



## **Cooperative Education Report**

**To Increase Occupancy Rates of the Non-Agro Sector whilst Obtaining a  
Holistic View of How an Organization Operates**

**Written by: Srinka Malla**

**Student ID: 6108040056**

**This report is submitted as per requirement of Siam University upon completion of  
Cooperative Education (Internship), Faculty of Business Administration**

**Academic Semester 2/2022**

**Siam University**

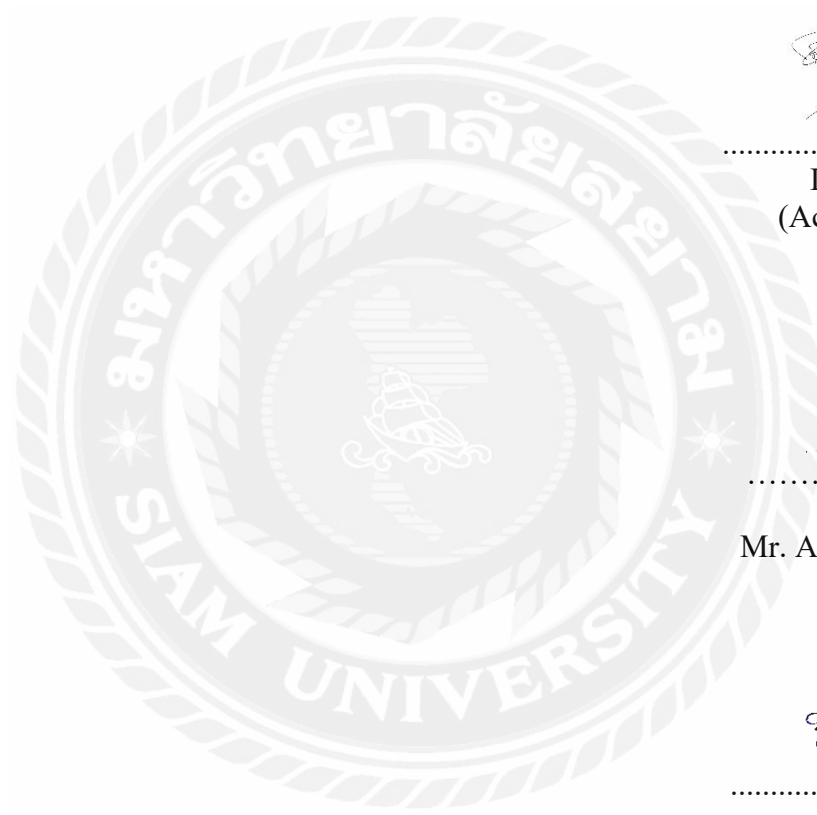
Title: To Increase Occupancy Rates of the Non-Agro Sector whilst Obtaining a Holistic View of How an Organization Operates

Written by: Ms. Srinka Malla

Department: Bachelor of Business Administration (Finance and Banking)

Academic Advisor: Dr.Jeff Simcox

Oral Presentation Committees



*[Handwritten signature of Dr. Jeff Simcox]*

.....  
Dr. Jeff Simcox  
(Academic Advisor)

*[Handwritten signature of Mr. Aman Lal Shrestha]*

.....  
Mr. Aman Lal Shrestha  
(Job Supervisor)

*[Handwritten signature of Dr. Chantip Suksai]*

.....  
Dr. Chantip Suksai  
(Cooperative Education Committee)

*[Handwritten signature of Assistant President and Director of Cooperative Education]*

.....  
Assistant President and Director of Cooperative Education

Project Title: To Increase Occupancy Rates of the Non-Agro Sector whilst Obtaining a Holistic View of How an Organization Operates

Credits: 5

By: Ms. Srinka Malla

Advisor: Dr.Jeff Simcox

Degree: Bachelors in Business Administration

Major: Finance and Banking

Faculty: Business Administration

Semester/ Academic year: 2022

### **Abstract**

The Cooperative Report entitled “To Increase Occupancy Rates of the Non-Agro Sector whilst Obtaining a Holistic View of How an Organization Operates” focuses on determining a systematic approach that a rental property-based organization uses to increase its occupancy rates. The report incorporates the exposure to an executive intern in the various departments as well includes different tasks performed.

The objective of the study includes 1) To learn how an organization works 2) To explore different departments of the organization 3) To apply theoretical knowledge of both finance and marketing in a practical scenario 4) To enhance hard and soft skills as it will help interns to become a better business leader 5) To increase the occupancy rates of the organization

Working as an intern allows to put forward my insights on the projects that created more value to the organization.

There were three phases allocated for the executive intern to learn. All the duties and responsibilities entrusted to the executive intern during the corporative education program are incorporated and explained in the report. Any problems or issued faced during the internship were resolved through proper guidance and coordination with the team members of the company. Taking responsibilities and working for the organization has helped me to understand the importance of value creation and getting things done. I also got to know the importance of taking responsibility and accountability. It has taught the power of team work as well. In this manner, I was able to learn more about how an organization works, importance of team coordination, technical skills, marketing, research, professional communication and customer relationships.

**Keywords:** Occupancy rate, marketing approaches, finance approaches.

## Acknowledgement

My internship journey at Shree Complex Pvt Ltd was a great opportunity to excel my skills as well as implement learnt knowledges into professional field. Therefore, I am grateful to Kathmandu College of Management and Siam University for providing me an opportunity to excel my career path.

I would like to express my gratitude to our academic supervisor from Siam University, Thailand Prof. Jeff Simcox. His insights and suggestions create utmost value for the completion of this report.

I would also like to thank Dr. Maria Shrestha for providing guidance throughout the process.

Furthermore, I am extremely thankful to my supervisor Mr. Aman Lal Shrestha for helping me out throughout the internship tenure at Shree Complex Pvt. Ltd.

Therefore, I believe this opportunity has opened a door in my career development. I will put my persistent effort and implement gained skills throughout my career path in future.

Thank Your Sincerely,

Srinka Malla

Student Id: 6108040056

## Contents

A List of Acronyms .....	6
List of figures.....	6
Chapter 1- Introduction.....	7
1.1 Company Profile .....	7
1.1 Mission Statement.....	7
1.2 Vision Statement.....	7
1.3 Strategies of the company.....	7
2. Organizational Structure .....	9
2.1 Diagram of Organizational Structure.....	9
2.2 Job Position.....	10
2.3 Job position in the company's organizational structure.....	10
3. Intentions to Join this Company .....	10
4. Strategic Analysis of the Company.....	11
5. Objectives of Cooperative Study .....	12
Chapter 2: Co-op Study Activities.....	13
2.1 Job Description .....	13
2.2 Job responsibilities and duties .....	13
2.3 Activities in coordinating with co-workers.....	15
2.4 Job Process Diagram.....	18
2.5 Contribution as a Co-Op student in the Company.....	20
Chapter 3- Learning Process.....	22
3.1 Problems/ Issues of the Company.....	22
3.2 How Problems were Solved.....	23
3.3 Recommendations to the company .....	24
3.4 Things learned during the Co-op Studies.....	25
3.5 Application of knowledge from coursework to real working situation .....	26
3.6 Special skills and new knowledge learnt from Co-Op Studies.....	27
Chapter 4- Conclusion .....	29
4.1 Summary of highlights of Co-op studies at Shree Complex Pvt Ltd.....	29
4.2 My evaluation of the work experience.....	30
4.3 Limitation of the Co-op studies .....	31
4.4 Recommendations for the Company.....	31
References.....	33
Appendix.....	34

## A List of Acronyms

CO-OP-Cooperative

SME- Small and Medium Enterprises

Pvt. Ltd- Private Limited

IT- Information Technology

## List of figures

Figure 1: Organizational Structure of Shree Complex Pvt. Ltd.....	9
Figure 2:Job Process Diagram for Marketing Strategy.....	18
Figure 3:Job Process Diagram for Finance Project.....	19
Figure 4:Job Process Diagram for Operations Project.....	20
Figure 5:Front and Back design of a trifold pamphlet.....	34
Figure 6:Main context of the pamphlet.....	34
Figure 7:A picture with models during promotional video shoot.....	35
Figure 8:During Promotional Video Shoot.....	35
Figure 9:During Agreement Signing Ceremony.....	36
Figure 10:Conversation with clients .....	36
Figure 11:Presentation to new clients .....	37
Figure 12: Workplace .....	37

## Chapter 1- Introduction

### 1.1 Company Profile

Shree Complex is the 1st Agriculture market from the private sector founded by Mr. Jhalak Lal Shrestha in 2000. Mr. Jhalak Lal Shrestha is a veteran in market management with experience of more than 20 years. He also served as a council member for Nepal Agriculture Research Council. He is one of the strong influencers in the Agriculture Industry of Nepal.

