



**Cooperative Education Report:
Developing sales and marketing strategies
For Pranam international**

**Written by
Ms. Amy Sherchan
ID No. 6108040079**

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Project Title: Developing Sales and marketing Strategies for Pranam International

Written by: Ms. Amy Sherchan (6108040079)

Title: Developing Sales and Marketing Strategies for Pranam International

Credits: 6

Written by: Amy Sherchan

Department: Bachelor of Business Administration (Marketing)

Batch: 2018-2022

Academic Advisor: Mr. Kavin Katanyutaveetip

Oral Presentation Committees



.....
(Mr. Kavin Katanyutaveetip)
Academic Advisor



.....
(Mr. Kedar Rijal)
Job Supervisor



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



.....
(Asst. Prof. Dr. Maruj Limpawattana)
Asst. President and Director of Cooperative Education

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Abstract

This Cooperative report entitled “developing sales and marketing strategies for pranam international” incorporates details on the research done on various aspects required by the company to increase their social media presence. The objective of the report includes 1) To know the about the importance of social media in today’s world 2) Providing individuals with access to a world-class brand 3) Providing tyres that are high-performance and standardized 4) Educating clients on the importance of safety features

Through this internship period, the goal was to know the sales strategies for business, and I attained a very good insight into how the company operates at all levels, especially the immense amount of research required in every aspect of the company. My main responsibilities were to assist in researching social media reach, content generation and designs for the company. Along, with other challenging tasks like, making research reports, managing Facebook, using social sprout and Google calendars to manage content posting, updating Facebook on a regular basis, dealing with our suppliers.

As the completion of my internship was nearing, I found that there were many obstacles in the way but were able to overcome them by providing valuable suggestions with the knowledge I've acquired during my bachelor’s. However, if the company can push brand-building activities, I believe that the company can get saturated in the market in a few years to come.

Keywords: marketing, strategies, digital, sales

Acknowledgement

This Cooperative report has been prepared as an essential prerequisite for the completion of my BBA program given by Siam University. This report has helped me practice and grow my insight on the field of Marketing in the Tyre sector (entrepreneurship). I believe I should acknowledge each person`s help for their constructive reaction, direction, and support. The internship experience Pranam International has given me firsthand insights on how the Sales and Marketing of a company in Nepal is run. This report is prepared to reflect my internship experience during the internship period.

We would like to thank Kathmandu University of Business and SIAM University for including the internship as the core of the BBA degree. We would also like to thank you for your valuable support during the internship. Similarly, I am honored to be able to produce this report under the guidance of Mr. Kavin Katanyutaveetip. Many thanks for his active supervision and feedback during the completion of this report.

Finally, with the constant support of Kedar Rijal (Pranam International's Director of Operation), the entire Pranam International team has accepted me as a member of the family, during the internship program and they basically monitor my performance. All the statements they recorded helped me grow.

Thank you

Amy Sherchan

COVID 19 Pandemic effect

In February 2020, a global health emergency was seen. The COVID-19 outbreak brought the world to a standstill with a huge impact in daily lives, country's economies, and livelihoods. Government decided on quarantine measures, travel bans and border closures. Country wide lockdown was done by Nepal to help prevent the transmission of COVID-19.

The outbreak has directly or indirectly affected the situation of my working organization. In my case I had to do one month work from home then the other months I could finally go to my workplace and do my work through proper distancing. I was happy that I got to go to my workplace because I have gained a lot of knowledge being physically present in the office with the whole team.

