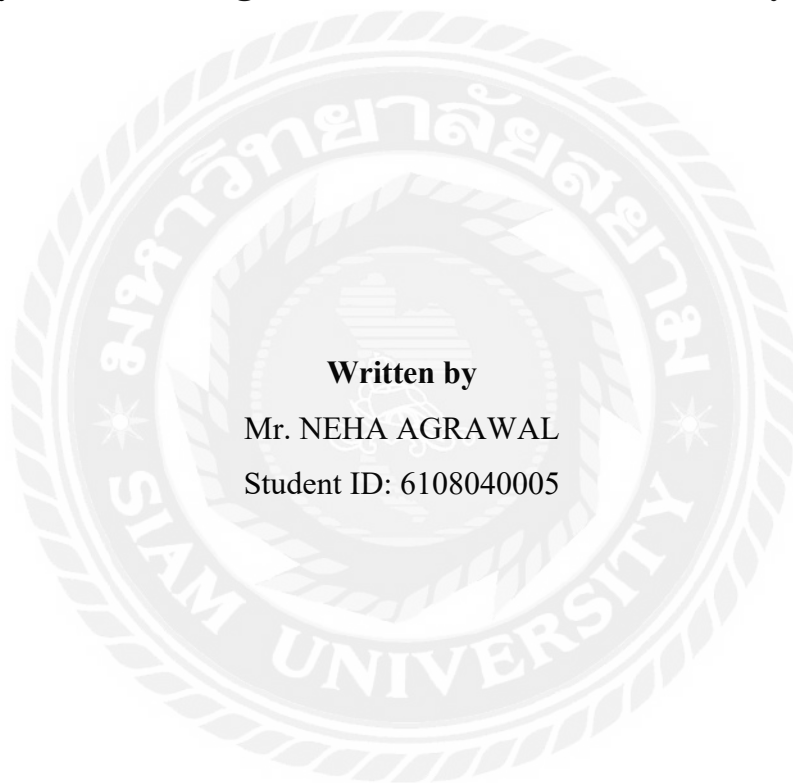




Cooperative Education Report
A Case Study of “Marketing Performance within the Third eye tech”:



**This Report is submitted in Partial Fulfillment of the Requirements for Cooperative
Education, Faculty of Business Administration**

Academic Semester 2/2021

Siam University

Project Title : Marketing Performance within Third eye tech

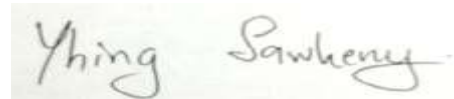
Written By : Mrs. Neha Agrawal

Academic Advisor : Prof. Ms. Yhing Sawheny

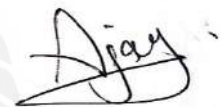
Department : Bachelors of Business Administration (Marketing)

Batch: 2018-2022

Oral Presentation Committee



.....
(Ms. Yhing Sawheng,
Academic Advisor



(Mr. Ajay Bhandari)
Job Supervisor



.....
Cooperative Committee
(Dr. Parham Porouhan, Ph.D.)



.....
Dr. Maruj Limpawattana
Assistant President
Director of Cooperative Education

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Academic Advisor : Ms. Yhing Sawheny
Degree : Bachelors of Business Administration
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Abstract

This cooperative report entitled “Marketing Performance within Third Eye Tech” has the goals to study how the company manages the marketing department and how they promote the product in the market. Objectives of the study include: (1) to understand the working space (2) to study need and interest of the local market’s demand and supply, (3) to help bring my theoretical knowledge into use for practical world, (4) to understand the law and policies regulation in operation requirement, (5) to understand the flow of marketing in managing the day-to-day activities. With the company third Eye Tech which is based in Nepal, I was assigned to work as marketing Assistant in the department. During the period 1st January to April 20, 2022. It was also understood that the theories learnt in classroom do not always get implied as it states. It varies to different components such as scale of the organization, the management’s behavior and the ability to actually face the problem.

Upon the internship period, it is found that the basic problems(such as adapting to the organizational culture, meeting deadline of assignments, performance pressure when assigned extra task, little careless with the tasks) was resolved by means of self-learning and understanding the core of the problem and then via the guidance of supervisors. In this matter, I am able to learn more about social and communication skills and work ethics which are very important for future career development and profession.

Keywords: Marketing, content, reports, work assignment, Content Strategy.

Acknowledgement

The satiation and euphoria that accompany the successful completion of the report would be incomplete without the mention of the people who made it possible. I wish to extend my sincere thanks and gratitude to Third Eye Tech for having given me the opportunity to undertake my summer internship program during 1 January –April 20, 2022 at their prestigious premises. The internship opportunity was an incredible chance for learning and expert advancement and hope to pursue my career with the firms further training programs.

I would also like to take the opportunity to thank and express my deep sense of gratitude to Mr. Ajay Bhandari, The Founder of Third Eye Tech and Mr. Bhandari who in spite of busy schedule has cooperated with me continuously. I am utilizing this chance to express my most profound appreciation toward the colleagues who took significant time out to listen, guide and keep me on the right way by permitting me to complete my tenure at their regarded association. I am likewise thankful for having an opportunity to meet such a variety of magnificent individuals and experts who drove me through this internship period.

