



Co-operative Education Report
Understanding Holistic Marketing Management at Laxmi Intercontinental

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This report is submitted in partial fulfillment of the requirements for Cooperative Education,
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We have approved this co-operative report as a partial fulfillment of the cooperative education project for the 8th semester of the 2019-2023 Academic Batch.

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ABSTRACT

This report provides information about the work and learnings accumulated as a marketing intern at Laxmi Intercontinental Pvt. Ltd. The general objective of this assignment includes: (1) Understanding the overall company structure, its management, and necessary operations; (2) Calibrating the marketing campaigns advertising and implementation for errors and inconsistencies; (3) Study automobile market for consumer behavior, factors affecting buying intention, consumer pain, and gain points; (4) Understanding brand as a whole to promote, manage, maintain, and present itself in the market; (5) Study of brand's Holistic marketing approach with value integration through each consumer touch point and marketing campaign through involvement in campaign creation discussions and post-campaign result analysis. The cooperative education period was 4 months, starting from the 12th of February to June 2023. While in the marketing department, learning how everything is being operated and managed in the company was the initial step of the internship.

As an Intern in the Marketing Department, most activities and exposure I gained were from and for the Marketing department, I was also advised and guided by other departments existing under Laxmi Intercontinental so that I could obtain a more in-depth understanding of different factors affecting decisions and framework of any future or past campaigns. One of the most distinct characteristics of Laxmi Intercontinental is being a pioneer in the market. Their understanding and analysis of the market provide a great base for their new and innovative steps. This platform provided an opportunity to see the inside workings of a pioneering and leading company with many things to learn, and some of them are presented in this report.

Keywords: marketing, automobile, consumer, Laxmi Intercontinental

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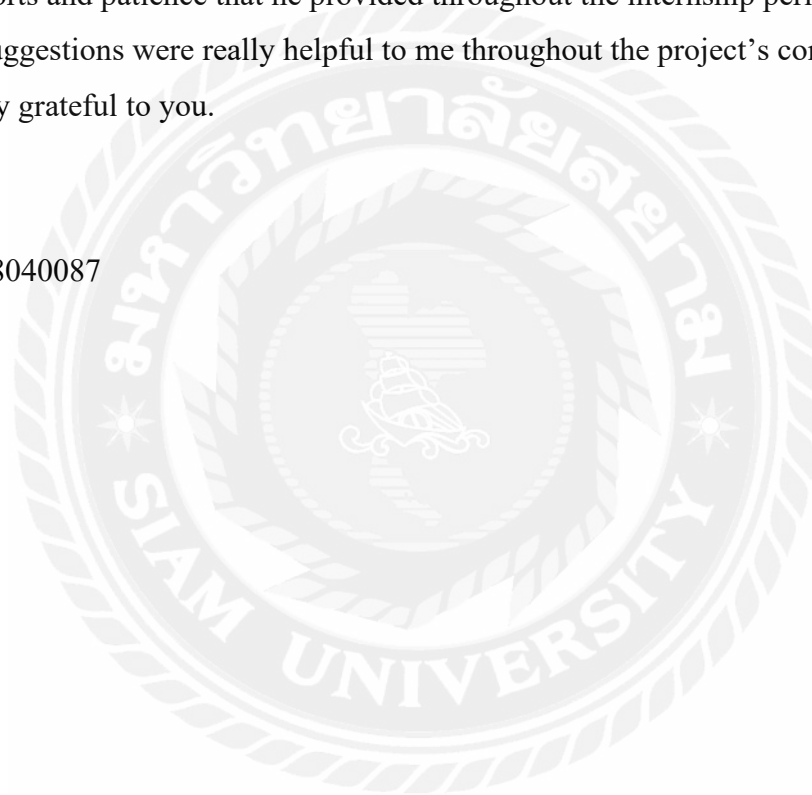


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List of Acronyms

LI – Laxmi Intercontinental

LP - Laxmi Premium

GM - General Manager

ICE - Internal Combustion Engine

EV - Electric Vehicle

HR - Human Resource

GRPR - Government Related Public Relationship

SM - Service Manager



CHAPTER 1

INTRODUCTION

1. Company's Profile

Laxmi Intercontinental is a company under a business family group, Laxmi Group, founded in 1973. They were previously known as Laxmi Mithai Bhandar until early 2000. The group has been fueled with a strong thought, “Nothing can exceed the satisfaction of getting something when you don't have much. (Shrestha, 2000)” as their chairman believes. Laxmi Intercontinental is the sole authorized dealership of Hyundai in Nepal, controlled by Laxmi Group. Laxmi Group entered the automobile sector as Laxmi Intercontinental in 2003 as an automotive division in Nepal and became the sole distributor of Hyundai in Nepal in 2006. They have the vision to carry an initiative on enterprise and entrepreneurship to improve the quality of the communities they serve and become a trusted, admirable, and infinite player in the market. They import Hyundai products from India and Korea and provide sales and after-sales services for their customers throughout Nepal. LI manages multiple showrooms, service centers, and third-party subsidiaries for the Hyundai brand and carries out the marketing, promotional, operational, and financial activities required for the business.

LI operates 5 company-owned showrooms: 3 in Kathmandu, 1 in Bhaktapur, and 1 in Pokhara, and 11 franchised dealers all over Nepal. Besides showrooms, there are 4 company-owned service centers; 2 in Kathmandu, 1 in Bhaktapur, and 1 in Pokhara, and each franchised dealer has their individual service center setup as well, providing services to Hyundai customers. Each showroom and service centers report directly to the assigned supervisor in the Headquarters of LI, from where the consumer, competitor, and personal performance data is received and processed further for assessment, planning, operating, logistics, marketing, and promotion required for the upcoming goals and objectives set based on the current scenario.