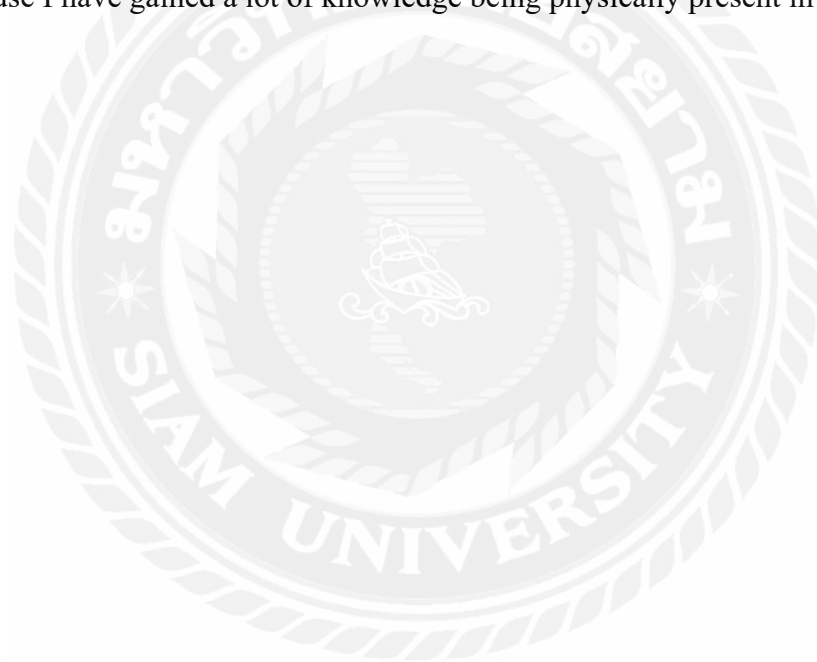


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Chapter 1: Introduction

1.1 Company Profile

Pranam Wheels is the first branded tyre showroom chain in Kathmandu. The brand that is available is Pirelli tyres. Pirelli is an Italian multinational tyre manufacturing company. It manufactures tyres for high-speed Formulae One vehicles and for luxurious vehicles around the globe. The tyres of Pirelli also come in various sizes for vehicles that are available in our country. Pranam Wheels will be the sole distributor of Pirelli and will have an art of state showroom in Kathmandu as a retail outlet. The tyres will be available through the sales office of India, which is in New Delhi. The main objective of this company is to make a world-class brand of tyres accessible to the people of our country. They are various vehicles of Land Rover, Volkswagen, Toyota, and Nissan who have an original fitment of Pirelli tyres, but due to non-availability the customers must shift to other brands when they must change their tyres. Nepal imports regulations on tyres do not require the tyres to be standardized. This influences businessmen to import low quality and non-standardized tyres into the Nepalese market. Low quality tyres are one of the major causes of road accidents in our country. The objective of the company will be to make standardized tyres available to people at reasonable prices. Kathmandu has witnessed a growing number of expensive and luxurious vehicles running in the streets in recent years. This shows a huge business potential for a branded tyre company like Pirelli. The prime target customers of the company will be vehicles of companies like Land Rover, Volkswagen, Toyota, Nissan, and Skoda, which are growing rapidly. The mass market of companies like Hyundai, Maruti, Tata, Honda, Mahindra, and Kia will be our secondary target.

The main resource of the company will be the product itself. Pirelli is one of the most reputed tyres manufactures in the world its product has a high brand equity. The state of art showroom in many locations by the company itself is the other major resource. The showroom will be made according to the international standard with a very good ambience. It will also have a tyre-changing department along with a small coffee shop. This concept of showroom is targeted to attract the owners of the cars. Till date the tyre shops in Nepal do not have an ambience, which will be a place where the owners of vehicles will visit. Drivers make most of the tyre purchases. We are differentiating ourselves by creating a place to attract the owners of the vehicles. Our company has been in the tyre business for several years and has the benefit of the industry experience.

1.2 Organizational Structure

Pirelli is an Italian multinational tyre production agency. It manufactures tyres for high-pace Formulae One automobiles and additionally for expensive automobiles across the globe. The tyres of Pirelli additionally are available numerous sizes for automobiles which are to be had in our country. A good organizational structure is essential for any organization's proper operation.

Pirelli Tires' organizational structure is depicted in the diagram below:

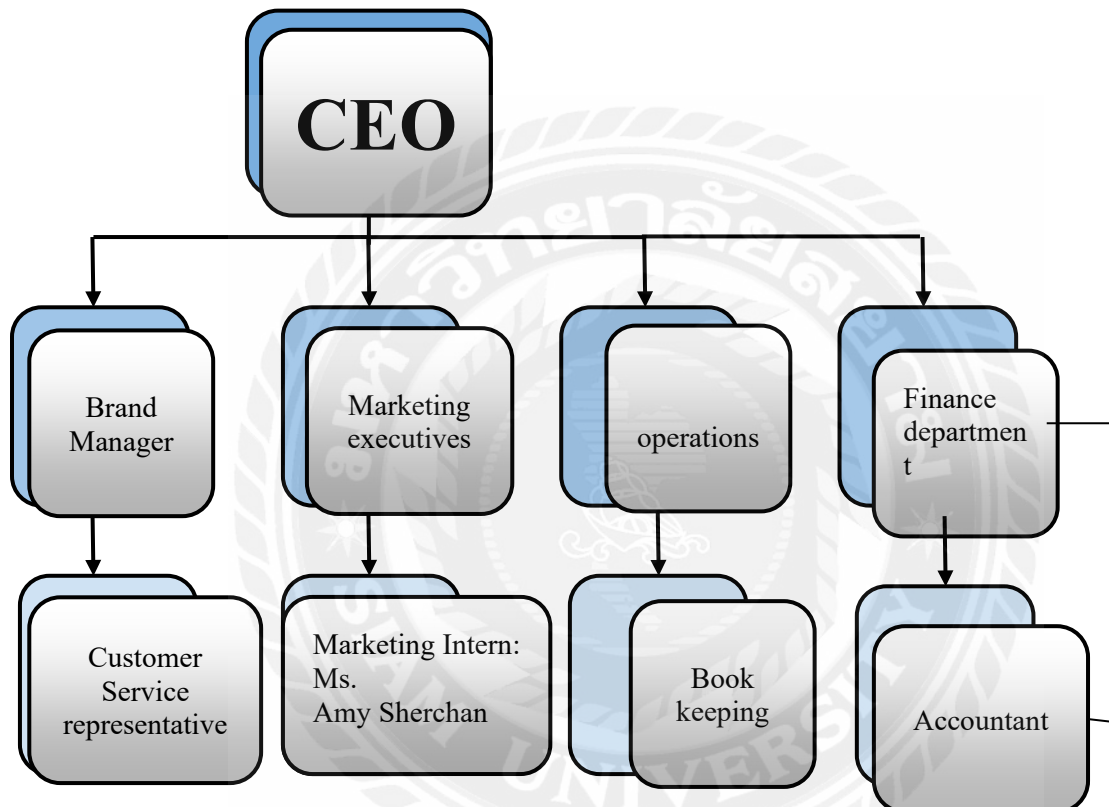


Figure 1: Organizational Structure

Finance Department:

- Accounting
- Party ledgers
- Banking and LC
- Inventory Management
- Taxes and VAT settlement

Marketing Department:

- Promotions
- Advertisement
- Sales order collection
- Building Customer Base

Operation Department:

- Bookkeeping
- Telephone enquires
- Daily activities
- Issuance of bills /vouchers etc.
- Filling of sales /purchase register

Customer Service Department:

- Receiving Telephone
- Handling Inquiries
- Customer Follow up
- After Sales Service
- Warranty and claims settlement

1.3 SWOT Analysis

Strengths

- Pirelli is one of the most well-known brands in the world, thus this tyre has a lot of brand equity.
- Providing high-quality, standardized tyres to customers.
- Branded tyres are offered at a reasonable cost.
- A state-of-the-art showroom aimed towards car owners.
- A tyre showroom with a tyre changing facility would be extremely handy for clients.
- The Company will provide technical help and training in the early phases, based on several years of industry expertise in the tyre sector in Nepal.

- Able to build entry barriers by entering a legal single distributorship agreement with the Company in Nepal.
- Ability to set prices by distributing through a retail store of one's own.

Weakness

- Because most people are unfamiliar with the Pirelli brand, raising awareness would need a significant advertising spend.
- A large initial investment is required to build a showroom that meets international standards.
- Prices would be somewhat more than those of other brands on the market.

Opportunities

- There is a current demand for the brand that has not been met previously.
- Growing need for tyres as car imports rise year after year.
- Road expansion and development projects are on the rise.
- In recent years, there has been an increase in the number of expensive and fancy automobiles.
- Raising people's brand awareness, indicating the necessity for a branded tyre store.
- Initial capital is available from banks that have previously financed the company's tyre industry.

Threats

- The number of tyre importers and retail establishments in the Kathmandu Valley is growing.
- Difficulty in maintaining an ideal inventory level.

1.4 Pest Analysis

• Political Environment

Our country's political situation has not been stable for a long time. Even as the country waits for its constitution to be finalized, the country's commerce industry has thrived. There are no limits on tyre imports in the nation. The import of tyres is available to any entity that complies with all

applicable tariffs and taxes. Import rules for tyres are a weak link since there are no restrictions on importing non-standard items. For a tyre to be manufactured and sold in the United States, it must fulfill the DOT standard. Similarly, tyres throughout Europe must have an EU trademark. There are no such norms and standards in our nation.

- **Economic Environment**

Increases in the import of high-priced automobiles indicate that people's purchasing power is growing. The streets of Kathmandu are flooded with costly and elegant automobiles from brands like as Land Rover, Range Rover, Toyota, Nissan, Volkswagen, and Skoda. Despite the hefty exercise tariff on these automobiles, imports have continued to rise year after year. In Kathmandu, the growing number of multinational projects, NGO and INGO offices has resulted of a rise in passenger cars. This setting indicates that a branded tyre store has a lot of potential to flourish in the market.

- **Social Environment**

People in Kathmandu have a far higher level of living than those in other large cities such as Biratnagar and Pokhara. The Western and European cultures have had a tremendous effect on Kathmandu's way of life. People in this area are more brand aware and have higher purchasing power. This culture may be seen in the city's growing number of high-end restaurants, educational institutions, hotels, resorts, and spas. Similarly, Kathmandu is home to about 90% of the country's most costly automobiles. The notion of a branded tyre dealership is likely to succeed in Kathmandu, given the large number of automobiles.

- **Technological Environment**

Building a tyre manufacturing plant takes a lot of money, and Nepal only has one tyre manufacturer, Gorakhali Tyres. This factory has been losing a lot of money due to a lack of raw material, which is rubber, and unmanageable labor troubles. The sizes made by this plant are likewise quite limited, and it only meets 2% of overall market demand. This implies that Nepal is completely reliant on imports to meet its tyre needs. India, Thailand, Malaysia, Indonesia, China, and Japan account for 98 percent of total consumption. Pirelli is made in China, Turkey, Brazil, and Romania, and it may be imported into Nepal through the New Delhi Regional Office.

1.5 Porters Five Force Analysis

Threat from existing competitors

In the Nepalese market, a variety of tyre brands are available. MRF, Apollo, Ceat, JK, Dunlop, Bridgestone, and Michelin are the leading brands. Other popular brands include Hankook, GT, Falken, Firanza, Khumo, Continental, Sunstone, Silverstone, and others. Bridgestone, Dunlop, and Michelin are among the brands that will compete with Pirelli in the near future. Bridgestone is one of the oldest branded tyres available in Nepal, with a strong market presence. Another opponent is Dunlop, which is now the market's most aggressive brand. It has distinguished itself in the market by adopting a low-price approach and growing in popularity. Sipradi Trading, which has a very extensive network of Tata motors throughout the country, imports Michelin.

Threat of new entrants

In Kathmandu, some 50 new tyre stores have opened in the previous four years. Opening a tyre store has no obstacles or limits, therefore the danger of new entrants cannot be regulated. Every year, the number of tyre importers grows, resulting in fierce rivalry in the tyre market. Pirelli's danger of new entrants may be managed by creating a single retail showroom for the brand. However, the number of new tyre stores with various brands is rapidly increasing.

