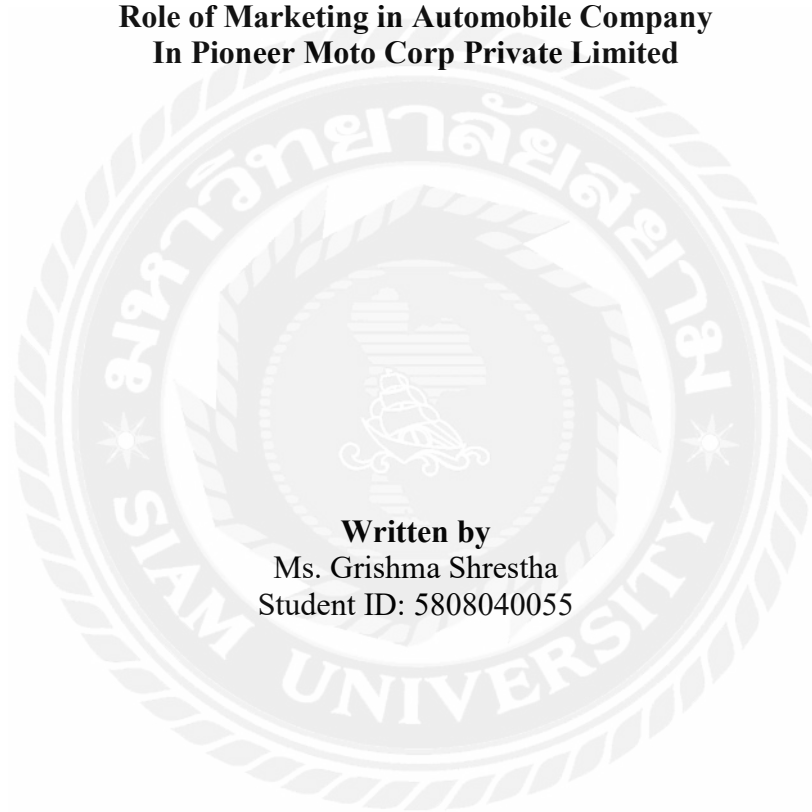




## **Cooperative Education Report**

### **Role of Marketing in Automobile Company In Pioneer Moto Corp Private Limited**



**Written by**  
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Student ID: 5808040055

**This Report Submitted in Partial Fulfillment of the Requirements for Cooperative  
Education, Faculty of Business Administration  
Academic Semester 2/2018  
Siam University**

**Project Title** : Role of Marketing in Automobile Company  
**Written by** : Ms. Grishma Shrestha  
**Department** : Bachelor of Business Administration (Marketing)  
**Academic Advisor** : Dr. Chanatip Suksai

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

Oral Presentation Committees



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**Project Title** : Role of Marketing in Automobile Company

**Credits** : 6

**By** : Ms. Grishma Shrestha

**Advisor** : Dr. Chanatip Suksai

**Degree** : Bachelors of Business Administration

**Major** : Marketing

**Faculty** : BBA

**Academic Year:** 2/2018

### **Abstract**

This internship is conducted at Pioneer Moto Corp Private Limited, which is widely known company considered as one of leading brand in Nepal in Automobile sector. Main objective of this internship is to learn about how marketing works in an automobile company and what kind of tools are used by an automobile company in order to place themselves uniquely in the crowd, to know the process of product launching and to know how marketing helps to generate Sales. With the company, I was assigned to work as a marketing intern in Marketing Department under the supervision of Ms. Sweta Silwal. Key responsibilities assigned was the analysis of all the newspapers, made report of competitor advertisement daily and reported to all the staffs via email, wrote memo of the bills and documents received, searched venue for the event, confirmation of the venue and sent the weekly reports and kept records of all the day to day ATL & BTL activities and updated seniors with all the product launching reports. Upon the completion of internship, I found that few problems were resolved by means of providing valuable suggestions and support that I had learned during my bachelors. In this matter I learned more about instant problem solving which will be very important for future career development and profession.

*Keywords: marketing/ Advertisement/ product launching/ Event*

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## **Acknowledgement**

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I am immensely obliged to Siam University for such a wonderful initiation of Cooperate internship for BBA degree where report plays important part, I would like to express my sincere gratitude to the Management faculty for all their significant help for study program. I am thankful to prepare this report under the supervision of Dr. Chantip Suksai and want to recognize his direction and mentorship in the whole time of this report arrangement and for my future profession.

