



Cooperative Education Report

Introduction to Product Development
And Market Extension at Malee

Written by

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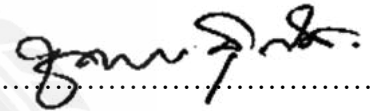
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019-20

Oral Presentation Committees



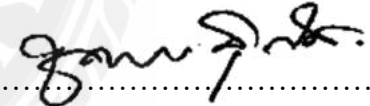
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Credits : 6
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ABSTRACT

This report is conducted at Malee Group Public Company Limited which is a manufacturer and distributor of canned fruits, UHT and pasteurized fruit juices in domestic as well as international markets. It is one of the most renowned non-alcoholic beverage manufacturers in Thailand. Not only this, it also engages in Contract Manufacturing Business in which the Company manufactures beverage products for other brand owners both domestically and internationally. The main objective of this research is to analyze all the contributions I have made as an intern in the organization that I am working for. This report is also prepared in order to fulfill the course requirement of Siam University. Through this internship, I was able apply the knowledge and skills I got from the classroom lectures, in the real world. Similarly, I have also learned a lot about the market as well as the consumers with the help of field visits and the findings I came up with. Lastly, I believe all the responsibilities have given me an idea about corporate culture which has helped me know how we should work in an organization.

Keywords: non-alcoholic beverage, market strategies, product development, advertising.

Covid – 19 Situation

As we usually have research related works so we often have to go out to different departmental stores to know about the product preference in the market in terms of fruit juice, for the completion of the project. But with the covid pandemic, we couldn't go to the stores because it was too crowded with people there, going to buy lots of things, so we thought that it was safe to work in the office and revise on whatever material we had, for the next presentation. As the situation was getting more severe, the meeting kept on getting postponed. So, we didn't actually have much work to do in between. After that, I started working from home since 24th March, 2020.

So, we mostly do all the works online, even the ones related to research. Then we present it in front of the CEO, our supervisor as well few other teams about the progress. But with the current project we are working on, which is basically to know the fruit juice market in Nepal, we are gathering data with the help of online articles, news and reports which are done by people in similar context. Similarly, we are also doing online survey with the help of Google forms to know about the product preference in Nepal in terms of fruit juice.

It is actually very safe working from home in this situation. At first, we had to go to office everyday even with the starting of the virus, I was not quite sure if I should continue working because I am living alone here, and I don't know many people because I just shifted here. So, it was quite scary at first. But now, as Thailand is considered safe compared to other countries, it is going just fine.

Acknowledgement

First and foremost, I would like to extend my immense gratitude to Kathmandu College of Management, affiliated with Siam University, Thailand for providing me with the opportunity to explore the practical workplace environment along with the continuous support in every aspect.

I would also like to extend my gratitude towards my KCM supervisor, Baburam Devkota sir and my coop advisor, Dr. Chanatip Suksai for helping me finalize the internship report as per the standard guidelines. I would also like to thank Roongchat Boonyarat - CEO, Malee Group PLC, Thailand for providing me with the opportunity to gain knowledge and experience at the company.

I am also very grateful to my Job Supervisors, Ms. Arrirat Phanthasaen and Mr. Montri Kijwanlop, along with the company HR Executive Ms. Siriwan Finet, for leading me through any obstacle and hardship that came during the internship period. Similarly, I also extend my gratitude to all the people who supported me in any way for the preparation of this project.