Threat of substitute products

there is no replacement for tyres, the threat of substitute products is minimal. Silicon tyres have been developed as an alternative to rubber tyres, although the goods have yet to be marketed. This indicates that there are no tyre substitutes on the horizon.

Bargaining power of suppliers

My company's sole supplier is Pirelli International (India). They would deliver the tyres in accordance with the contract paper's terms and conditions. This means that the supplier would have no negotiation leverage because we would be operating within the terms and conditions agreed upon at the outset.

Bargaining Power of Consumers

The brand Pirelli would be exclusive to our store, consumers' negotiating power would be limited. Consumers would have more options if other brands like Bridgestone, Dunlop, and Michelin were available, increasing their bargaining power. To dominate customer bargaining power, we need be able to put our brand higher than replacement brands.

1.6 Intentions to join the company

The Pirelli brand is a very well-known brand in the F1 world, and I have always been interested in this kind of racing. When I got the chance to work for this brand myself, I was very interested in doing my job and learning about it. I wanted to work there to make my dream come true and see if that was exactly what I was thinking. As an intern, I wanted to be productive when the world was stagnant. To be able to participate in challenges that help you improve your entrepreneurial skills while growing as an individual. When I got this opportunity, I learned about all the obstacles that an organization faces every day. It's a very difficult path to choose from and can be as rewarding as it is challenging. Having the opportunity to do an internship, I was able to assess whether this path was right for me. So, it was an enlightening journey while gaining work experience

1.7 Objective of the study

Some of the objectives of my study were as follows:

- Providing individuals with access to a world-class brand
- Providing tyres that are high-performance and standardized
- Educating clients on the importance of safety features
- Reduce the number of brokers and middlemen
- Making consumers' lives easier
- To know the importance of social media in today's world

Chapter 2: Internship Activities

2.1 Job Descriptions and Responsibilities

Internship Role: Marketing Intern

Intern Worksite Location: Pranam International, Kalimati.

Length of Internship: 4 months

Internship Start Date: 11th Jan 2022

Internship End Date: 1st May,2022

The job required me to work under the marketing department. Specifically in researching, managing social media and the packaging department. My assistance was primarily focused on the research and analysis area per the requirement of the departments. A new goal as set and research was done according to the newly set objective.

However, at times researching was not the primary priority, I did marketing-related tasks daily like scheduling meetings, scheduling posting times, creating posts suitable for social media platforms, price listing on excel, conceptualizing a product photoshoot for content. I worked on the overall aspect of the company, wherever my help was required. I tried my best to complete it. Following sections of the report discuss the responsibilities of the internship.

The first task I was assigned was to research and design packaging by hand for Pirelli tires. Here is a sample picture: I completed 40 packages on my own for the first phase of my internship.

To further discuss my tasks my supervisor conducted various meetings via Zoom and in person meeting where they explained the next task that I will be completing.

Further, I had to make lists of tire and brands and their pricing per tire or pallet depending on the type of tire which was further divided into retail and wholesale rates provided by an international tire company named Pirelli Tire.

Another excel work was to make the List for the company regarding the Rate list 3of dSewa courier which correspond to the domestic shipping charges. After the completion of the domestic rate, I had to make the list of international shipping rates all around the world which was taken from the DHL rates. Firstly, I had to differentiate the different zones which started from 1 and went towards 7. In the rates section, there was a rate given according to the weight of the product to be shipped.

At the beginning of the week, the first task was to research about increasing the social media presence on Facebook and similar competitors and prepare A report on it. This report included

the following topics, which required hard long hours of research work to be done. Following topics were in my research

- Research for Perelli tires,
- Tire marketing ideas
- Other related companies
- Pirelli branding
- Website
- Facebook pages of related companies
- Findings
- Facebook marketing and its tools
- Recommendation

I was asked to find a list of motorcycle-based influencers of Nepal, who are currently considered to have a huge following on their social media platform. So, we could send them PR packages in the future.

2.2 Contribution of the Student in detail

- **Social Media Management**

My primary responsibility is to manage the company's overall social media presence. Because the company isn't as active on social media as before, I focus on providing a variety of content to keep the sites active and interesting. It is my responsibility to check Facebook and Instagram pages for customer messages and requests. My work also includes managing corporate social media promotions. I used to follow all the similar accounts in the domestic and international industry to stay up to date on competitor activity and get insights and knowledge from their posts.

- **Marketing research**

As I was given a job to research on the market about the competitors and the market of the consumer, I learned about the potential market, scalability, and a basic understanding of how the organization works after weeks of research and observation.

- **Marketing Strategy**

After I researched on the competitors and the market, I made a strategic plan for the company to sell their product and grow as a company, whereas the company is not very well-known to the market till date. To successfully market a product, the four Ps of the marketing mix are essential for a business to sell its product or service effectively in any market.