Along this, I would also like to thank Asst. Prof. Ms. Yhing Sawheny for providing their assistance for the successful administration, coordination, and supervision of the whole co-op program. The co-op program would not have been successful without their involvement and direction. I would also like to thank Mr. Ritesh Thakur for guiding me in the development of my internship report.

I humbly extend my gratitude towards all who helped me in the completion of the internship and the co-op program with Siam University. I hope that I can build upon the experience and knowledge that I have gained from the company. I will endeavor to utilize the aptitudes and information that I have learned in the ideal way.

Yours Sincerely,
Neha Agrawal

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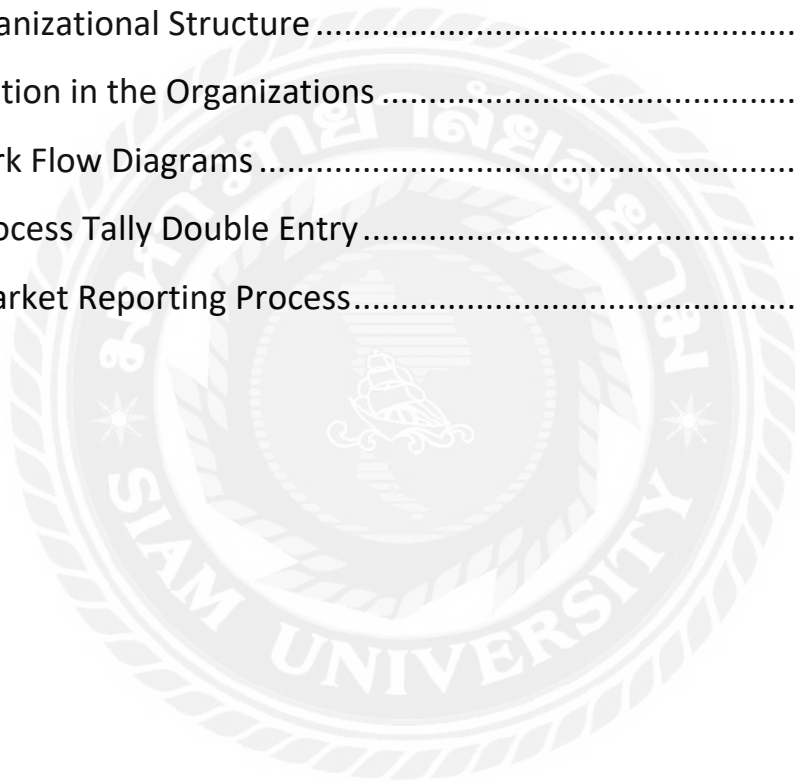
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List of Abbreviations

ROI : Return on Investment

DMS : Dealer Management System



Chapter 1

Introduction

1. Company Profile

Third Eye Tech is specialized in design-led brand communication and digital platform. Third eye tech is the widely acknowledged Manufacturer firm founded in the year 2012 to present best quality of products. It was established in 2012 by Mr. Ajay Bhandari to introduce the new technologies in Nepal. The company is located in Ravibhawan, Kathmandu. The company research and design the product by integrating the new technologies to solve and simplify social problem. It provides the engineering solution to the people. This unit provides employment and other medical benefits to 10-15 employees. They partner with their clients to develop their marketing plans, and set up winning strategies to generate and convert leads. (Daktronics Dr., 2021) From designing, developing, to increasing sales through tactical marketing activities, they work with their clients to raise their brand awareness, generate more sales opportunities, and maximize their marketing budget ROI.



Figure 1: Logo of Third Eye Tech

The product that Third Eye Tech manufacture and provide them to their customers are Cricket scoreboard, Currency exchange rate display board, Football scoreboard, Water level controller, Arduino, banking products, E-attendance system, traffic lights, LED display etc. The company is based on all the electronic and digital product which aims to provide the future digital product to the customers. (Third Eye Tech, 2020)

1.1. Mission:

Mission of the company is to strengthen their core competencies and presenting a beneficial product range featuring qualitative attributes of durable construction, optimal visibility, even distribution of luminosity, low power consumption and maintenance free service life.

1.2. Vision:

Focusing in advance needs of today, anticipating the trends of tomorrow.

1.3. Strategies

Third Eye Tech provides various different technological product to their customer. They tends to provide the product in best quality in best price. The strategy that the company use to sustain in the market are: product development strategy, marketing Strategy, Promotional strategy.

1. Product development strategy: Third Eye Tech customize and provide product to their customer as per their requirement. The manufacture their product themselves with the help of technical teams. The warehouse of Third Eye Tech is in Ravibhawan where they manufacture their product. There is a team of 5 people.
2. Marketing Strategy: The Company is in digital platform to promote about the product. Not only digital platform we also use word of mouth, campaign, ads promotional activities to reach other potential customer.

2. The Organizational Structure

Third Eye Tech has a diverse team of marketing experts, innovative thinkers, who are passionate about growing clients' businesses, helping them achieve their goals, and making an impact in the industry.