- Manzala Basnet

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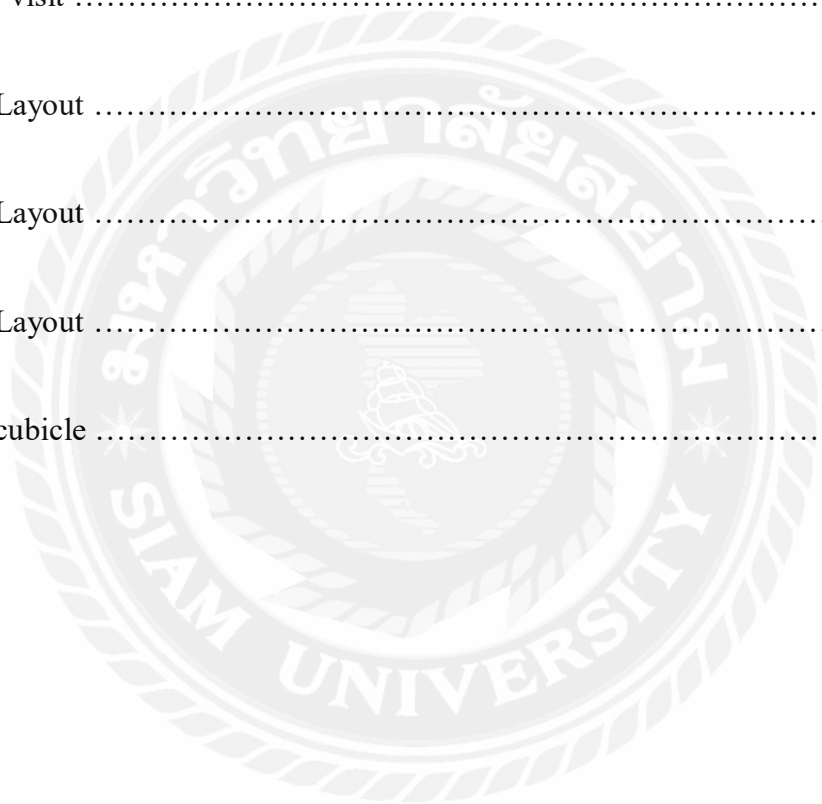
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Chapter 1: Introduction

1.1 Company Profile

Malee Group Public Company Limited is a manufacturer and distributor of canned fruits, UHT and pasteurized fruit juices in domestic as well as international markets. It was established in 1978 under the name of Malee Sampran Factory Co. originally as manufacturer and distributor of canned food and canned fruits. The Company changed its name to Malee Group PLC in 2016. Similarly, it also engages in Contract Manufacturing Business (CMG) in which the Company manufactures beverage products for other brand owners both domestically and internationally.

The main motto of the company is to work together for the sustainable growth of the consumers, employees, farmers as well as the environment. Thinking of other people first, is the way in which Malee's business development has continued.

Company's Value:

- We live healthy. Good health is the foundation to do great work.
- We collaborate and trust. Amazing things happen when we work together.
- We put customers first. Our customers are why we are in business.
- We celebrate often. We push to achieve goals and celebrate our successes along the way.

The product portfolio as well as the subsidiaries and Joint Ventures/ Associate mentioned below for the knowledge.

Total Portfolio

Malee

100% Fruit Juice



Fruit Juice (Non-Premium)



Canned



Non-Fruit Juice



Canned



Dairy Product (Chokchai Farm)

