



Cooperative Education Report

Building Brand Equity: Solution Wizard Services

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Title: Building Brand Equity: Solution Wizard Services

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019

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Abstract

This cooperative report entitled “Building Brand Equity: Solution Wizard Services” has been oriented to investigate the activities performed by solution wizard services being a travel-based company. This report will cover all the experiences that I gathered and also the things that I learned from my job supervisor and other employees during the whole period of my internship.

The main purpose of my internship is to complete my cooperative education for getting a bachelor's degree in business administration. This internship serves as a practical aspect of all my years that I spent doing theoretical work studies at my college. The responsibilities that I had to take care of during my internship was to identify the possible customers who are willing to go abroad. My duties were to provide document guidelines to the customer informing them about the valid documents that are needed to process the visa. I also had to manage and handle the files carefully and keep the documents confidential. While dealing with the customers I had to respond by answering their queries if there were any and provide them with the relevant information and I also had to keep them updated on their process. I had to be careful while entering the data and filling the form as well as create a cover letter by explaining the purpose of the customers for their visit abroad.

The overall internship program helped me to have experience working in a real world by applying all the theoretical knowledge that I have learned to my practical life in the best way possible. This internship has taught me the importance of being punctual, building communication and interaction skills, power of teamwork and so much more. I had faced different problems during the internship period but with the support and guidance of my supervisors as coworkers, it had been really helpful, and it guided me to fulfill my responsibilities in an effective way.

Keywords: Professional skills, Teamwork, Effective Planning, Time Management.

COVID-19 effect on the business

The coronavirus pandemic is very unprecedented as it happened all of the sudden. It has been shaking up every small as well as big businesses throughout the world and it has also been affecting consumer behavior on a massive scale. Many businesses have been shut down for the protection and safety of their employees as this virus is very contagious. Many people around the world are facing unemployment due to the unprecedented pandemic and the rate of unemployment is increasing day by day. Many businesses have been facing loss and are suffering a lot due to this issue. As the company that I have been working as an intern in Solution Wizard Services which is mainly focused on the travel sector so due to this pandemic business related to the travel sector have caused massive job and revenue loss. This virus was mainly spread worldwide due to lots of people travelling worldwide which is why now many people are scared to travel and apply for visas and also many countries have stopped the acceptance of people from other countries.

Travel business like Solution Wizard Services has been deeply affected as there are no customers or clients applying for visas and there are very few customers who are planning to travel abroad because of what is happening in the world. Due to this the business has been shut down until the situation will be in control. The whole country Nepal is under lock down, so it is not possible for any business to operate physically. There could be an option to do the work virtually but due to very few consumers willing to apply for a visa because of the threat of being infected by the virus, the business has not been able to operate. So as a whole every business including the company where I worked has been affected by this virus and the company has already faced losses in their revenue generation.

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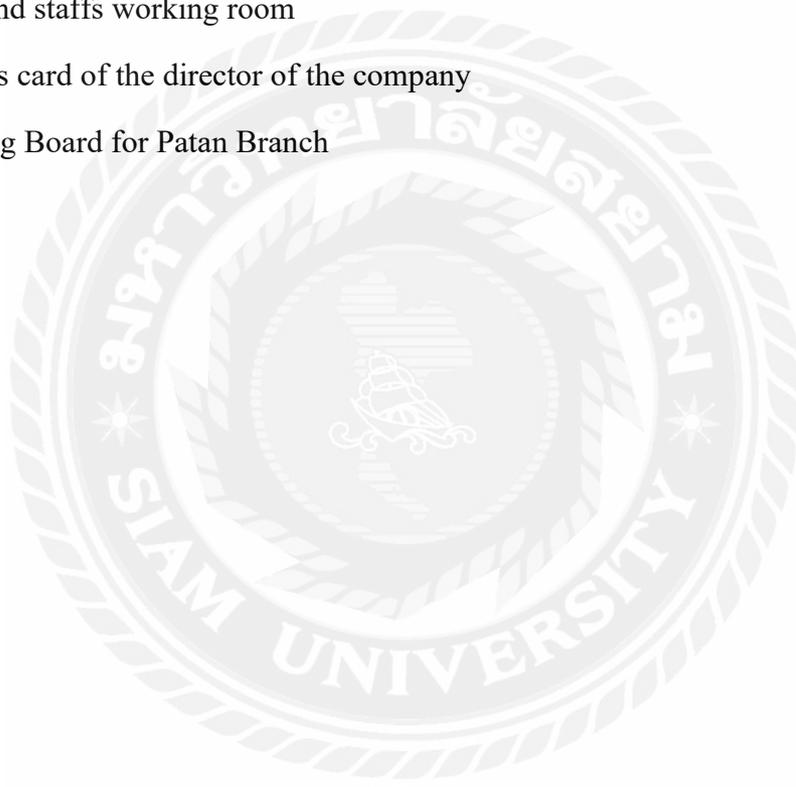
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Acknowledgement