Each department is equipped with its respective head/managers, such as Head of Marketing, Head of Finance, Head of Operations, Head of Logistics, Head of Human Resources, Showroom Managers, Service Center Managers, Head of Showrooms, and many more. All the individual location Managers report to the heads of their respective departments or any other head of department based on their need/issue to be dealt with. The head of departments are stationed in the Head Office, which governs, evaluates, directs, and facilitates their performance. Each

showroom and service center are provided with sales and customer targets, respectively, based on which evaluation is done and incentives are provided.



Figure 1 : Company Logo

1.1. Mission of the Company

Laxmi Intercontinental operates with the mission “To maintain and gain a strong customer base with high value to every stakeholder.” The company aims to achieve this mission by:

1. Offering a wide range of foreign-made vehicles at least possible price range
2. Ensuring customer satisfaction throughout their customer life-cycle
3. Promoting the Hyundai brand’s values on innovation and sustainability
4. Developing a dominant marketing presence, skilled workforce, and efficient logistic framework

1.2. Vision of the Company

“To be a leader in the automobile industry that values quality and customers’ needs, at the same time, ensure and provide the greatest buying satisfaction after sales with strong customer care” is the vision based on which Laxmi Intercontinental carries out its operations.

1.3. Strategies of the Company

Laxmi Intercontinental aims to be the pioneer brand for the Automobile Industry of Nepal and attempts to create new & appealing campaigns and achieve more market coverage while keeping Hyundai's brand value intact to the brand's international persona. There are limitations to making decisions related to brand image. Yet, market captivity, product value addition, service levels, and product management are regularly revised according to the dynamic market demands

and potential. Being a well-established brand, they maintain a proper communication flow among all departments by making a unified space for all department heads within a sole headquarter, which makes campaign implementation, resource sharing, task sharing, information sharing, and workforce sharing, which in return brings a holistic image to the Hyundai brand in Nepal. Some key stand-out strategies of Laxmi Intercontinental are:

- **Pioneering Automobile Brand**

Competing in the Automobile Industry of Nepal, LI believes in competing innovatively. Studying and analyzing the steps and attempts of other competing brands to capture the market are done, according to which LI creates counter-initiative and beneficiary plans based on them. More so than reacting to the actions and ideas of other competing brands, LI believes in pioneering the market through constant innovation of new and appealing ideas. Whether it may be location identification for the next market booming, unique consumer segment targeted marketing and promotional plans, government discussion on creating favorable trade laws, and many more of such are constantly being done by the brand.

- **Premium Brand Image**

Hyundai is a premium brand in itself internationally; LI has been perfectly able to replicate the premium image of the brand in Nepal as well through its proper display of itself as a brand in all its consumer and employee touchpoint areas as well. Brand image influences customer loyalty directly and impacts it through other mediating factors (Zhang, 2015, 4). They make sure that the buying experience is a top-class experience. After buying, the after-sales service through service center availability, responsiveness, employee preparation, and performance quality are kept in a top-notch tier than that of other existing Automobile brands in Nepal. Facilitating the overall consumer experience as a customer of LI and Hyundai in Nepal, LI provides a resale threshold level through their H-Promise Department, which is established to provide the consumers of the Hyundai brand, the facility to attain fair, reasonable and above-competition resale prices for resale of their product. Establishing a premium image requires more than focus on one aspect of the consumer's life cycle, the showroom ambience, employee aesthetics, product display, financing unavailability, and the overall Hyundai community, Hyundai Pariwar, which gives the brand a premium outlook, among other available brands in its segment.

- **Maximally Benefiting Product Life Cycle Facilitation**

As mentioned before, the after-sales service quality of LI is in the top tier among the competing market. After purchasing Hyundai products, the customers can already feel the premium service experience where their automobiles are provided with professional service by company-trained engineers who have undergone training months ahead of their initial customer dealing. The spare parts and other items used in the process of service are directly imported from Hyundai manufacturers, which ensures retention of product quality at its highest. Finally, for resale of the product after satisfied usage, the Hyundai brand enjoys higher resale value among other brands in the market. LI ensures that the customers get a good rate on resale by establishing the H-Promise Department, which deals in the resale of Hyundai products and provides the sellers with very lucrative and above-margin prices according to the product's condition.

2. Organizational Structure

Laxmi Intercontinental is a company name under a business family group, Laxmi Group. Laxmi Group has multiple businesses and trades automobiles for Hyundai and BMW in Nepal. LI is responsible for the trade of Hyundai Automobiles and operates different departments within its Head Office (Naxal Bhagwati, Kathmandu), which operates 5 showrooms and 4 service centers and controls 11 franchised showrooms along with their respective service centers all over Nepal. Showrooms and service centers are appointed with individual managers governed by the Head of Retail Showroom, Head of Dealer Showrooms, and Head of Spares and Service. Activities such as marketing, financing, operating, logistics, and human resource management are all conducted by the Head Office for the brand as a whole throughout the country. Any supplies to be provided, finances to be handled, inventories to be managed, and all the other activities which are to be carried out with cooperation with and for the showrooms, dealers, and service centers are done from the Head Office. Laxmi Group has oiled LI effectively with capable people and a dependable organizational system which shows the progressive results that LI has upheld for years. Good marketing strategies and equally positive good practices ensure the company's performance and success in the short and long run, alongside a greater market share and comparative advantage over all others (Takwi, 2020, 14).

