



# **Cooperative Education Report**

**Effectiveness of marketing strategies of automobiles car in Nepal**

**Written by:**

Diksha Goel

Student ID: 5908040028

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

**Academic Semester 2/2019**

**Siam University**

**Title:** Effectiveness of marketing strategies of automobiles car in Nepal

**Written by:** Diksha Goel

**Department:** Bachelors in Business Administration (Marketing)

**Academic Advisor:** Dr. Chanatip Suksai, Ph.D.

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

Oral presentation committees



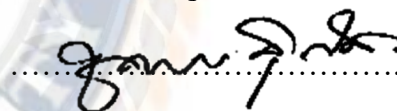
(Dr. Chanatip Suksai, Ph.D)

Academic Advisor

...Prawin Dhariwal

(Mr. Prawin Dhariwal)

Job supervisor



(Dr. Chanatip Suksai, Ph.D)

Cooperative Committee



(Asst, Prof, Maruj Limpawattana, Ph.D)

Assistant President and Director of Cooperative Education

**Project Title** : Effectiveness of marketing strategies of automobiles car in Nepal  
**Credits** : 6  
**By** : Diksha Goel  
**Advisor** : Dr. Chanatip Suksai  
**Degree** : Bachelors of Business Administration  
**Major** : Marketing  
**Faculty** : BBA (Marketing)  
**Academic Year**: 2/2019

## ABSTRACT

This Cooperative report entitled “Effectiveness of marketing strategies of automobiles car in Nepal” has the goal to examine the potential scope of expanding the product lines and identifying the underlying opportunities in the untapped areas of Nepal. Objective of the study includes: (1) to increase the volume of sales by finding potential markets (2) to reach out new markets which is still untapped with huge potential (3) to find connecting products of same nature so as to diversify the product range (4) to get an insight regarding the automobiles in Nepalese Market. With the company I was assigned to work as Assistant operating Manager in the department of Sales and marketing. The responsibilities included to get insight on handling the client relationship, coming with innovative marketing strategies so as to increase the sales and researching on new marketing strategies so as to diversify the market opportunities of Auto Planet.

Upon the completion of the internship, it was found that problem was resolved by means of product research and meeting market requirement. In this matter, the student is able to learn more about how to get accustomed to the working environment of Nepalese Market, which is very important for future career, development and profession.

**Key Words:** *Client Relationship, Market Scope, Nepalese market*

## **Acknowledgement**

I would like to express my sincere gratitude to our Principal, Mr. Bishnu Raj Adhikari and Assistant Coordinator of Co-operative Education program and my internship supervisor Dr. Chanatip Suksai for this opportunity. Further, I also wish to express my gratitude to my academic supervisor Mrs. Maria Shrestha for her valuable time and all necessary guidance and advice required in completing this project.

A warm felicitation goes for me to acknowledge the people of Auto Planet, who hold the desirability for encouraging, teaching, assisting as well as believing me on the tasks of marketing activities that I have worked through my internship period. I also acknowledge them for being patient enough to answer all my doubts and queries. The facts and other vital information provided by them have contributed a lot towards making this project as comprehensive as possible.

Lastly, I am also very thankful and grateful towards other colleagues and family members for their support, co-operation, encouragement, and valuable suggestions for the completion of this project. I believe that this report will be a valuable asset not only for academic institutions, but will also be useful for all those who are interested to learn about internship experiences in the automobile sales industry.

## COVID-19 situation

My internship started from 15<sup>th</sup> of January to 16<sup>th</sup> of March. The lockdown because of the virus Covid-19 started from 18<sup>th</sup> of March because of which I couldn't continue my internship and basically had to end my internship period. Because of the virus I wasn't able to complete my internship and also missed a chance to learn a lot more that I could have if there wasn't the problem of lockdown and the virus in our country.

As my area of focus was on the marketing strategies I could have learned a lot more on the aspect from the marketing department. As my learning from the marketing department had begun but then due to the lockdown I couldn't get a full exposure to the marketing strategies and hence missed the chance to learn a lot more about the tactics used by the company in the market to market their automobiles.

Working from home wasn't possible in my case because my work was more of practical and assistance based which involved more of practical knowledge and assisting the other team members. So I have stopped working for the company and I am presenting this report on the basis of around 8 weeks or approximate of two months of my internship that I had with the company.