The overall internship report could not have been completed without the guidance of the faculty guide, coworkers and mainly the supervisor. First and foremost, I would like to express my deep and sincere gratitude to Siam University as well as Kathmandu college of management (KCM) for giving us the platform to experience the working environment and for showing how practical life works. I am extremely grateful towards our Assistant Coordinate of Cooperative Education as well as my internship supervisor Dr. Chanatip Suksai and my academic supervisor Mrs. Maria Shrestha for providing invaluable guidance as well as feedback throughout the project. Their assistance, motivation and guidance have deeply inspired me. It was an honor and privilege to work under their guidance. It would not have been accomplished without their help and support.

My sincere thanks goes to my job supervisor Mr. Amit Sthapit Tuladhar for his continuous motivation, encouragement and insightful comments. I could not have imagined having a better supervisor for the project.

Besides my supervisor, I am very thankful towards all the coworkers who were very kind and helpful throughout my internship days. They provided enlightening me and provided moral support as well as guidance for the completion of the project.

Last but not the least, I am grateful towards everyone who directly or indirectly supported me in the completion of the internship project.

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Chapter 1: Introduction

1.1 Company profile

Solution Wizard Services is a professional firm associated with online visa application and visa application processing located in Nepal. Solution Wizard Services was established under the company registration office of Nepal on December 12, 2012 with the pan registration number: 600936745. The main aim of this company is to serve their customers and assist the clients to fill up visa application forms in the best possible way. Beside that it has handled many applications especially to the UK, Canada and U.S.A. for a diverse range of customers. Solution Wizard services have three branches. One is located in Putalisadak, Kathmandu, another is located in Lazimpat, Kathmandu and the third office is located in Patan. This company is a small level business which is responsible to process the visa application along with gaining the trust from its customers to run its business.

Solution Wizard Services being travel related services help in the preparation of the customers or people for the process of their visit abroad. The main aspect that it considers is trust between business and its client and believes that it will help in creating a powerful bond between them and help to promote the interests and image of the organization. They provide realistic information and solutions for their customers for the betterment and satisfaction of the customers. They also advertise regarding their service by creating blogs and updates through many social media platforms like Facebook, Instagram etc. This organization specialize in a large number of markets, so this business has been created to serve their clients' and customers to support them in the process of their visa approval and the process is done electronically. All the queries are answered also through online and the customers are updated with the process. The businesses have good public relations which can influence the decision-making process and for the further improvement in the company. In general, firms in public relations services advise and implement public exposure strategies. Firms in public relations services offer one or more resources that customers cannot provide themselves. Usually this resource is expertise in the form of knowledge, experience, special skills, or creativity; but sometimes the resource is time or personnel that the customers cannot spare.

1.1.1 Vision

The vision of the company is to make it possible for the people to experience their lives.

1.1.2 Mission

The mission of the company is to provide assistance and service associated with visa application and visa application processing in the best way possible by gaining the customers trust.

1.1.3 Objective of the company

- To always push forward the boundaries and seek for better opportunities.
- To consider their customs and clients as their major priority and serving them with the best way possible.
- To explore, to be different- not for the sake of just being different but for the sake of finding a better way.
- To have a strong digital presence in the market.
- To bring about a ‘creative platform’ in travel businesses and to be the best at it.