2.1. Diagram of the Organization Structure



Figure 2 : Organizational Structure of LI

2.2. Job Position and Placement Details

The internship opening announcement at Laxmi Intercontinental provided opportunities for two interns under the Marketing Department, and I was able to secure a position as one of

them. My internship period began in February as an intern in the Marketing Department of LI. The placement details for my internship are provided in the table below:

Address	Bhagwati Marg, Naxal, Kathmandu
Job Position	Marketing Intern
Department	Marketing Department
Working Duration	February – June
Work Hours	9:30 am to 6:00 pm
Name of Internship Supervisor	Mr. Sandeep Sharma
Designation of Internship Supervisor	Marketing and Communication Manager

Table 1: Internship Placement Details

2.3. Job Position in the Company's Organizational Structure

Laxmi Intercontinental is a part of Laxmi Group, where Laxmi Group has appointed an Executive Director who oversees the automobile section, Hyundai and BMW. Laxmi Intercontinental looks after the trade business of Hyundai, and Laxmi Premium looks after the trade business of BMW Motors. A General Manager is appointed in both LI and LP. They report the performance and guide the departments forming LI and LP's working structure. Under LI, there are Sales Department, Central Service Department, Customer Care Unit, Marketing and Communication, and Customer Care Unit, which are dedicated departments, whereas, Finance and Accounts, Internal Audit and Compliance, HR, GRPR, and Operations departments operate for both LI and LP. The dedicated departments each operate to serve their assigned objective as required for LI, and the shared departments operate for both LI and LP, along with sharing the data and resources as both are competing in the automobile industry for two different consumer segments.

Among the sales section, the Head of Retail Sales is in charge of the planning, execution, guidance, and performance evaluation of the company-owned retail store of LI in Naxal, Thapathali, Pokhara, Bhaktapur, Maharajgunj, and H. Promise. The re-sales of vehicles brought

from Hyundai customers are sold through H. Promise, which the Head of Retail Sales oversees. The Head of Dealer Sales conducts the same process as the Head of Retail Sales. Still, since the dealers are third-party involvement selected under strict evaluation standards, the pressure on the Head of Dealer Sales is not as heavily centered on individual outlets. It can focus more on the macro-outlook of them all. Among the customer service section, the Technical Training Manager looks after intern selection and technician skill set development, and the Spare Parts Manager looks after the inventory management for spare parts among all service centers and spare part retailers. The Junior Manager of Dealer Sales and Spare Parts looks after the service department among the dealers, which includes service quality management and spare parts inventory management. The Junior Manager of Dealer Sales and Spare Parts also oversees the management of company-owned service centers in Dhapasi, Kupondole, Tinkune, Bhaktapur, and Pokhara.

Besides the sales and customer service section, the Customer Care Unit handles all the issues and problems being faced by customers of LI through physical management or technical on-call support as per the need, the Logistics Department provides supply chain management and product availability management according to each retail showroom's requirement, and the Marketing and Communication Department creates and executes marketing and promotional activities in the market. Within the Marketing and Communication Department, Marketing Officer and Marketing Junior Officer work directly under the supervision of the Marketing and Communication Manager. Both of us, Marketing Interns, were guided, supervised, coordinated, and evaluated by all the members of the Marketing Department.

2.4. Intention and Motivation to Join the Company

Trading houses are one of the most dominant and profitable market capturers of Nepal. To understand the various processes of establishing, managing, and operating such a business in Nepal and the inside workings of such a firm, Laxmi Group can provide a platform to experience and understand such endeavors. My intention in joining Laxmi Intercontinental as an intern was to acquire knowledge on Nepal's trading market and understand the future prospects of existing and upcoming trading houses. Since they are one of the best-performing companies in its sector, the internship period provides a great environment to understand how they can stay a top performer among other competitive brands in the market.

The opportunity to be able to have a learning experience in different departments that operate under Laxmi Intercontinental and firsthand working experience in each sector with guidance from top-level management of the respective sector was the biggest motivation for the internship in Laxmi Intercontinental. Also, my supervisor and seniors' continuous support and understanding were some additional in-work motivations throughout the Cooperative Education Project.



3. SWOT Analysis of Laxmi Intercontinental

<p>STRENGTH</p> <ol style="list-style-type: none"> 1. Pioneers of Automobile Industry of Nepal 2. Fixed working hours with progressive work environment 3. Experienced, well-trained, and highly motivated workforce throughout the company 4. Market data access through multiple business under parent company and market connections 5. Well-established reputation and recognition in consumer market through International branding 	<p>WEAKNESS</p> <ol style="list-style-type: none"> 1. Necessity to restrict actions within existing brand reputation locally and internationally 2. Limited access to marketing campaign and showroom display innovations 3. Limited product variety and modifications 4. No availability of strong third party agency connections 5. Inability to produce market personalized products
<p>OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Entry into unattended consumer market locations 2. Obtaining a production line in production plant of parent company, Hyundai, in India with additional financial investment collaboration 	<p>THREATS</p> <ol style="list-style-type: none"> 1. Immature consumer purchasing capacity 2. Changes in trade laws and import taxation 3. Rapid growth of competing products with higher market demand relevance

Table 2: SWOT Analysis of Laxmi Intercontinental

4. Objective of the Cooperative Study

The Cooperative Education project aimed to provide a real-life experience of participating in an active organization and understanding the practical implementation of our academic knowledge in live market scenarios. This was an overtime study conducted throughout the Cooperative Education project while dealing with a live market in an organization and understanding the management, operations, marketing, advertising, logistics, market fluctuations,

market readings, human resources, and supply chain management required to deal with each upcoming business scenario. The main objectives of the cooperative study were covered in the specified objectives enlisted below:

- To learn in-depth about the holistic management of a franchising company
- To increase personal knowledge of the market and market practices on trading industries
- To develop new networking routes and corporate connections
- To understand the effort and input required for the practical implementation of academic knowledge



CHAPTER 2

CO-OP STUDY ACTIVITIES

1. Job Description

I was taken as an intern in the Marketing Department of Laxmi Intercontinental and, during the very beginning, was informed that this internship would provide an overall understanding of the company as a whole. Besides the access to confidential information in specific departments, I was allowed to interact with different sectors of the company, such as the Showroom, Service Centers, Vendors, Marketing Agencies, and Market Competitors. Working closely with such departments and company touchpoints was done to understand how LI handled and operated under a holistic management approach, serving the core value of Hyundai with additional value added to cater to the local market.