## List of Figures

Figure 1: Auto Planet Organizational Structure

Figure 2: The workplace showroom

Figure 3: Supervisor's office

Figure 4: Company managers workplace

Figure 5: Staffs and Interns workplace

Figure 6: Meeting Room



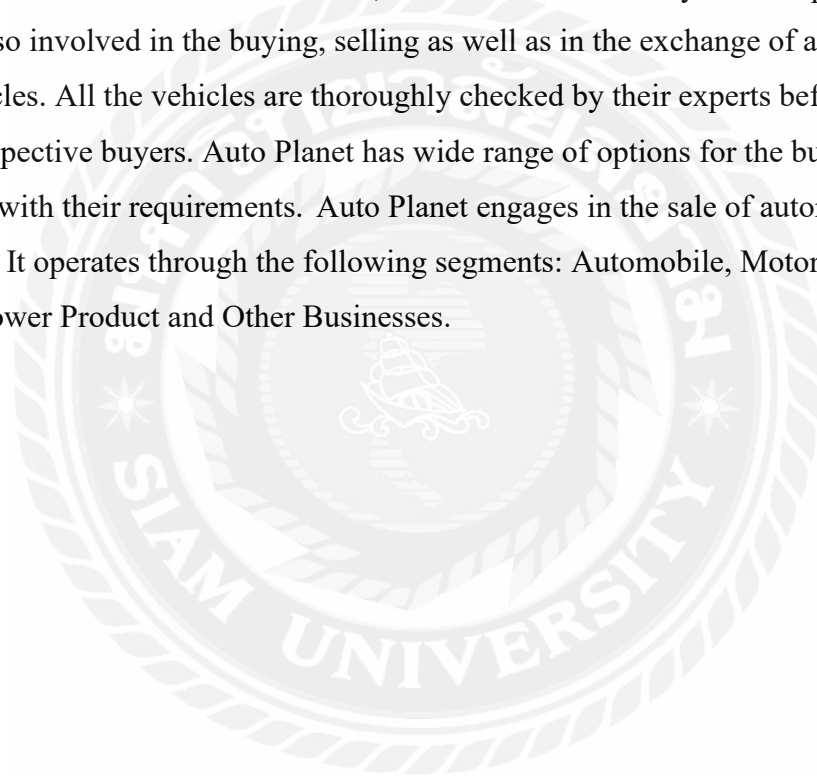
## Table of Contents

Chapter 1 : Introduction .....	8
1.1 Company profile.....	8
1.2 Organizational structure.....	9
1.3 Statement of Report.....	11
1.4 Objective of study.....	12
1.5 Roles and Responsibilities of Student.....	13
Chapter 2 : Internship Activities .....	14
2.1 Job description and Responsibilities of Student .....	14
Chapter 3: Identification of problems encountered during Internship.....	16
3.1 Indicate how you successfully solved the problem.....	16
Chapter 4: Learning Process.....	17
4.1 Things learnt during the Internship.....	17
4.2 Details of the related learning process and new knowledge student has received .....	19
Chapter 5 : Conclusion .....	20
5.1 Self assessment as future professional.....	20
Annex.....	21
Bibliography .....	24

## **Chapter 1: Introduction**

### **1.1 Company Profile**

Auto Planet is located in Mandhikatar, Kathmandu. It basically deals in premium quality vehicles. It is also involved in the buying, selling as well as in the exchange of all new as well as pre owned vehicles. All the vehicles are thoroughly checked by their experts before delivering them to their respective buyers. Auto Planet has wide range of options for the buyers to choose from in context with their requirements. Auto Planet engages in the sale of automobiles and power products. It operates through the following segments: Automobile, Motorcycle, Financial Services, and Power Product and Other Businesses.