1.2 Organization Structure



Figure 2: Organizational Structure

1.3 Intentions to join the company

The Industry of travel related business is very volatile, with lots of new companies emerging rapidly. There is a greater consciousness in brand by the consumers which is indirectly supported the travel industry. Therefore, travel related industries have a great future with the emergence of many new companies. Solution Wizard Services is a travel related business which is located in Putalisadak, Kathmandu. With a strong creative base synergized by fine-tuned strategic insights and planning partner clients in maximizing the potential of their brands. Today, across the world, a lot of businesses are becoming close knit and are moving towards more sustainable means of marketing and advertising. As an intern in Solution Wizard Services, I gained work experience in understanding travel related ideas, Digital Marketing, exposure in the online platform which was indeed very fruitful. Reason behind the selection of Solution Wizard Services was because I wanted to gain knowledge in the travelling sector and was very curious to know how this company works. It was a great opportunity to gain some knowledge and practical experience as well as to demonstrate my abilities.

Travelling generally is the activity of going from one place to another and is especially long distance whether for studying, visiting, due to job etc. Many people around the world are travelling from one place to another due to different purposes and those businesses are now booming. Traveling gives people to explore something different than their home country and encourages them to come out of their comfort zone and gather their strength. The concept of travelling has been assumed as a dynamic form which creates immense opportunity for the businesses. The work is formidable as it spearheads a process intended to attract, modify, change and influences public opinion.

1.4 Objectives of the study

As a partial fulfillment of the requirements of the bachelor's in business administration program of Siam University, I was required to do fourteen weeks of internship in any kind of company. The Internship project work provided us an opportunity for learning as well as developing the managerial skills as well as to gain more experience which helped us to develop new ideas in the field of operation management. It helps us to explore our theoretical knowledge to implement somehow in the practical field. Our general objective is partial fulfillment of the requirement for the degree of Bachelor's in Business Administration. The main objective of the work is as follows:

- To learn, understand, enhance and apply the theoretical skills learnt in practical and professional life.
- To be aware of the strategy to make relationships with internal as well as external customers.
- To develop appropriate managerial attitude and behaviors.
- To understand how teamwork is carried out effectively.
- To know the importance of time management.
- To study how the workers are motivated for their work.
- To understand and develop working ethics while working in a corporate culture.
- To obtain insight into career opportunities through interaction, observation, and work experience in the organization.

Chapter 2: Internship Activities

2.1 Job description and responsibilities:

Stages	Work Performed
Researching Stage	<ul style="list-style-type: none"> • In this stage customers who are willing to apply for visas are identified and gathered. • Purpose and cover letter of their travel is asked and prepared which should be relevant.
Informing Stage	<ul style="list-style-type: none"> • Customers are provided with realistic information and the questions related to the applications are answered. • They are provided with documentation guidance.
Applying Stage	<ul style="list-style-type: none"> • The Visa application is filled on the approval of the customers. • For filling the form all detailed documents are gathered and processed as well as all the personal informational are gathered with should be relevant.
Updating stage	<ul style="list-style-type: none"> • Feedbacks are queries are encouraged and listened to. • Any updates regarding then approval of the visa is informed. Also, after approval, all the guidelines for the further activities are provided.

2.2: Contributions of the students in detail

Since the company where I worked is a travel related business which serves the customers who want to go abroad such as students, visitors, private visitors, business visitors, working visitors etc. Most of the customers that the company gets through the referral who visit the office directly or contact the company through email or phone number. During the period of internship, I was mainly assigned to process the visa application in the administration sector of the company. For filling up the forms of the customers I was provided with the proper training. I had to identify and gather the information of the customers who were willing to go abroad and provide them with the proper documentation guidelines where I had to be clear on the essential documents which are needed for applying for a visa. I also had to be active on Facebook which is the only social media that the company uses and then I had to answer the customers questions, provide them with the update, and take customers' feedback. I was also responsible for updating the content on the social media if there were any changes made and to promote the company.

The documentation guidelines that I had to provide contained the information of the passport which should be at least valid for 3 months. A bank statement within 6 months of transaction, Property Valuation Report for assuring the applicant's capability, Income Source in order to justify that there is sufficient income source to support travelling expenses, all the education documents in case if the visa apply is done for a student, TOEFL/IELTS/GRE/SAT/PTE report needed for students, Copy of experience letter in case of working visa, Relationship certificate for family visa, pictures of marriage as well as birth registration certificate, proof of financial support and health report for dependent or settlement visitors, Invitation letters for family as well as business visitors, Tenant agreement paper for ensuring the accommodation of visitor who invited if they stay in a rented apartment, copy of utility bills of the inviter who owns the house or an apartment, medical reports from the legal institution for the medical visitors and many other documents were needed. The documents are supposed to be dealt and processed based on the visa categories.

