



Cooperative Education Report

Title: New product development with export strategy

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This Report Submitted in Partial Fulfillment of the Requirements for Cooperative
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Title: New Product Development with Export Strategies

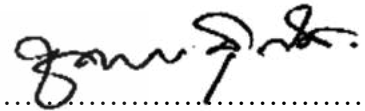
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020

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Project Title : New product development with export strategy
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ABSTRACT

This cooperative study entitled “New product development with export strategies” conducted at Malee Group Public Ltd. Co. as, this company is a manufacturer and distributor nationally and internationally of various mix of fruits and vegetables, canned fruits having heavy and light sweet syrup, UHT and pasteurized juice and other products in both the markets. This company is one of the most renowned non- alcoholic beverages in Thailand. The company is also engaged in contract manufacturing for both nationally and internationally market manufacturing the beverages for that company. The main objective of my research is to identify and analysis all the contribution I have given to the company as an intern that I am working for. And other information like all the analysis market of Nepal including rules & regulations, tax information. This report is also prepared in order to fulfill the course requirement by SIAM University. With the help of this course and my internship I would able to apply my all the knowledge, skills that I learned from my lectures and also gain more new knowledge about the market internationally. Now I believe that all the responsibilities given to me by the university and company that gave me the idea, skills, knowledge to work internationally in the corporate world having various cultures and ethics.

Keywords: Digital marketing, Social media Engagement, Event

Acknowledgement

The primary word of gratitude goes to the Kathmandu College of Management (KCM) which provided me with an opportunity to work for an organization in order to learn practical skills rather than the theoretical skills. The motive of my internship program has been successfully fulfilled as I was able to gain an organizational aspect which could further enhance my learning abilities in the college. I would also like to thank Mrs. Roongchat Boonyarat (CEO) and Ms. Kanokwan Nantakaew (HRM) for supervising me and helping me to know the organizational culture and behavior at Malee Group Public Limited Company.

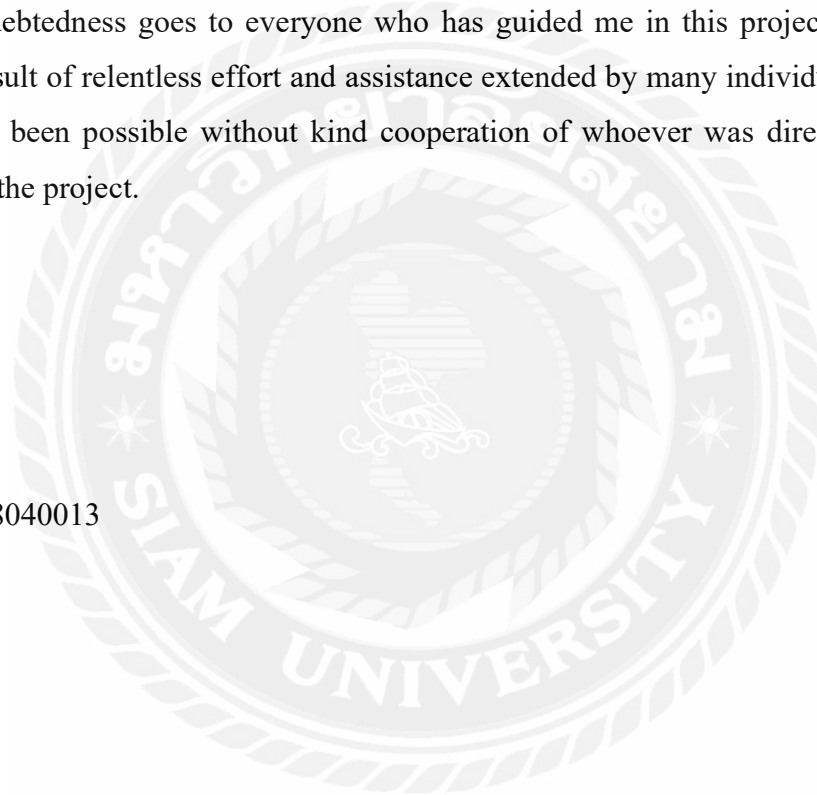
My primary indebtedness goes to everyone who has guided me in this project. The internship project is the result of relentless effort and assistance extended by many individuals. This project would not have been possible without kind cooperation of whoever was directly or indirectly associated with the project.

Thank You.

Sincerely,

Ganesh Bajaj

Student Id: 5908040013



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List of Acronyms

Pvt. Ltd.: Private Limited

COO: Chief Operating Officer

CEO: Chief Executive Officer

PR: Public Relation

MGMT: Management

HRM: H.R. Manager

FMCG: Fast Moving Consumer Goods

SAARC: South Asian Association for Regional Cooperation



Situation during the COVID-19 Pandemic

COVID-19 started in China and has now spread all over the world. It is currently a very serious situation in European countries and USA.