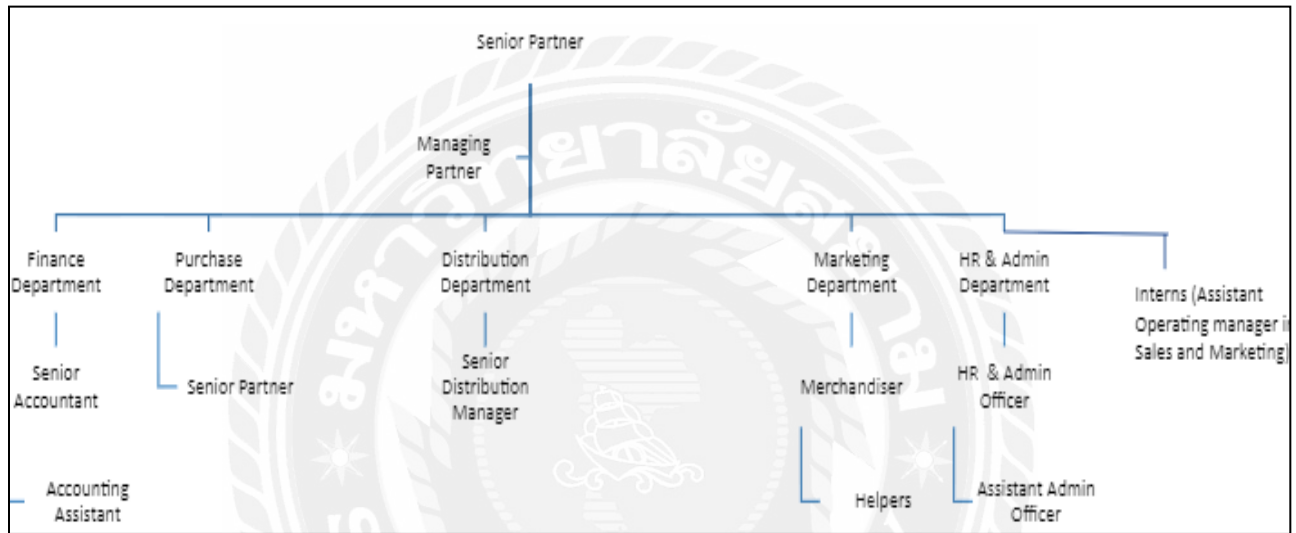


## 1.2 Organizational structure

Auto Planet is categorized as Figure 1:

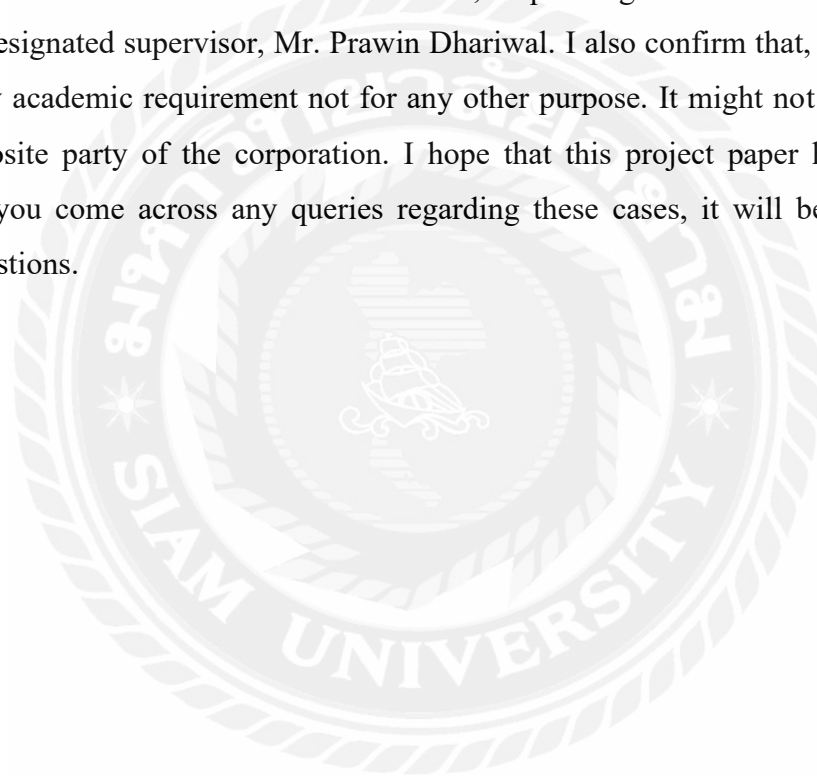
- Top level management (The Partners): Firm is led by two partners (Senior and Managing) who are responsible for strategy development, monitoring and approving the works of other managers and overall conduct of each operation.
- Finance Department: An accountant and his assistant looks after the preparation of financials and monitoring receivables and payables of the firm.
- Purchase Department: This department is solely looked by the Senior Partner who is responsible for all the purchases of automobiles.
- Marketing and Distribution Department: They handle any product from dealing and taking orders from customers to its sales confirmation and shipment arrangement to the customer within a specific time frame. Also, they are responsible to collect the payments from the market.
- HR and Admin Department: They are responsible for recruiting new employees and all the daily administrative and official work of the organization such as handling cheque and encash the cheque, etc.
- Interns: Their Responsibility is to help in all the departments that they are assigned. Basically they can work in any area of their interest.

