



**Cooperative Education Report**  
**Greening the Road Ahead: A Report on the Marketing Strategies of Bajra Motors in  
Nepal's Electric Vehicle Industry**

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**This report is submitted in partial fulfillment of the requirements for Cooperative Education, Faculty of Business Administration, Academic semester 2/2022 Siam University**

**Title:** Greening the Road Ahead: A Report on the Marketing Strategies of Bajra Motors in Nepal's Electric Vehicle Industry

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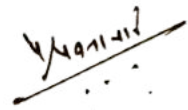
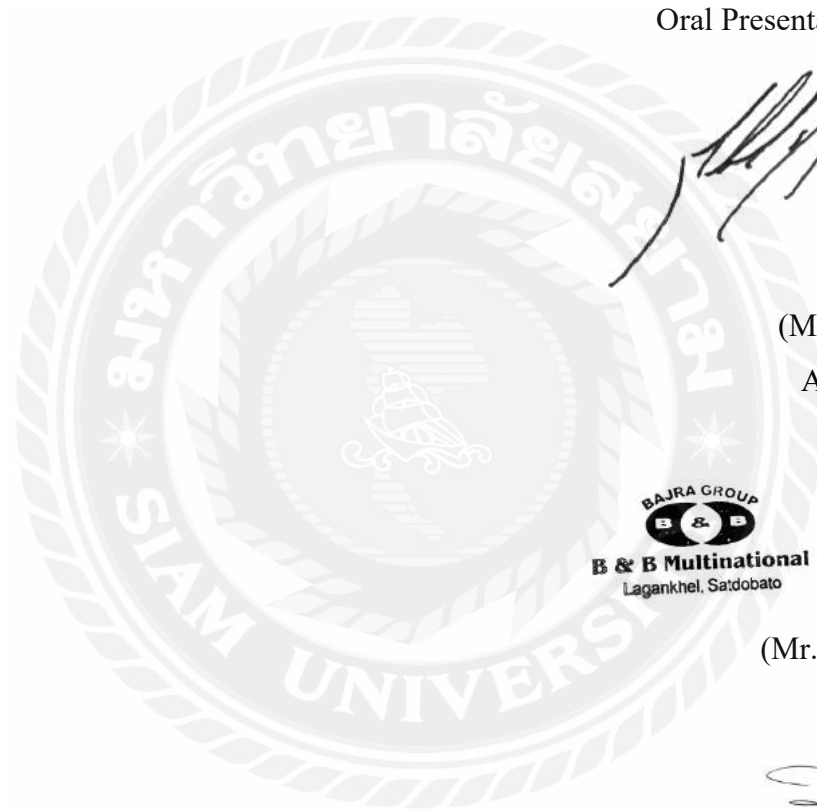
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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2022.

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**Project Title:** Greening the Road Ahead: A Report on the Marketing Strategies of Bajra Motors in Nepal's Electric Vehicle Industry

**By:** Biraj Gurung

**Advisor:** Mr. Michael Slater

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

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### ABSTRACT

This report aimed to analyze the marketing strategies of Bajra Motors, a leading electric vehicle company in Nepal. The objectives of the study included: **(1)** To analyze and understand the marketing strategies implemented by Bajra Motors to promote their electric vehicles in Nepal; **(2)** To implement theoretical knowledge learned at KCM & Siam University; **(3)** To identify key challenges faced by Bajra Motors and the electric vehicle industry in Nepal; **(4)** To suggest recommendations for addressing key challenges faced by the company. The study was conducted during a four-month internship program with Bajra Motors, where I worked in the marketing department and gained insight into the company's marketing strategies. My main role was to increase brand awareness of electric vehicles, generate leads on the website, and launch various campaigns and promotional activities to increase our customer base. Throughout my time at Bajra Motors, I got opportunities to learn and experience many insights into the company's and the industry's challenges and to partake in activities to overcome them. The report aimed to explain all the duties and responsibilities assigned during cooperative education in detail.

**Keywords:** electric vehicles, marketing strategies, Bajra Motors, sustainable, automotive industry

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Lastly, I would like to express my deepest gratitude to all those who supported me during my internship at Bajra Motors Nepal. Without their invaluable guidance, mentorship, and encouragement, this report would not have been possible.