Nobody knows how long COVID-19 will stay with us in the world. It may last only few months or a year. The coping with COVID-19 of each country are different. Thailand is one of the countries in the world with a good healthcare system. There are a lot of news and information about COVID-19 which created a lot of confusion. However, the most reliable source is WHO, or World Health Organization. We recommend you to follow the official orders and advice of the Government. Please strictly follow all the instructions. For everybody who are working in buying and selling real estate, please strictly follow WHO. No more Open House in the present. Property Showing can be done, but please follow the followings guideline:

- Ask prospects questions about health condition and history of travel in the past 14 days.
- Maximum 2 people per property showing.
- Keep a distance of at least 1 meter from them.
- Prepare an alcohol-based solution for prospects' hands.
- Inform prospects to not touch anything in the house.
- Don't go in the same elevator as prospects.

Using more technology leads to more efficiency, decrease in meetings, more work done, and no time wasted in travelling. We can keep in contact with many people with technology.

Communication by app or telephone. Virtual meetings with many people ~~in~~ at the same time can be done by many platforms such as ZOOM. We should use Matter port for every listing. You can reduce the amount of property showing.

We as student currently suffering a huge loss during our work as we are not able to office to work, we as completing our work from work with extra pressure without any data analysis. As mentioned above in the above paragraph we are using zoom app for video conferencing meeting with CEO and HR manager, and other Departments manager

Chapter 1: Introduction

1.1 Company Profile

Malee Group Public Company Limited was originally established as Malee Sampran Factory Company Limited on February 2, 1978 as a manufacturer and distributor of canned food and canned fruits. Later, the Company was listed on the Stock Exchange of Thailand in 1992. On April 28, 2016, the Company changed its name to Malee Group Public Company Limited. The Company is currently manufacturing and distributing canned fruits and UHT and pasteurized fruit juices under “Malee” brand together with distributing and marketing UHT, pasteurized milk, and milk tablet under “Farm Chokchai” brand, as well as other beverage products under Malee Brand for domestic and international markets. In addition, the Company also engages in Contract Manufacturing Business (CMG) in which the Company manufactures beverage products for other brand owners both domestically and internationally.

“We will learn from the past. To strengthen the business, our goal is “net profit”. As in the past, we spent a lot on marketing. The result was brand popularity, but financial result showed ‘negative’.”

– Ms. Roongchat Boonyarat, Chief Operating Officer

As promised, every single fruit is grown with love. Malee has given something beyond nutrition of pure fruit juice, but also happiness that can’t be purchased. Stories of meticulously farming of orange trees, dedicated manufacturing process, and handling to the customers’ smiles are embraced through social media. Ads on Facebook, YouTube, Line TV ads, as well as celebrities’ paid-posts such as Ben Chalati⁹ were used.

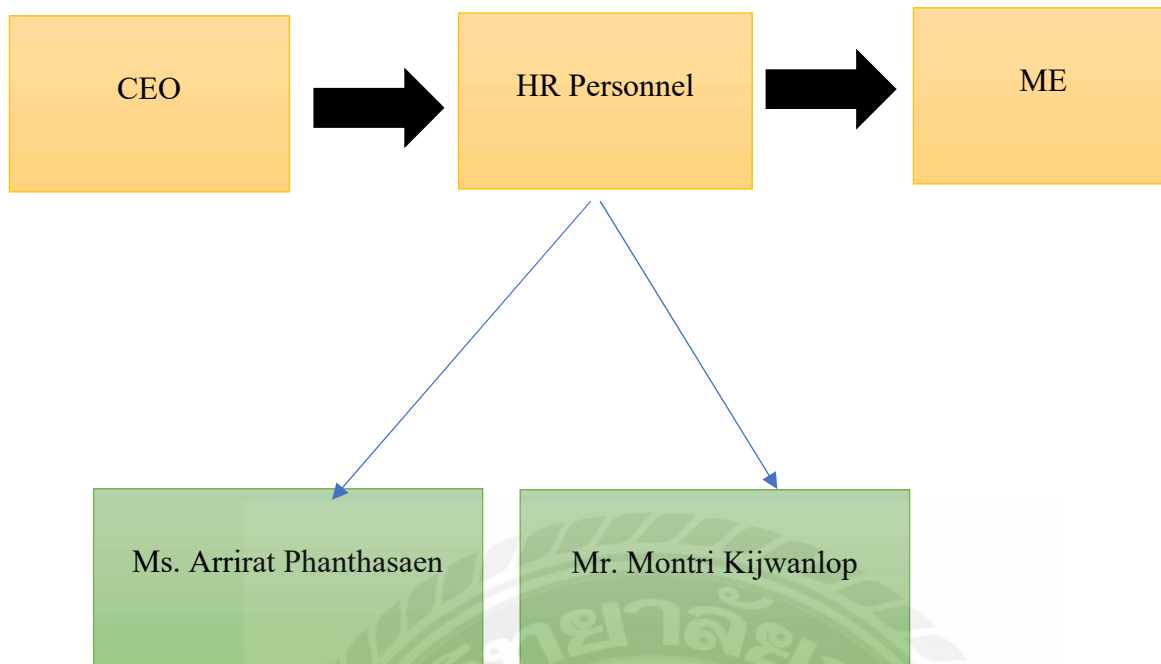
1.2 Organization structure

The organizational structure for my work place is:



I was working as an intern under CEO and HR Manger but we were place under our supervisor. Our work was to help in different projects assigned by the company including the demand of the products sales and other more researches related to market strategy

Cooperative Education Report



1.3 Intention

As a marketing student with an interest in Marketing research, sales value and digital marketing I reached out to Malee Group to further enhance the knowledge and foundation laid by Kathmandu college of Management and SIAM University. My undergraduate has given me a strong base knowledge in the field of marketing and I wanted to experience the very same knowledge being put into practice in real life situations as well.

This report is prepared in line with the course requirements of Co-operative Education and can help me to compile and revise the experiences and knowledge gained through the internship of 14 weeks. The main intention to join the company is to know the inner workings within the different companies competition within the national border of Thailand which provide 100% natural juice with different fruits involved like mix fruit juice, vegetables fruit juice, and mix fruit and vegetables juice and also provide new techniques to deal with multinational companies to provide an outline for the future goals of establishing of more branches in different countries as the company already have an outline with countries like Phillipian, Vietnam and now is planning to enter Nepal and India.

This report covers the experiences as a Marketing Intern at Malee Group that helps consumer to find right product that suitable to their health. At Malee Group, I was working as a research and

development process working with the analysis of the data and sales of the product in the market working and collection data from different stores and keeping notes of all the perspective that can be show and presented and also gave the solution to expand the sales like keeping the vending machines of the product in schools, colleges, offices and many other bus stops. Also currently working for the exports of the product to other countries like Nepal and India that how the market in these countries work relating to other sales of the similar products, strategy of the market and behavior of the customers/consumers. Also to be able to work with the leading professionals in the field of marketing and has helped me to expand my view on how to market and work with clients and the contributions I have made to the organization.

1.4 Objectives of the study

Internship plays the vital role to gain the practical knowledge and to develop corporate skills.

1. To learn about the operations of the company and develop a sense of decision-making.
2. To help increase my professional skills and knowledge
3. Learn proper work ethics and culture from the professional people in the corporate sector
4. To be familiar with the corporate culture of the organization

Chapter 2: Internship activities

2.1 Job description and responsibility

As I was not been specified in any job position and was directly working under CEO of the company. My work was to research of the market about the product the company producing and give a report and presentation on it my responsibility was to create a report on visiting each store like big C, Tesco lotus, 7/11, family mart and also to evaluate on buying behavior of customers and also keep the firm update about the all the research work were done in the market. I also visited to the manufacturing unit of the company where the fruit juice been manufactured as I found out the new technologies were used. Analysis of competitive market.

Job Responsibilities

- Assist in the management of marketing.
- Assist in performing marketing analysis.
- Research and evaluate competitive analysis.
- Research market trends
- Formulate short term strategies to contribute in product
- Assist superiors in completion of my work.
- Gave information related to Nepal Market
- Information about tax, market analysis and strategies of Nepal

2.2 contribution of student in detail

As my contribution toward the company was to give all the researched market analysis which I have done while field visit. Solution of doing betterment of the working in factories as of giving the solution of manufacturing their own plastic bottles for filling the juice. Making different company contact having the machinery used for making pet bottles. Giving more of the information relating to Nepal market analysis, distribution channel, tax information, rules and regulation of the country for FMCG products. Worked on different cases assigned by the company relating to all the factors of the market research and company values.