My gratitude also goes to Dr. Maruj for his help and direction from the earliest starting point of this report. I am constantly thankful to my supervisor Ms. Sweta Silwal for her constant support and entire Pioneer Family for the proper guidance throughout my internship and the whole group mates of Kathmandu College of Management, for supporting me and fundamentally watching my execution and report to improve it with each remark they have included.

Last yet not the least, my thanks and appreciation is devoted to my family and well-wishers for supporting me in each progression towards my career with their unlimited trust and persistence.

## Chapter 1: Introduction

Marketing is the communication exchange between an organization or brand and a purchaser that at last prompts brand review, inclination and leads to transaction. Marketing is a progressing correspondences trade with clients in a manner that teaches, educates and builds a relationship after some time. Marketing is an extremely incredible approach to distinguish what snatches individuals and gets them excited for offers they receive. Marketing is process that is in charge of recognizing, foreseeing and fulfilling client prerequisites productively. Marketing covers a vast area as follows:

1. Advertising
2. Branding
3. Social Media
4. Direct marketing
5. Strategy planning
6. Publicity
7. Online marketing
8. Measuring effectiveness
9. Designing

My research topic is “Role of marketing in Automobile Company”. I choose this topic as it is the department I am working on and have been involved in all the activities of marketing of the company I am doing internship on.

### 1.1 Company Profile

Pioneer Moto Corp Pvt. Ltd is the authorized sole distributor of Nissan for Nepal. It is a part of the umbrella organization “Sharda Group”. Sharda Group is one of the most diversified business conglomerates in Nepal. Since inception, the group has been involved in a wide spectrum of industrial operations, manufacturing and trading products, ranging from industrial goods to consumer durables and non-durables. The factors that have helped the group succeed have been its integrity, dynamism and innovation, making the group a symbol of trust and quality for decades in Nepal. In everything that the group does, the measure of its performance lies in the highest international standards it has achieved, from securing and absorbing the best technologies to

recruiting and training the best people at all levels of its operations. No wonder, the best professionals, highly qualified engineers, technicians and team of marketing professionals, possessing a spectrum of skills, man the group's day-to-day operations. Furthermore, good quality products and services, high production capacity, prompt delivery and warm interaction with the consumers have further enhanced the reputation that the group carries.

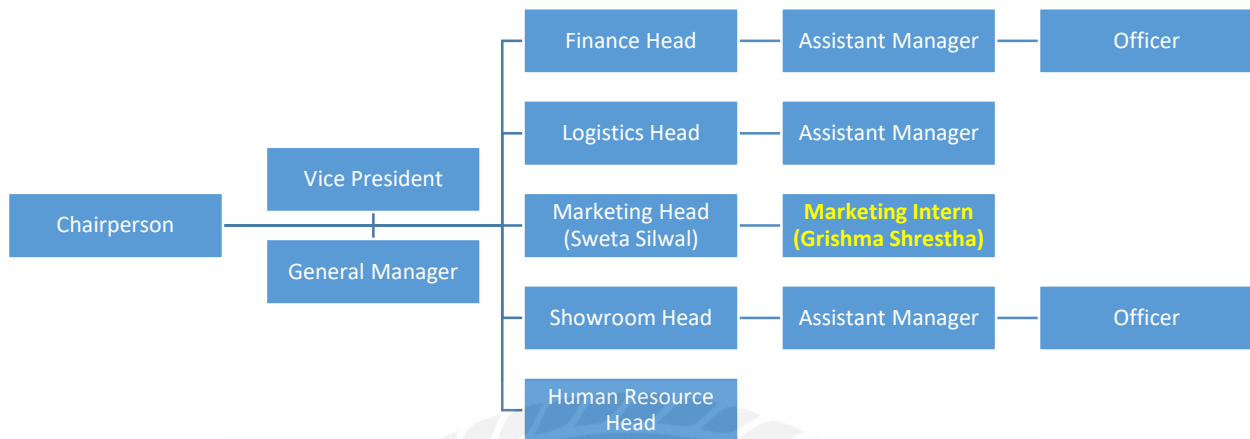
This combined with an excellent marketing network has enabled us to cover a wide market even beyond Nepal. The group had initially set out looking to establish a name that would be synonymous with reliability, quality and sincerity. Today decades of labor and toil have paid off. The desire to be the best in terms of quality and service has enabled the group to enter the global market with substantial success.