*Biraj Gurung*

6208040031

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## ACRONYMS

EV: Electric Vehicle

ERP: Enterprise Resource Planning

STP: Segmentation Targeting Positioning

ROI: Return On Investment

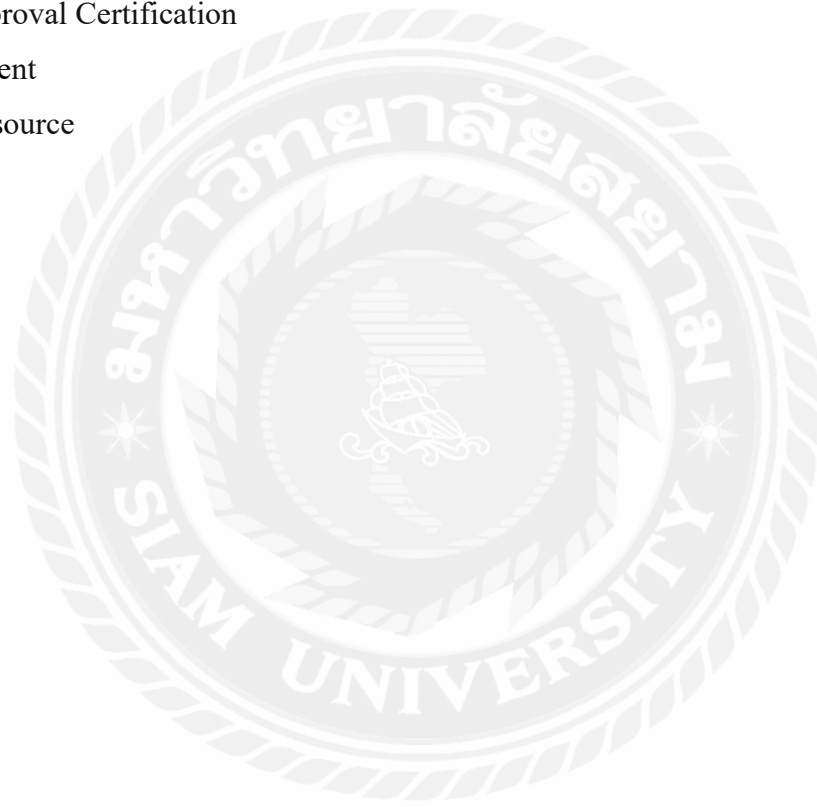
PVT: Private Limited Company

FMCG: Fast Moving Consumer Goods

TAC: Type Approval Certification

Ad: Advertisement

HR: Human Resource





## CHAPTER 1

### INTRODUCTION

#### 1. Company Profile

Bajra EV Motors Nepal is a subsidiary of the Bajra Group. Established in 1991, Bajra Group was formed to cater to the growing demand for high-quality building construction materials, bathroom fittings, petroleum products, automobiles, ceramics, plastics, and FMCG items. Later, Bajra EV Motors Nepal was founded in 2021. Bajra EV Motors is an electric vehicle dealership that imports electric vehicles from Germany and Indonesia. At the time of this research, Bajra EV Motors Nepal had 2 brands under them, Lvneng & Wuling. They have over 12 dealerships, and the main headquarters is located at Narayan Chaur, Naxal. Bajra EV Motors Nepal holds a competitive advantage in the market with their higher quality German Brand EV, compared with the Chinese EVs, which are more widespread in the Nepalese Market.



*Illustration 1: Lvneng Brand Logo*



*Illustration 2: Wuling Brand Logo*

#### 1.1. Mission

We aim to deliver high-quality products along with effective and efficient service to consumers at a competent price.

## **1.2. Vision**

Bajra EV Motors Nepal is on an E-Mission, where “E” stands for electric. Electric mobility is on its way. Ultimately, we aim to be the leading force in long-term sustainability.

## **1.3. Strategies**

### ***Current Strategies***

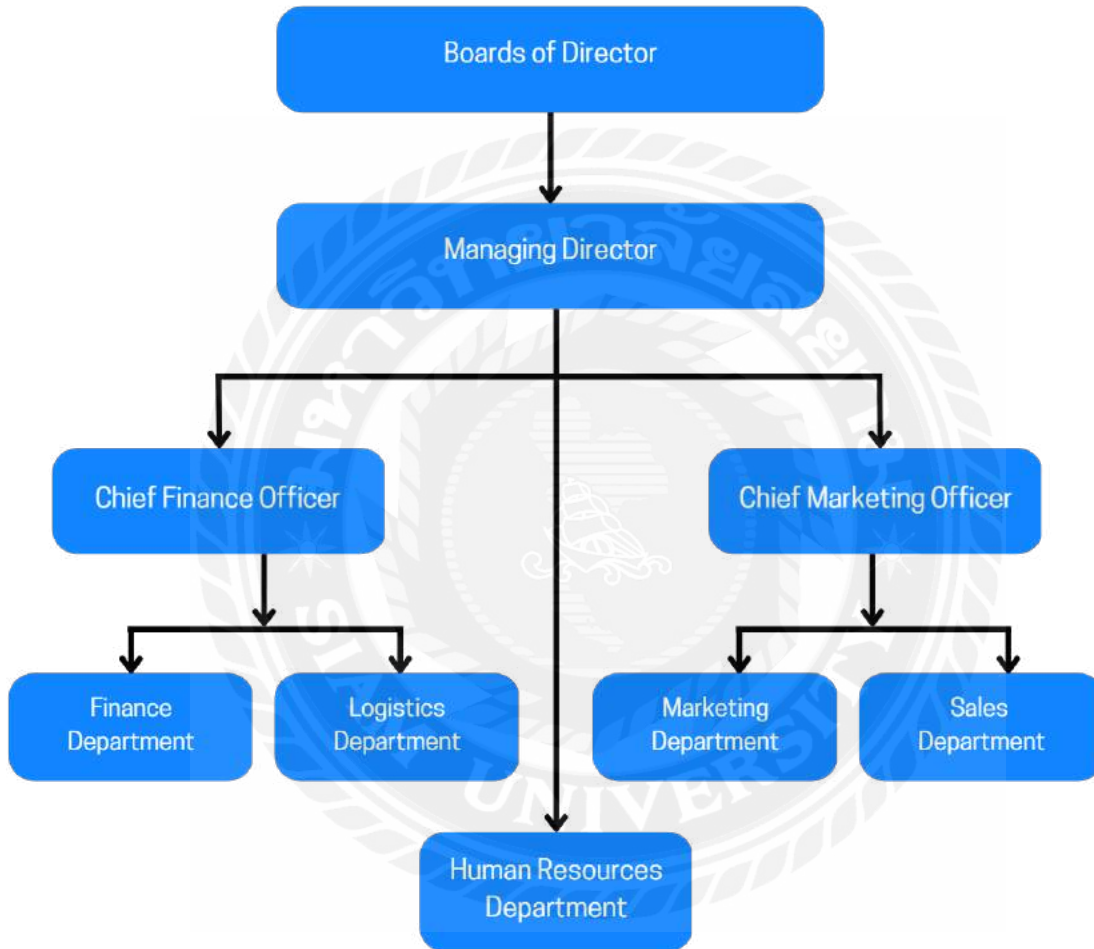
To secure their spot as the leading dealer of electric cars, scooters, and bicycle importers in Nepal. Since Nepal is slowly becoming aware of the importance of sustainable transportation and protecting the environment, new markets for electric vehicles are opening. Bajra EV Motors Nepal is working towards capturing that market before potential competitors start competing for a market share. Our main activities pertaining to capturing the market are advertisements and promotional activities where we cement our position in the consumer's mind.

### ***Future Strategies***

Due to electric scooters and cars becoming increasingly popular in Nepal, and as a retailer in this industry, it is important to have future strategies in place to stay ahead of the competition and continue to grow the business. Bajra EV Motors Nepal has considered expanding their product line, focusing on sustainability, building a strong online presence, offering financing options, partnering with other businesses, and providing excellent customer service. By implementing these strategies, Bajra EV Motors Nepal can attract a wider range of customers, differentiate itself from competitors, and position itself for success in Nepal's growing market for electric vehicles.