- **Event Sponsorship**

During my time at Pranam International working as an intern, my other responsibility was also to look for event sponsor during when the company would organize an event. I was given a job to follow up past sponsor if they interested to sponsor again for the upcoming events

Chapter 3: Internship Identification of the problems during the Internship

3.1 Problems Faced during Internship

- **Lack of an effective sales approach**

A lack of adequate sales plan was one of the key issues I faced during my internship period. The business did not categorize its target clients and instead approached everyone. The areas visited and comments from potential clients were also inadequate due to a shortage of individuals in the sales team. In addition, the company's failure to sell its goods and its lack of a marketing plan severely hampered its sales approach. At first, a marketing plan was required in order to develop a solid sales strategy.

- **Lack of brand recognition**

It was difficult to establish a brand identity for pranam international due to a lack of product understanding. One of the main causes for the limited client base was a lack of brand recognition, and because the firm works mostly in the B2B sector, regular people feel the expenses are too high and are hesitant to use this platform.

- **Uncertainty of tasks to be completed**

There were times that we had to face many challenges during my internship period was the task because we don't know what will happen on which day so we must be ready and finish our job creating ads and content for social media.

- **Marketing approach that isn't effective**

It was tough to come up with a marketing plan since the corporation believed in the old ways of doing business and didn't care about marketing. Both social media and traditional marketing were severely deficient. In the marketing department, there was a shortage of human capital.

3.2 Indicate how you successfully solved the problem

- **Promotion in various locations**

We visited the market on a regular basis in order to interact and attract additional consumers, and we used the input to develop our platform. Visiting places on a frequent basis and following up with them on a regular basis also contributed to our company's positioning in their minds. The company's promotion was aided using several brochures and booklets. We also leveraged our personal networks to promote the firm. An excellent marketing plan was to promote the firm in various markets such as banks, travels, consulting, schools, and universities.

- **Utilization of digital platforms**

Today's world is more technologically advanced, and because of these improvements, every company is becoming more cost efficient. I looked at a variety of possible methods for promoting the product. I did a lot of research and came up with marketing concepts for the firm at this time. I started by redesigning and marketing the social media pages. Then I started regularly publishing social media posts. The company's retention and positioning were enhanced

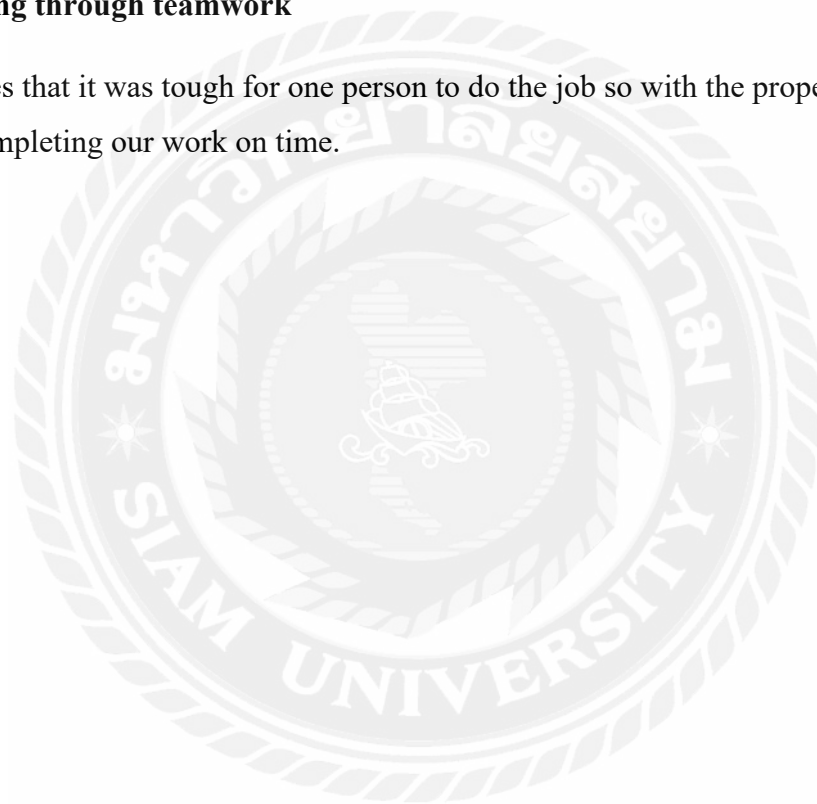
because of this. Targeting clientele with social media boost advertisements was also an effective strategy.

- **Sales and marketing strategy planning**

We found that planning the sales and marketing strategy according to the phase and how we were going to approach those clients helped us a lot, and the firm got more structured as a result.

- **Managing through teamwork**

There were times that it was tough for one person to do the job so with the proper teamwork we were always completing our work on time.



Chapter 4: Learning process

4.1 Things learned during the internship

- **Communication in Management**

Communication skills are one of the most important tools that we need as soon as we start working. The importance of effective communication, as well as the impact of cross-cultural communication, has been taught to us in the classroom. Communication is essential both inside and outside the company. It is critical that we communicate effectively with all of the company's employees in order to familiarize them with the mission, vision, goals, rules, regulations, and procedures. To persuade customers to buy a high-priced goods like Pirelli, it's critical to talk about the product's features and benefits.

- **Management of social media**

By managing social media and developing various sorts of content, I learnt many approaches to create consumer interactions and engage through digital platforms such as social media and websites. Apart from posting consistently, the most important lesson I learned was the importance of having the right brand message and understanding how to position yourself in the market, as well as engaging with customers by selecting your best testimonials and reviews, designing them into readable bites, and writing catchy captions to go with them.