Even so, the group never tires from setting new standards and adopting new ways of growing. Through the latest global technology, strategic alliances, new breakthroughs, continuous research and development, the group has set new industry standard in quality and service a model others benchmark to evaluate their performance.

Aug 31, 2014-Pioneer Moto Corp has been appointed as the distributor of Datsun for Nepal. Pioneer has recently signed an agreement with Nissan Motor Corporation, Japan that allows the company to import Datsun vehicles manufactured in Japan, Thailand and India. Pioneer in this regard has launched the new "Datsun GO" at NADA Auto Show 2014.

## 1.2 Organizational Structure

Organization structure is the specified path through which the formal command, authority and responsibility flows from the upper level if management to the lower level of management in an organization. Organizational structure is the formal lines of authority and power, as well as the roles employees assume. Organizational structure of Pioneer Moto corp Pvt Ltd includes various departments under it.



## ORGANIZATIONAL STRUCTURE

### PIONEER MOTO CORP PVT. LTD

#### 1.3 Statement of report

There was some of the statement of the report that has been identified on which my Cooperative report is based on. For country like Nepal which is still deprived on Digital marketing knowledge, but people like us who are capable of learning new things and applying them, we have to think more about advancement in an industry digitally by applying all the possible digital knowledge we have. In order to attract the customers there is growing competition in branding and social media sites by coming up with new offers every time, we being advance in using technologies and updated with all the social networks can be a great help to the company by providing our valuable suggestions and how to reach target audience with the perfect post on social media.

#### 1.4 Objectives of the study

The major objectives of this report would be critically analyzing the recent approaches that the organization is taking into the field of marketing. I have studied about the role of marketing in automobile field, how marketing activities benefit the company and increase the sales of the company besides the showroom sales. To be specific there are some objectives of this report such as to understand the demand of marketing in Pioneer Moto Corp Pvt. Ltd, to study about the recent marketing activities of the company during the time period of 3.5 months, to know about the



importance of branding and their effect in the company's sales and to find the company's competitors position through research and collecting data during internship.

### 1.5 Roles and responsibilities assigned

Pioneer Moto Corp private limited is one of the big trading company in Nepal with more than 200 employees. Everyone from interns or trainee to top level management is assigned with respective job with the specific deadlines to achieve certain goal of the Organization following the same mission with shared vision. Being the intern for 3.5 months complete I was assigned with some duties and responsibilities. Some of the jobs and responsibilities I need to fulfill are pointed below:

- Monitor and keeping records of Daily advertisement report of competitors various advertisements
- Searching for Locations to conduct Weekly Test Ride Event
- Coordinating, Visiting, Executing the demo display event
- Fixing & Attending meetings with Media Houses
- Coordinating with vendors for branding materials and keeping track of bills, memos and payment
- Updating with weekly, monthly and event reports to the seniors
- Visiting Competitors launches, seminars and updating the team about it.

## **Chapter 2: Internship Activities**

Talking about the internship activities I was basically assisted to marketing department. I used to follow my supervisor and help her out in daily official activities. Along with daily ad reports I used to follow up for conducting weekly event and make reports for monthly BTL and ATL activities of the company along with activities of official dealers. I was also lucky enough to contribute and witness the official launching of Nissan Kicks and New Datsun Go in Nepal.