## 2. Organizational Structure

### 2.1. Diagram of Organizational Structure



*Figure 1: Organizational Structure*

## **2.2. Description of Organizational Structure**

The organizational structure of the company includes a board of directors at the top, who are also the founders of Bajra Group, followed by the managing director who oversees the day-to-day operations of the business. Reporting to the managing director are the Chief Finance Officer and the Chief Marketing Officer, who are responsible for managing the finance and marketing functions respectively. The finance department and the logistics department fall under the chief finance officer's purview, while the marketing department and the sales department are managed by the chief marketing officer. Additionally, the managing director is also responsible for the human resource department, which handles recruitment, training, and employee relations. This structure helps ensure that the retailer's operations are well-coordinated and efficient, enabling the business to grow and succeed in this highly competitive market.

## **2.3. My Job Position**

### **Marketing Team Member**

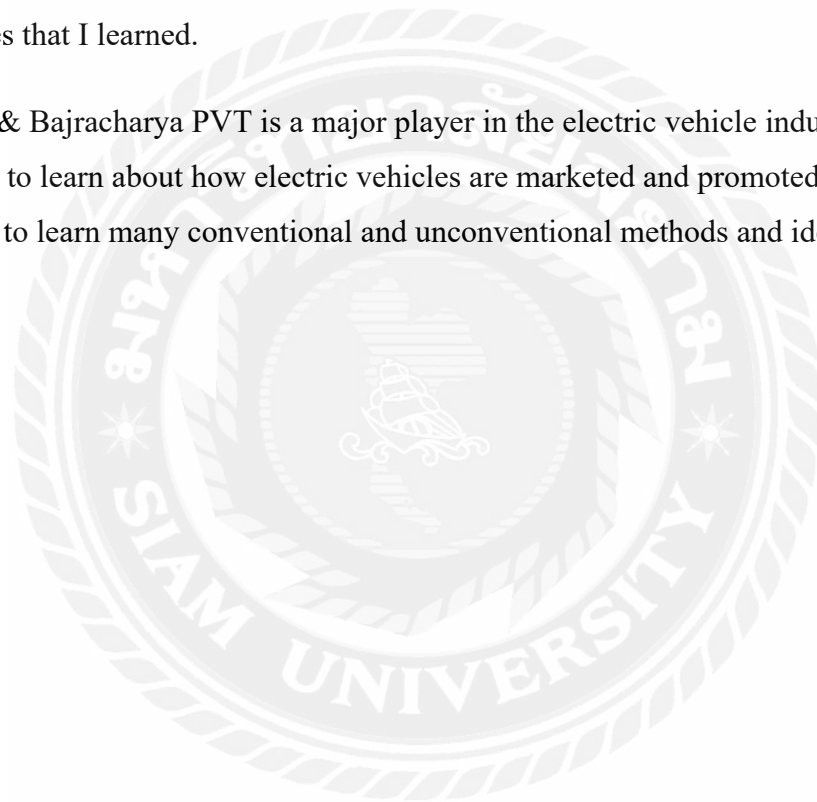
Bajra Group has several brands and businesses under its umbrella. They range from the hospitality industry to sanitary hardware to electric vehicles. Bajra Group only recently started its venture into the electric vehicle industry, which is why it still does not have any dedicated marketing team solely for the electric vehicle division. Bajra Group has been handling its marketing issues through a third-party agency known as “Welcome Ad Agency PVT.”

This is where I come in, to replace the agency with our very own in-house marketing team so that we can become more flexible with our actions and more responsive in terms of time and understanding. Looking at the overall company organization, my role was to look after the marketing team and any issues regarding marketing.

### **3. Intention and Motivation to Choose Bajra EV Motors Nepal as CO-OP Study Workplace**

The world is slowly realizing the graveness of environmental degradation and has started various initiatives to combat those unwanted changes occurring. This has given birth to many innovations that are environmentally conscious, and the future seems to have no place for any industry that does not protect the environment. It is my opinion that electric vehicles will slowly but surely replace vehicles that run on unsustainable fuels. I intend to learn all that there is about running an environmentally friendly company so that later on I could start my own endeavor that carries the values that I learned.

In Nepal, Bajra & Bajracharya PVT is a major player in the electric vehicle industry and a wonderful place to learn about how electric vehicles are marketed and promoted in the Nepalese market. I intend to learn many conventional and unconventional methods and ideas regarding this industry.



## **4. Strategic Analysis of the Company**

### **4.1. PESTEL Analysis**

#### **Political Factors:**

Nepal has had a stable political environment compared to the past but still faces regulatory challenges, such as high taxes, import restrictions, and corruption, which may impact the import and sale of electric vehicles in the country. According to the World Bank's Ease of Doing Business Index (2022), Nepal ranks 104th out of 190 countries, indicating that the regulatory environment may pose challenges for businesses in the country. A report by the International Trade Centre (2019) states that Nepal imposes high taxes on electric vehicles, which may impact the import and sale of such vehicles.

#### **Economic Factors:**

Nepal has a low GDP per capita, and the majority of the population earns low wages, which may impact the demand for electric vehicles, as they are relatively expensive compared to traditional vehicles. The Nepalese economy heavily depends on imports, and the fluctuation in exchange rates may impact the cost of importing electric vehicles. A report by the Nepal Rastra Bank (2021) states that Nepal's trade deficit has been widening, and the fluctuation in exchange rates may impact the cost of importing electric vehicles.

#### **Sociocultural Factors:**

A study by the Institute for Social and Environmental Transition (2019) found that Nepalese consumers are becoming more environmentally conscious and are willing to pay a premium for eco-friendly products, including electric vehicles. This may increase the demand for electric vehicles. There is a preference for personal vehicles over public transport in Nepal, which may create opportunities for electric vehicle dealers. According to the Central Bureau of Statistics (2020), the majority of the population in Nepal uses personal vehicles for transportation.

### **Technological Factors:**

A report by the International Energy Agency (2020) states that the technology used in electric vehicles is rapidly evolving, with advancements in battery technology and charging infrastructure. The availability of charging infrastructure may impact the adoption of electric vehicles in Nepal.

According to a report by the Asian Development Bank (2021), Nepal has been investing in charging infrastructure, with plans to install 50 charging stations across the country.