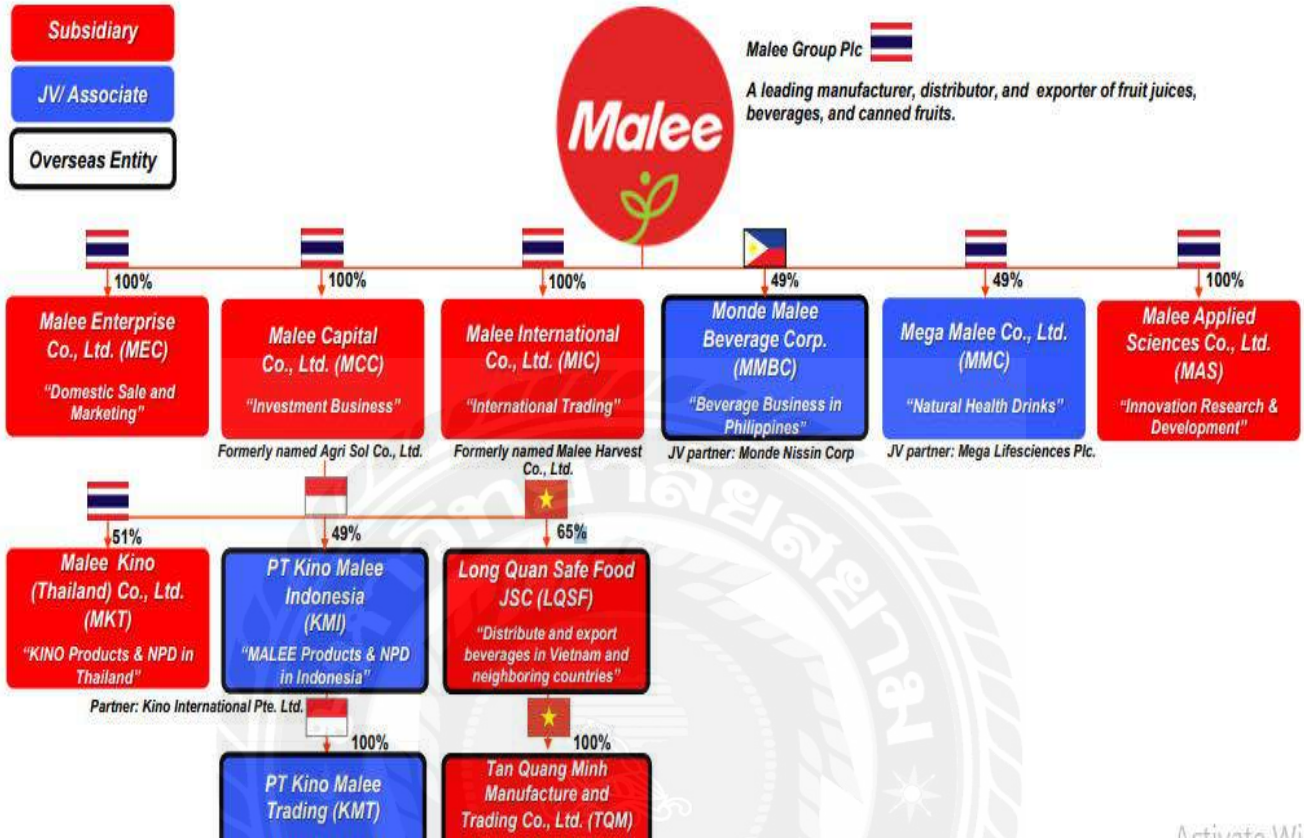


Others
(not under Brand Malee)