**Figure 1** Auto Planet Organizational Structure



### **1.3 Statement of the report**

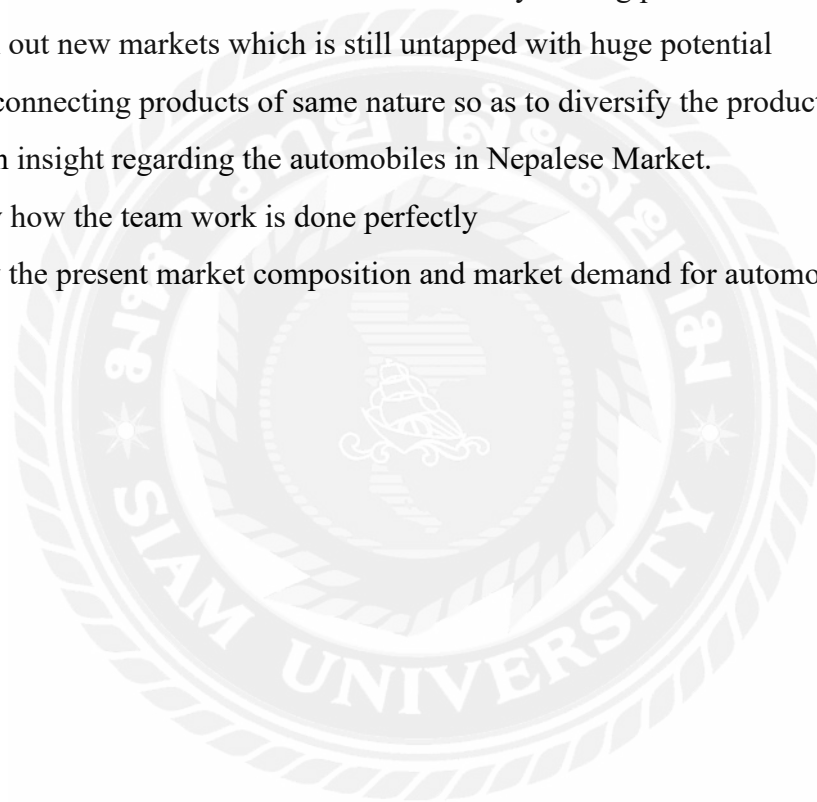
With great pleasure, I, Diksha Goel, hereby declare that the presented internship report titled as “Effectiveness of marketing strategies of automobiles car in Nepal” with respect of my working at Auto planet as an Assistant operating Manager in the department of Sales, Accounts and marketing is prepared solely and uniquely by me without any duplication after my weeks of successful work at the firm. It was certainly a great opportunity for me to work on this real life project to actualize my theoretical knowledge of this course in the practical arena and some more which is out of this course. However, required guidance has been taken when required from designated supervisor, Mr. Prawin Dhariwal. I also confirm that, the report is only prepared for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the corporation. I hope that this project paper has been to your expectation, if you come across any queries regarding these cases, it will be my pleasure to clarify your questions.



#### 1.4 Objectives of the study

The major objectives regarding being a part of the Auto planet team were to firstly gain practical exposure and secondly application of knowledge on real life projects and to develop better understanding of marketing procedures that they use in context of Nepal. Some more objectives are listed below:

- To increase the volume of sales of automobiles by finding potential markets.
- To reach out new markets which is still untapped with huge potential
- To find connecting products of same nature so as to diversify the product range
- To get an insight regarding the automobiles in Nepalese Market.
- To know how the team work is done perfectly
- To study the present market composition and market demand for automobiles.