### **Environmental Factors:**

Nepal faces significant environmental challenges, such as air pollution and climate change, which may increase the demand for electric vehicles. According to the Environmental Performance Index (2020), Nepal ranks 179th out of 180 countries in terms of air quality, indicating significant air pollution challenges in the country. A study by the United Nations Development Programme (2020) found that Nepal is vulnerable to the impacts of climate change, including the melting of glaciers and increased flooding and landslides.

### **Legal Factors:**

According to a report by the International Labour Organization (2021), Nepal has implemented labor laws and regulations to ensure fair employment practices.

The Department of Transport Management in Nepal has issued regulations on the import and sale of electric vehicles, including the requirement for Type Approval Certification (TAC) for electric vehicles.

## 4.2. SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>● Exclusive dealer of two well-known electric vehicle brands (Lvneng and Wuling) in Nepal, which can differentiate the company from its competitors.</li> <li>● Strong focus on becoming the biggest electric scooter dealer in Nepal, which shows ambition and drive.</li> <li>● Company staff are mostly Nepali people, which can help the company to understand the local market better and cater to the needs of Nepali customers.</li> </ul>	<ul style="list-style-type: none"> <li>● Heavy reliance on Chinese and Indonesian brands for their product offerings may limit the company's ability to innovate and differentiate its products in the market.</li> <li>● Limited range of product offerings, with a focus only on electric scooters and cars, which may make the company vulnerable to changes in consumer preferences.</li> <li>● Limited geographical reach, with a focus only on Nepal, may limit the company's growth potential.</li> </ul>
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>● Increasing government support for electric vehicles in Nepal, which can help to promote the adoption of electric vehicles and expand the market for the company.</li> <li>● Growing demand for eco-friendly transportation options in Nepal can create new opportunities for the company to expand its product offerings and reach new customers.</li> <li>● Potential to leverage technology to improve customer experience, such as by offering 3D images, which can differentiate the company and increase convenience for customers.</li> </ul>	<ul style="list-style-type: none"> <li>● Intense competition in the Nepali electric vehicle market, with 2-3 major competitors and 4-5 minor competitors, which can make it difficult for the company to gain market share.</li> <li>● Economic and political instability in Nepal, can impact consumer demand for electricity vehicles and create challenges for the company's operations.</li> <li>● Dependence on international suppliers can expose the company to supply chain disruptions, currency fluctuations, and other risks.</li> </ul>

*Figure 2: SWOT Analysis*

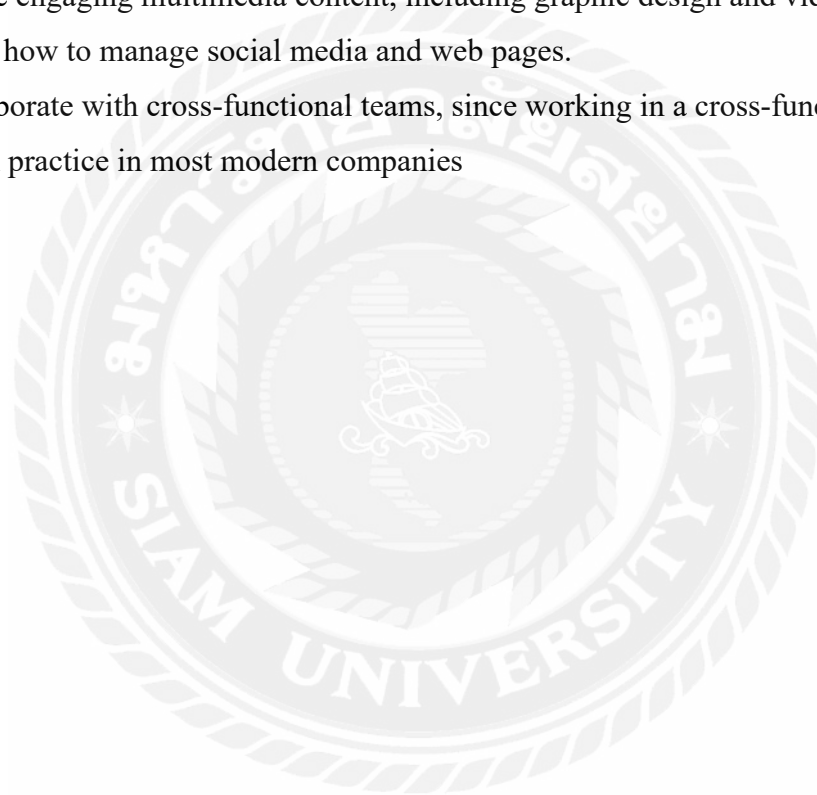


## 5. Objectives of the Co-Operative Study

The main objective of cooperative education was to experience the corporate world and to gather first-hand experience of how a company functions.

The main objectives of the study were as follows:

- To understand the EV market and industry trends.
- To develop and execute marketing campaigns.
- To create engaging multimedia content, including graphic design and video editing
- To learn how to manage social media and web pages.
- To collaborate with cross-functional teams, since working in a cross-functional team is a common practice in most modern companies



## CHAPTER 2

### COOPERATIVE STUDY ACTIVITIES

#### 1. Job Description

As a marketing team member, my primary role in the company was to look after the social media platforms for 4 SBUs under the Company.

The 4 SBUs were:

Lvneng - Electric Scooter Brand

Wuling - Electric Car Brand

Bajra Hardware - Construction Materials, Bathroom Sanitary Products

Bajra Health - Medical Mask Production

This included tasks such as creating content, graphic designs & captions for the social media platforms. It also entailed communicating with clients through social media and converting potential customers into leads for the sales team and measuring the ROI on money spent for any of our social media platforms. At the end of every month, I had to write a report and present to the team, on how well our social media platforms were performing and include any information I could gather from the social media platform, such as our target audience details, customer perception of our products, and more.

My secondary role was to come up with campaign ideas for our brands and coordinate with the sales team to execute various campaigns and measure the results of each campaign.

Besides these, I was tasked to take photos & videos of our various products and gather testimonials from the customers for marketing material.

## 2. Job Responsibilities & Work Duties

As our company did not have a marketing department, I had to do most of the work for the 4 SBUs I was responsible for, from the idea generation stage to the promotion stage.