The organizational structure is as below: -

2.1. Diagram of the Organizational

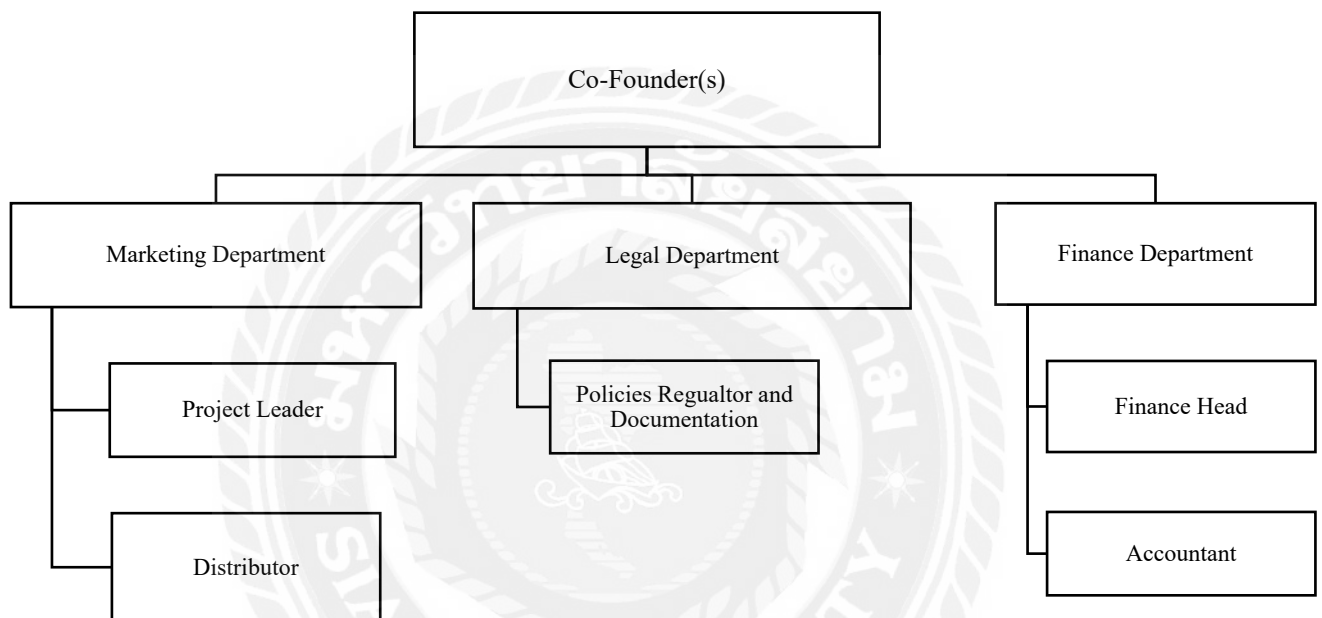


Figure 2: Organizational Structure

2.2. My job Position

My job position Details:

Position: Intern as marketing assistant

Duration: 1 January 2022 to 30 April 2022

Working Hours: 10 am -5 pm (Sunday-Friday)

Understanding Marketing of the company is a booming career today. As a marketing assistant I was assigned to develop marketing campaign, look after the company website, evaluate the overall all marketing performance, design ads for the company etc.

Marketing has been constantly playing a significant role in developing and expanding. It has tremendous potential to increase sales provided businesses should have the knowledge to implement it in right way.

It is known for its ability to allow businesses to communicate and form a transaction anywhere and anytime. It is obvious that every firm has its own way of performing their assigned job and keeping records. Similarly, Third Eye Tech also performed their assigned job through graphic design software, content management system etc. I was not familiar with those platforms and through this internship I have gained knowledge which made it easier to adjust to the working environment.