I was also responsible for interacting with the customers and collecting the information about the purpose of the visit abroad. After knowing the purpose, I had to prepare a cover letter regarding the purpose of the customers' visit abroad which should be very specific. The cover letter should be very convincing as it is very crucial for the visa application to be granted. After the preparation of the cover letter I had to send the cover letter to the supervisor for the final check. Then I had to fill out a form which required many personal information of the customers in detail. The information's included the date of planned arrival, the time frame of the intended stay, permanent residential address and contact details of the sponsor, travel history along with the date and the name of the country, marital status along with the information of the family, working status and all the work related information and description and detailed information about the residential address along with the spending.

Lastly, I had to check the page of the company on a daily basis and answer if there is any confusion or comments. I also had to regularly monitor any news regarding the abroad benefits by keeping myself updated about the travel news related to U.S.A., Canada, and UK and if there are any updates, I also have to post the news on the company's page to ensure every customer is aware of the latest news. All my work was rechecked by my supervisor for the final check and the visa was further processed and if there were any mistakes, then I was provided with the guidance to solve it and I had to recheck it and update my work for the continuation of the work.

Chapter 3: Identification of problem encountered during the internship

3.1 Indicate how you successfully solved the problems

As a learner, it was quite challenging to understand the working culture, ethics of the company during the first few weeks of the internship. The problems and difficulties that I faced are:

3.1.1 Lack of motivation to the employees

The manager was not taking proper reward and incentives to those who deserved it and there was lack in proper evaluation of the employees. I, being an intern, was also not given proper feedback on the quality of my work so I was confused whether I was doing my work in a proper way or not. Thus, I suggested to the manager as well as my supervisor to give proper feedback to every individual so that they can improve and work on their weaknesses for the productivity of the company. I also put forward my opinion of enforcing reward and incentive techniques for motivating other staff to perform better and encouraging quality in the working culture. For the reward they can provide benefits such as remuneration, offers, promotion, bonus, acknowledging them with the employee of the year tag.

3.1.2 Lack of active participation in social media platforms

Nowadays technology is booming, and it has a massive scope for many businesses to show their presence and to showcase their brand equity in the market to capture customers. Currently, Solution Wizard is not active in promoting itself in a social media other than Facebook and also does not have their own website. I suggested that it would be very effective if the company could have its own website and also be active in many online communication mediums where many customers will recognize the brand and be aware of the services that it provides. Also, they could update themselves time and again and communicate it through online to the customers so that the customers can see the effort that the company is making which will help in gaining trust from them.

3.1.3 Lack of proper flow of communication

Although the employees working at this company support and help each other, sometimes there is lack of proper flow of communication. Communication among each level of workers plays a crucial role in being updated and being organized in the working environment. I saw there is a lack of meetings and other activities which gave the employees less opportunity to communicate their work and let other staff know the information about the work efficiency. For solving this I provided feedback to the supervisor and manager to maintain the proper and structured flow of communication. I also convinced them to conduct a meeting on a weekly basis to keep everyone updated on the works of every individual so far and provide feedback to improve for the long-term productivity of the business.

3.1.4 Lack of number of employees

Being a small business, the organization Solution Wizard Services does not have a proper number of employees which makes it difficult for meeting the deadline of the work as there will not be enough workers as per the segregation of the work. I suggested the manager for hiring a qualified individual so that the workload will be divided accordingly which will help the existing staff to do their work properly and meet the deadline of the work. Also the company handles a lot of personal information about the customers which makes it difficult and stressing for the staff to handle many files that is why proper number of employees is needed for the effective functioning of the company on the long term basis.