*Job responsibilities and work duties for marketing activities:*

- Conducting research on industry-specific subjects
- Developing campaign ideas and formulating execution strategies
- Analyzing the performance of ongoing campaigns, making necessary adjustments
- Producing well-structured drafts for digital content and articles
- Creating and distributing marketing copies for product & business promotion
- Designing advertisement videos
- Identifying customers' needs, suggesting new topics for social media campaigns
- Designing creatives for social media, print ads, and websites
- Actively monitoring and reviewing user feedback, comments, suggestions, complaints across social media platforms and maintaining good relationships with our audience
- Scheduling social media posts
- Keeping up to date with competitor activities and conducting competitor analysis
- Creating reports and presentations for social media marketing of the 4 SBUs
- Taking photos & videos of products to use as marketing materials
- Interviewing clients for testimonials, for social media platforms
- Gathering leads for the sales team through the social media channels
- Designing automation in all of our social media platforms for the convenience of the customer

### **3. Activities in Coordinating with Coworkers**

In my role as a marketing officer, effective communication and cooperation with my colleagues were essential for achieving the goals and objectives of the company. I established positive relationships with team members across various departments and SBUs to ensure that we could work together seamlessly. An important aspect of my cooperation with my coworkers involved monthly reporting and working with the sales team. I provided regular reports on our marketing campaigns' performance, including metrics such as website traffic, social media engagement, and lead generation.

I also worked closely with the sales team to ensure they received high-quality leads from our marketing efforts. This involved regularly tracking lead conversion results and making necessary adjustments to our marketing campaigns to improve lead quality and quantity. As a marketing officer, I also needed to gather information about various products that needed to be marketed. To achieve this, I collaborated with the sales and inventory management teams to better understand what products were in high demand and what customers were looking for. This information was essential for creating effective marketing strategies that resonated with our target audience. Moreover, cooperation with the finance department was necessary for managing marketing expenses. I worked closely with the finance team to create budgets for each marketing campaign and track expenses to ensure we stayed within our allocated budget. This involved regular reporting on the costs associated with each campaign and working with the finance team to identify areas where we could optimize our spending to achieve better results. In addition to regular meetings, I also provided training sessions for colleagues who were new to marketing, social media, and content creation. I shared my expertise in marketing software like Photoshop & Canva so that everyone on the team could use them effectively. I also worked with colleagues to identify gaps in their skills and provide them with the necessary training to improve.

By working closely with all departments involved in the marketing process, I ensured that our marketing campaigns were effective, efficient, and aligned with the company's goals and objectives.

**4. Job Process Diagram**



*Figure 3: Job Process Diagram*

## **5. Contribution as a Cooperative Student to the Company**

As a Co-Op student in the company, I made significant contributions to the marketing team. My primary role was managing the social media platforms for four SBUs under the company, which included creating content, graphics, and captions, communicating with clients through social media, and generating leads for the sales team. Additionally, I was responsible for measuring the ROI on money spent on any of our social media platforms and presenting a report on the performance of our social media platforms to the team at the end of every month.

I also played a role in coming up with campaign ideas for our brands and coordinating with the sales team to execute various campaigns. To support these campaigns, I gathered customer testimonials and took photos and videos of our products for use in marketing materials.

As the company did not have a dedicated marketing department for the four SBUs, I took on many responsibilities, from conducting industry research to designing creative for social media, print ads, and websites. I also monitored and reviewed user feedback, comments, and complaints across social media platforms and maintained good relationships with our audience.

Overall, my contributions as a Co-Op student helped the marketing team succeed in promoting the four SBUs under the company and reach a wider audience through various campaigns and social media platforms.



# Social Media Report

## ADS SUMMARY



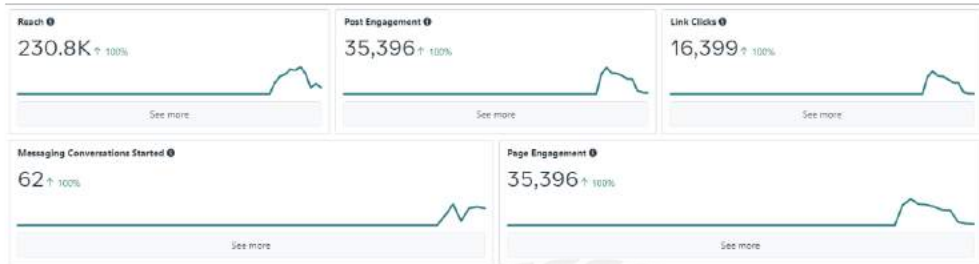
## DETAILS

<b>Posts</b> Number of posts: 26 Platforms: Facebook & Instagram	<b>Duration</b> March 15 - April 13, 2023	<b>Expenses</b> 1. 5 \$ per post Total Expense: 12X5\$ = 60\$	2. 50 \$ - 1 Post New Year Scheme Post	<b>Total Expenses</b> <b>\$110</b>
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Post Image	Facebook Metrics	Instagram Metrics	Additional Info
	Post engagements: 2,156 Reach: 91,984 Link clicks: 1,915 Conversion Started: 12	Post comments: 34 Post shares: 5	Duration: 7 Days Ad Goal: Get more calls
	Post engagements: 38 Reach: 640 Reaction: 14	Reach: 117 Likes: 11	
	Post engagements: 41 Reach: 500 Reaction: 11	Reach: 165 Likes: 6	
	Post engagements: 217 Reach: 1,145 Reaction: 46	Reach: 156 Likes: 15	
	Post engagements: 37 Reach: 710 Reaction: 15	Reach: 113 Likes: 14	
	Post engagements: 260 Reach: 1,322 Reaction: 45	Reach: 180 Likes: 12	
	Post engagements: 67 Reach: 1,006 Reaction: 13	Reach: 95 Likes: 5	
	Post engagements: 67 Reach: 1,147 Reaction: 8	Reach: 100 Likes: 10	
	Post engagements: 32 Reach: 624 Reaction: 11	Reach: 208 Likes: 3	
	Post engagements: 34 Reach: 810 Reaction: 12	Reach: 146 Likes: 11	
	Post engagements: 57 Reach: 836 Reaction: 14	Reach: 81 Likes: 8	
	Post engagements: 37 Reach: 744 Reaction: 16	Reach: 80 Likes: 4	