In the marketing department, I was allowed to experience and view different marketing activities conducted by LI as the authorized dealer of Hyundai in Nepal and as a company under the corporate house, Laxmi Group. This included the overall practice of a market study, consumer segment targeting practices, marketing campaign creation, personal and brand image handling, media partner selection, advertising agency selection, and PR management.

2. Job Responsibilities, Work Duties

As an Intern at Laxmi Intercontinental, my process of attaining knowledge and information about the company and its market was executed by the following tasks:

- Collection, study, and analysis of data on market participants, customers, company performance, vendors, and associates
- Creation and management of customer, vendor, dealer and business associate database
- Study and reporting of showroom management, operations, and overall performance
- Analyzing third-party agency's performance and providing insights during agency selection for an upcoming campaign
- Participation in planning and execution of promotional and product marketing
- Procurement, distribution, and inventory management of merchandise and promotional goods
- Providing insights for marketing and promotional activities based on market understanding

3. Activities in Coordinating with Co-workers

Several tasks were handled by the Marketing Department, among which most campaigns were explained. As an intern, I was provided multiple opportunities to suggest and develop new ideas based on the campaign expectations. We need to work alongside colleagues to develop our practice and theirs (Capsey, 2010, 243). The planning would generate a framework for the campaign, and based on that we would proceed to its execution. During the execution and the learning of the company's overall management, I was assigned to work alongside my senior co-workers for the following activities:

- Campaign Planning with Holistic Brand Approach -

Understanding and incorporating different touchpoints of potential customers with the company during the campaign period to ensure the same vision and service level on each touchpoint in regard to the ongoing campaign.

- Analysis and Reporting of Marketing and Promotional Campaign Performance -

After launching a promotional or marketing campaign, the results are recorded throughout the period of the campaign in order to report to the GM of the LI. This report consists of costs incurred, agencies' performance, vendors' performance, campaign's market reach, change in sales pattern, sales recorded, and showroom footfall number.

- Procurement, Distribution, and Inventory Management of Merchandise and Promotional Goods -

LI provides gift hampers during selected product sales to create a good relationship and give a premium product purchasing experience. These gift hampers are created through a thoughtful selection of items, and the procurement channels for these items are revised regularly to maintain quality and pricing levels. These hampers are collected and distributed to different showrooms and dealers as per their product sales needs. This transaction as a whole is conducted by the Marketing Department of LI.

- Creation of Social Media Advertising Video Shorts -

Generating storyboard, understanding viewers' trend preferences, video editing, and viewership targeting among different social media platforms according to the respective announcement, brand marketing, showroom location identification, offers, and events.

- Recording News Companies and Online Portal Performance -

Learning performance grading metrics, PR coverage calculation, targeted audience preferences, and consistency review to record performance results for future promotional deals.

- Digital Content Creation -

According to the guidelines of our seniors, we generated ideas and content for the social media account of Hyundai in Nepal. These include ideation for posting on Instagram and Facebook and post creation for TikTok.