Healthy Snacks

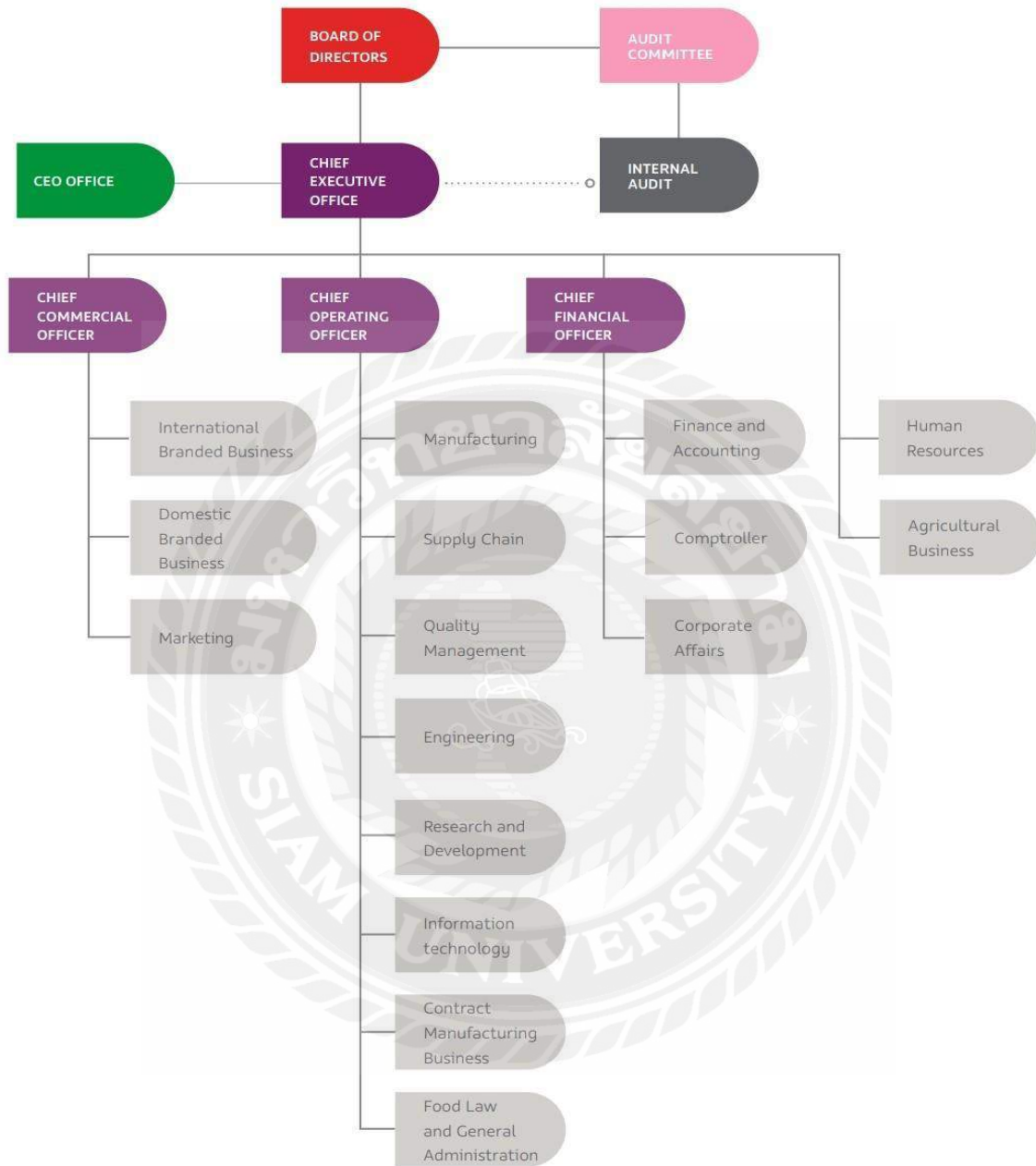


Group Structure

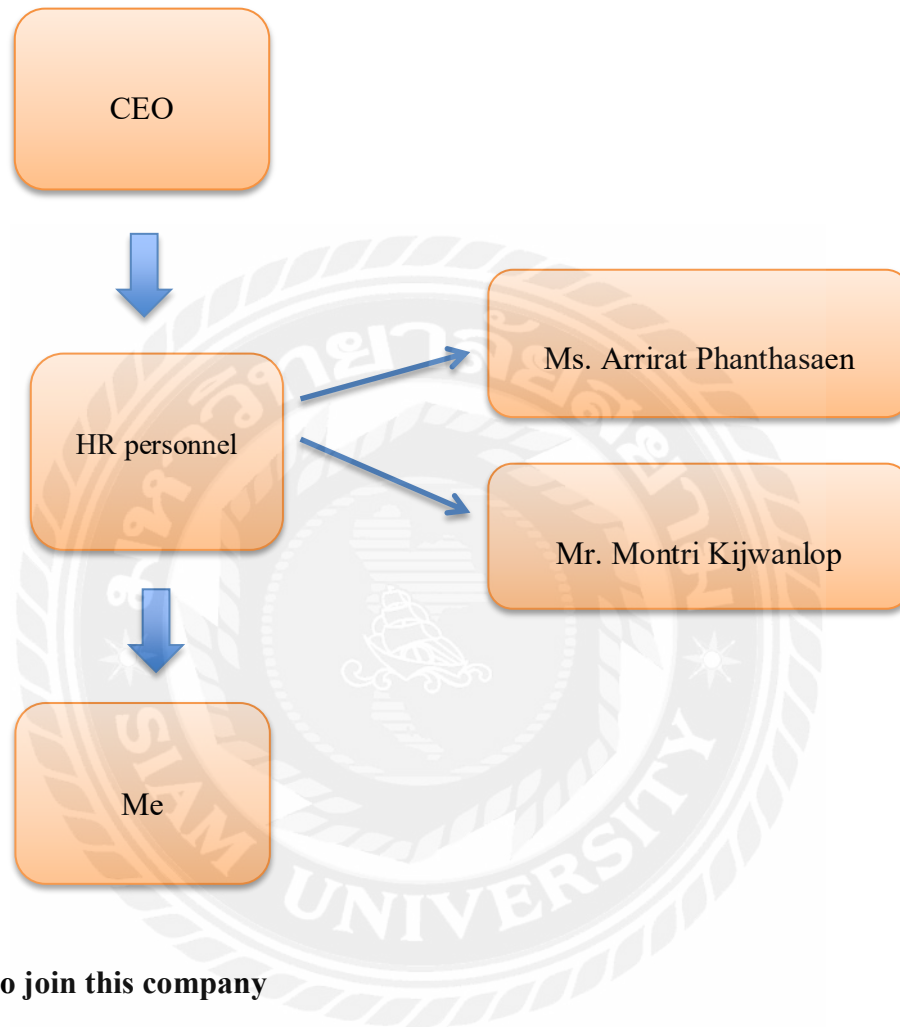


As of 31/12/2020

1.2 Organizational structure



I didn't have a specific job position as an intern, as I was working under the CEO of the company. I was responsible for working on different projects. After the completion of a certain task, we were required to present all the findings in the meeting with the CEO herself.



1.3 Intentions to join this company

Malee is one of the reputed non- alcoholic beverage companies in Thailand. I got to know about the company through our Vice Principal, Dr. Maria Shrestha, that the company was interested in hiring interns from KCM. I was really intrigued when I got to know about the company. I thought this internship could provide me an opportunity to apply the knowledge and skills I got from the classroom lectures, in the practical world.

I could learn how things actually work in an organization. It was not only about a certain experience but also about all the efforts and hard work that I put into all my works to learn new

things. Similarly, working in a completely new environment was not something I could think was possible for me. It was quite challenging at first, because I was not familiar with the work environment here in Thailand, I didn't know anyone from the office. The first few weeks were very difficult. But my colleagues were really kind and helpful so that I could adapt to the environment well. I could build networks, contacts as well as shape myself as the future marketing professional.

1.4 Objectives of the study

The main objective of this report is to analyze all the contributions I have made as an intern in the organization that I am working for. Similarly, this report is also prepared in order to fulfill the course requirement of Siam University. This not only helps to determine the time and efforts I have put into this, but also helps to identify and further develop an appropriate level of professionalism in me, as an employee of any organization. Some of the other objectives include:

- To be able apply the knowledge and skills I got from the classroom lectures, in the practical world.
- To gain more knowledge in the field I am currently working on, so that it could help me find something I am good at, or some field that might interest me to work in future as well.

Chapter 2: Internship Activities

2.1 Job description and responsibility

I didn't have a specific job position as an intern, as I was working under the CEO of the company. I cannot speak Thai language, so it was not quite possible for me to work in any other department as most of the employees are used to speaking Thai only. I was responsible to work on different cases and projects. After the completion of a certain task, we were required to present all the findings in the meeting with the CEO, every week or once in two weeks, depending on the project. I used to sit in the HR Department as both of my supervisors were from HR, so it would be easier for them to help me with the assigned tasks if I had any problems, or if I needed any data and information.

