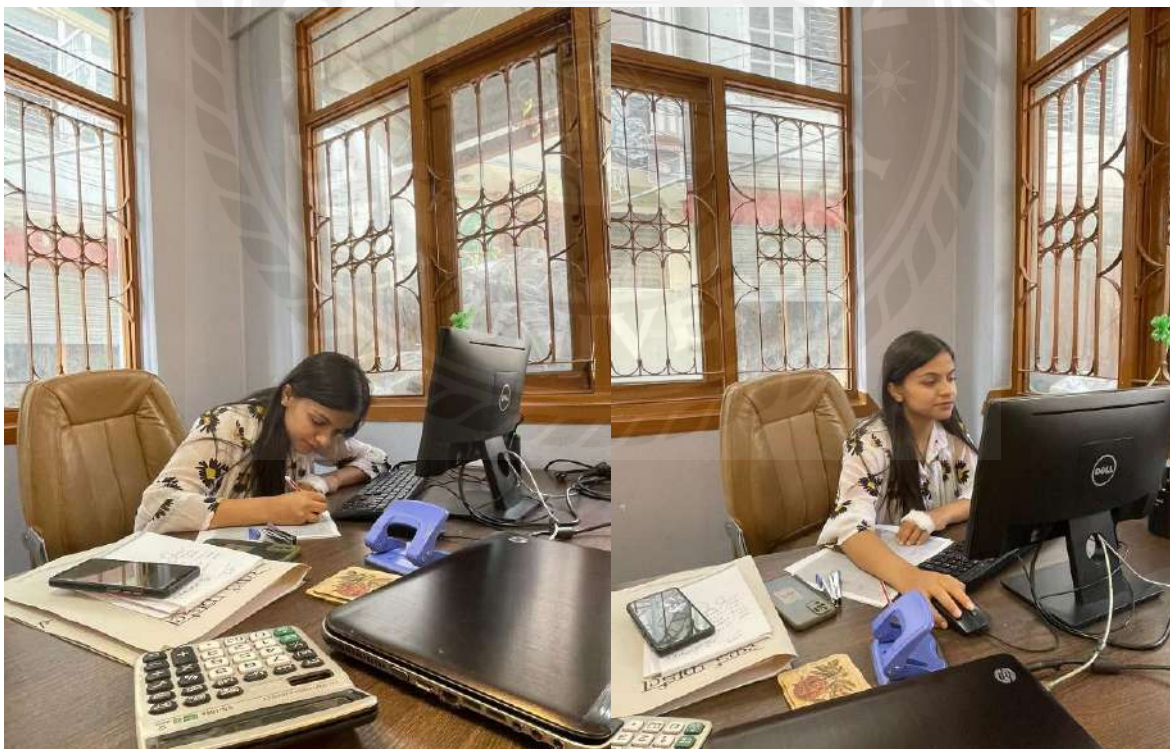


Fig: Working at my work station

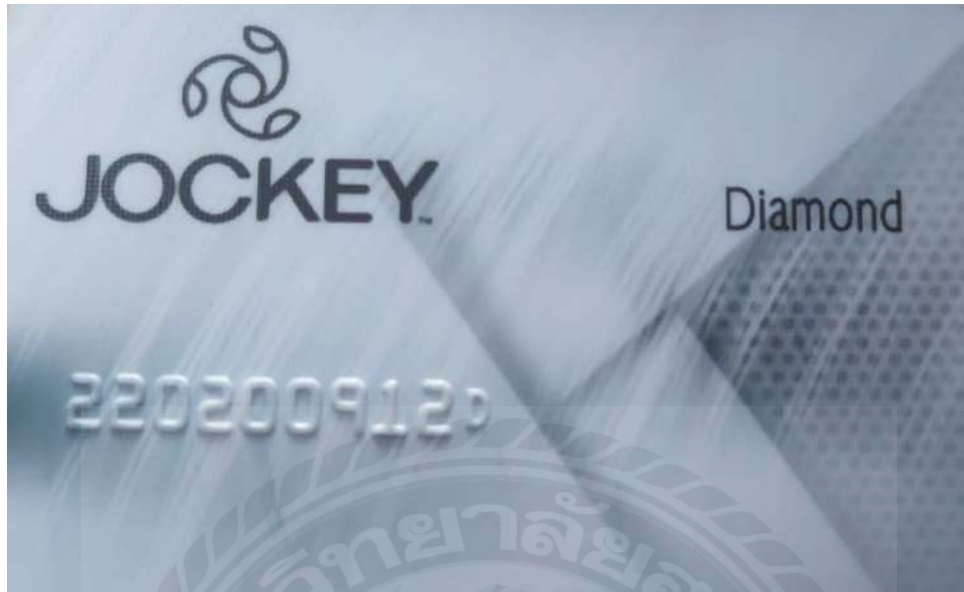


Fig: Customer membership card (Category Diamond)