3.1.5 The work culture was quite different to cope up with

The work process was very hard to understand as I had to deal with many documents of the customers and I also had to be very careful on processing the application. It was a completely new work for me as I did not have in hand experience and knowledge about its operation. The work was assigned with large volume and aspects were supposed to be handled carefully. The documents were very personal, so it had to be kept confidential so to do all the work in time and to meet the deadline was quite challenging. I attended training sessions and followed the guidance of my supervisor as well as my coworkers to overcome this problem.

Chapter 4: Learning process

4.1 Learning process of student made during the internship

I applied all the knowledge regarding the marketing, management, business and other aspects which I have learned and gathered in four years of learning experience at Kathmandu College of Management. It was a great platform to apply my theoretical knowledge into the professional settings where I contributed my output to the Solution Wizard Services along with effective time management by completing the assigned work on time to meet the deadline. Being an intern, I was able to learn and develop different skills as well as well as developed the right attitude. Working in any organization has helped me as an individual to sharpen my interpersonal skills. Through working in this organization has helped me to boost my skills. They are:

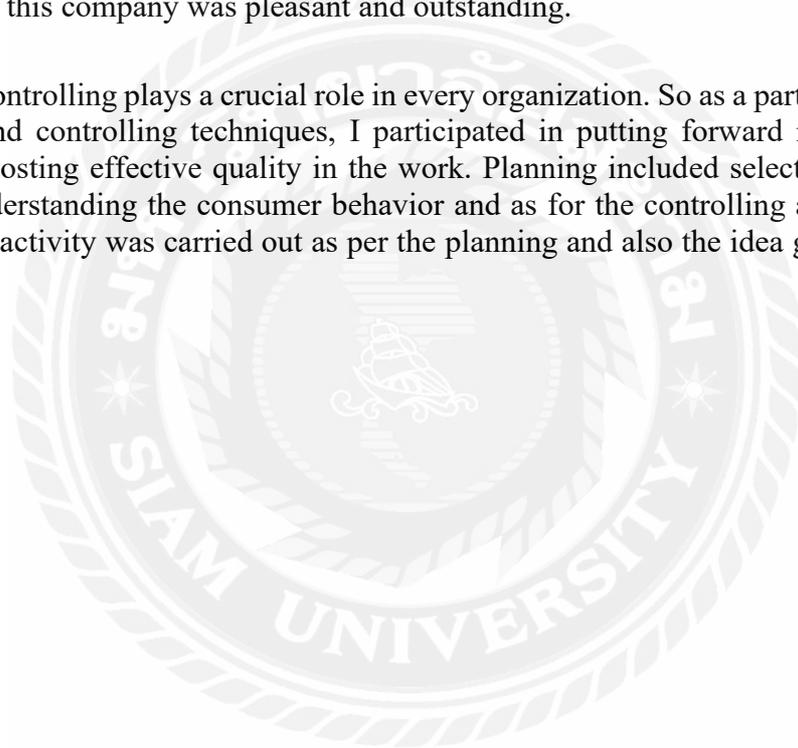
Communication is one of the most important skills that one must acquire in order to get connected with people around be it at work or in ordinary life. I feel that I am much better now regarding my skills to connect with my colleagues, customers in an advanced way than before. We have emails, instant messages in the office to communicate with ordinates. Besides these, we have fortnightly organized meetings held online. For the completion of the work, effective communication is needed to maintain the workflow between different levels of the people within the company for performing daily operations.

The contributions on my work have also helped me to develop decision making skills. The upper level staff had to make several decisions regarding the administration and operation of the organization, so I also suggested my personal opinion which somehow helped in shaping the decision of the senior level employees. My contribution has also helped me personally to make the right decision at the right time and know the importance of making the right choice for the overall growth of the business.

The exposure in the practical life has made me develop leadership skills. Despite being an intern, while working in a team, I was encouraged to provide and come up with different ideas and share it to other employees, divide the work and provide the feedback to the supervisor if I am not satisfied with anything. Leadership is a must-have skill for individuals to enhance their own interpersonal skills.

Team working skills is another important skill that I got a chance to develop. Working in a team means all of the team members must be well oriented toward the purpose the organization wants to achieve. Synchronization is very vital along with team member's motivation, attitude and skills. While working at Solution Wizard services, I worked in a team as a team member and performed accordingly. During the period of internship, I was cooperatively guided by all the staff for gaining in- depth knowledge. The learning environment of this company was pleasant and outstanding.