Before I started working, we had a meeting with the CEO of the company, where we were given information about the company in brief. The information included how the company was started, its current market and so on. We also talked about our interest in different fields. As the employees were used to speaking in Thai at the company, we were assigned two supervisors who could guide us with the assigned tasks, which was related to marketing research. For the completion of the research, we had to visit different department stores, check the products and observe the buying behavior of customers. We were supposed to present it to the CEO after 2 weeks of observation where we would present all the findings we got from the research we did.

The main purpose of all those field visits and research was to know about the Thai market, as well as to observe how people decide on the products they purchase. The idea for us was that we could compare it with the Nepalese market, as the company is thinking of extending its market to countries like India and Nepal. For that very reason, they wanted to see whether Market Extension would be feasible or not. With this, we were to work with the export team and carry out this research. If the company finds it worthy, then we were informed that we would be working with New Product Development Department to develop a product that matches the taste and preference of people living in Nepal or to modify the existing product as per the requirement.

So, it is really important for us to research very thoroughly and provide correct information so that there won't be any complications in the future. As it is such a big opportunity for me, I have to give my best in everything I work on.

2.2 Contributions of the student in details

I was assigned a case for the first week. The case was about the company itself, it included information regarding how the company was established, and everything the company did in the last 40 years. We were required to go through the case thoroughly, to know about the company more. For this, I analyzed everything that was mentioned in the case.

After that, we were required to visit different stores and supermarkets that included 7 eleven, Tesco Lotus, Big C as well as Macro for next few weeks. We were out for field visits most of the working hours, and after we were done we had to go back to the office as our working hours were from 8 am to 5 pm. We covered a few Big C and mini Big C located in Lam luk ka district and Thanyaburi at Pathum Thani, the first few days. There, we observed where the products of the company were being placed and how it was placed. We compared the products of the competitors with ours and analyzed the differences. After we got back, we used to have a quick meeting with the HR Manager where we discussed a few things that we require regarding the projects. We also talked about the future projects regarding New Product Development as well as about the factory visit.

We also went to a few other locations looking for Tesco Lotus and Big C. We observed the location, how the products were sorted and placed. We made notes and clicked photos for the future reference. We hypothetically analyzed the different ways of sorting and placement of products and looked into which one was the best considering the target audience among all. After that, we went to the office where we talked about sales related documents that were required for our project.

In between, we were taken to visit the company's factory which was located in Sam Phran, Nakhon Pathom. It was about 1hr. 30 minutes ride from the company. There, we met the HR Executive, people from quality control as well as a few people from other departments. We were given information about the products that were being manufactured along with the production

capacity. We got to know about the canned fruits that were being manufactured, about the PET production, fruit juice, PET bottling, canned beverages, pouch pack as well as the HPP process. We also got the opportunity to get familiar with everything that is being taken into consideration and managed from farming, raw material inspection to filling and export of the products. We also got to see how fruit juice is filled into bottles and tetra packs. In the factory, we got to see the manufacturing and packaging process for different products. Not only were we familiar with the products sold with the brand name „Malee“, but also got to know about the products that the company was manufacturing for other companies which is called contract manufacturing.

After that, we continued to work on our research. For the week, we went to Macro Rangsit which is a department store located in Thanyaburi district, Pathum Thani. Macro is an International brand of warehouse clubs. Only businesses which are registered members are allowed in the stores but it is open to the general public only in countries like Belgium, Brazil, Cambodia and Thailand. I got to know about this store which was completely new for me. After that, we went to the office and we discussed what we observed at the store with each other and made notes.

We went to the office and discussed everything regarding our visit to different supermarkets and department stores, as well as information related to our factory visit. We made reports and created a power point presentation to present to the CEO about our research and findings. For the next few days, we went to Tesco and Big C for the field visit. After that, we went to the office, discussed how the products were kept in the aisle, if people could find it easily or not, etc. We analyzed everything, made notes and added it in our presentation.