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

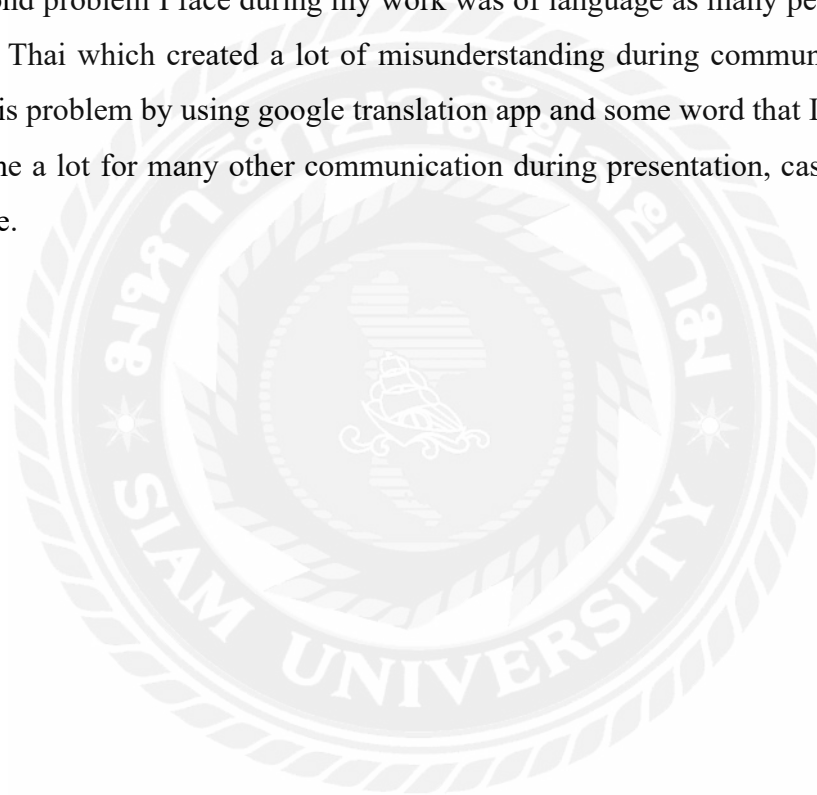
As Malee Group Public Limited company is one of the biggest fruit juice manufacturing company in the country. Hence, there performance in every job is top notch and I did not face much problems, as the supervisors would provide different cases leading to research in different stores in the local market though I would not able to speak Thai main problem I faced is of language problem as majority of the member / colleagues were Thai. So due to this I was directly under the supervision of the CEO.

In the department, I worked on a market to collect various information with my assigned colleague. There are times when people are blinded by their own ego and talking to them is not a way to get through the situation. Hence, I tried out different ways to make them learn a few things from my experience and make them more efficient at their tasks. As an intern, being new to the company for a brief period, although the work was being handed over to me, it was not well appreciated in the early days as I expected it to be. For the solution to this problems I tries to research on few more things which might be related to our work. For that I created new contact for the local market as well as the international market. I also tried coming up with more ideas to make my research and work easier.

At first my work was on research basis and I couldn't get much sources as I was searching online for more resources and information. The information we required were not available during online research and had not have any other resources to get more information, so I couldn't get much results to my research problems

3.2 Provide some examples

- The first problem I faced during my intern period was understanding the office culture. In order to solve this problem, I felt that it was best to know the people working in the office gaining a glimpse of their view point. For this, I tried meeting every individual over breaks or post/pre office hours. This way, I was able to know different perspective from different people, which gave me a better understanding of how the office worked. For instance, during office I noticed that all the employees keep motivating and talking to everyone. so during break time I talked with employee getting to know them.
- The second problem I face during my work was of language as many people were known to speak Thai which created a lot of misunderstanding during communication, though I tackle this problem by using google translation app and some word that I can speak which helped me a lot for many other communication during presentation, casual talk with our colleague.



Chapter 4: learning process

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

- The contributions made by me as an intern included providing the company with many different ideas and suggestions regarding the betterment of the company. I was required to listen to all the instructions carefully and take notes of the same and I was highly encouraged to present my views on the same. I highly dedicated my time and energy in thinking and clarifying my doubts.
- During my internship period I have learned the new market trends of local and international market scenario. I had been assigned to two departments, where I would switch my roles from time to time. Those departments were Research and Exports.
- I learned new and different office culture environment as internationally I had no experience. Learned new strategy from my supervisors
- The internship period was unfortunately, during the period when the COVID-19 virus had infected the world, and due to that I was unable to learn many things that I could have learnt. Nevertheless, I did perform as per the instructions of my seniors and I shared my experience so that they would know my comprehension levels for the situations.
- I was assigned to work on research of the market about the item the organization delivering and gave a report and introduction on it my duty was to make a report on visiting each store like Big C, Tesco lotus, 7/11, family bazaar and so forth and furthermore to assess on purchasing behavior of customers and furthermore keep the firm update about the all the exploration work were done in the market.
- From the factory visit I learned how the tetra pack box were used for filling the product and how the machinery were working at which volt. They were making product and also learned that they take contract form other company for manufacturing their product, packaging them and supplying to that company who gave contract to us.
- From the industrial unit visit, I figured out how the tetra pack box were utilized for filling the item and how the machinery were functioning at which volt. They were making item and furthermore discovered that they take contract structure from other organization for assembling their item, bundling them and providing to that organization who offered agreement to us.