2.3. My job position in the organization:

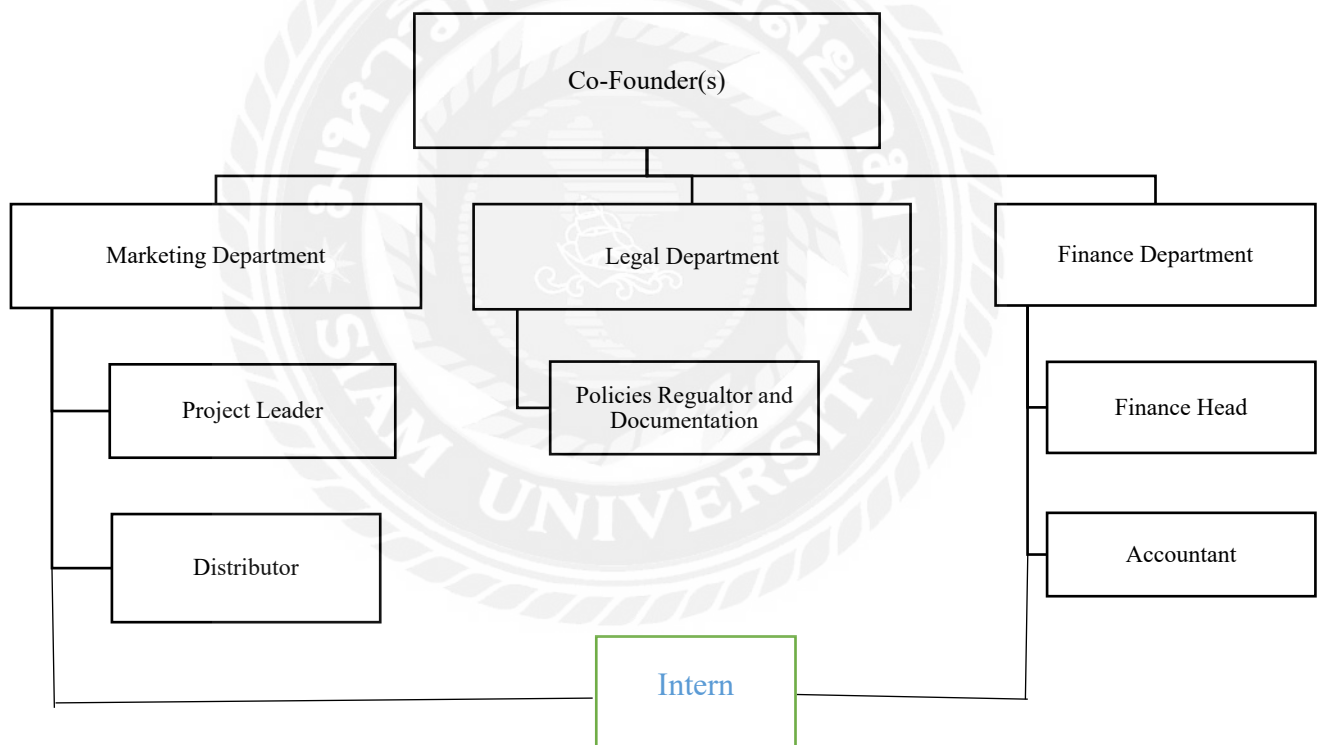


Figure 3: Position in the Organizations

3. Intention and motivation to choose Third Eye Tech:

My intention to join Third Eye Tech was to learn about the work ethics, work place management, working in team and to apply my theoretical knowledge in practical life work place. As third eye tech have recently started their new office in Ravibhawan and lots of people were appointed for their office so it was easy to communicate with other people and to understand the rules and regulation of the company. Third Eye tech is a company which is completely based in modern market regarding the digital marketing and technical products. Which was new to me, to understand the technical terms.

This internship was a great opportunity for me to learn about the practical world of working space which was completely different from the theoretical knowledge. It helped me to learn about my strength and what are the field I like to work on. The first problem that I faced during the internship was to understand the office culture. Since I was new to actually implementing the policies and rules to the firm, I found it very difficult to cope up with the Marketing Department. As I was a Major in Marketing, I was sometimes assigned to financial works by the supervisor like looking after the financial report, reporting the financial head about the activities. In was also introduced to need software such as tally. For some work I had to collaborate with other members of the department and there would be clash at certain points and being new to the firm I was given fewer priorities than the existing employees.

The overall experience was above the expectation it really helped me to develop my personality and also my communication skills.

4. SWOT

Strength:

- Strong dealer community – It has built a culture among distributor & dealers where the dealers not only promote company's products but also invest in training the sales team to explain to the customer how he/she can extract the maximum benefits out of the products. (Singh, 2022)
- Highly skilled workforce through successful training and learning programs. Third Eye Tech is investing huge resources in training and development of its employees resulting in a workforce that is not only highly skilled but also motivated to achieve more.

- Strong Brand Portfolio – Over the years Third Eye Tech. has invested in building a strong brand portfolio. The SWOT analysis of Third Eye Tech. just underlines this fact. This brand portfolio can be extremely useful if the organization wants to expand into new product categories.

Weakness:

- Not highly successful at integrating firms with different work culture. As mentioned earlier even though Third Eye Tech. is successful at integrating small companies it has its share of failure to merge firms that have different work culture. (Fern Fort University, 2022)
- There are gaps in the product range sold by the company. This lack of choice can give a new competitor a foothold in the market.
- The company has not being able to tackle the challenges present by the new entrants in the segment and has lost small market share in the niche categories.

Opportunity:

Technology is more is need there is high change the company for the development.

Threat:

- Changing consumer buying behavior from online channel could be a threat to the existing physical infrastructure driven supply chain model.
- The demand of the highly profitable products is seasonal in nature and any unlikely event during the peak season may impact the profitability of the company in short to medium term.
- Rising raw material can pose a threat to the Third Eye Tech. profitability.

5. Objectives of the study

The objectives of my internship are enlisted below:

1. To understand the work space and daily activities.
2. To help bring my theoretical knowledge into the practical world.
3. To understand the law and policies regulation in operation requirements.
4. To understand the flow of managing the market and development of product.



Chapter 2

Co-op study activities

1. Job description

My role at Third Eye Tech was marketing assistant intern. Where my responsibility includes working with the marketing terms as well as looking after the financial department. I was given daily targeted work to complete in a day which was mostly looking after the product sell and purchase in the DMS, Designing the ads, looking after the website and replying the email, proposal writing, Making report about the weekly works, also going through financial department work. The assigned job would change according to the needs.

Looking after my journey is was completely mix of works from different department which helped me not to just stay in one particular department work but evolved my experience and knowledge.

2. Roles and responsibility

Internship Role: Marketing Assistant

Internship Description:

Third Eye Tech works directly with the production team and marketing team to help develop and execute strategies for regional dealers. The intern will be exposed to advanced work along with marketing Head and handles all the work assigned through him. Additional job responsibilities could be developed around the candidate's strengths.

Below mentioned includes all the roles and responsibilities of the activities I had to do during my internship period:

2.1. Primary Responsibilities:

1. To work under the supervision of the company look after the website.
2. To collect, understand and report marketing related information to the supervisor.
3. Create ads, content for digital marketing.
4. Assistance may be required in the preparation of daily activities reports.
5. Enter information into the dealer management system of the company.