- **Management of Advertisement and Promotions**

The marketing and marketing perspective, segmentation and targeting, media planning, ad planning, innovative method and manner, innovative execution – artwork and copy, use of media, communique blend, growing advertisements for print and digital media, data collection, and so on are all part of the path marketing and marketing and merchandising control. Pirelli is a major sponsor of the Formula One Championship, the FIM World Superbike Championship, and the Inter Milan football club, among others. The company runs extremely effective commercial and advertising campaigns, and it even oversees the provider networks marketing and marketing rules. This approach, which is controlled by an Italian organization, regulates the classified advertising that are broadcast in Nepal.

- **Management of relationships**

I was able to maintain relationships with clients by visiting them and keeping in touch with them on a frequent basis. Because every firm has connections, engaging them incorrectly can have a significant impact on business. So, throughout this time, creating and maintaining relationships with clients and individuals I know was beneficial to me. I also learnt how keeping in touch with certain clients helps secure transactions and acquire referrals of new clients, which aids personal networking as well as company growth.

- **Designing an organization**

Organization layout may be defined broadly as the technique of redesigning company form and responsibilities, or it can be more precisely defined as the alignment of shape, manner, incentives, metrics, and abilities with the commercial enterprise method. We were told that the design should be basic, realistic, flexible, and viable. These ideas provide a solid foundation for designing the company's form. While forming the organizational structure for Pirelli tyres, I was exposed to such beliefs. Painting division, departmentalization, liabilities and responsibilities, and other policies are all vital in determining the form.

- **Marketing Management**

is a business discipline that focuses on the practical application of marketing strategies and the management of a company's advertising assets and activities. This topic might be quite important in the operation of any business. In the classroom, we were constantly taught about the 7 Ps of advertising mix. As soon as we start working, the relevance of the 7 P's will become clear. After verifying Pirelli's import, it was time to start planning our advertising campaign. Then we discovered how vital it is to coordinate the 7 Ps to make our advertising campaign effective. Even earlier than the products had been introduced we needed to paintings upon the pricing. We had in thoughts that Nepal is a rate touchy marketplace, and it might be hard to promote a high-priced product. We then concept it can be managed thru our distribution channel, via way of means of lowering entire dealers and middlemen.

4.2 Use of theoretical knowledge in practical work

The general objective of the co-op study is to be able to practice theoretical business learnings into practice by meeting and learning from professionals, experts and potential mentors who will provide us with knowledge, criticism, and support. Through this process of learning we can

expand our knowledge, contacts, expertise which benefits our public relations. It is a great platform for a beginner to know the inner workings of any industry. With the support of my co-op team, I want to work for the betterment of the organization I am associated with and help them in any way possible. I hope my study is beneficial to them as much as they were for my growth. I tried my best to put all my theory base learnings and past experiences into practice to help the organization attain its goals.

4.3 Details of the related learning process and new knowledge

Some of the related learning that I have done during my internship period are as follows:

- **Taking Notes**

Writing is the foundation of everything else a marketer does. Without strong writing skills, everything else will fail. Writing is effective whenever you make an ad copy, a social media post, a press release, and more. You should always be able to fully convey your message.

- **Internal Communication Skills**

As a marketer, you don't just communicate with your target group. A clear and consistent message within the marketing team means that you can get more done without worrying about other team members getting the project on track. In addition to communicating with colleagues, you need to be able to talk to your manager and senior management.

- **Be a Confident Public Speaker**

Whether you're having a pitch meeting in front of your boss or client, or a live press conference, it's inevitable to speak in public. You may be crazy about high school language classes, but, as a marketer, you need to be able to easily present your project or product. If you look confident in what you're saying, so will your audience.

- **Maintain an Attitude of Lifelong Learning**

Another basic skill that every marketer's resume should have been to maintain a lifelong learning attitude. As marketers, we are constantly absorbing new information. Whether it's a new advertising tactic or a published research report on your target audience.

- **Understand the Difference Between Goals, Strategies, and Tactics**

Goals, strategies, and tactics are so closely related to marketing that they can easily be confused with each other. However, being able to distinguish between the three means you won't encounter any of them during the marketing process. The goal is a goal set by the marketing team that must be achieved by the end of a particular period. The Strategy is an organized plan consisting of various tactics that explain how to reach your goals. On the other hand, your tactics are the steps you take to reach your goals.

- **Be an Active Listener**

As a marketer, you can't afford to passively ignore customers and employees. For this reason, active listening is an important skill that every marketer knows how to learn. By actively listening to the people around you, you can uncover the messages they need to hear. This allows you to complete your campaign and turn more people into paid customers.

- **Research Everything**

Marketing is part of strategic intuition. A partial survey to see what everyone else is doing. Successful marketers can investigate current trends and strategies to determine which one is best for their business. There is always new information for marketers to investigate and collect. Whether it's a case study, an academic research paper, or a white paper, there are thousands of resources waiting to inspire your next great idea.

Chapter 5: Conclusion

5.1 Self- assessment as a professional

The internship lasts four months and is part of SIAM University's BBA program. This internship time, however, was more than just a means of completing a school requirement. It has allowed me to learn a great deal in a short amount of time. Professionally, I feel like a completely different person at the conclusion of this period. This internship has not only provided me with a wealth of information about the practical ramifications of theoretical knowledge, but it has also provided me with a valuable insight into how the corporate world operates.