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

- The internship tenure with Malee Group Public Ltd. Co., the learning process that had been included was a practical approach of doing and learning things. With this internship, I have learnt things by doing rather than just relying on a bookish theory. The internship helped me understand that the same process could be performed differently in different countries.
- It helped me stretch my limitations to shape myself in any possible given situation. The first and foremost would be to work in a different situation to what I was earlier. Along this, I comprehended the significance of non- alcoholic beverages industry in the 21st century and the change it is carrying with the assistance of new innovation and technologies. I found out about the various sorts of assembling of item in various segments.
- I also learned the new form of advertising in the local and international market as It is completely based form preview of the ads and source/information present in the advertisement through which consumer tends to buy the products.
- I also learned and get the information about the Nepal market including the rules and regulation for the FMCG products, ways of advertisement, taxation process for international border alliance as Thailand doesn't come under SAARC countries which may lead to heavy pay off the tax while importing the product of Thailand to Nepal.
- Likewise know and associate with the International distributional channel of Nepal and Thailand identifying with all the fare and import & export detail of the Thailand as the organization have and other data in sort got from Health Ministry of Nepal and furthermore gathered TAX data from international customs office of Nepal through the assistance of an Agent.

Chapter 5: conclusion

I believe internship at Malee group public limited company. has helped me gain ample knowledge about the market scenario and the work ethics. I would say that I have been able to learn many valuable things for my future in this short period of time. I received knowledge on various matters. In addition, I was also successful to gain hands-on experience in the field of research and still I think I need to gain more knowledge related to research environment. I learnt about applying the theoretical knowledge gained in classes. This internship program provided me with a platform to look closely into business and practice relevant concepts and theories regarding the same.

Probably the most significant things that I might want to discuss is that every person in an association has significant job that contribute towards accomplishing the hierarchical objective. The new innovation and technologies are significant, as these have made tasks a lot simpler to perform. Cooperation is another perspective that I picked up during my tenure. An organization has a specific objective and each individual endeavor to accomplish that objective, it is better for the entire association when all the colleagues help out each other and work towards the goals and objectives. This can be conceivable with the assistance of a successful group pioneer who can continually control all the individuals and support them at the period of need.

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Appendix



Figure 1: Factory visit

The first time we visit the of the company these people supervises us to get more information of the product manufacturing from building the tetra pack bottle to it packaging and the product model is present in the behind of the picture. On the day of 6/2/20 we went to factory at Sam Phran district the factory/industry of juice with other product combination like coffee, canned fruits, manufacturing from preforms to plastic bottle and some machinery from packaging to filling to labeling etc. At first we greet and talked to the production manager and knowledge manager



Figure 2: Briefing

The production manager and knowledge manager gave a brief description about the factory and the blue print of the factory. He taught us the different units manufactured using different machinery. He also gave other brief information about the product been manufactured in different unit divided into subsection for other product which would be packed into pet bottles, tetra pack box.



Figure 3: Explanation

The view inside the factory where the production manager is explaining to me and my fellow colleagues about PET bottle pre-forms of the bottle that how these pre-forms are used to transform into bottles from 200ml to 1 liter bottle having different shapes and sizes.



Figure 4: Volt. Explanation

In this figure the executive office is explain about the volt and pressure used to manufacture the juice in high pressure and different juice is required different pressure including of low-high pressure volt.



Figure 5: Zoom presentation during covid-19

In this the head of marketing and exports manager of the company with my supervisor and my colleague explain my research and presentation we performed and also discussing to various aspects. A situation of work from home.



Figure 6: In the above figure it shows the mutual understanding between CEO of Malee and other CEO from Vietnam