4. Job Process Diagram

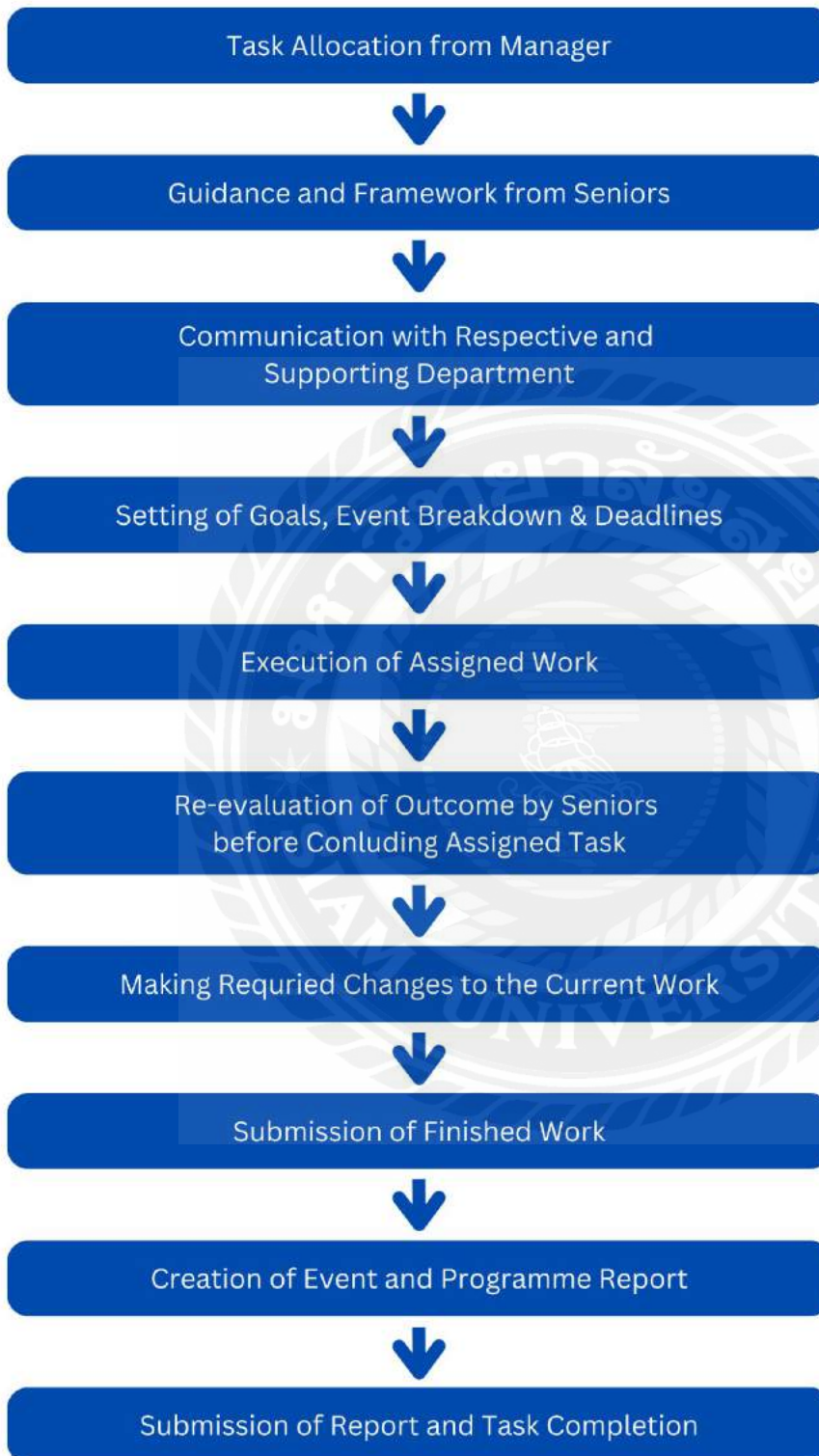


Figure 3: Diagram of Workflow as a Marketing Intern

5. Contribution as a Co-Op Student in the Company

Working throughout the internship period in a learning manner, there were many activities through which I could learn from LI. Listing all the contributions would be rather diversified and at times, irrelevant due to the quick and surface participation I was allowed to have among the different departments of LI. As a Marketing Intern, I will list some of the more mentionable contributions as a Co-Op student in LI below:

- Digital Content Creation -

Along with the other intern co-workers in the Marketing department, our seniors guided and provided guidelines based on which contents were to be created for the TikTok account of Hyundai Nepal. We also provided supportive ideation for other social media post creations and digital content design.

- Prospecting, Procurement, Distribution, and Inventory Handling of Promotional Goods -

Gift hampers were provided to buying customers and merchandise was provided to employees and dealer networks. These were selected through prospecting among different available options based on the goods' relevance, price, and attractiveness. Vendors for each good were individually collected, approached, evaluated and selected, during which I collected information on vendors and possible prospects for producing promotional goods and merchandise. I also assisted in recording inventory once in process, hand, and distribution. The distribution was done among all the showrooms, dealers and employees, while the distribution channel was handled with close communication with the second party.

- Assistance in Ideation and Performance Reporting of Marketing and Promotional Campaign -

Performance of the different marketing and promotional campaigns launched by LI were reported by submission weekly and monthly with the Top-Level Management. I was provided the opportunity to assist in creating promotional and marketing campaigns where I could provide assistance through ideation, vendor and agency selection and content creation. I was also taught about the reporting framework and how the reporting was to be done. Once being capable of reporting as required, I was appointed to make reports for certain marketing and promotional campaigns which I could handle based on my capabilities.

- Market Performance Analysis based on Different Locations -

Laxmi Intercontinental has multiple retail showrooms which perform individually and have their own set of customers that they cater to base on the purpose of their establishment. Each showroom has its own uniqueness in creating brand presence, consumer market coverage, and availability of service options. I was guided through the purpose of each retail showroom's core position strategy and visited the locations for several days. During my time there, I looked over different aspects that existed in the retail showroom and understood the management model under which they operate. Analyzing the physical performance, financial performance, logistical practices, customer dealing methods, employee base structuring, potential customer prospecting, and customer pull strategies of each of the retail showrooms. I generated reports for each retail showroom with a personal analysis of their performance standard and alignment with their objectives.

- Facilitating Event Execution -

The marketing department carried out different events during the time of my internship period. I assisted in the collection of prospecting event venues, procurement of inventory, handling of third-party vendor dealings, assisting and collection of showroom dealers' queries and event installations, and many of such activities to facilitate the smooth execution of the event while minimizing head workload.

CHAPTER 3

LEARNING PROCESS

1. Problems / Issues Identified in the Company

Openly surfing around different departments and being exposed to them provided me an opportunity to understand in depth the overall activities and processes of LI. As each thing has good and bad, among the many goods of LI, there were some issues in the company which, in my perspective, could be better with changes. These issues were as follows:

- Limited Product Variation

All the products that are made available were the products manufactured by plants in India and Korea. These plants produce the products based on their market demand, and both consumer markets are larger for the brand. Due to this, LI acquires the product created based on their market and has low/no say in demanding separate production lines for product demand in the Nepalese market. Though the Indian consumer market is rather similar to the Nepalese market, it isn't the same. Some products though being in demand in the Nepalese market, have been discontinued in production and in regard to that the supply has been halted at times as well. This inflexible nature of product availability has been an issue in completely capturing Nepal's mass potential consumer market.

- Limited Market Possibilities

Road infrastructure, petroleum pricing, and market economic capacity are some major issues due to which the demand for an automobile product is determined in Nepal. The need for an automobile's capacity to perform in rough environments, the need of higher ground clearance, fuel consumption levels, and the starting price level for the product based on the previously mentioned aspects. As Hyundai remains on more of a premium range of passenger cars for the Nepalese market, the price range of Hyundai for better models are higher than the average consumer market's capacity. Though the brand has been able to obtain its customer base due to its differentiation being a premium product, during times of economic crisis and market downfall, the consumer market becomes rather opposed to buying such premium products while having cheaper options in the market.

- Uncertainty in Product Procurement Pricing

Products for LI are brought from India and Korea, in which the cost price for product procurement depends on the Trade Laws, Import Laws, and Import Taxation. When there are changes in such laws or taxation levels, the price for the product changes, and the market supply for the product may also fluctuate in regard to this change. Some scenarios have previously occurred where the price of a product has shifted drastically due to the government's decision to increase import tax rates. The tax rate changes and import laws, sometimes determine the capacity of the automobile market to compete in that specific product market; they are electric vehicles and internal combustion engine vehicles. Import rates for electric vehicles and internal combustion engine vehicles are currently different in Nepal, providing a huge difference between these two product markets.