Illustration 3: Monthly Report - Lvneng

## POST SUMMARY



## DETAILS

<b>Posts</b> Number of posts: 18 Platforms: Facebook & Instagram	<b>Duration</b> March 15 - April 13, 2023	<b>Expenses</b> 1. 37.48\$ till date April 11 - 18 CRW Post	<b>Total Expenses</b> \$40\$
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	<b>Post engagements</b> 2,825 <b>Reach</b> 81.7K <b>Link clicks</b> 370 <b>Conversion Started</b> 67	<b>Post comments</b> 3 <b>Post shares</b> 5 <b>Duration</b> 7 Days <b>Ad Goal</b> Get more messages
	<b>Post engagements</b> 32755 <b>Reach</b> 167.6K <b>Link clicks</b> 16,065 <b>Conversion Started</b> 2	<b>Post comments</b> 1 <b>Post shares</b> 4 <b>Duration</b> 7 Days <b>Ad Goal</b> Get more calls
	<b>Facebook</b> <b>Post engagements</b> 67 <b>Reach</b> 945 <b>Reaction</b> 8	<b>Instagram</b> <b>Reach</b> 92 <b>Likes</b> 5

Illustration 4: Monthly Report - Bajra Hardware



## CHAPTER 3

### LEARNING PROCESS

#### 1. Problems of the company

While my internship provided me with great opportunities, I still wouldn't call my internship period smooth sailing as I was faced with many difficulties and found myself struggling to keep up with the workload at various times. Nonetheless, I am thankful for the experience as I have felt the growth these challenges have brought me.

- Overwhelming workload

As a marketing team member, I managed the social media platforms for 4 SBUs. This proved to be much work to handle, especially when we had tight deadlines or campaigns requiring much attention. I had difficulty managing competing priorities and deadlines for multiple ongoing projects and maintaining the quality of marketing materials and content across multiple platforms and campaigns. At the same time, I had to keep in mind to maintain a consistent brand voice and message across multiple SBUs with unique products and target markets.

- Creative burnout

Constantly coming up with fresh ideas and creating new content for the various social media platforms was challenging, and I felt like I was experiencing creative burnout over time.

- Limited resources

As a co-op student, I did not have access to all the resources I needed to effectively manage the social media platforms for multiple SBUs, such as the budget for advertising or access to advanced design software, which made it difficult to execute campaigns and produce high-quality content.

- Difficulty measuring ROI

Measuring the return on investment (ROI) for social media campaigns was challenging, especially since I relied solely on the social media platform's insights and free analytics tools. The lack of access to the necessary data or analytics tools impacted my reports and findings.

- Lack of collaboration

Without a dedicated marketing department, I had limited opportunities to collaborate with others on marketing initiatives, making it difficult to generate new ideas or get constructive campaign feedback.

- Coordination challenges

As a marketing team member, I had to coordinate with different departments within the company, such as sales, inventory, and finance departments, which sometimes led to communication challenges or misunderstandings. Also, late responses or communication from other departments affected my work directly.

- The Covid Effect

Due to the lasting effect the pandemic had left on our economy, most people are still recovering from the damage, which has drastically decreased consumers' spending on luxury products, which directly affected our business.

- Time Management

I struggled to manage my time efficiently while juggling the marketing activities for the 4 SBUs. I usually found myself staying up late in the night trying to complete my task, which was detrimental to my physical and mental health. Balancing my personal life and work life proved to be my biggest challenge during my internship period.



## 2. Problem-Solving

- High workload:

To alleviate the stress caused by the high workload, I used the 4 D's of time management: Do, Defer (Delay), Delegate, and Delete (Drop). This helped me to prioritize tasks and establish realistic deadlines. Additionally, I brought the issue of the overwhelming workload to my higher-ups, and they agreed to let me hire 2 assistants to help me with my tasks. Within 2 weeks, we hired 2 additional marketing assistants, which helped me lighten the workload.

- Lack of clear communication

To address this problem, I established a structured communication system that ensures all department members have access to the same information. I did this by using a shared calendar for meetings and deadlines and a Trello web application that enabled my coworkers to track progress and communicate updates. I also strongly pushed for regular team meetings every Friday for check-ins and to ensure everyone was on the same page.

- Limited resources

When faced with the problem of limited resources, I prioritized tasks and allocated resources accordingly, with the approval of my supervisor. For example, I had to cancel a few marketing campaigns due to the high cost and lack of evidence that the campaign would lead to a high conversion rate. Instead, I used our budgets for social media marketing, which brought many leads for the sales team.

- Lack of creative ideas

In order to overcome my burnout of creative ideas, I collaborated with others. I conducted brainstorming sessions with team members from other departments so they could help

generate new ideas and perspectives. Additionally, I realized the importance of taking breaks from work and engaging in fun activities to stimulate creativity.

- Inefficient social media management

One solution I came up with was to use social media management tools such as Hootsuite or Buffer to schedule posts and manage multiple accounts. I also created a social media content calendar that helped to ensure that posts are planned and executed efficiently. I would conduct a meeting at the beginning of the month to get approvals on all creatives so that I could smoothly go ahead throughout the month without any delays.

- Difficulty measuring ROI

To get proper measurements of my effort, I researched and learned about implementing tracking tools such as Google Analytics & Facebook Pixel, which was a major help in measuring the success of my marketing campaigns. These tools also helped to provide insights for future campaigns. Occasionally I used A/B testing on Facebook to compare and learn about different campaigns' effectiveness.

### **3. Recommendations to the Company**

Firstly, the company could benefit from creating a dedicated marketing department or team. This would ensure that marketing efforts are streamlined and focused and that a dedicated group of individuals is responsible for managing the company's social media platforms, creating marketing campaigns, and measuring the success of these efforts.

Secondly, there could be more emphasis on employee training and development, especially for those in customer service and sales roles. This would ensure that customers receive consistent and high-quality service and that employees have the skills and knowledge needed to sell the company's products effectively.

Thirdly, improvements could be made to the company's inventory management processes. This could involve investing in better inventory tracking software, conducting regular inventory audits, and improving communication between different departments to ensure that inventory levels are accurate and up to date.

Finally, the company could benefit from investing in various ERP software and other Marketing tools. The presence of such tools could prove to be a huge help for the marketing department in making accurate decisions and properly managing their social media platforms. Also, purchasing paid designing software such as Adobe Suite or Canva can allow the company to produce high-quality marketing materials.