Shree Complex has strategic ties with the local government that aims to push development in the Agro - sector of Nepal. The organization provides rental spaces or shutters to agriculture-based SMEs and provides logistic services to agro-based businesses of Gandaki Province. The business model of Shree Complex is based on rental property business model and charges on services like research, and logistics. Recently, the organization have made strategic changes about incorporating non- agro sector as well. The company is currently divided into providing space to both agro and non-agro SMEs. There are total 77 shutters provided to SMEs for operation at the heart of Pokhara which is the capital of Gandaki province. The main focus of the company is to enhance the footfall and occupancy rates in the non-agro sector as well as to create a community with differentiated goods and services.

The current occupancy rate of the non-agro sector is about 40%. However, the target of the company is to bring differentiated small/medium enterprises together and form a community where one business' goods/service complements the growth of the another rather than competing with one another.

Shree Complex Pvt Ltd.'s mission statement, vision and core values are listed below:

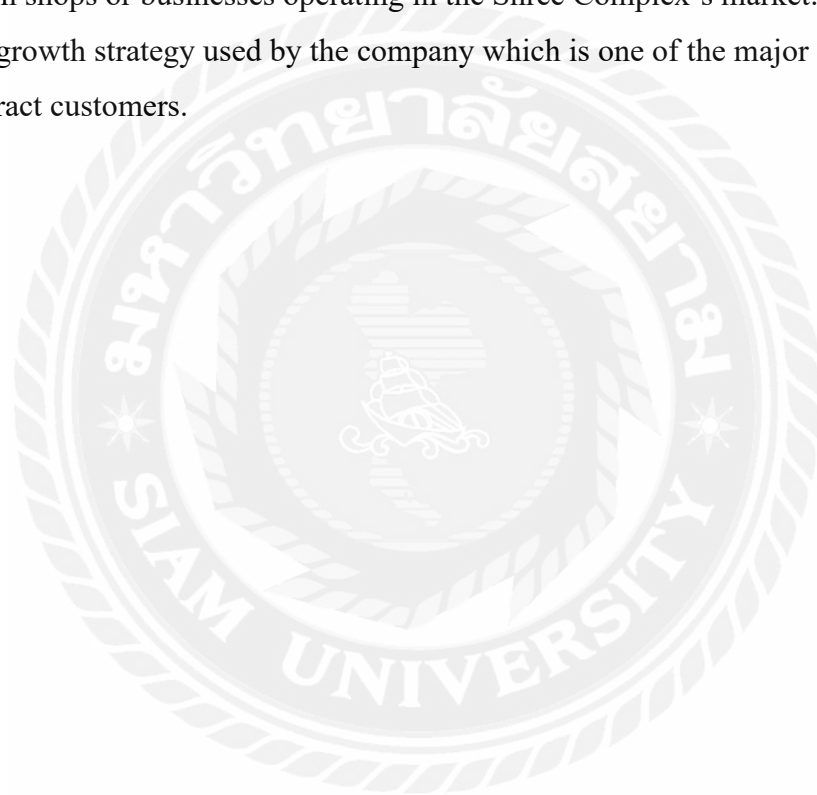
**1.1 Mission Statement** To provide high standard commercial properties and create a community while ensuring success of our clients.

**1.2 Vision Statement** To create a community of differentiated small and medium enterprises that serves unique products and services to our end consumers

**1.3 Strategies of the company** Shree Complex Pvt Ltd.'s generic strategy for competitive advantage is associated with the company's consistent effort on the growth. Implementing short-term strategies that are relevant to long term goals help company to attain its objectives. To ensure successful operation of the organization with sustainability, Shree Complex is focused on picking right tenant or client for rentals. Choosing right clientele helps to determine the success

of the organization. The best course of action for the particular strategy is to maintain background check, credit worthiness of each clients who are planning to operate their businesses. The main purpose of conducting such background check is to ensure tenants/clients are able to pay every month on time without any chances of bad debt. To make sure the property of Shree Complex is in right hands, its crucial to check the rent history of tenants and implement such strategies successfully.

Diversification is another strategy used by Shree Complex to attract both customers and end consumer. Giving more priority to clients that have differentiated goods and services provide diversification on shops or businesses operating in the Shree Complex's market. Diversification is also a part of growth strategy used by the company which is one of the major competitive advantage to attract customers.





## 2. Organizational Structure

### 2.1 Diagram of Organizational Structure

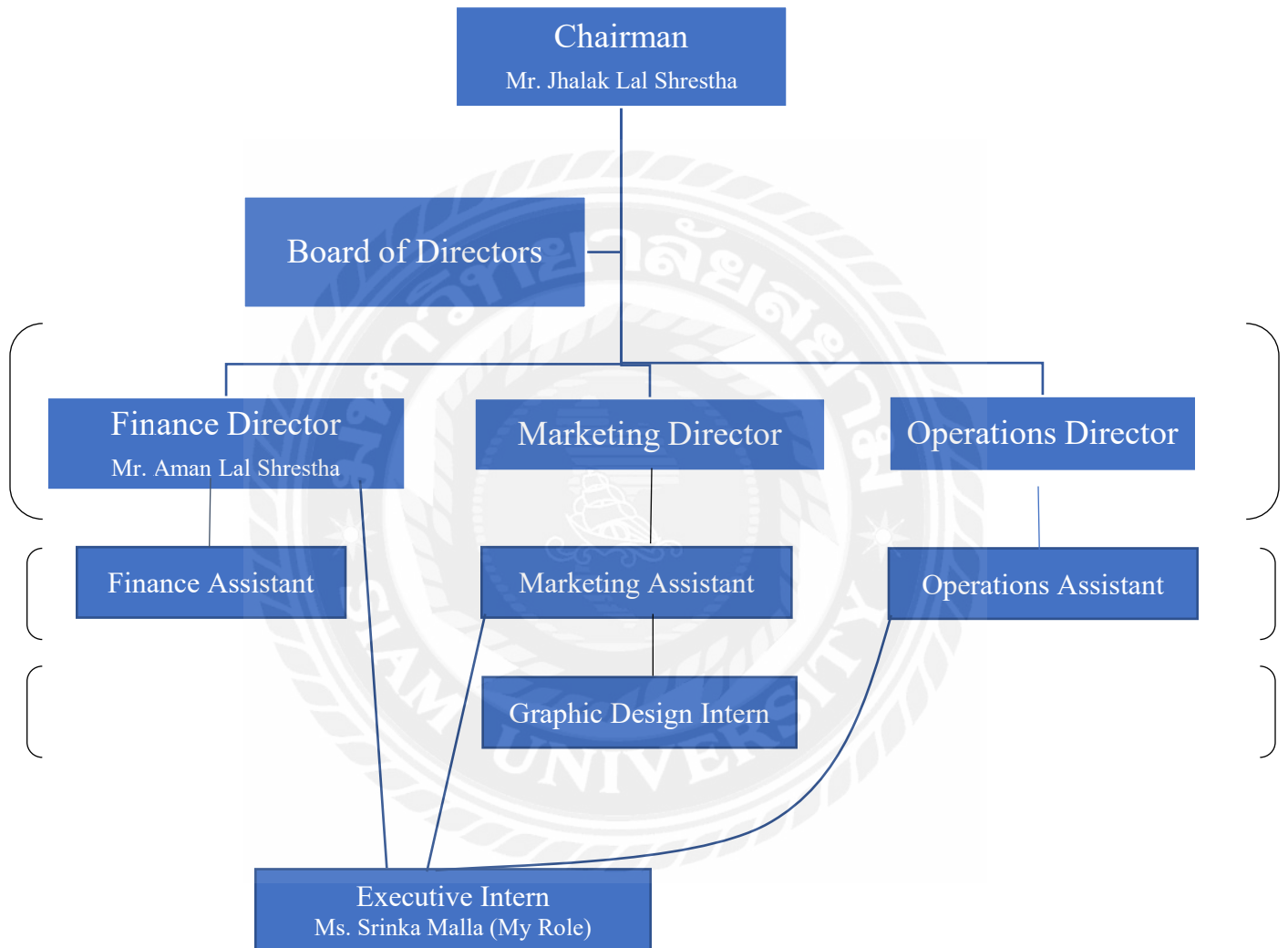


Figure 1: Organizational Structure of Shree Complex Pvt. Ltd

## **2.2 Job Position**

My job position at Shree Complex Pvt Ltd is an executive intern. I closely worked with Mr. Aman Lal Shrestha, director of finance in the organization.