- **Communication Gap between Departments of the Company and Retail and Service Units**

Each retail and service unit is deployed under the guidance of the Head of Retail Sales and Head of Spares and Service. Closely observing the working pattern of these units, a gap was found between fluent and timely communication of the retail and service units with the other departments of the company, marketing, finance, and operations. They attempt to resolve their queries only through their assigned Head of Department, even during an unresponsive environment where they can comfortably make quick contact with departments in their ongoing scenario.

- **Delay of Work from Third Party Organization**

Different activities are delegated to third-party when in need and for such a scenario, LI has a set of contacts among which they allocate the work based on their relationship with the third-party, pricing difference, and performance output level. There have been multiple cases under which the assigned work has crossed deadlines, causing unnecessary problems in the company's management.

2. How to Solve the Problem

Most of the problems identified in the company are due to the customer market situation and limitations caused by the product variation that depends on the parent company, Hyundai. Most of the problems identified were caused due to third-party involvement, which was resolved instantaneously. Some issues that can and need to be resolved are:

- Setting open communication model for quick and responsive information sharing and comfortable accessibility of the desired department must be set up.
- Minimizing the over-valuation of inter-business relationships with other third-party companies who have been underperforming or overcharging for tasks with better available options in the market.

Alongside the issue mentioned above, the next issue as mentioned could also be tackled but those are beyond LI's personal control. I feel that though the market in Nepal is rather small in regard to Hyundai's international market, LI could try to request the continuation of production lines for products that are relevant to the Nepalese Market. However, the product's demand may differ in India or Korea. This can be done with proper discussion and planning with the main Hyundai Company, where LI could take a stand for this cause with a dedication towards bringing higher sales and providing additional financial investment and a research team for additional production line functioning cost reduction to the parent company.

3. Recommendations to the Company

Laxmi Intercontinental is quite well-versed in keeping itself properly managed and maintained. With very less to suggest for change and improvement based on the current situation and managerial framework established, some recommendations to the company are:

- Once the financial condition of the market settles, LI could possibly make attempts to create higher value to the Hyundai brand in a way that can attract and retain customer inflow since the potential customers to the brand are currently quite limited, which in my perspective should be widened in due time for a secure future for the brand
- The selection of third-party connections to be maintained should be of such that provides a scalable return to the company rather than just personal and market relation
- Increase working innovation and progress accountability for each department as LI seems to have taken a stagnant standpoint being a franchising company with established and limited market opportunity in the current scenario
- Think more than just being a retailer for Hyundai and create other possible businesses out of their Hyundai customers, such as Road Trip Events, Racing Events, Stunt Events, and many more which could make possible cash inflow besides the retail and service business of LI under its Hyundai Pariwar initiative.

4. Learnings during the Co-Op Studies

Throughout the Cooperative Education Project, there was many learnings that I acquired in Laxmi Intercontinental, and the Internship Report Guidelines provided a great opportunity to revise those learnings. Some of the major learning from this project were:

- Franchisor and Franchisee Relationship and Assessment Management

Hyundai India is the immediate supervisor to Laxmi Intercontinental, and they make sure that the market performance is in check with the requirement of the International “Hyundai” brand. Though products are collected from India and Korea, the Indian market being the most relevant performing market to that of the Nepalese market, the products required and performance sought in this market are more relevant to that in India. Therefore, the National Department of Hyundai in India looks over the performance quality Laxmi Intercontinental brings to Hyundai. During this, each department within Laxmi Intercontinental that fuels the company, i.e., Marketing, Finance, Sales, Operations, and Logistics, are individually analyzed, evaluated, and guided for future business processing. Each department's leaders are requested by their individual department’s reporting, where each piece of information is inter-checked with other departments for clear evaluation of each individual department’s performance.

- Holistic Brand Marketing Model for Franchising Company

Operating under an International brand, Hyundai, LI practices all the guidelines the parent company provides. LI creates an overall brand image for Hyundai as a premium brand in the market. To compete in the market and differentiate itself from other existing brands in the market, LI also takes its own initiatives to add on the brand image creation and customer lifecycle touchpoints so that they can manage an uncompetitive reign in the market. An already well-performing brand is uplifted through providing additional service by LI. While doing so, they also make sure that the brand image is maintained at the highest level with regular attempts at raising the brand image and brand value in the Nepalese market.

- Local Franchising

Laxmi Intercontinental serves as the franchiser for other local extensions of the Hyundai brand all over Nepal. Along with providing all the services from within its subsidiaries, Laxmi Intercontinental looks over the different other franchises of Hyundai in Nepal, among them are different service providers and sales showrooms. Each franchise is individually evaluated, guided, incentivized, and supplied by Laxmi Intercontinental. The product quality, service quality, sales procedure, showroom standards, and employee standardization are all kept in check with the requirements of the main brand to sustain the holistic brand image of Hyundai throughout Nepal.

- News Company and Online Portal Selection

For online news portals, the coverage of product announcements, company, and associate news are recorded for over 100+ relevant sites. The consistency in their coverage and urgency in the provision of advertising deals to manage inter-business relations provides the basis under which the selection of a portal for future advertisement launches is done. For physical newspaper companies, the cost per printing for the desired article space, extent of audience coverage, the relevance of the newspaper company's image with respect to targeted audience coverage by the company, quality of printing and inter-company relationship are evaluated for selection.

- Agency Selection Method

LI maintains good relations with multiple agencies along with some contractual agreements, among which the selection of campaign launches is done through their previous campaign's performance, results, and cost required for the upcoming campaign. Through time, the company's marketing knowledge and coverage is developed to generate more detailed supervision and guidance for expansion in marketing methods used by the Third-Party Marketing Agency.