2.2. Secondary Responsibilities:

Day-to-day Operations- providing aid to different departments in their daily activities.

3. Job Process Diagram

My activities during the internship were focused on. The responsibilities and detailed description of the work I had to do during my internship period are enlisted below: -

As an intern to the marketing assistant, my most important task was to report to the supervisors about any new changes in the market or demand of the product. All the data such as sales, collection and payments are to be recorded and updated in the system.

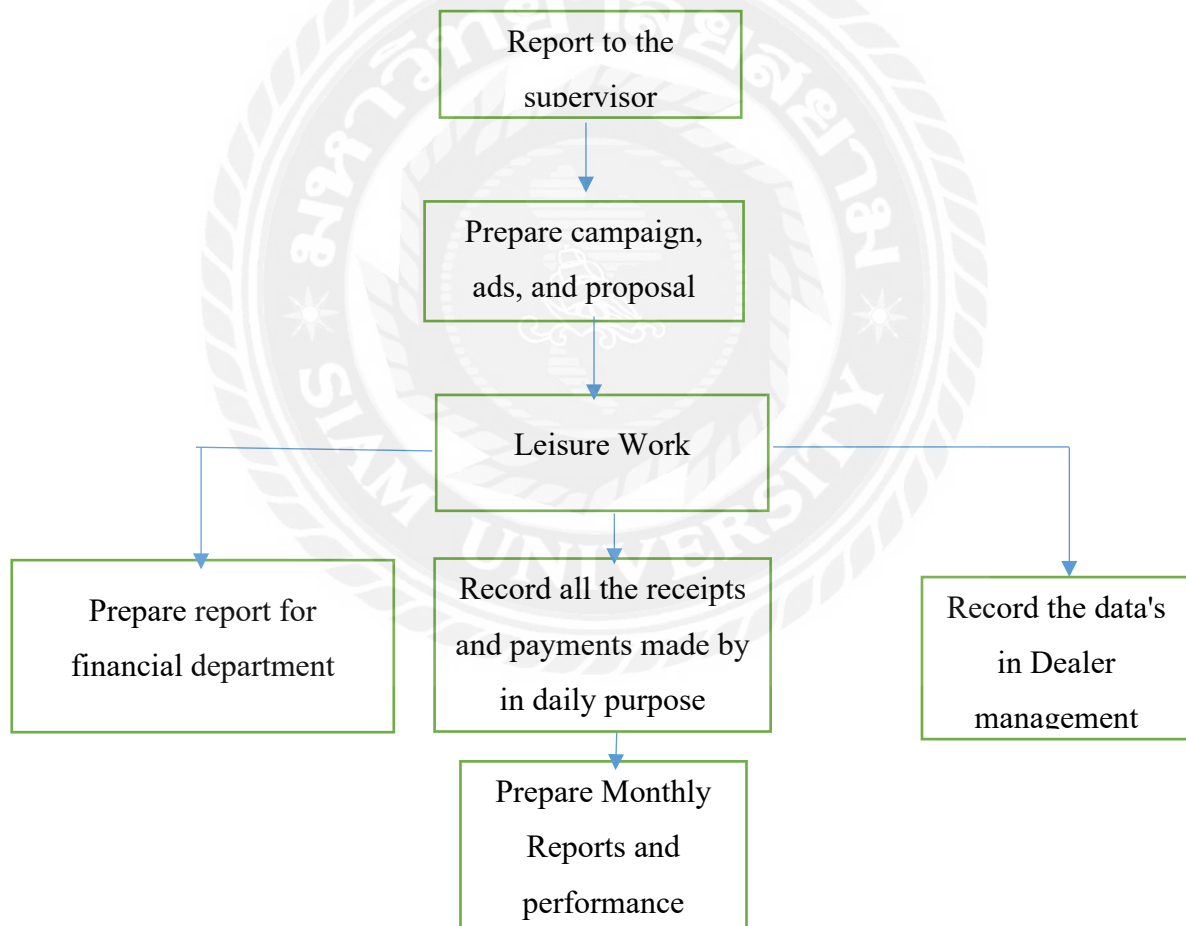


Figure 4: Work Flow Diagrams

Preparing marketing Proposal:

A marketing proposal is a documents that marketers, Personal relation Firms, advertising agencies provide to potential clients when pitching their service, marketing proposals should quantify specific details on strategy, implementation, and cost. Where I was assigned to write marketing proposal to companies which can be our potential clients such as Yarsaa technology Pvt. Ltd. (Invisia, 2022)

Accounting related Information

As a team member of the Marketing, I also perform task at accounting department where my task was to collect, understand, verify and then report the accounting related information to the supervisor. He further consults with the other departments through a meeting and later discuss on solving the problems if arisen. The problem was founded during the recording of information and reported the supervisor who took the actions after confirmation of the error. Many such incident arose at the workplace. (2022ourtechroom, 2022) Such one example is described below through diagram:

Double entry of data in Tally Accounting Software.