## **2.3 Job position in the company's organizational structure**

In the company's organizational structure, my job position is an executive intern based on low level management. However, the hierarchical structure of the organization is pretty flexible. Despite of organizational hierarchy, I was able to closely interact with different departments and work with them. The member of organization also welcomed me to put forward my insights and contributions.

## **3. Intentions to Join this Company**

I have always been a true admirer of Mr. Jhalak Lal Shrestha, who have been into the Agriculture field for 21 years. He is the pioneer of establishing the first rental property business model in Pokhara, Nepal. Similarly, my interest in how such business model works have dragged me to join Shree Complex Pvt Ltd. On the other hand, I got networked with Mr. Aman Lal Shrestha, my supervisor at Shree Complex through KCM. He worked as Assistant Co-Ordinator for BBA finance and Banking Department where I received constant guidance regarding academia and guidance regarding career building. He was working as a corporate consultant parallely at a company named RB advisory.

Therefore, to learn from their expertise and add value to the organization, I joined Shree Complex Pvt. Ltd for my cooperative education program.

#### 4. Strategic Analysis of the Company

The strategic analysis of Shree Complex Pvt Ltd is conducted through SWOT Analysis. It is a strategic management and planning technique that allows organization to identify its Strength, Weaknesses, Opportunities and Threats.

- Strengths
  - The market is located in an economical zone of Pokhara, Nepal
  - The prices are pretty affordable and reasonable to customers
  - Flexible pricing
  - Dual way access in the market
  - Higher chance of customer footfall
  - Strict policies and procedures
  
- Weaknesses
  - Limited rental space only
  - Limited shutters available
  
- Opportunities
  - Availability of new technology
  - Tighter security system
  - Incorporate E- business and social medias
  
- Threats
  - Cheaper rates offered by competitors
  - Bargaining power of buyers

## 5. Objectives of Cooperative Study

The major objective of the study is to implement learnt theoretical knowledges into practical and professional scenario. The main reason to join as an executive intern at Shree Complex Pvt. Ltd was to know how business gets operated as well as to conceptualize related knowledge gained from courses of Siam University and Kathmandu College of Management. The internship program was conducted to help employees experience about real life working environment in Nepal. Therefore, during my internship period these are the main goals or objectives planned to achieve:

- To understand how an organization operates in a systematic approach that will help me to set up own businesses in future
- To enhance communication and technical skills by coordinating with the team from different departments
- To apply theoretical knowledge learnt from college courses and relate with how both marketing and finance department works in an organization
- To understand how the rental property business plan works and benefits its end consumers

## Chapter 2: Co-op Study Activities

### 2.1 Job Description

My job at Shree Complex Pvt Ltd is an executive intern who is responsible to assist in day to day executive operations, support events and contribute value to the organization. Being a part of the organization, I had to abide with my ethical norms and values. My role is to assist the company with different tasks set out by various departments or teams like finance, marketing, human relation and operations.

Key responsibilities of an executive intern are as follows:

- Perform research based on the supervisor's request
- Create images or presentation for social media post
- Attend meetings with clients and take minutes
- Fulfill all the tasks set out by different departments within the allocated timeframe

### 2.2 Job responsibilities and duties

My roles and responsibilities at Shree Complex Pvt. Ltd is divided into three different phases.

They are:

- Operations
- Capital Expenditure
- Change Implementation

For the first few months, I was into operations department, working as an operation assistant. I was closely in work with the operations team and procurement department. The major responsibility in this department was to ensure organization's operational activities are working smoothly. Working with the department, I had to analyze different factors that will help the organization to work smoothly on a day to day basis. Therefore, here are the list of responsibilities that I got to handle while working with different departments.

- Research and competitive analysis: One of my major roles and responsibilities working as an executive intern was to research about different topics for the proper execution of planned ideas. I had to conduct day to day research at Shree Complex Pvt Ltd to increase

the company's effectiveness on an everyday basis. My work under operations department was to research how other business or our competitors work for smooth operations. To ensure all the activities are working efficiently, I had to create a monthly checklist. With the help of monthly checklist, the operation department keeps track of daily operating equipment like printers, generator, CCTV cameras, phone line, internet service, stationery items etc.

- Customer service representative: Making daily phone calls to all the potential clients and shortlisting clients from the waiting list. Ensuring and fulfilling the needs of existing clients. Helping out other new customers as well as existing customers by providing helpful information, responding to complaints and answering questions. Similarly, I was assigned to work closely with the marketing team and create presentation about the company and brief to new clients.
- Human Resource Analysis: Working closely with the company helped me to put forward my insights on how to manage employees and reach business goals. My responsibility was to incorporate new employee performance management ideas for better track record of employees. I was able to create a new culture of setting employees daily work log. Similarly, to boost the employee's performance, I was assigned to install new attendance system in the organization.
- Price quotation: While working with the operations department and procurement team, I was entrusted to take price quotations of equipment that needs to get added in the organization. I had to contact suppliers and compare the prices of resources. Doing so will lead us to buy cost-effective resources.
- Conducting events- Another major responsibility assigned to me during my internship period is to conduct events in the organization. I successfully conducted agreement ceremony with new clients. The event incorporated agreement signing ceremony with new clients followed by presentation and other formalities. The event was successfully conducted. I was closely working with the logistic team to ensure smooth execution of the event
- Market Research- While working with the finance department, I was entrusted to conduct a market research for competitive pricing analysis. I had to short list our existing competitors and identify their pricing strategies. With the help of market research, I was able to identify that our organization needs to readjust the price to retain customer's

attention. The pricing adjustment was made in security deposits per rental space. Similarly, during market research, I also analyzed websites and other blogs of the competitors to identify competitor's market reach.

- Conducting presentations to new clients- Giving presentation about Shree Complex and its unique selling proposition to new clients was another task assigned to me. Enhancing occupancy rates through such presentation is a new competitive advantage for the company to attract customers.

### **2.3 Activities in coordinating with co-workers**

My major objective to join the internship program is to gain professional expertise in from different departments. I got to work with finance team, marketing team and operations team. There were several activities conducted by coordinating with co-workers. Here is the list of activities completed through coordination with the team:

- Marketing Projects- The major objective of the organization is to increase the occupancy rates in the Non-Agro side. However, to attain such goal marketing project plays a crucial role. Here is the list of activities conducted within the marketing projects by closely working with the co-workers.
  - Expand the community scheme- To increase booking rates at Shree Complex, we came up with a new strategy known as “Expand the Community Scheme.” The main agenda of the scheme was to send letters or official notice to existing clients, friends and families regarding the scheme. The scheme was about incentivizing existing clients, friends or families to bring new clients to the organization. If they are able to do so, then, they will get awarded with bonus rent of first month from the new client. To make the scheme successful, I closely worked with the marketing team and helped them to draft letter, distribute letter and update about the results. I also coordinated with new interns at Shree Complex Pvt Ltd.
  - Creating Pamphlets- Another major project within the marketing group was to create pamphlets about the Shree Complex Pvt Ltd. Pamphlet is one of the important parts in the marketing project. It can also be easily distributed to the customers. It can be visually pleasing to clients. To create pamphlet, I got to coordinate with the graphic designer intern, marketing team and used Canva tool

to complete the design. Our team was assigned to complete and print 1000 copies of pamphlets. To execute the strategy, I was also able to coordinate with our external stakeholders.