Overall, it was a once in a lifetime opportunity I was able to be a part of, which wouldn't have been possible if our universities did not have such criteria. So, I'd like to thank Kathmandu College of management and Siam University for providing us with this opportunity! This duration has taught me the importance of teamwork, resilience, communication, and gratitude. This was indeed a much-needed reality check before entering the real corporate world. Working in any origination means working with people and negotiating with other external people. I've learned the importance of communicating and negotiating as it is an important channel to maintain a balance. Teamwork has been a key process in any field; this is a requirement of any field as an individual isn't able to accomplish everything, so a well-managed team working system is very crucial to accomplish the set goals. Even working in a team requires lots of communicating.

I also learned the Importance of consistency. Consistency is another key in accomplishing any goals in personal or professional life, without being consistent nothing is possible. Hence, consistency is key. My excel skills were polished. Time management: is also something I've improved on as work from home sometimes can be misunderstood as being busy, but I've come to realize that it is as demanding and equally difficult to do if the time isn't managed properly.

5.2 Recommendations for the company

This internship was extremely beneficial to a person's ability to create a career in the corporate sector. I learned all there is to know about how a genuine firm creates and sells its product to its target market, from beginning to end. This knowledge not only helped me acquire experience, but it also increased my respect for the individuals I work with. The hard effort that goes into making a company successful is not something that everyone can achieve, but those that can work this hard and start a business from the ground up are commendable.

The major goal of the business is to make a world-class tyre brand available to the people of our country. Various models from Range Rover, Land Rover, Volkswagen, Toyota, and Nissan are fitted with Pirelli tyres as standard, however owing to unavailability, buyers must switch to other brands when replacing their tyres. Tyres is not required to be standardized under Nepalese import rules. This encourages Nepalese businesspeople to import low-quality, non-standardized tyres. One of the leading causes of traffic accidents in our nation is the usage of low-quality tyres. Some of the recommendations I believe will help the company reach its unreached market in no time:

Focus on building a Strong brand image

The first step is to figure out who you're trying to reach. Customers, partners, industry analysts, and workers will be among your target audiences, which will be a mix of external and internal groups. When identifying your audiences, it's critical to be as exact as possible. Before you can get there, you must first know where you are going. Building a brand image without a clear understanding of your short- and long-term company objectives is useless and wasteful.

Create a review and feedback culture by delegating work to an individual

If someone has a great concept, don't be scared to put it into action and see how it goes. This not only leads to significant changes inside your organization, but it also communicates to your employees that their ideas are valuable and respected. Create an online platform where individuals may contribute improved suggestions. They should be able to do so without revealing their identity or with their name attached. Then, at staff meetings or brainstorming sessions, acknowledge suggestions.

Team building exercise

Consider booking an escape room or organizing a boot camp-style event in which workers must work together to discover a treasure or other incentive. People don't usually get to know one other well since they spend so much time at a desk behind a computer screen. Team building exercises are an excellent technique to address this issue.

Create a Reward and Accountability program

Some bosses are hesitant to recognize those employees who make a significant contribution to the company's bottom line, but this is a mistake. Employees will be more motivated to strive for excellence if your organization has a reward scheme in place. Send a personalized email congratulating an individual or department on reaching a specified objective. Thank everyone at work for their efforts if someone is doing particularly well.

Communication is key

Communicate your organization's purpose, vision, and values effectively. This fosters a feeling of shared purpose and transforms your employee's perspective from that of a cog in a machine to that of a valuable team member! However, don't make successful communication a one-way street.

Encourage social learning

Encourage your staff to contribute to the promotion of your company's culture. Employees might feel empowered to learn and share information with one another if they use the correct social learning platform. Behaviors can also be taught quickly without the requirement for practice. Increased involvement translates to higher levels of engagement. It's a win-win situation for both your staff and your company!

Annex- 1 (Photos)



Figure 2: Annex: Picture 1 (discussion session with Employees and Intern)