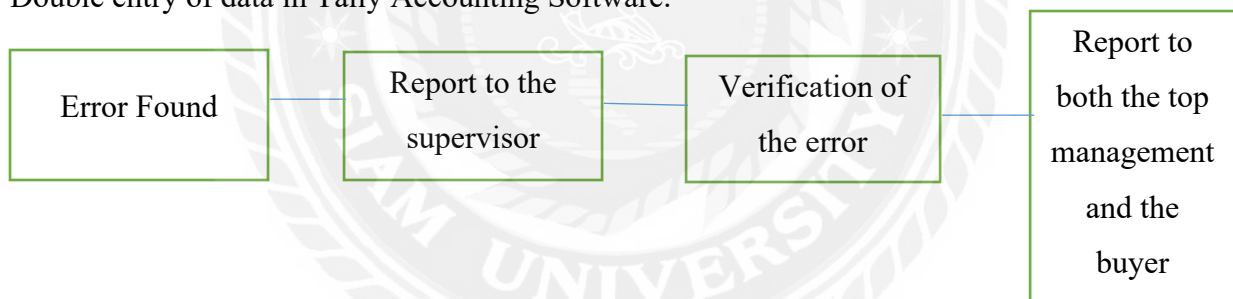


Figure 5: Process Tally Double Entry

Work Assignments:

Being in the Marketing department, I was given practical situation that mostly arise at the workplace. My task was to re-design the ads, surveying customer, researching the new technologies and sales promotion that might be required in the coming days, developing the website for the company, Dealer management system management. : As a marketing intern my main task was to give some new creative idea to the company about the new products, the change in market.

Marketing Reports

A company's most important aspects in its market are preparation of its report whether it is weekly, monthly and annually. The company focuses on a monthly report to review employee performance. My task was to help in completing the report by collecting various marketing information to complete the report. Not much detailed but short marketing information was prepared.

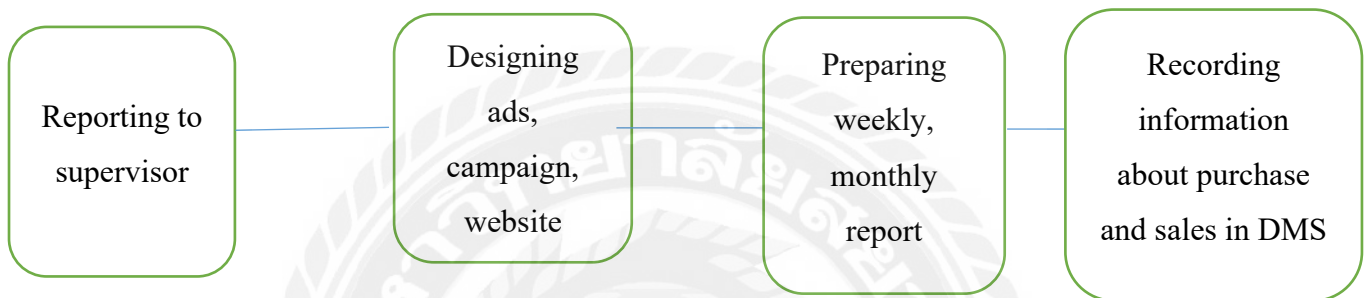


Figure 6: Market Reporting Process

4. Contributions made by the intern in the workplace.

The contribution made during the internship was focused around marketing Management Support. Along with these, contributions in many other departments were also made. With respect to the assigned roles and responsibilities, I was able to successfully make the following contributions during the internship: -

1. Regarding the rules and regulations, the theoretical knowledge of the marketing terms and standards came into use.
2. Another contribution made by me was to record all the activities information into the network. Since I was familiar with the network, it provided great help to the firm as they could get engaged to other works and was helpful in all possible manners.
3. Another similar and well-appreciated contributed made by me was helping in the documentation work like preparation of proposal writing, keeping the record of

purchase and sales etc. In my leisure time, I would fill up the documentations and reach to banks to release against the documents and perform day-to-day activities.

4. My contribution was also in preparing the weekly or monthly report regarding the company and its employee performance. I would help my supervisor by providing all the relevant information in sheets and compile them together and prepare a short report and review them. Then the future plans would be carried on the basis of those reports.
5. My contributions was also in helping the team with some suggestions to the practical problem arising.



Chapter 3

Learning Process

1. The problems

In the tenure of my internship, there were some challenges that I faced as an intern during the first few weeks. The challenges are enlisted below: -

1. The first problem that I faced during the internship was to understand the office culture.
2. Since I was new to actually implementing the policies and rules to the firm, I found it very difficult to cope up with the Marketing Department.
3. At times I was assigned for financial works as well by the supervisor to look after the financial activities and report the financial head, in this process I was also introduced to need software such as tally.
4. For some work I had to collaborate with other members of the department and there would be clash at certain points and being new to the firm I was given fewer priorities than the existing employees.
5. While making the report, the information sometimes was not provided on time which caused me to miss my deadline and further reflected in my performance. (BCM One, 2022)

2. Solving the problems

The above enlisted problems during the internship were solved in different manner. The solutions are mentioned below:

1. The first solution that I wanted to get was for understanding the office culture. In order to solve this problem, I felt that it was best to know from the people working in the office. For this, I tried meeting every individual over coffee breaks or post/pre office hours. This way, I was able to know different perspective from different people, which gave me a better understanding of how the office worked.