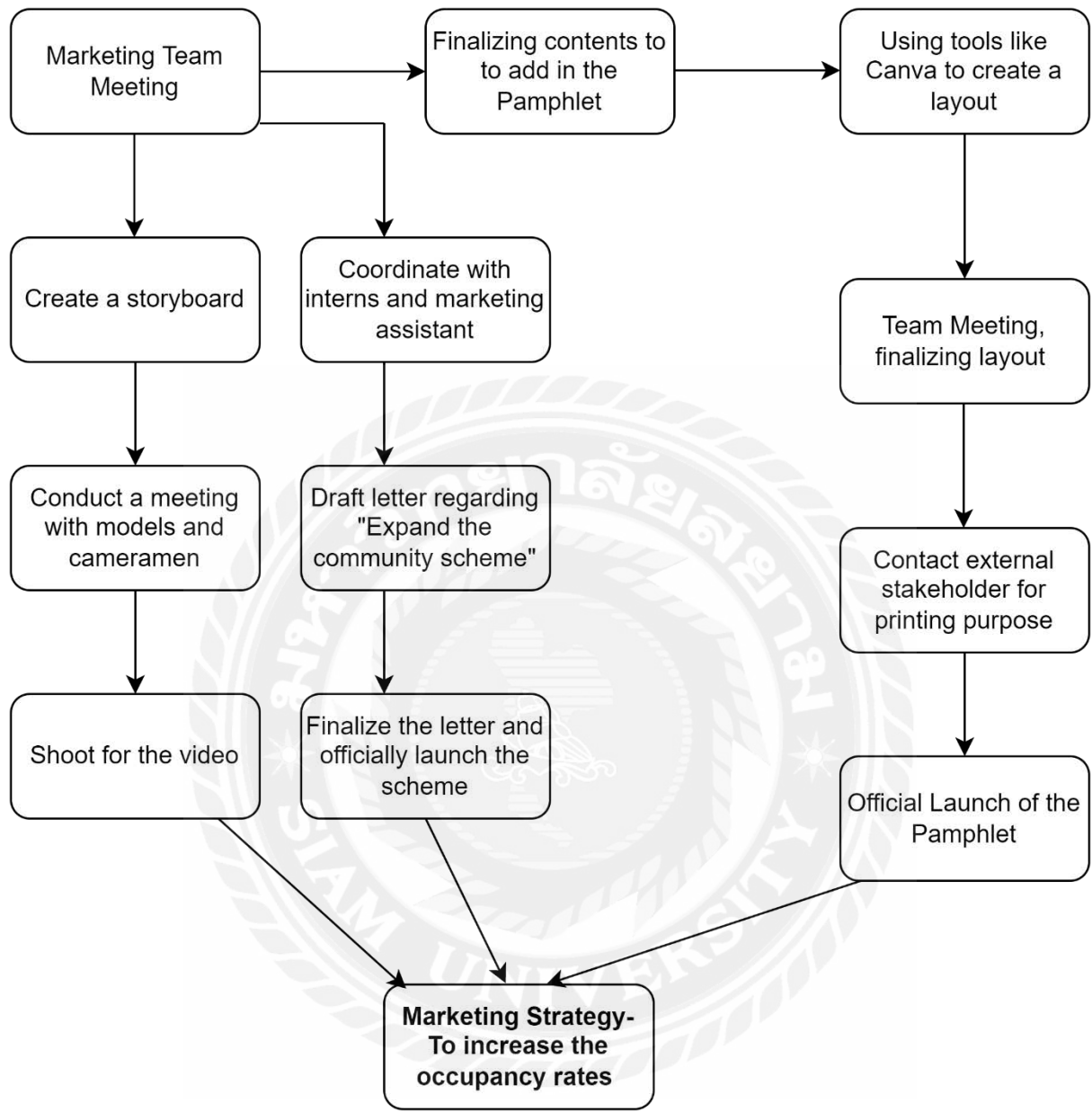
- Creating Promotional Video- Another major task for the Shree Complex marketing team was to create a promotional video to boost in social media app like Facebook and Instagram. The project was a part of digital marketing team. I closely coordinated with our co-workers, interns, cameramen, models during video shooting. With a proper coordination with co-workers, we were able to create an amazing storyline for the promotional video.
- Collaborated with one of the best Internet Service Provider- To create a “Free Wifi-Zone” at Shree Complex Market, our team had to coordinate with the internet service provider, “Worldlink.” I was able to create proposal and present it to the ISP team. I also worked with co-workers while conducting presentations. Therefore, we were able to establish “Free-Wi-Fi Zone” in the market.
- Drafting new letters for existing clients- Another task that got completed with the help of team coordination was to draft letters to notify existing clients about the change implementation in the organization. I was assigned to draft letters about free Wi-Fi zone, expand the community scheme, security system etc. I coordinated with my colleague and edited letter drafts.
- Finance Projects- The major task allocated for the finance project is competitive pricing analysis. While conducting the market research, we got to identify that our prices on security deposits were comparatively higher to our competitors. Therefore, to readjust pricing strategy. Here is the list of responsibilities completed by coordinating with co-worker:
  - Identifying new competitors- Narrowing down the list of potential competitors were the major tasks completed with the help of team coordination. Along with identifying competitors, we had to conduct a market research and identify whether those listed competitors were low cost or high cost provider.
  - Market research related to sales tactics- While conducting such research, I coordinated with my co-workers and tracked down answers to questions like:
    - 1) What channels are they marketing their spaces through?
    - 2) Regular discount schemes?



- 3) Involvement of sales person in the process?
- 4) We also identified that some of our competitors have adjusted the rental prices which shows some possibilities of deviation of our potential clients
  - Analyzing websites and other blogs of the competitors- With the help of websites like HamroBazar, I coordinated with my co-workers and identified our competitor's tactics regarding prices.
- Operations Projects- I was able to closely coordinate with operations department and contribute my efforts while completing tasks. Some of the major projects allocated for operation departments were:
  - Conducting Agreement Signing Ceremony- I closely worked with the logistic and operations team to make the event successful. The ceremony was between the management team and new additional SMEs operating at Shree Complex Market.