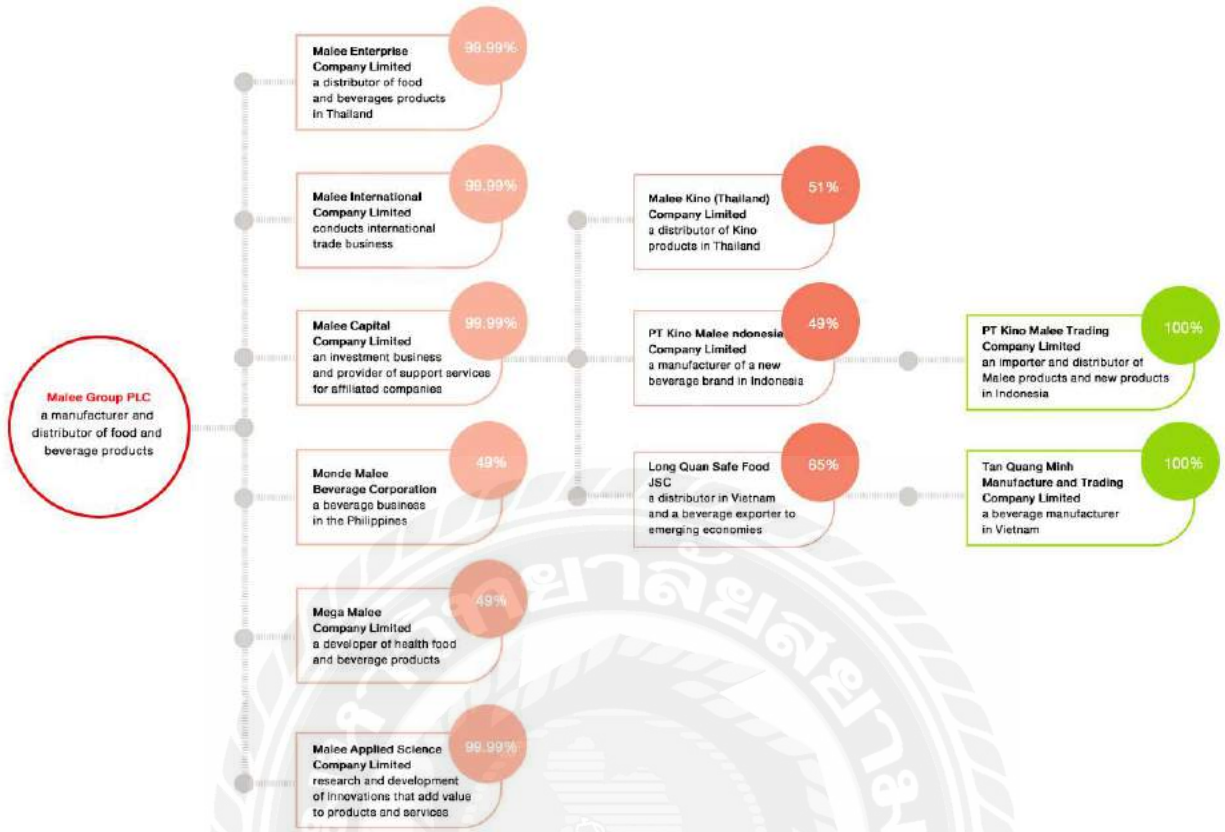


Figure 7: Group Structure of the company

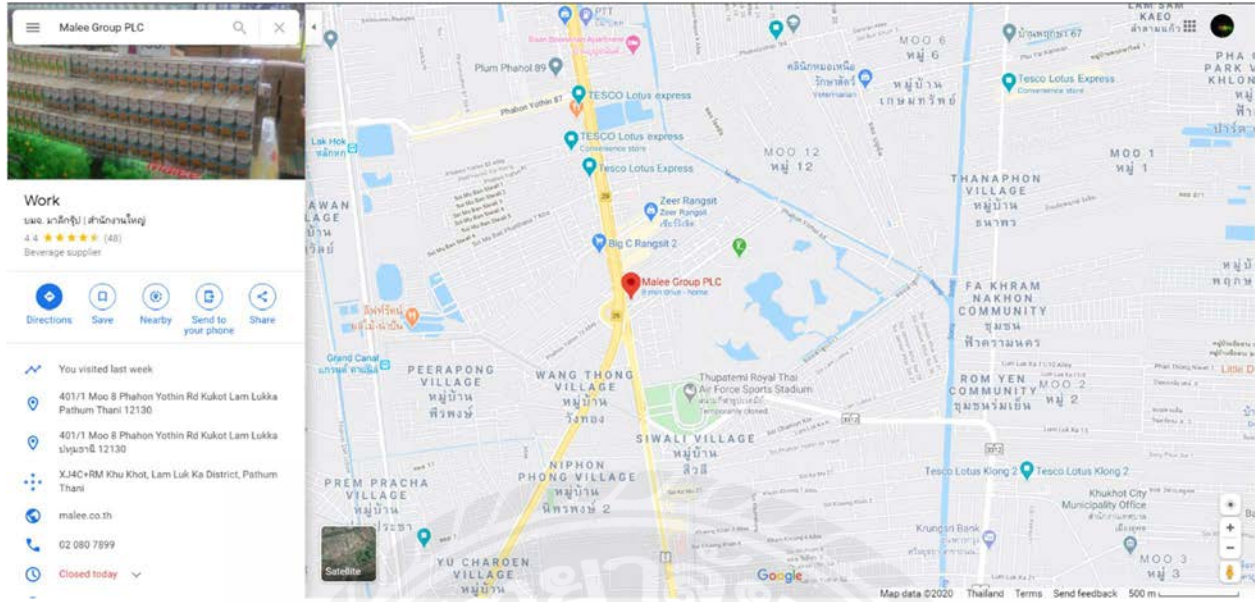
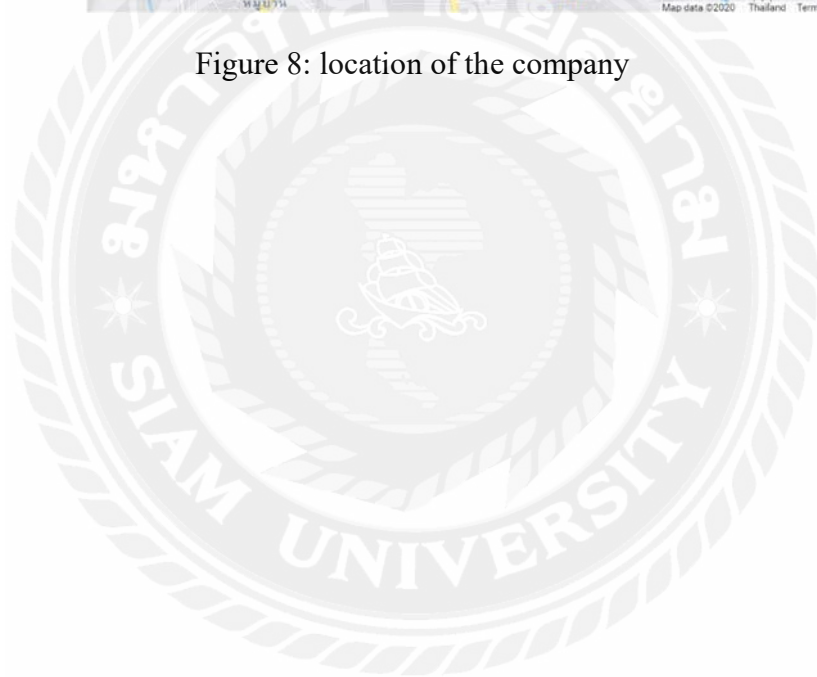