### 1.5 Roles and responsibility of the student

During the period of my internship at Auto Planet, here is the brief information about the major areas for I was assigned to work:

- **Sales and Distribution Functions:** In my internship I had to deal with customers which basically included procuring orders from them. I worked on revising the orders and specifications made by the buyers. I also ensured that there was timely and correct delivery of orders to the buyers. I also worked on sending pictures of the automobiles and bills to the buyers correctly and timely.
- **Marketing Functions:** Talking about marketing I basically learnt and worked of new marketing strategies that was used by the company to market. I worked on social media marketing with digital promotions and posts. Also I engaged with the customers and reviewed their feedbacks through social media.
- **Finance Functions:** I helped in the process of maintaining daily records of administrative expenses. Also I helped and assisted in the preparing of journal entry in the books of transaction which basically included keeping a record of all the buyers.

## Chapter 2: Internship Activities

### 2.1 Assignments and responsibilities of the student

#### 2.1.1 Sales and Distribution

It includes planning and coordinating all the activities right from the order placement and till the delivery of the order. The process included knowing the nature of the buyer. I had to communicate with the buyers which helped me build my communication skills. I also assisted in arranging meetings for the buyers with the company. I also learnt about showing the buyers the vehicles and also dealing the customers with price negotiation. I had to record the confirmed prices and orders from the buyers which helped me learn about record keepings. I also learned about the process of revising the orders and specifications of the buyers. I also assisted with the timely and correct delivery of order to the buyer.

#### 2.1.2 Marketing Department

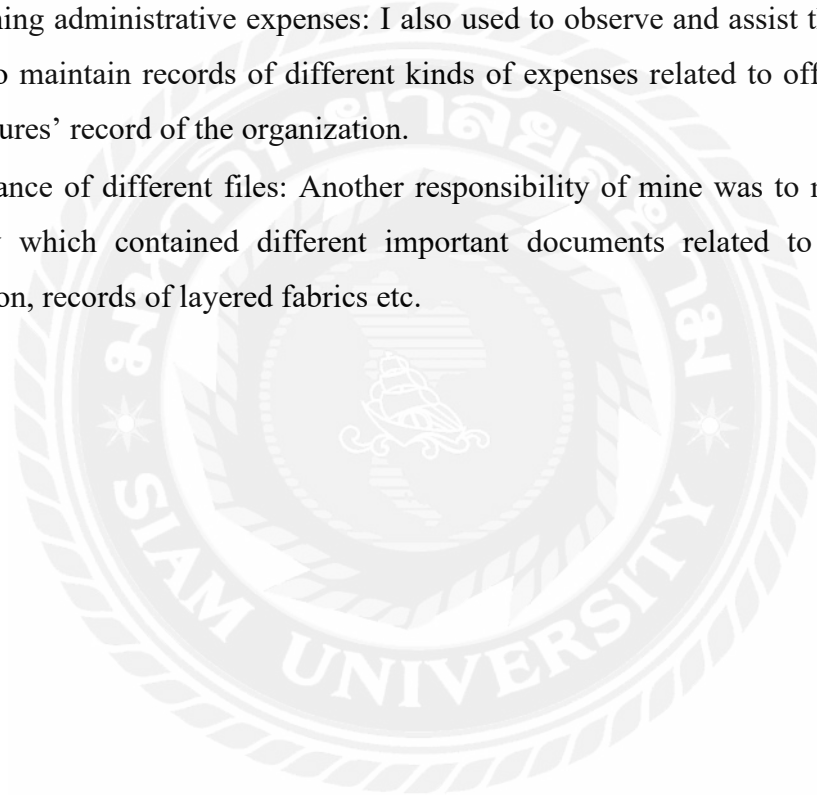
I worked in their marketing department where I learnt about how important is it to know about marketing strategies and implement them properly as they can have a huge impact to boost the sales and for the improvement of the overall performance of the company. With the marketing head, I assisted him in the following activities:

- Digital marketing: I assisted him in creating digital posts for the company promotion in their social media accounts to promote their new availability and let the customers know about it.
- Engagement with customers: I also assisted them with how proper engagement is done with their customers so that proper relationship can be managed and build customer loyalty. This way you can also have proper record of customer feedbacks as well.