### **2.1. Assignments and Responsibilities of the Student**

In Pioneer Moto Corporation everyone from interns to top level employees has a specific role and responsibility to fulfill and they must adhere to it. Being an intern for three and half month's tenure I too had been assigned with assignments, duties. Every day after reaching to office my first task was to go through all the newspapers and find out if any competitors have published advertisement of any kind of offers, new launches or any information. After tracking those information my task was to update about daily advertisement in an excel sheet and mail it to all the employees along with the picture to keep them updated about competitors activities. I was also responsible for searching potential venue in order to do the display & test ride event for every Saturday. I had to call the venue such as Housings, Apartments, and Malls for the event and talk to the marketing team proposing our event, I had to visit the locations and check if it was suitable for the event or not, also I had to write and drop letters which was our invitation to the community people. As such event was only feasible on Saturdays I had to work on Saturdays too. After the locations were confirmed we had to check if the test ride gift hampers, flex for branding, canopy for the display was ready or not. Also I was responsible for the fuel and car that should be placed during the event. As we were a leading brand, different companies used to approach us for collaborations, sponsorships and media houses used to propose for advertisement to be published on magazines, newspapers and online portals so I had to fix meetings with them along with my supervisor. During my internship tenure I was lucky enough to witness two car launching events, Nissan Kicks & Datsun Go where we had to go through every single details for the event including ATL activities, event planning's, venue fixing, branding, required logistics, preparation for invitation and invites, which made a very busy schedule.

### **Chapter 3: Identification of Problems Encountering during the Internship**

In an organization the more we face problems the better because it will help us to become a better version of ourselves and have a better experience for future works. The more we have obstacles the more we learn. During my tenure as I was very much supported by my supervisor so I personally did not have to face any problem but there were few moments where I as a helping hand could fix the problem. Few Problems encountered during my tenure are as follows:

- Difficulty in locating potential areas for test ride events
- Problem in fixing the events for every Saturday

#### **3.1. Problem Solving**

As already mentioned my roles were very specific as per my topic “Roles of marketing in an automobile company” my duty was to look and increase the sales of company, find new ideas and platforms for marketing. Having said that I along with the team went for new area within the valley every week where we believed would be a best place to display our product and conduct test ride to tap the valuable and possible customer. As such events were conducted only on Saturdays we used to run out of helpers such as drivers which used to create a problem because without them taking the vehicles to the event was not possible. Besides these we figured out two major problems that had to be fixed.

There was a difficulty in locating potential areas for test ride events, this problem was solved by collecting all the past data of customers and their location. After collecting all the data Catchment Area Analysis was carried out, which helped us to locate the potential areas we could focus on.

Another difficulty was to fix the dates for the events, before we used to call the venue and take fix dates without visiting the location but as it did not make the event fruitful we started to visit all the potential areas that we found out after the Catchment Area Analysis which turned out to be fruitful too.

### 3.2 Examples

As we faced difficulty in locating prime areas for test ride events, we solved the problem by carrying out Catchment Area Analysis, this analysis helped us gain insight into our target audience and helped us to attract, engage and ultimately sell more effectively. Usually companies carry out this Analysis in order to open a new outlet but we carried it out in order to know where our potential customers were located. This made us easy to track the area and the housing nearby and we started to conduct events in specific areas which turned out to be fruitful then before.

Another difficulty was to fix the dates for the events, we used to call the venue and take fix dates without visiting the location before but as it did not make the event fruitful we started to analyze the locations we had found after the analysis and started to visit all the potential areas to inform them about the event and check whether the location is perfect for the demo, display and test rides.

Also few problems would take place on the spot which couldn't be neglected. Once during the event at Kathmandu we had to do the test ride events for both Datsun and Nissan so we had to take all the vehicles for the display event unfortunately we had shortage of that many drivers, but fortunately me along with my team knew how to drive so we carried all the branding materials and had to take it to the venue. The same day the inquires and customer inflow was really high and our sales person were really busy, even though I was from marketing team, that day I dealt with more than 10 customers and made bookings because I remembered the details of the vehicle which I gathered during the first week of my internship.

## Chapter 4: Contribution and Learning Process

As an undergraduate who is doing an internship you always have an objective to contribute something remarkable for the company and expect same in the return from the company that in the given tenure they teach you something remarkable so that at the end both of us feel good positive about one another i.e. from the company and the intern part you feel both gained something better from each other and ended in a win –win situation.

The commitments, integrity, sincerity, your character, confidence and intendments towards your work determine your learning and contribution towards the work we make. Theoretical knowledge is one thing but applying it in practical is another so it takes effort of the company and individuals to carve out the best from us so that we are able to make the best possible contribution to the company and learn most things out of it as an intern at the end of Three and half months.