Figure 8: location of the company



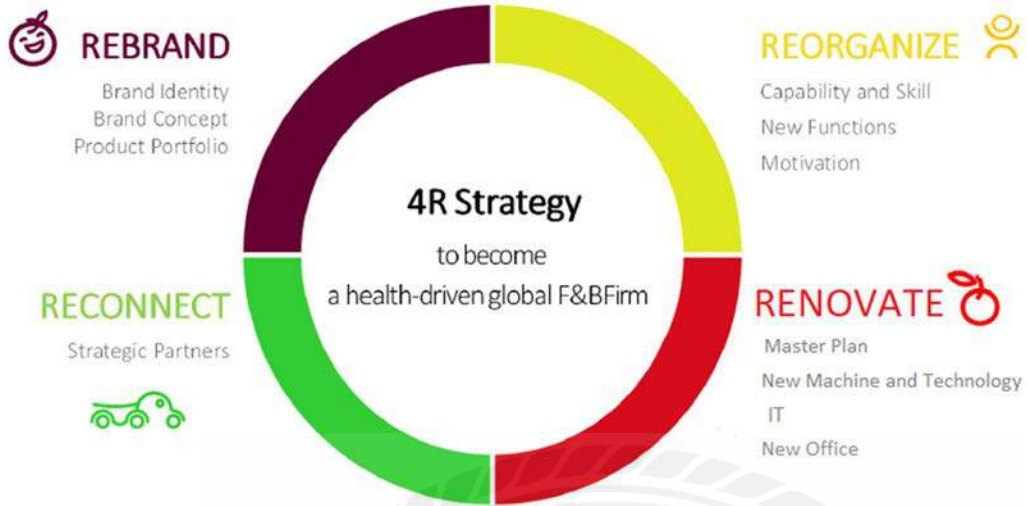
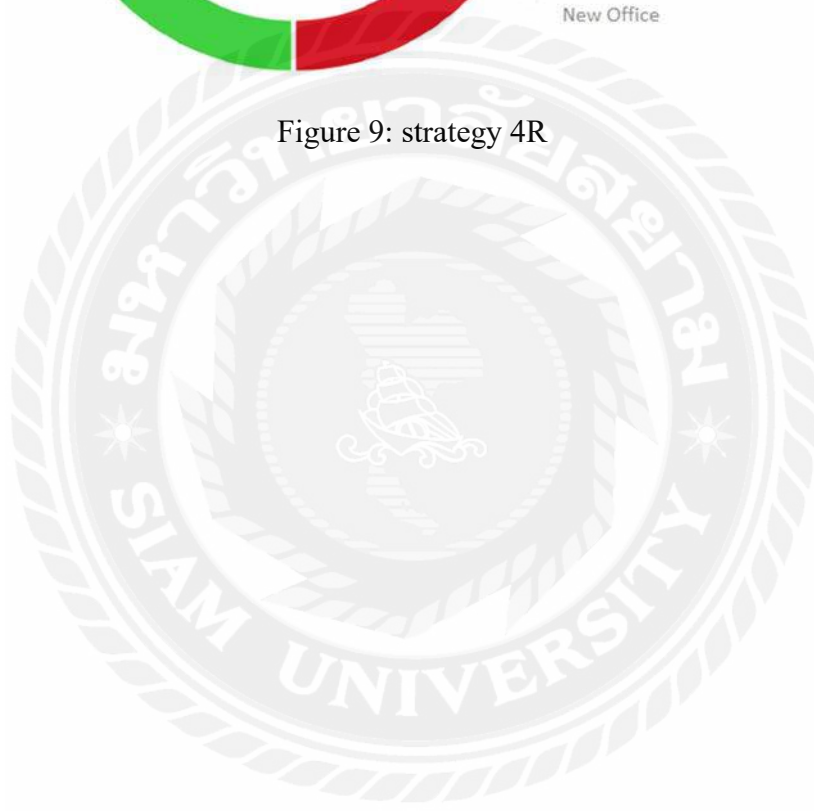