### 2.1.3 Finance Department

I also worked under finance department even after being from the marketing sector and got an opportunity to learn about the record-keeping process. With the accounting assistant, I assisted him in following activities:

- Preparation of journal voucher: Journal voucher is used when there is neither cash nor the involvement of bank in a transaction. There are so many types of transactions for which journal vouchers are prepared. For example, when goods are sold to the customers on credit, the journal transaction is recorded.
- Maintaining administrative expenses: I also used to observe and assist the administrative officer to maintain records of different kinds of expenses related to office and the daily expenditures' record of the organization.
- Maintenance of different files: Another responsibility of mine was to maintain the files carefully which contained different important documents related to purchase, sales, production, records of layered fabrics etc.



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

### **3.1 Indicate how you successfully solved the problem**

#### **3.1.1 Lack of Website**

With the enhancement of technology, online marketing and web development has been boon for various businesses. Currently, Auto Planet does not have any of its website. It would be more communicative if it had an updated web site. Buyers would feel more convenience if Auto Planet had an updated web.

#### **3.1.2 Communication Gap**

There are a little bit gaps in communication between the departments. Although they confirm each and every thing from each other, I have seen mistakes being made and the staffs blame each other's to keep oneself safe. Being in organization, proper and effective communication is a must for efficient completion of work. As a solution, I gave idea about a system of giving proper instructions and the authority to reconfirm any work regarding what and how to do from Senior Production Manager in case of any confusions. Also, another system of re-checking if the communicated task is done properly or not.

#### **3.1.3 Motivating the employees**

HR department was also not seen serious in evaluating performance of employees and not giving reward accordingly. Therefore, I suggested HR department that it could prove and show that they are here for employees by motivating the employees performing their best. They can evaluate the motivation and determination level of their employees and give them incentives like bonus for extra work, allowances, announcement of Best Employee of the month etc.



## Chapter 4: Contribution and Learning Process

### 4.1 Contributions of student made during the internship

With 4 years of learning experience at Kathmandu College of Management (KCM), I happened to inculcate knowledge regarding business, management, marketing, start-ups and many other things within me. Getting the theoretical knowledge into practical experience, I made contribution at Auto Planet in following ways along with the timely completion of responsibilities and activities mentioned already above in Chapter 2:

- **Communication:** It is one of the foremost and most important functions required in organizations. For successful completion of production, effective communication is required to communicate with different levels of people in the company to perform day to day activities. I established new channel of communication of lower level employees directly with Senior Production Manager and reconfirmation of correct instructions.
- **Planning:** I also participated in planning with my seniors giving new ideas for continuous production and working for successful implementation of plans made. Planning in company includes regards to various aspects like planning the new marketing strategies, checking the order requirement, planning for the given order etc.
- **Decision making:** The Senior Manager has to make several decisions during the production and order processing, selection of suppliers, selection of buyers, etc. where I actively participated by giving my opinions.
- **Controlling:** I used to make sure that all the activities are carried out as per the planning and I used to report to my supervisor religiously.
- **Coordination:** I as a BBA student had learnt co-ordination and team work ever since the first day of orientation. I always tried my level best to coordinate with every department in such way to reduce the uncertainties and difficulties. In case of any problem, I used to support and lend helping hand in order to complete the task successfully in the given

period. Both the controlling and coordinating activities complement each other and I maintained both accordingly as per my level.

- Follow ups: During my working period, I used to maintain follow-up especially with the buyers. Similarly, I made follow-up with customers sending them the pictures and specifications of the particular vehicle that they were interested in, and other includes follow-up for the approvals of the orders and delivery confirmations.
- Learning by doing: I used to maintain the records of customers, administrative expenses, and assisted in making day book and journal entry.



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

In today's competitive sector of marketing an internship is meant to enhance experience in the field where one is interested in, a primary way to learn to network within the organization and get footstep in the door at one's dream company. Getting internship at Auto Planet provided me a platform to meet new people, learn from their experiences and inculcate lot of practical knowledge which will prove to be fruitful in establishing my career in the days to come.

I would explain the part of my learning under two categories, one is practical learning and the other is behavioral learning. Under the practical learning, I got to know the marketing and sales process of the company and various other activities regarding the company Auto Planet. Apart from that I also learned a lot about the following aspects:

- **Deal with the customers:** During my internship period I learned how to deal with the customer's in a very polite manner. The staffs used to be very positive and polite to the customers and if there used to be any problems then they both efficiently coordinate properly.
- **Making connections:** One thing I learned during my internship is making connection. The employees handled the customers so smoothly and efficiently. I know now how to make a better connection and handle it as well.
- **Communication:** Effective communication is essential in any role. In every organization communication plays a vital role. During my internship days in the beginning it was little bit difficult but as time passed it was easy to communicate.