### 4.1 Contribution made during the Internship

In my tenure of internship in Pioneer Moto Corp there were quite a few things where I contributed as an intern such as when I first joined it in Jan 13, 2019. Since the day I had joined I had to make exhibition contribution. “Himalayan Hydro Expo 2019”

I was lucky enough to witness Himalayan Hydro Expo 2019 (Event solution Nepal, 2019) that was held from 18<sup>th</sup> to 20<sup>th</sup> Jan 2019 where Nissan vehicles were showcased along with products of Hyundai ( heavy & small equipment’s), Bosch , ATG Tyres as all these brands are looked by Sharda Group which is the parent company of Pioneer Moto Corp as well. Branding of Hyundai ( heavy & small equipment’s), Bosch , ATG Tyres were done by us and all the requirements such as flex, customer lounge , logistics, venue, set up were managed by us. The report was also made of the event.

After Himalayan Hydro Expo was finished I was able to be a part of Sales Training 2019 of Nissan and Datsun where we had to manage the venue, setup and all the required accessories for the training I not only helped to conduct the training, I also took part in it and received the certificate of completion of training.

After Sales Training 2019 was finished we were preparing for the car launching event of Nissan, along with my supervisor I had to look after the perfect venue for the launching. Once it was decided to launch in 17<sup>th</sup> Feb, 2019 we had to make plans accordingly. We than had to find an

event management company for the setup and creative launching ideas, also we had to take care of the branding part as well which included brochure, flex for all the place, and a proper website for Nissan which was under construction. We attended meetings and made deals and were able to pull off such a great event where more than 1000 people had joined.

We also had to focus on online marketing so we had to fully plan for it we started with completing our website for Nissan (Nissan Nepal) and also focused on our Facebook page. As only website and Facebook was not enough we also focused on online news portals and automobile websites which had offered us with best mileage and price. Also we had to focus on newspaper advertisement as it is still the most effective platform for advertisement in Nepal as many people are tradition and read newspaper still till date.

We also planned and executed Google ads and banner ads which were very effective. After the event there were a lot of things to do, providing the belongings to respected place. We worked for it for few days and after that we received the bills and my job was to collect the bills and make memo and keep records of it, get the memo signed by my supervisor, Assistant General Manager, Vice President and submit it to the accounts department.

After the launching of Nissan Kicks we than had to plan about the new Datsun Go. Datsun go was already there in the market but it was again launched as the face lift for 2019 so we had to plan it beforehand. The process was similar to launching of Nissan Kicks but Datsun Go was launched in Datsun Showroom itself on 24<sup>th</sup> March and we arranged the Press Meet on the same day in order to create the hype of the car. We also managed the website of Datsun (Datsun Nepal) and the Facebook page of Datsun to flow the correct information of the new launches. From the next day we started to give newspaper ads and banner ads along with Google ads. Also we had to look for a proper space for hoarding boards to pull the attention and create the hype of New Datsun Go to the target audience.

Besides the launchings I was also there to help Every Week Test Ride Program which used to be held every Saturday From 8 AM to 12 PM in different locations every time. We had to first find the location visit the place and make confirmation for the event. We mostly went to housings and apartments as there were potential customer in such places, we had to print the letter regarding our event day and date to the families that used to stay there. The next day I had to make the report

showing the place of event, inquiries of the people who visited our stall and the pictures during the event.

#### 4.2 Details of Learning process and Knowledge Received

As mentioned in the previous chapter about the contribution made amidst the company requirement so doing that is the phase where you unconsciously in the back of mind gain experience learn things and gain knowledge about the market you have been working for.

As the company is in the field of automobiles so I received a thorough knowledge about its best market. As marketing is said to be the backbone of the company it had to connect with all the departments such as sales, logistics, accounts, dealers and we had to know all the possible information about each and every department. This helped me to know how the other departments works as well , also we had to be updated about the official service centers so this also helped us to know much more about how things are carried out in the service center.

Working in marketing department I understood how to market our product carrying the ATL and BTL Activities, I understood the media culture, learned to create best mileage in best price possible. I also attended meetings from media people and companies approaching for sponsorships which helped be to boost my confidence in the corporate world.

Having worked in this company one understand how the team work plays vital role to sell a product. Without the coordination of different people from different department it would seriously not be able to sustain a company and sell any product. This company taught me how team work is essential in every ways and how proper coordination can do wonders.