2. I expected myself to be an important part of the organization, or at least someone who could become a part of major activities which would help me learn better. But, I was often being offered just assisting jobs for my seniors and mentors. I did find it unimportant in my early days, but gradually I realized that nothing is inconsequential if it matters somewhere in the work cycle of the company. The change in perspective helped me solve the problem quite fast. To the best part, as the days passed and I performed the tasks, I was slowly included in major campaigns as well. .
3. I was guided by the supervisor on handling pressure at the workplace and completion in early deadlines. I understood the importance of time management and how it reflects on the work. I learned to complete the work effectively and efficiently one by one and it did give good result. This way I was able to allocate time for each work and did not end up in a jumbled up and chaotic situation.
4. Since we had studied about the finance in one of the semester; I had a brief knowledge about the Excel which helped me to keep financial report of the company.
5. With time passing by and improvement with my work, I also began to cope up with the other members and my work began to be appreciated and noticed.
6. With the time and intensity of the work, I understood the reality and urged to learn more to maintain focus, manage time and resources. I sat with my supervisor to understand the nature of the work, expectations, and how I can perform better. The practice made me manage myself, my work, and the level of efficiency.

Therefore, the challenges that were encountered during my internship were up to an extent overcome by the solutions that I implemented.

3. Recommendation to the company

My recommendation to Third Eye Tech as an intern are:

1. I would suggest to build a strong research team for the company to look after the outcomes and the feedback from consumer about the product and also to know their needs and market demand.
2. Rather than diverging in multiple projects at the same time, the corporation should concentrate on a few at a time. Employees are also confused and under pressure as a result of this.
3. The company should focus on employee motivation through various measures (e.g.: financial, emotional, motivation, etc.) and understand their grievances
4. The system should be decentralized and for any work, the company must not be dependent on a specific employee.
5. The company needs to do more campaign and marketing about the company as per their potential of development the reach is not enough.
6. Work should be properly delegated and distributed. Because the company's work environment is so fluid, many employees are unable to stay to their job descriptions due to their involvement in other projects.

4. My learning and knowledge received

'Learning is a never ending process'- Raffi Manzoor.

Although my internship period was for a short duration, it was productive as a whole. It can be said that because this opportunity helped to go beyond my imagination and overcome my problems. This opportunity helped me to learn about working together as a team and working as a team can help to reduce the workload. Our daily tasks used to be recorded, all our records were documented, and our work documents were properly accessed and managed via different platforms. This helped me understand how important little processes are to keep a company on track and communicate all the details with the team.

One of the biggest learning was how the theoretical knowledge can actually be applied in the practical world. It does not seem an easy task because every time things do not occur as per the set of theories, it is rather different. Our theories teach us about how the management system works in MNC's and large scale organization but in the medium scale, the organizational structure is not wide as large scale. They are limited to 10-15 employees in the office.

Having knowledge about certain theories helped me a lot as I did not have to start from bottom level to perform a task. For example while performing the marketing field since we have only theoretical learned about promotional, important of marketing applying those knowledge in practical life gives a great vision about work. I was assigned the task and since I had the knowledge and ability to perform the task. Many such situation arose which helped me settle in the organization. I also gained knowledge regarding the financial strategies of the company. Nepal is growing in technological field and being in the market for many years it has established its brand in the market

Though I expected to learn more from my supervisor but the 4 months internship period wasn't enough to get all the knowledge. However I hope in the future I will get to work under the marketing Head for a longer period and gather more information which will help me to turn into a professional.

5. Application of Coursework Knowledge to Real Working Situation

There is many coursework knowledge that has helped me while working at NRS and has also helped to perform my task better. Few notable subjects that were most applicable were:

Subject Name
Brand Management
Service Management
Integrated Marketing Communication
Sales Management
Principles of Marketing

Since I am from Marketing Major is was quite easy to me to understand the marketing tools of the company. But as we have not applied it to real work place it was difficult to me to execute those ideas and tools in the work place. The company was a free environment which welcome new ideas from the employees which gave me a certain confident to share my view and ideas about the situation. Where in brand management we learn how important the brand is and it helped me to understand the role of brand in the work place which can either develop the company really well or if it fails to provide its service the brand can fail the company completely. The 4p's importance in the company. Service management is the most important part in Third Eye tech we provide before and after service to our customer and also follow up in every 3 months for specific product. As service enhance the quality of the company itself. Likewise, Integrated marketing, sales management and principle of marketing all the theoretical knowledge were equally important to have a better view point about the company and market.

6. Special Skills and New Knowledge Learned

This internship have completely changed my view point in working in a company there are so much to learn yet but the skills that I have learned throughout my internship have surely builded my level of confidence and also enhanced my personality. Some of the special skills are:

A. Verbal Communication skills:

Communicating is very important to work with group of people if the communication skills lacks then we would not be able to catch up with the changes in the environment. The ability to communicate effectively by conveying information and translating ideas among coworkers, supervisor, and clients becomes essential in any field.

B. Teamwork:

We are supposed to work as a one whole team in the company if there is lack of teamwork the work will surely will not be complete in required time or their will be misunderstanding within people. In this internship I have learn that teamwork makes your work easier to accomplish task. The team goals is what we need to focus on. A person needs to develop patient, positive, considerate attitude whenever never disagreement arises among members of the team.

C. Project management skills:

Here I have learned to cope with workload and still need to work on it. As there can arise a situation where a person need to multitask under pressure. We need to take responsibility and prioritize our company goals.