**2.4 Job Process Diagram**



*Figure 2: Job Process Diagram for Marketing Strategy*

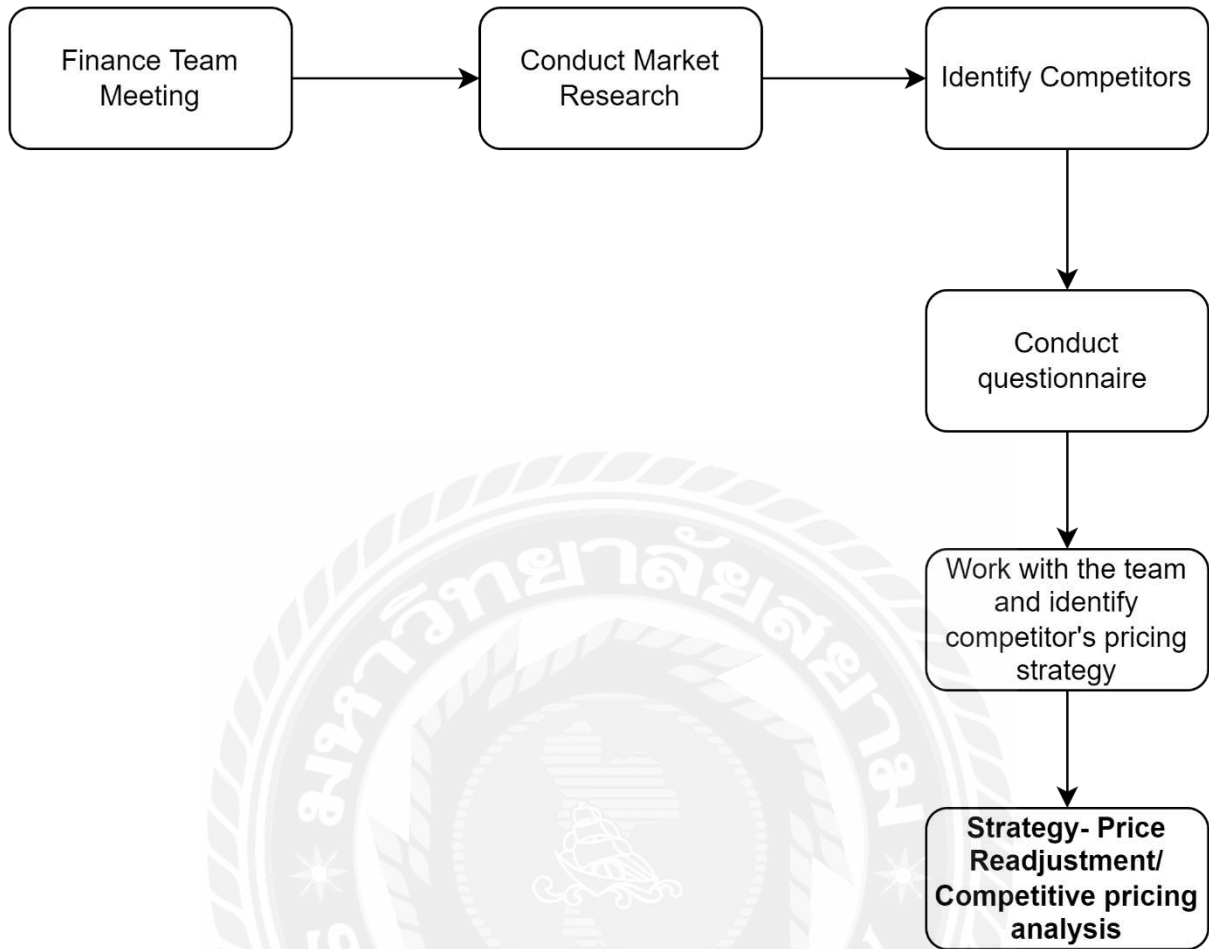


Figure 3: Job Process Diagram for Finance Project

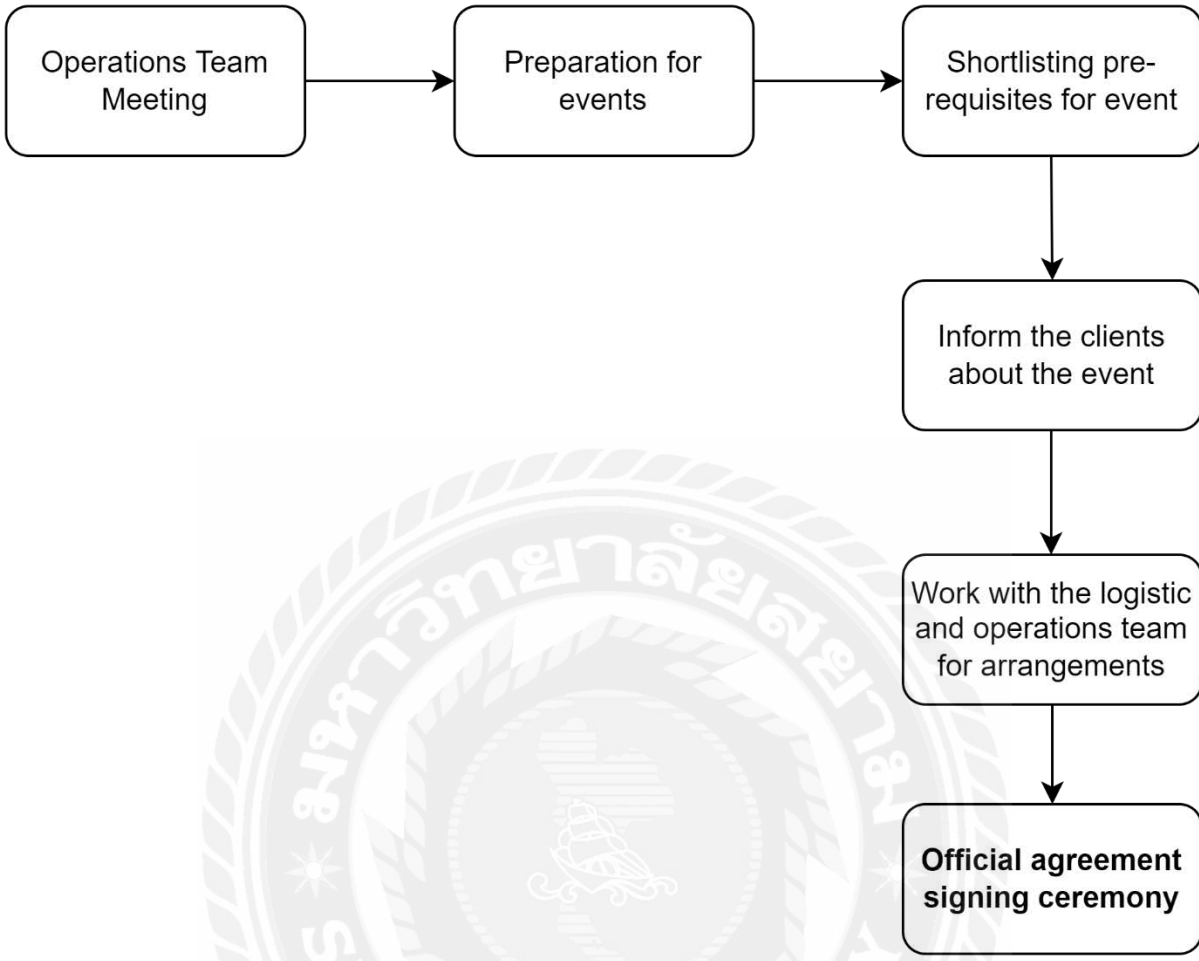


Figure 4: Job Process Diagram for Operations Project

**2.5 Contribution as a Co-Op student in the Company**

My contribution as an executive intern in Shree Complex Pvt Ltd, offers a fresh look at everyday operations and procedures. As an intern, I was an active participant in the brainstorming sessions

and meetings. I was always welcomed to put forward my insights and suggestions relevant to the company's ongoing strategies. I was able to provide extra set of hands that often helped to accomplish goals and completion of projects. Here is the list of contributions as a Co-Op student in the Shree Complex Pvt Ltd.

- Contribution 1- Designing Pamphlets

The marketing team at Shree Complex was facing issue related to pamphlet designing. The main strategy for the team was to enhance marketing project and increase customer reach throughout the valley. However, the execution of pamphlet distribution was still on halt due to designing issues. I helped the team with designing and creating attractive pamphlet layout. I used to design tools like Canva that helped me to come up with suitable layout for the organization as well as attractive to target customers. I closely coordinated with the graphic design intern and completed the work within the allocated time frame. Doing so helped the organization to move forward with the marketing campaign and pamphlet distribution.

- Contribution 2- Providing Insights on employees' performance management system

Another agenda for the organization was to track down employee's performance and create a report on a monthly basis. Through such report, the management team can identify the performance level of employees and take further decisions. During the meeting, I was able to suggest the management team to create a "Work Log System" on an everyday basis. Keeping the record of employees and their everyday task per hour will allow the management team to measure employees work efficiency.

- Contribution 3- Providing perspective on competitors

I was able to shortlist competitors of Shree Complex Pvt Ltd that has similar business model. I put forward my insights on how competitors are using their strategies to increase their market reach. Also, I helped them to create survey questions which was fruitful while complete competitive pricing analysis and price readjustment.

- Contribution 4- Helped to handle day to day operations

While working with the operations team, I was able to handle basic necessities to complete assigned tasks. I have helped operations department to complete their day to day operations like conducting monthly checklist of all the equipment and organization's resources, printing out posters, creating new files etc.

## Chapter 3- Learning Process

### 3.1 Problems/ Issues of the Company

- **Lack of Digital Marketing**

Slow progress in digital marketing or social media advertising was one of the major issues faced by the company. The online presence of Shree Complex Pvt Ltd was not active. The organization was doing its marketing through traditional alternatives like through personal relation, word of mouth marketing etc. However, they lack active presence in social medias like Facebook, Instagram, LinkedIn etc. In the era of technology, social media marketing or digital marketing plays an integral part to increase brand awareness. It always provides opportunity to follow consumer activities as well as tap in to the potential clients. Increasing social media branding and posting active posts to boost the reach will allow the company to enhance booking or occupancy rates. However, Shree Complex was not active on boosting post, increasing follows. The company had only few active followers in LinkedIn and Facebook. The company was not able to use such digital platforms to the fullest which restricted them to increase the booking rates and customer reach.