I learned a lot about the company as well as how to work in marketing field as I would witness and work for programs such as Car launching, Sales training event, Every week test ride events which gave me more exposure about the real world and how it actually works. I learned that marketing is not a single job but it is a multiple task carried out in order to show the product existence and to sell the product in the market. I also learned how correct marketing can actually attract the potential buyer and turn them into a customer. As the pricing of a vehicle would be in Millions it is a tough job to convince customer to buy our product. But assuring them about how good our product is and doing right marketing activities at right time really helps to make them buy our products.

## Chapter 5: Conclusion

### 5.1 Self-assessment as professional

I believe Internship at Pioneer Moto Corp has helped me grow as well as gain ample knowledge about the automobile sector and the work ethics. I would say that I have been able to learn many valuable things for my future in this 3.5 months. I not only received knowledge on various matters but, I was also successful to gain hands-on experience in the field of marketing and branding and I really enjoyed my work and the environment as well. I applied the theoretical knowledge gained in classes in the real field which made me grateful to be associated with Kathmandu College of Management and Siam University which had been nurturing us since the very beginning of our bachelors. This Internship program provided me with a platform to look closely into how business works and practice relevant concepts and theories.

Some of the most important things that I would like to discuss are that each employee in an organization has very important role that helps an organization to accomplish the organizational goals. I also learnt how important it is for a company to grow digitally and be updated with all the new technologies in order to keep updated with the world. I also learned the importance of teamwork and how things can be easy if we have a right team in an organization. As company has a particular mission and vision, every individual strives to achieve it. It is better for the whole organization when all the team members cooperate with one another and work together which could be possible with the help of an effective team leader who constantly can guide all the people and support them at the time of need.

Also, I would say that with various tasks assigned to me, I have seen improvements in myself and felt more professional than before. I can also evaluate my strengths and weaknesses by now because there were task assigned to me which were beyond my comfort zone and completing them helped me grow a lot. I also believe that I have developed some skills of managing my time and keeping my professional and personal life in different track. Learnings can never be enough and I still believe there a lot of things that I need to learn and I believe that I can pursue all these things with my hard work and sincerity with time.



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## Annex

### Himalayan Hydro Expo



### Kicks Launching





## Datsun Launching



## Sales Training:





## Dealers Inauguration



## Weekly Test Ride Event





Digital Designs

**A NEW START THAT EXCITES**  
With a fun-to-drive and a strong performance edge, it's hard not to embrace the New Micra Active 2019. They give you the fun to drive with convenience that makes a head over Start-Up New Year with our exciting offer.

**NEW MICRA ACTIVE**  
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**NEW NISSAN KICKS**  
The Intelligent SUV  
MSRP: ₹ 5,99,000  
Discount: ₹ 20,000

**NEW NAVARA**  
MSRP: ₹ 6,48,000  
Discount: ₹ 50,000

**NEW X-TRAIL**  
MSRP: ₹ 12,89,000  
Discount: ₹ 1,00,000

**DATSUM GO**  
EXPERIENCE CHANGE

**NEW NISSAN KICKS**  
The Intelligent SUV

**LIFE DOES NOT HAVE RESET BUTTON. DRIVE SAFELY!**

**STOP WORRYING**  
ABOUT THE POTHOLES IN THE ROAD,  
JUST ENJOY THE JOURNEY!

**DATSUM**  
Break Through

**INVITATION**  
Pioneer Moto Corp cordially invites you for the  
**PRESS MEET**  
and the launch of  
**All New DATSUM GO**  
followed by Lunch

Date: 24<sup>th</sup> March, 2019 | Time: 1:00 pm onwards  
Venue: Pioneer Moto Corp Showroom, Thapathali

**FAST DRIVE COULD BE LAST DRIVE!**

**WEAR YOUR SEATBELTS!  
DRIVE SAFELY!**

**NEW NISSAN KICKS**  
The Intelligent SUV

**INVITATION**  
Pioneer Moto Corp requests  
the pleasure of your company for the launch of  
**THE NEW NISSAN KICKS**  
followed by a cocktail dinner  
6:30 PM onwards | 17<sup>th</sup> Feb, 2019  
SOALTEE CROWNE PLAZA (Megha Malhar)  
Hosted by  
Mr Chuya Hara, Nissan Moto Corp  
Mr Sandeep Sharda, MD, Pioneer Moto Corp  
Repr: 9901142988/97



At My Work Station