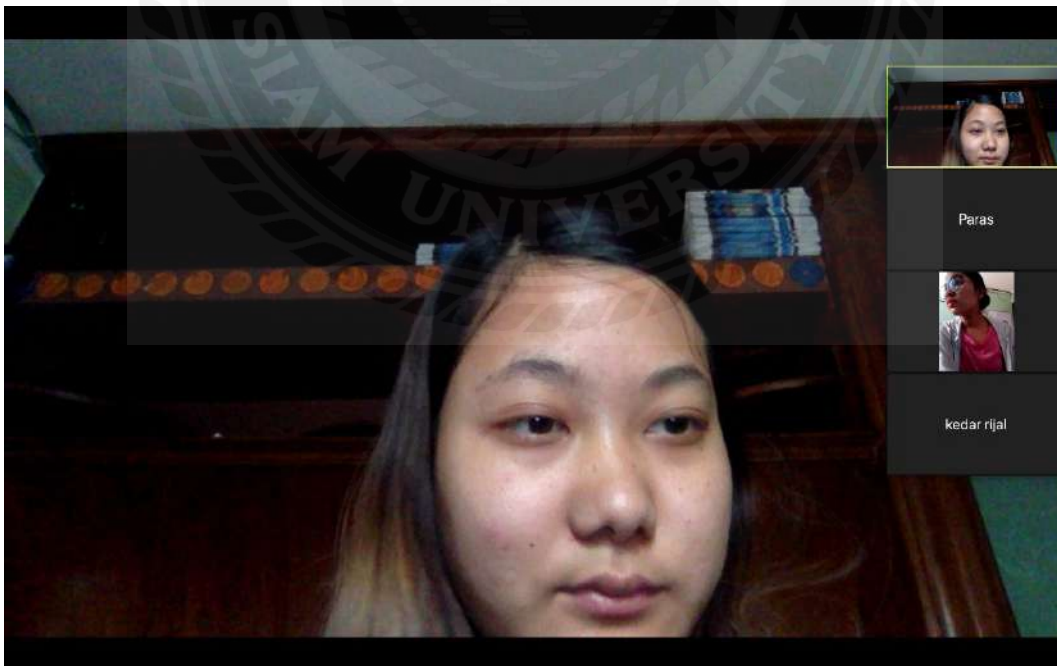


Figure 3: Annex: Picture 2 (Meeting conducted by Director of Operation)



Figure 4: Annex: Picture 3 (The Brand Logo)



Figure 5: Annex: Picture 4 (PiRELLI Shutter)

Annex- 2 (Internship appointment letter)

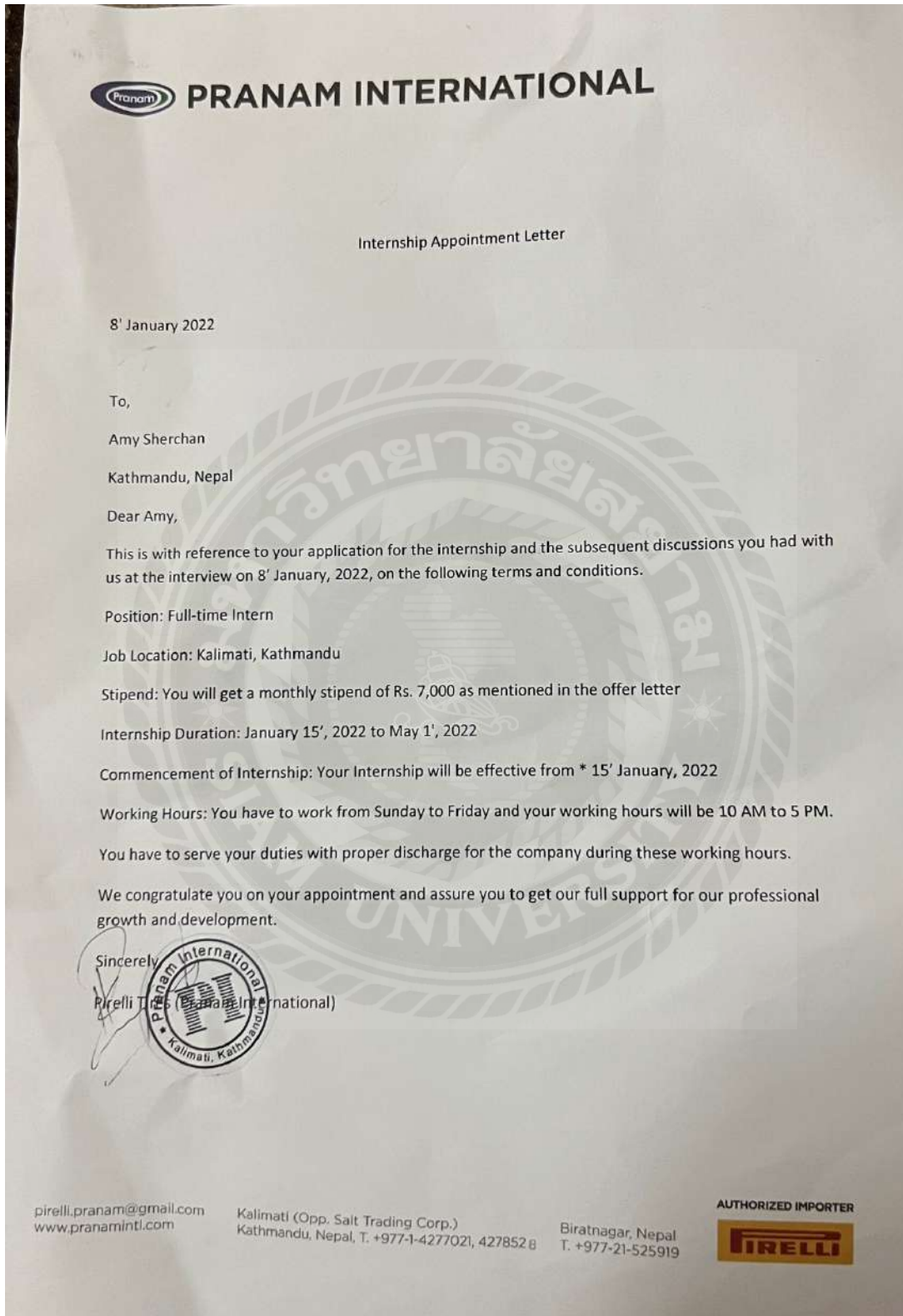


Figure 6: Annex 2: Internship Appointment Letter

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