As we are required to be at office even though our tasks are mostly field related or case- based, I went to the office to work on the project as my other colleague who was working with me was not present. As we were aware about two marketing campaigns launched by the company, which are “The caring message” marketing campaign and “Hello my name is” marketing campaign, I revised the campaigns really carefully and analyzed how the main idea of these campaigns was to show the customers that the fruits were grown with love and care. I reviewed the marketing strategies adopted by the company and came up with few other strategies like launching a few promotional campaigns focusing on the concept of packaging design, focusing on how the product reflects dedication to caring, selecting fruits to bring its health benefits to consumers. As

the product is said to be health driven, I thought that including health or diet tips, quotes or anything that helps in encouraging people to stay healthy might help.

I also came up with a few ideas regarding our research where we tried to analyze how people decide on the products they purchase. As we focused on different factors that can influence the purchase behavior of customers, we observed on the basis of those factors. I presented in front of my supervisors and got feedback. I was told to work on the project more, to have more clear understanding. The presentation got postponed as my colleague was not there. After working on the presentation, we presented it in front of our CEO via video conference, because by the time, we had already started working from home.

After the meeting, I was assigned to research on the fruit juice market in Nepal. For this, I am required to analyze the presence of the non- alcoholic beverage industry in Nepal focusing especially on the companies that are manufacturing and distributing fruit juice in Nepal. We started by focusing on existing players that are in the market like PepsiCo, The Coca Cola Company, as well as the companies like Dabur, PRAN Foods Ltd, Margo Nepal and Patanjali, we researched on the juices they were manufacturing, as well as the growth of whole FMCG sector in Nepal.

We worked on how TV advertisements are the best way to advertise fruit juices. As in Nepal, these products are also at the top of the promotion and marketing list. Despite all the odds and challenges, this sector has sustained a steady growth in our country. We got to know that the in-house study of the Advertising Association of Nepal shows that the FMCG sector contributes 50 percent of advertising spending in Nepal where beverages were also one of the most advertised products. We presented all of these findings to our CEO where she assigned us to move forward with other aspects that include the price point that needs to be considered, pricing strategies, product matching as well as all the other things that are to be considered for entering a new market.

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

As I am a marketing major student, I thought I could work on the assigned tasks really easily and quickly because I had learned everything back in college. I felt I knew many concepts and the things that are needed to be done in the organization. But it was completely different experience of practical learning in my internship as compared to the theoretical learning. It might be because of the difference in culture as well as the rules and regulations of the companies here in Thailand. But I was able to adapt to this environment pretty well as my colleagues were really kind and helpful.

3.2 Provide some examples

With the outbreak of a pandemic disease, the meeting got postponed so we couldn't work on anything new. As we were told that we would be assigned new projects after every meeting with the CEO, I didn't have much work to do for the time period. We usually had research related works, so we were visiting different departmental stores to know more about Malee and its products, consumers' preference and attitude towards the products and so on and so forth. But with the covid pandemic, we couldn't go to the stores so we had to just revise on whatever material we had, where we lacked information. So, I was very worried that we might waste everyone's time in the meeting as we didn't have enough content or the required information.

But we actually researched online and tried to come up with few related things. After the meeting, we were given some feedbacks and we continued to work on marketing strategies, fruit juice market in Nepal. For this, I had to research everything online because I am working in Thailand but I didn't really get much of the required information about Nepal. So, I created a questionnaire form including all the questions regarding the consumers' preference in Nepal in terms of fruit juice and I am currently doing an online survey.

Chapter 4: Learning Process

4.1 What are the things you have learned during the internship?

The first and the very important thing that I have learned during the internship is that it is not as easy as it looks to work in these types of industries. I have never thought that there could be too many process and procedures that an idea must go through to know whether it is feasible to launch or not. I learned how the organization functions and how things actually work around the organization as well as the organization culture.