Overall, these recommendations could help to improve the efficiency, effectiveness, and profitability of the company, while also ensuring that employees are receiving the support and resources they need to be successful in their roles.

#### **4. Learnings**

My internship at Bajra Group has been a valuable learning experience for me. During my time as a Co-Op student, I gained various skills that are essential in the workplace. I would like to name my learnings from this experience as the 5Ps; Professionalism, Problem-Solving, Project Management, Presentation Skills, and Positive Attitude.

- **Professionalism**

Working in a corporate environment, I learned the importance of always being professional. This includes adhering to company policies, maintaining a positive attitude, punctuality, and respecting others.

- **Problem-Solving**

During my internship, I encountered problems requiring quick and effective solutions. These challenges taught me how to approach problems with a calm and analytical mindset. I also learned to ask for help and work collaboratively with my team to find the best solutions.

- **Project Management**

Working on various projects throughout my internship allowed me to gain a better understanding of project management. This included creating project plans, setting goals and timelines, delegating tasks, and keeping track of progress. These experiences taught me the importance of effective project management in achieving success.

- **Presentation Skills**

As part of my role, I was required to give presentations to various stakeholders within the company. This experience allowed me to improve my presentation skills, including creating

engaging content, designing visually appealing slides, and delivering a confident and clear presentation.

- Positive Attitude

Throughout my internship, I maintained a positive attitude, even in the face of challenges. This helped me remain motivated and productive, contributing to a positive work environment for my colleagues. I learned that a positive attitude can significantly impact the success of a team and the overall productivity of a company.





## 5. Application of Coursework Knowledge to Real Working Situation

Throughout my work experience, I was able to apply various concepts and knowledge that I have learned from my time at KCM and Siam University.

These are the major subjects that were of help to me during my internship period.

Subject	Course Code
Human Relation and Personality Development	101 - 109
Design Thinking Studio	130 - 403
Brand Management	133 - 413
Data Analysis for Decision Making	130 - 204

*Figure 4: Course application specifics*

- Human Relation and Personality Development

The knowledge I gained from the HR & personality development course, helped me communicate smoothly with my colleagues. It also helped me demonstrate my confidence at work and allowed me to guide my marketing assistant without any mishaps. I made sure to conduct self-evaluation from time to time, to understand my weakness and strengths.

- Design Thinking Studio

I used my understanding of STP and User Persona to develop effective marketing strategies that resonate with the needs and preferences of our target market. Additionally, I applied the concept of value proposition to develop unique selling points that distinguish our product from those of our competitors. I also applied my understanding of organizational culture to better understand the workplace dynamics and how to navigate different personalities and communication styles.

- Brand Management

I utilized my understanding of Porter's Five Forces, PESTEL analysis, and SWOT analysis to analyze the industry and market trends, identify potential threats and opportunities, and develop effective strategies to mitigate risks and capitalize on opportunities. I worked on creating brand awareness for our various products and measured that our marketing message stayed constant throughout our marketing activities. Moreover, my knowledge of sales management, brand management, and market research enabled me to develop effective sales strategies, manage brand reputation, and conduct comprehensive market research to inform our business decisions.

- Data Analysis for Decision Making

Finally, my data analysis proficiency helped me evaluate our marketing campaigns' performance and make data-driven decisions. It also enabled me to give easy-to-understand and convincing presentations in the company. Furthermore, I used my knowledge of data analytics to identify key metrics for measuring the success of our marketing campaigns and sales efforts.

Overall, the knowledge and skills that I have gained from my coursework have enabled me to succeed in my work experience and provided me with a solid foundation for my future career.

## **6. Special Skills and New Knowledge Learnt**

During my marketing officer internship, I had the opportunity to work with various software and tools that are commonly used in the industry. One of the most important software I used was Microsoft Excel. While I had previous knowledge of Excel, I only used it for basic tasks. At the internship, I used Excel to perform various data analysis tasks such as sorting and filtering data, creating charts and graphs, and performing statistical analysis. I learned many tricks and tips regarding Excel. I also learned how to use Google Analytics to track website traffic and user behavior on the company's website. Apart from that, I was also introduced to design software like Canva, which helped create engaging and attractive social media posts and graphics for various campaigns. This software and tools helped me become more efficient and productive during my internship and provided me with valuable skills that I can use in my future career.

Aside from technical skills, I also developed several soft skills during my internship period. I learned to communicate effectively with different departments, including customers, team members, and management. I also learned to work in a team environment, collaborate with colleagues, and take responsibility for my own tasks. Additionally, I learned to adapt to changing situations and think creatively to solve problems. These soft skills are crucial for any job, and I am grateful for the opportunity to have developed them during my internship.

## CHAPTER 4

### CONCLUSION

#### 1. Summary

This report details my experience as a marketing officer intern at Bajra Group. It outlines my roles and responsibilities, the challenges I faced, and the solutions I came up with to overcome them.

As a marketing officer intern, I was responsible for assisting in the development and execution of marketing campaigns, managing social media accounts, conducting market research, and analyzing data. I also had the opportunity to work with various software such as Google Analytics and Adobe Creative Suite.

During the internship, I faced challenges such as limited resources, adapting to the company culture, and an overwhelming workload. Adapting to the company culture also presented a challenge as it differed from what I had experienced before. However, the biggest challenge I faced was managing an overwhelming workload.

I had to come up with solutions to overcome the challenges I faced. For the limited resources, I learned to work with what I had and was creative in finding alternative solutions. Adapting to the company culture was also challenging, but I tried to immerse myself in the culture and seek feedback from my colleagues. Lastly, for the overwhelming workload, I learned to prioritize tasks, manage my time effectively, and hire assistants to help me out.

In summary, this internship period provided me with valuable experience and skills in marketing, data analysis, and software usage. Although I faced some challenges, I overcame them by being creative and adaptable. Overall, this experience has prepared me for future endeavors in the marketing field.

## **2. Evaluation of the Work Experience**

The EV sector in Nepal is still lagging behind when compared to other countries. From the government to the people themselves, a huge population still hasn't realized the importance of EVs and it has proven to be quite a challenge to educate the market.

Our company also has a lot of competitors, while most of them are on a smaller scale than our company, there are a few companies that rival us or even exceed us when comparing the brand perception in the market.