- **Poor recording and tracking system**

The organization was not active on tracking the performance of its human resource. It lacked proper employee performance management system. The company was not able to track and record performance of employees and their effectiveness at workplace. Due to poor employee's performance management, the company had to face issues like breaches of procedures and rules. The performance of employees at their workplace plays a vital role for organization's success. It helps to build strong team work, low employee's turnover rates, and healthy customer relationship. Therefore, with such issues, the company was not able to regain its customer reach and increase higher booking rates within a short period of timeframe.

- **Low management of phone call records**

Most of the clients of Shree Complex Pvt Ltd contact through phone calls. The bookings rates are also initiated through daily phone calls. However, the company lacked to record the client's detail in a systematic order. They were recording the details in a notebook, which is a traditional method. The company was facing issues to incorporate computerized system for

recording and tracking. Employees were also facing problems to use software tools like google docs and excel sheet.

- **The effect of COVID-19**

The rental property business requires clients to deposit higher capital. Due to COVID 19 outbreak and constant lockdown, our clients were not able to generate enough income. Therefore, during the times of crisis, Shree Complex was facing problems to recover rentals payments from its clients. However, due to security deposits, there was less chance of getting bad debts.

- **Poor employee's attendance tracking system**

During my internship period, another issue that Shree Complex faced was poor attendance tracking system. Most of the employees were tracking the attendance from traditional method. Due to such traditional tracking system, the organization was facing difficulties to track the employee's performance and effectiveness at workplace. With the help of digitalized attendance machine, employees' performance gets tracked and recorded accordingly.

- **High prices**

Another issue faced by the company was low customer flow due to higher security deposits. People always want to get higher facilities at affordable price. The effect of constant lockdown and COVID 19 also affected the financials of customers or clients. Therefore, some customers felt the company was taking higher prices which dragged down the demand for rental spaces at Shree Complex Pvt Ltd.

### **3.2 How Problems were Solved**

- **Boosting through social media marketing**

With the evolution of technology, there are different alternatives and strategies that allows the organization to increase its market reach. Social media platforms will help to communicate directly with the targeted audience (Alves,2016).

Since, the organization was not able to post frequently and was not active on social media platforms, I was able to solve such problems by actively posting posts, ongoing activities of the

organization on the internet. I also used platforms like “Hamro Bazar.com” to boost the ad and increase brand awareness to the target audience.

- **Phone calls to potential clients**

There were many clients who were interested in Shree Complex Market. After completing first interaction with clients, I used to call them for new updates and follow-ups. Doing so has helped the market to enhance its customer flow. Clients will also get updated about the market. A regular follow-up will always allow customers to get heard and engage effectively. It can also be a great source to ask customers about what they want next/ their decisions regarding the market etc.

Thus, it helps to increase the booking rates of Shree Complex Pvt. Ltd as well as enhances customer relationship.

- **Creating monthly employee’s performance report**

When employees know their performance are getting evaluated and valued frequently, then, they are more curious on performing well (Richard,2014). It will help to enhance the effectiveness of employee’s performance in the organization. I suggested the management team to install the automated attendance system which will track down employees’ punctuality. Similarly, I also recorded the task log of each employees. I created a monthly report with proper interpretation of employee’s performance throughout the month at Shree Complex.

- **Competitive pricing analysis**

To ensure Shree Complex provides cost effective rental spaces, we had to conduct a competitive pricing analysis. It is the type of pricing strategy which allows organization to set prices relative to competitors pricing. During my internship, I was able to help the finance department for research program. I was also able to conduct market research and shortlist competitors. I had to make a report on the strategies implemented by competitors to enhance their market or business by increasing occupancy rates.

### **3.3 Recommendations to the company**

Shree Complex Pvt Ltd has been operating from 21 years. The company has immense brand awareness in the Agro sector. However, the company’s non-agro sector must get flourished with higher number of occupancy rates and higher footfall of end consumers. The main objective of the company is also to increase the occupancy rates by 100% in the non agro side. The main goal



of the company is to target 100 SMEs on the non-agro side. Therefore, to meet its objectives, here are some recommendations to the company.

- **Creating business website**

In today's world, many people are spending time over the internet. People indulge themselves on the internet either to purchase products or read news, use services or watch movies. The amount of time people spend on the internet has made business owners tap into numerous opportunities. Therefore, living in the digital world, having a website plays a vital role for brand awareness, improved credibility, lead generation, better customer experience, high organic traffics etc. Thus, Shree Complex Pvt Ltd should also create a business website with important details that are required for SMEs. The company should add images and details on its website that builds higher customer relationship and credibility. Hence, it will help the organization to increase its market reach and occupancy rates.

- **Transitioning to modern strategy**

Having a competitive advantage in an increasingly complex environment requires companies to become more agile and opportunistic (Rahnama,2013). Therefore, Shree Complex also needs to focus on changing traditional business style by incorporating modern strategies. The company must focus on gaining competitive advantage through different aspects like effective workforce, workplace flexibility, efficient management systems, computerized networks etc. Incorporating modern strategies will allow Shree Complex to gain first mover advantage and build higher brand awareness among targeted clients and end consumers.

### **3.4 Things learned during the Co-op Studies**

- **How organization operates**

I have learnt to relate my theoretical knowledge into a practical scenario. The co-op studies have helped me to understand how an organization works and the importance of basic concepts. An organization needs to have a strong foundation to reach its objectives and long-term goals. Working in Shree Complex Pvt Ltd has allowed me to explore the organizational structure from the lower level to higher level management. To obtain the objectives on higher level, organization's lower level management must have a smooth operation. I was also able to gain knowledge about how a rental property business model works. It helped me to know the potential market of such businesses in Nepal. The organization operates through a strong coordination of

team members, proper division of tasks. Every member of the organization must know the importance of their tasks and why they are doing it. I got chance to interact with all the employees of the organization and worked closely with them. Coordinating the team for small projects helped me to enhance my leadership skills. It also helped me to know the importance of getting things done. I got an opportunity to observe all the employees and their working styles in the organization. It also helped me to understand the psychological aspects of people at workplace.

- **Digital Marketing and Social Media Management**

My experience in Shree Complex Pvt Ltd in the marketing department was more effective and productive. Before the internship program, I didn't know much about digital marketing. However, joining Shree Complex has helped me to handle digital marketing projects and handle advertising projects through social medias. Similarly, handling social media posts and its management has helped me to gain more experience in the field of marketing and technology.

- **Customer relationship management**

Working closely with clients has helped me to enhance my communication skills as well as I got to know the significance of customer relationships. Having a strong customer relationship management allows organization to build trust and credibility with its clients. While dealing with clients, I have understood the importance of greetings, making them feel valued, active listening etc. Dealing with clients have helped me to work on my soft skills more closely.