- Fruitful Co-Marketing of Relevant Sister Brand Products

“Bosch,” another brand under the Laxmi Group, was provided a promotional push by generating combined campaign offers and reducing additional promotion and marketing costs for Bosch, which has just operated through its first year in Nepal. On the other hand, Laxmi Intercontinental could also reap the benefits through reduced costs for its promotional goods.

- Market Leadership Essentials

As a market leader is more than just performing better in the market, it also means the power one has over the market. Leadership requires additional efforts to understand the market as well as connect the market performers to a higher potential. A leader, a trendsetter, requires strong control over potential, technology, and market expansion for which many efforts are to be made, where they are required to deal with bringing innovation, law formation with the government, taking a stand for market demands, controlling market actions, and creating a growing environment for other market participants.

5. Application of the Coursework Knowledge to Real Working Situation

Learning something theoretically can only create the ability to make an imaginary implication, practicing the implementation of theoretical knowledge creates skills. Academic preparedness at Kathmandu College of Management and SIAM University provided me with enough guidance on the upcoming scenarios of the cooperative study period. Among the different courses we studied and practice in our academic period in our college, these are some of the notable subjects that were mentionable significant during my internship period are as follows:

- **Market Research and Data Analysis**

Making different reports for events, activities, and tasks throughout the internship period showed me the importance of understanding the market and reporting the collected data with the proper inclusion of required information. The previously collected experience in collecting information from the market and reporting the information in a more interpretable manner.

- **Brand Marketing**

I could easily prepare and adapt myself to work in Laxmi Intercontinental by understanding the brand image of Hyundai in the international market and how being a franchising company, LI, needs to uphold and add to the brand's image within its local market. I could easily give my input while working since I already had a proper understanding of managing brand image among its different touchpoints in the market after understanding the brand's current image, mission and vision.

- **Service Marketing**

Experiencing the bottom-line management and the customer touchpoints of Laxmi Intercontinental, I could relate to their intention and motivation for handling the interaction. The process throughout the interaction, mannerisms while conducting the interaction, directing interaction to increase in future sales, and many more such elements involved in the customer touchpoint interaction in LI showed me the practical implementation of all the academic understanding in Service Marketing. When the standards of my learnings from Service Marketing in LI were not met properly, I could provide my insights during the reporting and make challenging discussions upon established handling of service marketing being done in LI.

- Strategic Management

Working at Laxmi Intercontinental showed me the proper implementation of Strategic Management in a real work environment. I could see how each level of management works with regard to their superior and junior working personnel and how strategies are set and implied over different levels of management. Making strategies requires a deep understanding of the market. Upon this, the division of different elements in a strategy is done to create a smooth flow of its implementation in the management of a company. I could easily follow and work within the strategic guidelines of the company.

6. Special Skills and New Knowledge Learnt from this Co-Op Studies

Having my pre-existing skills and knowledge aside, working in Laxmi Intercontinental allowed me to gain additional skills and knowledge where I could advance and learn some skills and knowledge. Some of the mentionable skills and knowledge I gained from this internship are as follows:

- Preparedness and Timeliness

Businesses should always be ready to show their output without making excuses in the time of action. LI was always prepared for the late submission of third-party agencies through ahead-of-time work deadline imposition, multiple agency coordination, keeping of backup for exceptions, and professional relationship utilization.

- Videography

Shooting content for the company's TikTok account of Hyundai Nepal, I was encouraged to improve my videography skills and understand more about storyboard creation for enhanced communication through video. During this practice period, I gradually progressed in video stabilizing, video editing, sound editing, and many more.

- Better Knowledge of Automobile Industry in Nepal

Closely interacting and analyzing the automobile industry of Nepal, I now have a better understanding of how the consumer market is segmented and how they are targeted through product creation and marketing planning. I can now understand how consumers have been reacting to the market of the automobile industry and what aspects of a brand and product attract customers in the current scenario.

- Franchising Protocol as a Franchisee and Franchisor

Facing many interactions and learning the inside management of a franchising and franchisee company, I could see LI's perspective as a franchisee for the parent company, Hyundai, and as a franchisor for the local dealer within Nepal. LI followed a set of business requirements set by Hyundai International and LI set its own set of business requirements based on the international requirement and additional personal requirements from its franchisees.

- Marketing, Management and Event Performance Reporting

Making several reports as per the instructions of my seniors, I learnt what are the essentials to report generation in a professional workspace. The things to be mentioned without exception and things that are irrelevant in practical professional usage can be omitted. This also taught me the importance of why reports are to be made and the significance of a report during meetings with higher-ups and in planning future budgeting and course of action.

CHAPTER 4

CONCLUSION

1. Summary of Highlights of your Co-Op Studies at the Company

My internship period at Laxmi Intercontinental was a great experience. Having some past experience in a working space, I was preparing accordingly for the internship period and the working environment, but the previous working environments were rather lenient. Still, LI was stricter with their working culture, which took time to adjust to—the time it took to adjust caused some problems in managing my personal and professional life with jumbled scheduling for the beginning of the internship period. By the time I got used to the working environment and the time after being habituated became rather easy and more progressive.

Initially, we were advised to learn about the working culture within the department for some days, where we interacted with the members from within the marketing department and other closely interacting departments. Once we became habituated, we were appointed to visit and experience the workings of the retail showroom, which is the main physical touchpoint of our customers. This period allowed us to gain knowledge on what was the current scenario of the market, available products of Hyundai in LI, captivating aspects of the products available in LI, selection and display practice followed by showrooms with ambiance enhancement, consumer market demand, consumers' requirement during the selection of an automobile product, the current level of market innovations in Automobile Industry, competitors standpoint, after-sales brand attractiveness, and many other things which affected a showrooms performance and a sales person's pitching overhand on the competition.