Figure 9: strategy 4R



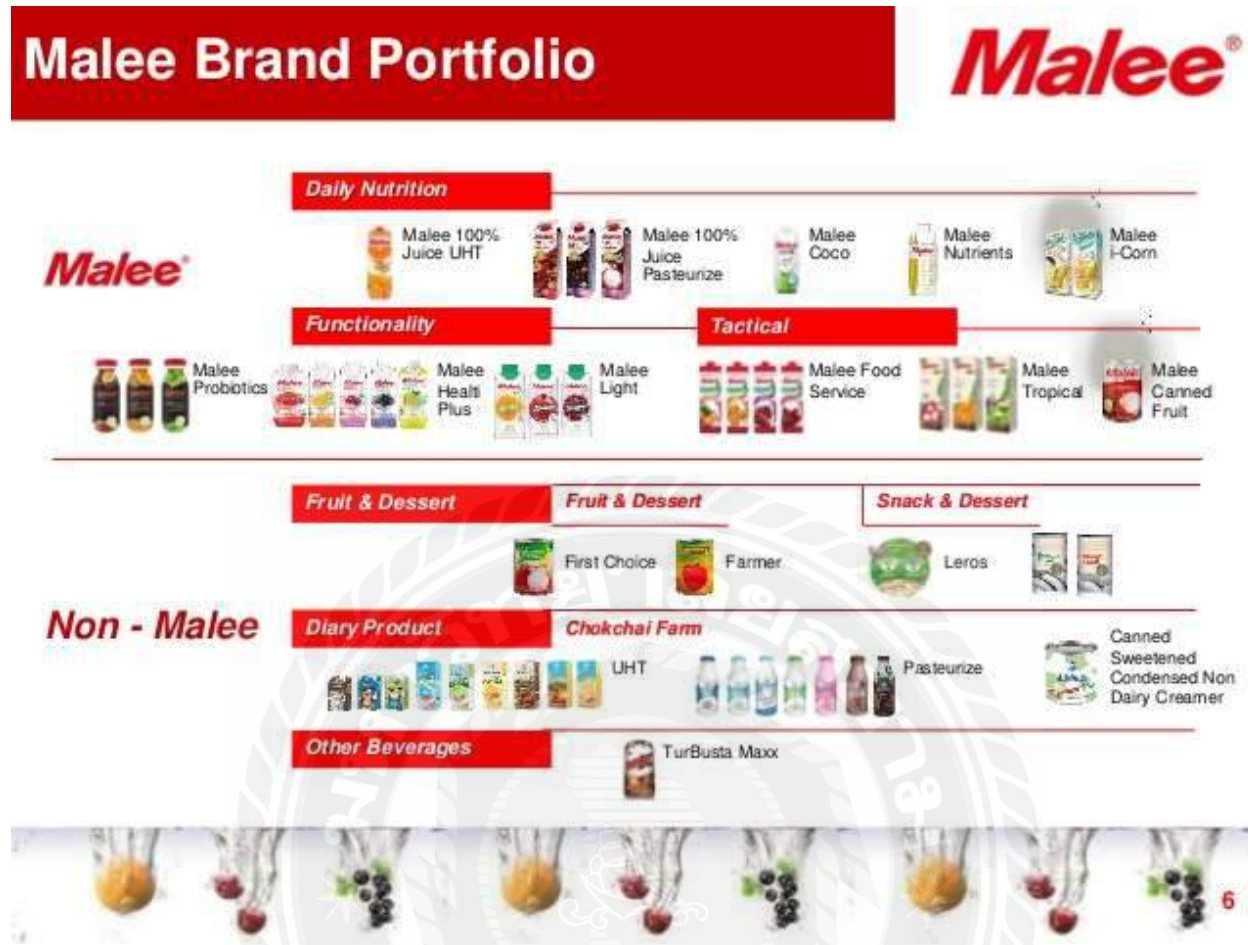


Figure 10: Brand Portfolio

Malee[®]



Figure 11: Poster created by me.