### **3.5 Application of knowledge from coursework to real working situation**

Through the cooperate education program, I was able to relate most of the theoretical knowledge gained in KCM with the practical scenario present in Shree Complex Pvt Ltd. To build a better career path, its crucial for us to explore the professional world to gain experience and integrate knowledge. All the learnt knowledge and gained skills in KCM has helped me to enhance and apply during my internship program. From the organizational point of view, it has helped me to know the importance of basic or smaller details learnt during my BBA program in KCM. I was able to implement marketing strategies learnt in KCM during my internship program. Similarly, while working with the finance department, it was easier for me to relate things. It helped me to understand better knowledge on Return on Investment, Price Adjustment,

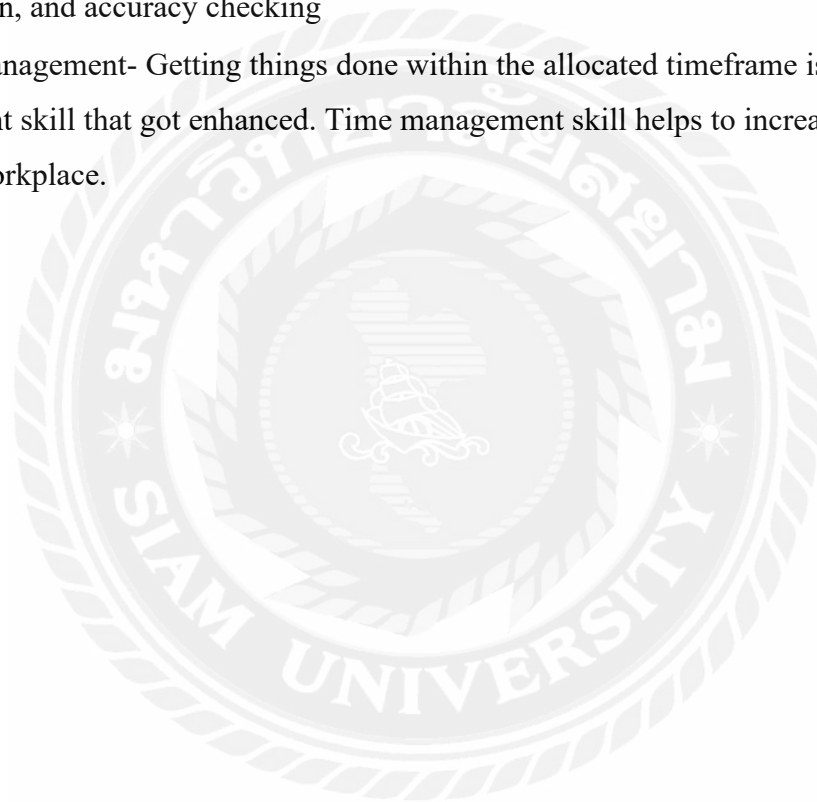
Budgeting, Capital Expenditure etc. While working in Shree Complex Pvt Ltd, I was able to integrate soft skills as well as hard skills learnt from my coursework. I was able to give a proper presentation, manage customer relationships, incorporate professional communication etc. that were learnt and practiced during my coursework program in KCM. With the help of knowledge gained from coursework, I was competent enough to put my insights forward and help the organization to execute its strategies and objectives.

### **3.6 Special skills and new knowledge learnt from Co-Op Studies**

The Co-Op studies program has strengthened my knowledge and experience in the field of business administration. Through my 16 weeks of internship program, I feel I am competent enough to deal with customers, manage professional communication, lead digital marketing projects and maintain smooth operations in the organization. Skills that I have been developing throughout my coursework program has been more enhanced after practicing it in real work scenario during co-op studies. I have learnt both hard skills as well as soft skills from the Co-op studies. Here is the list of special skills developed during my internship program.

- Budgeting: Procuring equipment requires budgeting for it and getting it approved by the board or higher-level management. Thus, my budgeting skills have improved.
- Project management skills: Even though we have not incorporated tools like Gantt charts, RACI, and others that are used for project management, I have been able to develop skills in the project management domain due to my exposure to promotional video development work.
- Content writing skills: Letters sent by the Chairman to the pre-existing customers/businesses are an important factor in achieving the Critical Success Factors of the company. While editing these letters I have been able to enhance my content writing skills.
- Communication, time management, leadership, and problem-solving (as getting things done for the company on a real-life scenario needs more than just the hard skills. None of the work that is listed above would have been done if directors, operational assistants, chairman, marketing team such as models, cameramen, and others didn't work in tandem.)

- Marketing skills- Handling social media and technical proficiency are part of marketing skills. After the completion of some major marketing projects of the organization, I was able to handle social media posts effectively. It has helped to become more proficient with the social media marketing tools like Canva, Lightroom, Photoshop, etc.
- Analytical skills- Working with the finance department has enhanced the ability to collect and analyze information, interpretation of financial statements, data collection etc. Conducting a market research for competitive pricing strategy has helped me to boost my analytical skills. Within the analytical skills I was able to conduct investigation, data collection, and accuracy checking
- Time management- Getting things done within the allocated timeframe is another important skill that got enhanced. Time management skill helps to increase productivity at the workplace.



## Chapter 4- Conclusion

### 4.1 Summary of highlights of Co-op studies at Shree Complex Pvt Ltd

The Co-op study program at Shree Complex has helped me to shape my career path in the professional world. Working as an executive intern at Shree Complex has not only allowed me to explore the company structure but also helped me to form networks with many working professionals. The company has provided me a platform where I can harness my theoretical skills and integrate it with practical experience. It has given me a competitive advantage as well. Similarly, as an active learner I always tried to make most out of every tasks and projects. The environment of the organization was friendly and welcoming which helped me to enhance my skills and knowledge. The organizational culture of Shree Complex was encouraging that motivated me to put my insights forward and help the organization to create higher values. Working with different departments at Shree Complex helped me to explore the importance of working in a team and coordinating with tandem. I have got to learn the importance of each departments that allows organization to meet its objectives. Working with the marketing department, I got to know the significance of branding and increasing market reach to attract occupancy rates. Working with the finance department has helped me to become more concerned about the organizational financial health, budgeting and pricing strategies. On the other hand, working with operations department helped me to realize how day to day activities are important to run the organization smoothly and efficiently.

Overall, the Co-op study program has enhanced my knowledge on organizational structure. The five basic elements that shape up the organizational structure is to have a job design, departmentalization, delegation and chain of command. Hence, working at Shree Complex Pvt Ltd has helped me to understand the organization structure and its operation.

## 4.2 My evaluation of the work experience

My internship experience at Shree Complex Pvt Ltd was a new and exciting journey to me. Working as an executive intern has helped me to explore myself in a professional working scenario. Being an active learner, I have always opened myself towards learning. My internship journey was a growth-oriented journey where I was able to mold and improve myself on an everyday basis. Working with the professionals has helped me to understand their values and responsibilities towards the organization. Being an executive intern, I got entrusted with responsibilities that were subject to add value to the organization. Working on those responsibilities helped me to know about executing things or tasks within a specific timeframe. I have developed time management skills as well as enhanced my leadership skills by coordinating with interns and other professionals. Handling responsibilities have made me realized about values and ethical behavior at work place.

The organizational culture and employees at Shree Complex also helped me to enhance my growth. Everyone at the organization were welcoming and encouraging. It helped me to get motivated during hectic tasks as well. They also valued my insights and always made me feel special. While working with different departments, I was able to develop communication skills and was able to articulate my thought process fluently. Similarly, while preparing for presentations, I understood the importance of showing showmanship and customer relationship management. Closely working with different departments has helped me to know more about other important factors in the organization apart from finance. During my internship period, I had always asked my supervisor about any confusion or queries which helped me to become more open for learning. I believe, with my curiosity at work, I have induced growth in myself for a brighter career path. My internship period at Shree Complex was productive that has speed up the process of moving towards my career goals. If I have to compare my old self while joining Shree Complex and present self then I have felt the growth within me in terms of both hard and soft skills. The internship program fully helped me to harness my skills and allowed me to present it into a practical world. Hence, my overall internship has not only helped me to develop technical skills but also allowed me to explore myself, developed my personal growth and good working habits.

### **4.3 Limitation of the Co-op studies**

One of the major limitations of my Co-op studies was having a limited timeframe or internship program. Having 16 weeks of internship period has helped me to grow and develop experience on professional world, however, the time is quite less to fully understand and obtain organizational objectives. After execution of some strategies, it will take a good time for the organization to see or obtain results. Due to limited timeframe of Co-op studies, I was not able to relate or analyze results of some applied strategies that requires long term application.

For instance, after execution of our marketing strategy, I was not able to analyze the results within 16 weeks. The strategy required more timeframe and the result was only 10% occupancy rates higher.

Another limitation of the co-op study program is being an intern doesn't allow us to get many rights in the organization. Some employees treat interns as short-term member in the organization. Some employees even become reluctant to teach us new things. Being an intern will give less right to get involve in company's core team and handle activities. There will also be low earning potential for interns in the organization. The Co-op study program doesn't guarantee for a proper job. It will allow us to foster and develop a path for a brighter career or future but it doesn't guarantee way to get a job. Thus, success will largely be in our hands.