Planning and controlling plays a crucial role in every organization. So as a part of enhancing my planning and controlling techniques, I participated in putting forward my ideas and opinions for boosting effective quality in the work. Planning included selecting the target market and understanding the consumer behavior and as for the controlling aspect I made sure that every activity was carried out as per the planning and also the idea generated was applied.



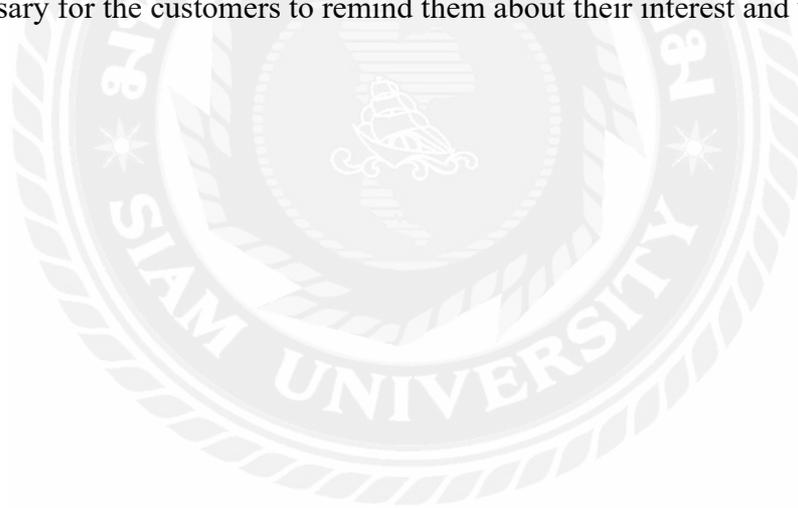
4.2 Details of the related learning process and new knowledge students has received

Nowadays, there is so much competition where businesses are striving to be recognized and appreciated. So, in the competitive world, an internship plays a very important role for an individual to enhance and explore their talent. Getting a chance to work in Solution Wizard Services I got to develop many skills as well as this platform has exposed me and allowed me to meet different people and make new connections. Making new connections and interacting with them has helped to gather their experience and the way they handle the problems which will help me in my establishing my career in the coming days. Through working in this organization, I Learned that real working environments and practical exposure are quite different from the theoretical knowledge that we have learned in the classroom. I also became aware that cooperation, coordination and interconnection between the staff as well as the customers play an important role. I learned that team spirit is a powerful tool to solve problems. I realized that technology is one of the major factors to minimize the operational cost and increase the efficiency. I also learned the working procedures of business operation and customer dealing methods.

During my internship, I got a chance to learn and enhance my way of dealing things and was exposed to various knowledgeable aspects. Under the practical learning, I have developed some important aspects within me which I believe will help me for my future growth as well as to shape my future career as a successful businessperson. Those aspects include:

- **Making a large number of connections:** One important aspect I got to learn during my internship is to build connections. I became aware of the fact that the more I connect with people, the more knowledge I can acquire. In this organization where I worked as an intern, there were employees that I got a chance to know and those employees were also so polite and supportive. They handled their customers very systematically and effectively. I now know the importance of making wider connections and I learned the importance of giving opinions in a large group of people.

- **Importance of proper flow of communication:** Communication plays an important role in every business; all the information should be flowed systematically from different levels of workers. Any failings in the proper communication leads the competitors to outsmart and get their high position. During my internship, at first it was quite challenging to update others with the information through communication as in the beginning I hesitated to communicate but as time went by, I was able to provide correct information through the effective communication.
- **Dealing and following up with the customers:** During my internship period, I learned to deal with customers smoothly and effectively. I learned this from the other staff as I saw them dealing with every customer in a polite manner, being very positive and also coordinating as well as responding if there were any problems while dealing with the customers. I also used to maintain follow ups with the customers inquiring them about their if they are still interested in the visa application processing and keep records if there will be any confirmations. Through this I got to learn follow-ups are necessary for the customers to remind them about their interest and update them.