It was difficult to come up with creative ideas that could educate the market, which made me realize the importance of conducting market research. Understanding these data helped me create more targeted creatives and be more specific with my ideas. I also deeply understood that no matter how skilled I may be, I will never be able to do everything and anything at once. This realization helped me focus on learning time management skills and prioritizing my tasks properly.

During the internship period, I managed to create many posters, ads, and campaigns that were shown throughout different social media platforms and other advertisement mediums. This has helped me build a solid portfolio of my work and skills, giving me an edge against others in the same field. Due to the lack of a proper marketing department, I got to implement my ideas, even though I was only an intern, and this process taught me many different things. I am now more confident in my work and ideas and can take risks and make bolder decisions. Being responsible for the marketing activities of 4 SBUs allowed me to develop myself as a leader and acquire many traits that will prove to be helpful in the future.

While the internship period was stressful, it was also very rewarding, and I am content with the various opportunities I got and thankful to the company for allowing me to take charge despite my lack of experience.

### 3. Limitations of the Cooperative Studies

While there aren't many, a few limitations that I strongly felt during the cooperative studies period were:

- No space for trial and error

Due to being in charge of the marketing activities of 4 SBUs, any mistakes I made would directly result in money being wasted by the company. This gave me enormous pressure and made me hesitate and become indecisive when it came to implementing a campaign or an idea. While this pressure stimulated my growth, it also made the internship period rather burdensome and mentally tiring. I often found myself exhausted from doing anything else during my free time, and the people around me could also feel my exhaustion.

- Lack of a proper work environment

I found the work environment to be uncommunicative and cold at times. Since everyone in the workplace had huge responsibilities of their own, it was hard to talk properly with anyone at work. The workplace did not have much to help the employees relax or destress, so the only thing you could do at the office was work till it was time to go home.

#### **4. Recommendations for the Company**

In terms of my growth, I learned a lot and gained a lot of experience that will help me in the future. Nonetheless, there are a few things that could be improved to make the work environment better and the job process smoother:

- Installation of amenities in the workplace

Bajra Group could spend more budget on adding a few items to help make the workplace more relaxing, such as a ping pong table, or a break room to rest. These would allow the employees to work more efficiently since taking appropriate breaks allows them to become more productive.

- Proper Employee Evaluation System

Due to a lack of employees being properly evaluated, a few were slacking off or not working hard enough to produce acceptable results. At the same time, those working employees were not getting proper recognition. Also, the lack of evaluation made it hard for the employees to improve. We could assign supervisors to each employee and create an Excel sheet to track our employee's results. Also, conduct regular meetings or sessions for evaluation of the employees.

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## ANNEXURE



*Picture 1: Working at my Desk*

*Picture 2: Communicating with the sales team at the Naxal Showroom*



*Picture 3: Bhaisipati Showroom*



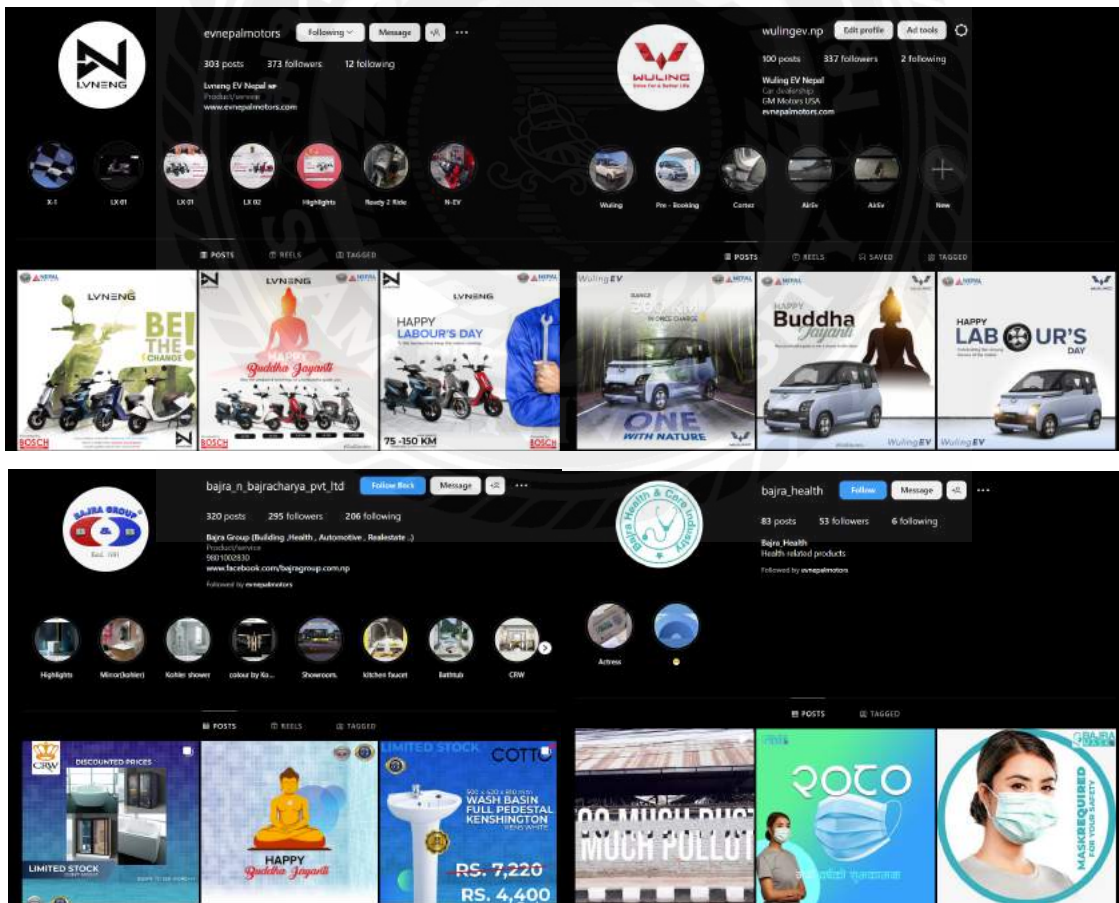
*Picture 4: Baneshowr Headquarters*



*Picture 5: Office Space*



Picture 6: Taking the Wuling Air EV for a test ride



Picture 7: Social Media Pages



*Picture 8: Bringing in the newly bought Air Ev into the showroom*