### **4.4 Recommendations for the Company**

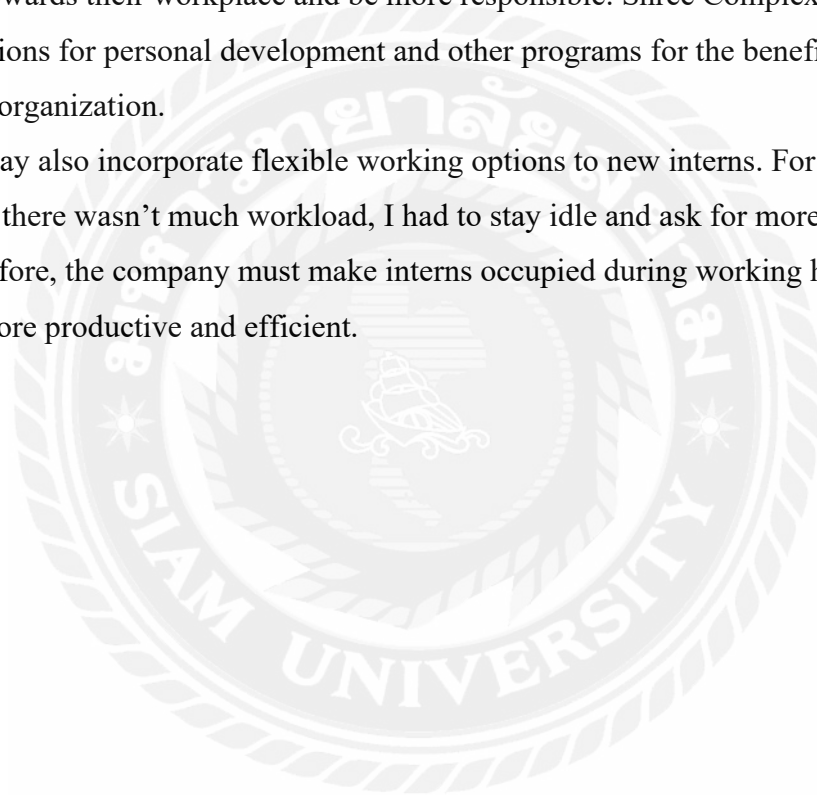
The Co-op studies for other new interns could be more productive or helpful if the organization change its culture. The organization can incorporate book reading culture or any personal development activities during free time that will help interns and other employees to be more effective and productive. The working environment for all the interns and employees must be implemented in both informal and formal ways. Working in a formal environment allows interns to be more disciplined and professional whereas, working in an informal environment helps to get connected with their true selves and improve overall performance.

Similarly, the company can conduct training programs for employees to increase employee's effectiveness or efficiency at workplace. The company must also allow employees and brainstorm more ideas to identify bottlenecks, roadmaps and other issues. When interns, employees and other members of the organization go through the training program, it allows them to get prepared for higher responsibilities. They will feel like the organization is investing

on them and their personal development as well. Thus, they will not just become a better worker but becomes more productive member in the organization.

The organization can also conduct computer-based training programs for the employees that allows them to incorporate technology and computerized system for better and efficient recording. The traditional style of operating the organization make the work slow and redundant. Therefore, having such programs can help employees to learn about software systems and develop IT related skills. Hence, it will allow employees to enhance workplace efficiency. Conducting monthly meeting and setting employee benefit programs will allow employees to be more inclined towards their workplace and be more responsible. Shree Complex Pvt Ltd can incorporate sessions for personal development and other programs for the benefit of every members in the organization.

The company may also incorporate flexible working options to new interns. For instance, during the times where there wasn't much workload, I had to stay idle and ask for more tasks or activities. Therefore, the company must make interns occupied during working hours and help them become more productive and efficient.





## References

Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. *Psychology & Marketing*, 33(12), 1029-1038.

Richard, B. (2014). The Effect Of Motivation On Employees 'performance: Empirical Evidence From The Brong Ahafo Education Directorate. *Kwame Nkrumah University*, 19.

Rahnama, R., & Beiki, A. H. (2013). Modern marketing, concepts and Challenges. *Oman Chapter of Arabian Journal of Business and Management Review*, 34(975), 1-13.



Appendix



Figure 5: Front and Back design of a trifold pamphlet

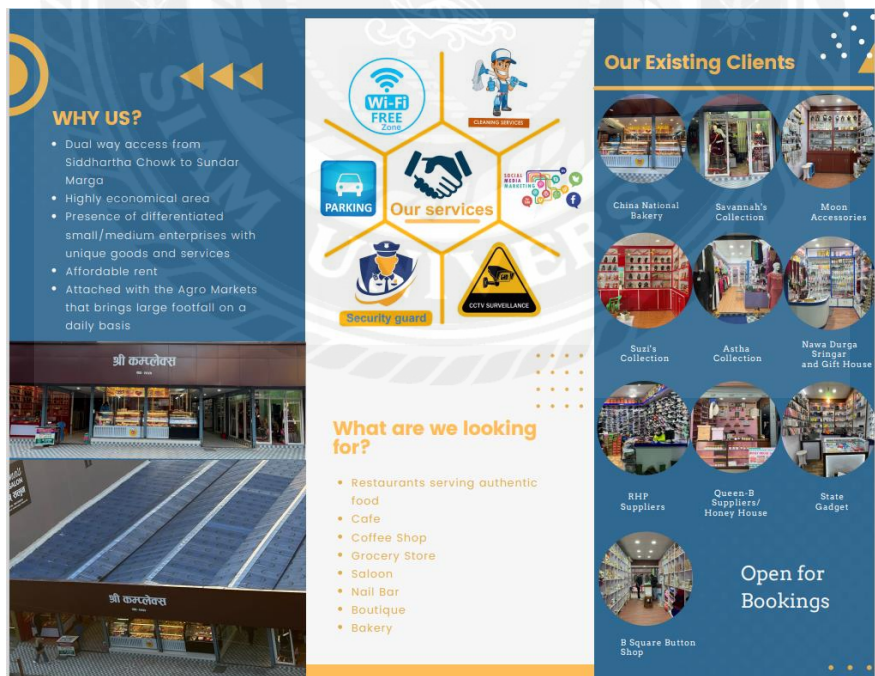


Figure 6: Main context of the pamphlet



*Figure 7: A picture with models during promotional video shoot*



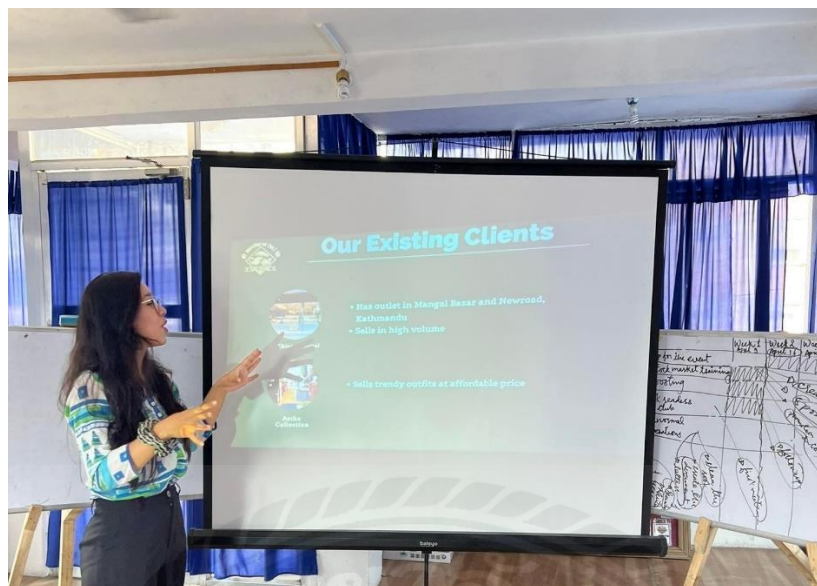
*Figure 8: During Promotional Video Shoot*



*Figure 9: During Agreement Signing Ceremony*



*Figure 10: Conversation with clients*



*Figure 11: Presentation to new clients*



*Figure 12: Workplace*