D. Networking:

While working as an intern we meet various people and interact with them. Networking is important because if proper networking skill is valuable skill. We work with different departmental team, exploring outside the box option is great experience that help to improve other various skills as well.

E. Presentation Skills

I had to make the presentation for many internal and client-related work. It was very nerve-racking at first, but I would present my demo to the marketing team. They would give me feedback and those sessions boosted my confidence as well.

F. Graphic Designing and Concept Development

As I was involved in social media marketing, I learned basic graphic designing skills from our Graphic Designing experts. Similarly, I had to prepare content (images, videos, etc.) for which I had to research creative ideas and developed my concept development skills as well.



Chapter 4

Conclusion

1. Summary of my CO-OP studies at third Eye tech

The experiences of working as an intern in a Marketing department of the firm were fascinating and helped me mould myself as I advance into my career.

This internship resulted into me understanding three important things. First, always ask for feedback. Feedback is important for improvement in work. Second, don't be shy to follow up on the information you need from someone and don't be shy to share your two cents on how a process/product could be better. Third, always have an open mind to incorporate knowledge and ideas. Having the opportunity to hone my marketing skills and learn more of the financial element opened wider doors for me.

It enabled me to understand some aspects of being experts in marketing. It is important for an individual to have the ability of multi-tasking during work hours. This internship made me much for efficient that I was in handling more than one tasks at a time. I also realized that it is important to maintain punctuality in order to climb the ladder of success.

This internship made me revises my own strength and weakness, which enabled me to hone my strength further and turn my weaknesses into strength. I was able to understand the fact that opportunities and chances are available around us. All we need to do is grab them as much as we can. Skills such as communicational skills, networking skills, multitasking, and social skills which are required in a future professional, are somehow inhibited in me and have been nurtured over the internship tenure.

I believe that I would be able to do good not in one field precisely but be able to take along both marketing and financial field and achieve my ultimate goal of becoming an entrepreneur.

2. Evaluation of the work experience

Working as an intern in a Marketing department of the firm were fascinating. The company had a great hand in helping me understand the underlying importance of a team work and friendly environment to cope up with situations. This internship helped me to learn about the importance of each and every department in the company and we all should work together as a team. I have observed growth in myself and confidence within.

This internship have gave me exposure in various field not only I believe I can work in marketing field but also I can manage to work in financial field as well. I was able to overcome my limitations and capitalize on my skills to seize the chances that were ahead of me. This experience has given my professional career a significant boost.

If Third Eye Tech offers me the job opportunity as a marketing assistant/ marketing manager in the company. My answer will be yes, as I believe the company have a strong vision and want to bring a positive impact in the society about the technology and their importance. The company have given me a lot of insights about the working culture and its completely technology based which also helped me to learn other new aspects. Also I have already worked for four months in this company it would be a comfortable, with familiar environment. I already know the company process and what are their goals are which will make it easier to achieve future goals.

3. Limitations of my CO-OP Studies

One of the many hurdles to completing the Cooperative Education requirements was the COVID-19 outbreak. As a result, a number of enterprises have been unable to operate as anticipated. Similarly, as a result of the Covid-19-caused worldwide epidemic, Third Eye Tech did not perform as expected. As a result of the epidemic, every department in the government has been affected. The organization suffered a setback. No one knew what steps needed to be taken to keep the flow going. That was available on the market prior to the epidemic, what else can be done to fulfill the deadline? What are the client's requirements and responses? Because face-to-face interaction is frequently lost in this process, time. They were also having issues with accountability and management.

But it would be unfair to state that my internship had plenty of limitations. It was exactly otherwise and I wasn't restricted to any kind of work or information, just because of my status as an intern. There were not any sort of limitation in the company work place. They were quite open about the changes in the idea. The company is full of youth people who like innovative ideas and creation. I was allowed to work freely and help other department as well but there are some point that I would like to state After COVID-19 people have adapted the culture of work from home which was something that I did not like about since I was looking forward to physically work in an office and get the best exposure. I did get the exposer but that was not enough.

4. Recommendations for the Company and CO-OP studies

Working at Third Eye Tech was a delight. As a marketing student, I worked in the marketing department. Third Eye tech has been in business for over 10 years and is dedicated to brand quality and customer satisfaction. Everyone is aware of the market's competitive nature. When we look at the market, we can see that competition has grown significantly. Our company, on the other hand, does not skimp on quality.

My recommendations to my CO-OP workplace, i.e. Third Eye tech have already been mentioned above in bits and pieces. Employee motivation, skill development, and retention are all priorities for the organization. Employees are the company's most valuable asset, and the task necessitates a high level of talent as well as the ability to manage pressure. In addition, a thorough examination of the delegation of work and work processes inside the organization is required. Third Eye Tech should focus new promotional efforts as the market develops, such as social media promotion, because social media has become a fad among this generation's youth.

They might have more company success and profit in the future. Employee motivation, skill development, and retention should be prioritized by the company. Employees are a company's most precious asset, and the task necessitates a high level of ability and the ability to manage pressure, thus they should be properly trained within the corporation. Furthermore, a detailed examination of the task distribution and work practices inside the company is required to determine whether or not a specific person is capable of completing the task. In this way, they might also lead the market.

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Appendices

My workplace



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Mr. Ajay Bhandari

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