Along with these, I have also learned a lot about the market as well as the consumers with the help of the findings I got from the research activities I did. Now that the demand has become more diversified as some consumers want sugar free juices, some want added fibers, and others want light and refreshing juices, it has also shifted to a more health driven way with the consumers shifting to natural and herbal products. With more consumers are shifting towards healthy products, the market for the fruit and vegetable juice is being largely dependent on factors like brand image and consumers' taste and preference.

With the consumers becoming smarter, and aware of the quality, price and brands, it has increased the market competition as well. So, companies are more focused on fulfilling the needs and demands of consumers. But with the intensified diversity in demand, it has become very crucial to take care of individual interests of people because they have different tastes and preferences. Not only Malee, but other companies are also coming up with new innovation frequently because people will shift if the companies don't have anything new to offer. I got to learn that there can be too much pressure in deciding what new to offer, on whether people will like it or not, as well as whether it will be up to the mark or not. These were some of the things that were really new to me, because I had never seen the behind-the-scenes efforts that the company has to put, where everything is to be carefully understood, researched and then manufactured. And it can be only made sure the product is up to the benchmark after it reaches to the target audience, then only it is known whether the product matches their taste and preference or not.

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

I started my internship from 3rd February, 2020. Though, most of my works were related to market research, I also got to learn how companies promote their products. The products are basically promoted with two different objectives.

1. The first strategy is the thematic approach – This is the approach where the companies try to establish the brand story for the product so they can attract certain types of target groups to be the loyal consumers to the brands.
2. The second strategy is to conduct the tactical campaigns, where the objective is to have aggressive sales programs like consumer schemes, price discounts or lucky draw coupons etc.

In recent times, there have also been trends towards using experience marketing where the objective is to bring behavior change among the consumers.

Examples:

In context of fruit juices, we can see many TV advertisements targeted to all age group, whether it talks about the taste or the benefits of the products. Similarly, we can also find lots of social media ads on YouTube and Facebook. We can also see athletes representing certain brands to target more health-driven customers in TV ads, as well as in social media platforms. Likewise, we can also see mother and children, or the whole family in various advertisements of fruit juices. All of these are done to make people feel more relatable to the product. I got to learn that these help people to gain sense of belonging which directly impacts on the consumer loyalty.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

The work experience as an intern in Malee Group PLC has helped me with my confidence. It has also groomed me to develop an appropriate level of professionalism in me, as an employee of any organization. I was able to apply the knowledge and skills I got from the classroom lectures, in the practical world. Though I am very far from knowing everything, I am up for every possible opportunity to grow and make myself a better person because there is a lot to learn. Being a marketing major student, I always wanted to work in an actual organization, and to be a part of Malee is like a dream come true. This internship has encouraged me more to focus on my major. I believe this experience couldn't have been possible without a full concentration in the work. This internship also gave me a base about corporate culture and how should we work in an organization.

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Annex



Figure 1 Product briefing

Here we were given information on all the products that were being manufactured in the factory by the HR Executive of the factory. We talked about all the product process from the manufacturing to packaging of different products.



Figure 2 Factory visit

This is when we went for the factory visit. We met the factory HR Executive, people from quality control as well as a few people from other departments where we were given information about the products that were being manufactured along with the production capacity. Along with the products sold with the brand name „Malee“, we also got to know about the products that the company was manufacturing for other companies which is called contract manufacturing.



Figure 3 Factory visit

We got to know about the canned fruits that were being manufactured, about the PET production, fruit juice, PET bottling, canned beverages, pouch pack as well as the HPP process. We also got the opportunity to get familiar with everything that is being taken into consideration and managed from farming, raw material inspection to filling and export of the products. We also got to see how fruit juice is filled into bottles and tetra packs. In the factory, we got to see the manufacturing and packaging process for different products.



Figure 4 Office Layout



Figure 5 Office Layout





Figure 6 Office Layout





Figure 7 Office cubicle