Chapter 5: Conclusion

5.1 Self-Assessment as a professional

The time that I had spent working in Solution Wizard Services as an intern was very fruitful as it gave me the opportunity to gain a lot of knowledge and experience. I had planned ahead to effectively utilize my remaining time, but it wasn't possible due to an unprecedented situation which was faced by the whole world. During the internship, there were times when I faced problems and difficulties and I believe that learning the process to tackle them will help me to realize my potentiality and value.

The first few weeks I devoted myself in filling out the client's application forms where I got to learn the techniques of processing online. This has helped me to understand the number of clients that are willing to travel to many countries and their purpose of travel. I also got to know major changes in travel related business throughout the world mainly due to the digital revolution. Everything was done online so it gave me enough exposure digitally as online business is getting speedier and smarter. Unlike my expectation, it was very easy and comfortable working with the employees over there. The employees of the organization were also very friendly and helpful as they provided me the support when required. The working environment was very positive indeed and every single person was well known and aware of what they are achieving. They have helped me a lot in accomplishing my assigned task. I had a great learning experience in the company as my theoretical as well as practical knowledge was sharpened by the task I was assigned to do. I am actually very inspired by the motivational activities taken by the management.

Internship opportunities play a crucial role and are very important for every student to get exposed to the business ethics and working culture. My experience with Solution Wizard Services has been great because of all the people that have supported and been very kind throughout the internship period.

Annex

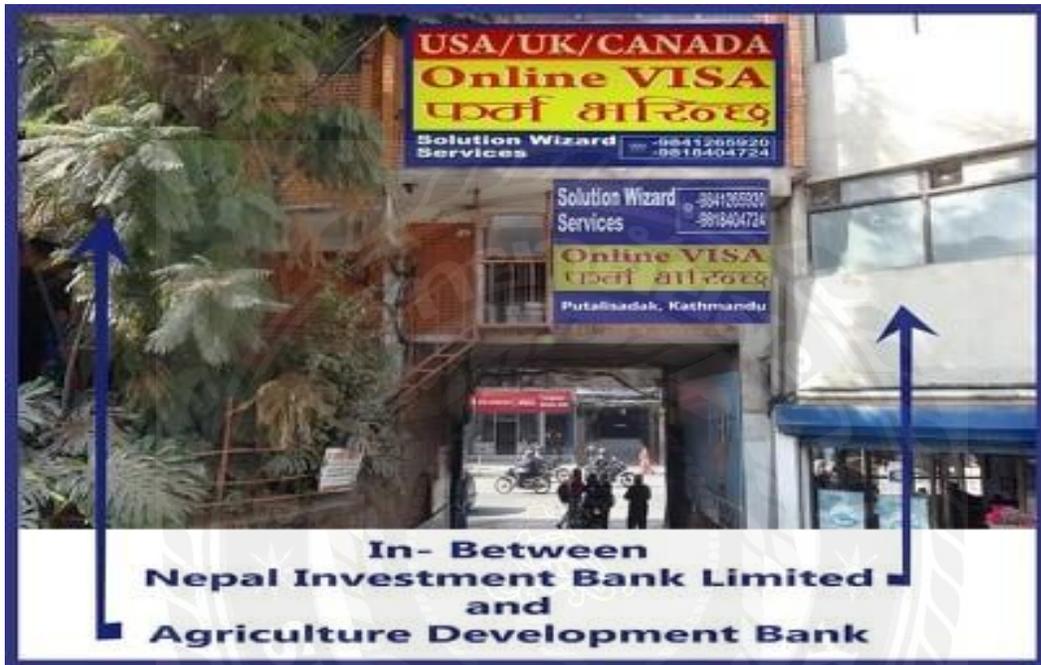


Figure 2: Location of the main branch office



**Solution Wizard
Services**

**Online VISA Application
For
USA/ UK/ CANADA**

Figure 3: Company Logo



Figure 4: Facebook Cover Picture



Figure 5: Intern and staffs working room



Figure 6: Business card of the founder of the company

हामी २०६४ साल देखी यहाँहरूको
सेवामा लागि रहेका छौं ।

CANADA, AUSTRALIA,
UK, SCHENGEN VISA
SETTLEMENT VISA

ब्रिटिस गोर्खा सेटलमेण्ट भिसा
सबै ONLINE VISA फारम भरिन्छ

Figure 6: Hoarding Board for Patan Branch

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