## Chapter 5: Conclusion

### 5.1 Self assessment as future professional

Working with Auto Planet gave the opportunity to bag lots of knowledge and professional competency. Usually hard time is faced when speaking about the potentials in interviews or any professional talks, but with the some real world experience it has helped to better understand my value, realize self-ability and what I can actually bring into table. Beyond the academics, I can notice that professional skills like ability to make decisions and attitude of taking initiative and risks has been developed within me. By completing this report, I have got a lot of idea of the marketing sector in the automobile company along with the sales, distribution and finance sector too.

As I did my internship in Auto Planet and worked under the operation and marketing department my role overall was to work in every prime department that consist of sales, Marketing and finance. Having worked under all departments I got a thorough knowledge of how an organization behaves internally and what are the necessary steps and action been taken outside the organization so as to have your product get sold in the consumer's hand by the end of the day. I also show my sincere gratitude towards the company for having me involved and believing in me with the work assigned as the firm played a huge role in having me learn and gain experience into the real field by providing me the right training and helping me perform those task in accordance to the supervisors need.

In conclusion, I can say that internship opportunity is really essential for every business student to get idea about organization and industry of self-interest to excel in future endeavors. I want to thank my Supervisor and whole Auto Planet team for giving me great opportunity of learning by doing. Auto Planet is really a good experience for me because every person of the company whichever department they may be are so much helpful and gave me the proper methods of practical learning.

**Annex:**

Figure 2: The workplace showroom



Figure 3: Supervisors office



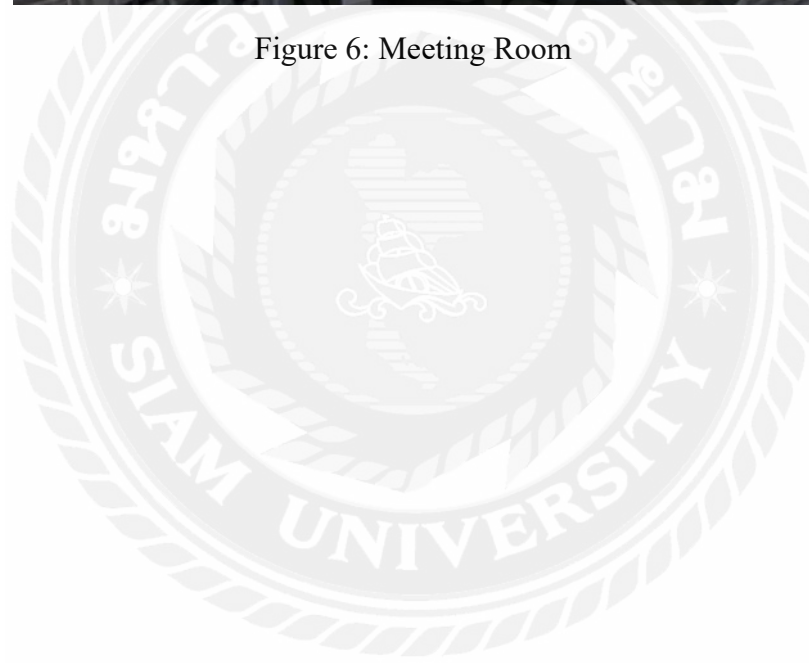
Figure 4: Company managers workplace



Figure 5: Staffs and Interns workplace



Figure 6: Meeting Room



## Bibliography

Awale, S. (2019, April 26). Nepal's electric transport future is here. *Once seen as a quaint option, electric vehicles promise ecological and economic benefits* , 2.

Gurung, I. (2004). NEPAL: A PROMISING AUTOMOBILE MARKET., (p. 2). Kathmandu.

Poudel, D. (2018, July 4). 3.1 million motor vehicles on Nepali roads: DoTM. 4.

Shrestha, E. L., & Shrestha, E. (2014, September 5). Nepal's autonomy. *High taxes drive customers away* , 2.