In due time, learning the working structure of retail outlets and the market performance of the brand, I was finally provided the chance to fully participate in the planning and content creation for the brand's marketing. Though being able to participate was not as much of an authority as making decisions, the chance to give inputs and interact during the planning and creation process did provide me with great knowledge on the matter. During this period, I got to understand the undertaking of a marketing department for a pioneering brand where different aspects fell upon such as communication and dealing with third-party marketing agencies, handling of business relationships with news portals, selection and procurement of output from different vendors, inter-business relationship management, company image and market control management, public relationship management, brand promotion activity planning and execution over each brand

touchpoint, promotional goods procurement, and inventory management, and event and performance review reporting. Throughout the internship period, I was involved in each of these activities in order to assist the Marketing Department of LI.

2. Evaluation of the Work Experience

All in all, the working experience in Laxmi Intercontinental is filled with ups and downs, among which I am glad I had each. These are exactly what I wanted to know about in my internship period, the workings of a trading and franchising company. The strict working environment of being in a well-established organization with regular performance evaluations, a highly capable and professional working structure in a company, and wide coverage of the consumer market in the country provided me with the information I was seeking to learn.

3. Limitation of your Co-Op Studies

With minimum changes that need to be done and can be done, being in that environment, some limitation Laxmi Intercontinental had in being the best platform for a cooperative studies project are as follows:

- Limited possibilities for innovation in product development and market performance
- Financial restrictions in going for a further extensive learning experience
- Rigid working space with an established working process where there isn't much new happening once covered in the core understanding of the business
- Difficult in the market performance of the brand due to shift in consumer preference to EV and change in taxation levels affecting Hyundai products pricing due to which we couldn't see the heightened performance or peak performance moment in the company management

4. Recommendations for the Company

The chance to be a part of such a well-established company was an honor in its own. The experience in Laxmi Intercontinental was not how I wanted it to be but rather exactly how it should've been in an educational working environment. Having a mature team of executioners, they were easily able to guide me in each of their fields with confidence and much experience. Throughout the time, I felt that there was a lack in the following areas when seen as a cooperative studies platform:

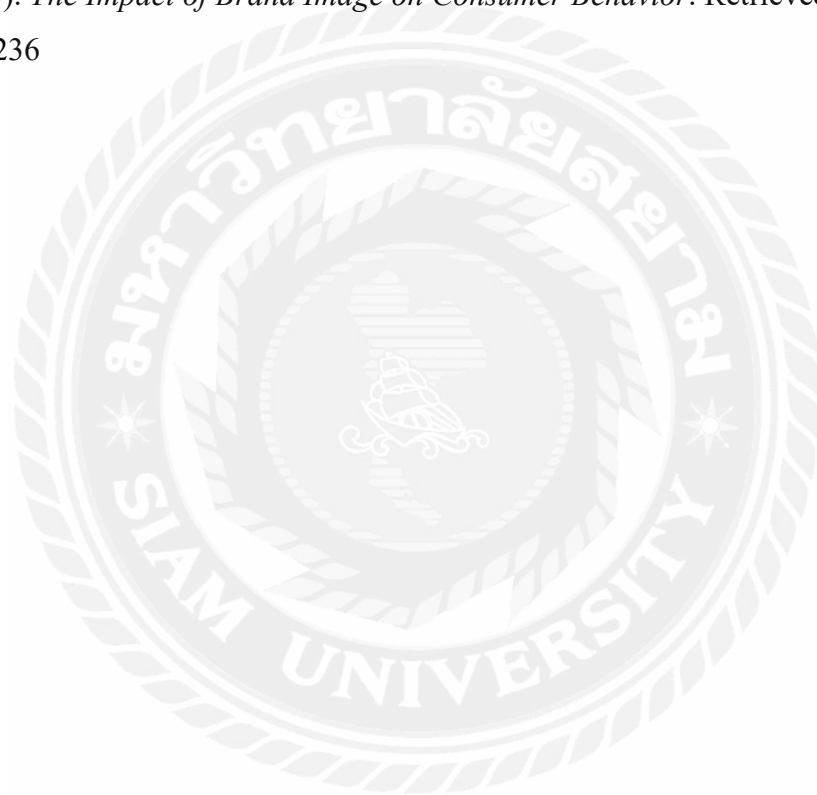
- Attempt more to strictly impose learning and teaching model in the working environment
- Taking on a more aggressive approach to an educational enforcement method

As a market-performing company, Laxmi Intercontinental is doing quite well in their area but with the perspective of finding a learning environment in the company, the company is more towards their work execution, established working structure utilization, and rigid work culture due to which a learning experience becomes more of a self and lone process.



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ANNEXURE



Picture 1: Group Photo with Marketing Department and Fellow Department Members

ICE Vehicles- COMPACT SUV-SUV

WHAT IS A COMPACT SUV? SUV TYPES AND HOW TO IDENTIFY ITS TYPE?
 REASONS FOR INCREASING POPULARITY.
 WHY IS COMPACT SUV BECOMING POPULAR IN NEPAL?
 WHAT ARE THE FACTORS DRIVING CUSTOMERS TOWARDS COMPACT SUV SEGMENT?
 CATEGORIZATION OF SOME POPULAR SUV VEHICLES AVAILABLE IN NEPALESE MARKET.
 PRICE ANALYSIS OF THE SEGMENT LEADER- CUV AND SUV AVAILABLE IN NEPAL.

EV

SWOT ANALYSIS OF KONA.
 BYD ATTO3 Vs KONA Vs NEXON. Make a comparison chart and state reasons why BYD ATTO 3 is the most anticipated EV.
 TARRIFS CHARGED BY DIFFERENT BRANDS AND NEA FOR CHARGING EV – KTM ?
 WHAT MEASURES CAN BE TAKEN TO PRESENT HYUNDAI AS THE MOST SUSTAINABLE EV BRAND.

HYUNDAI LAXMI

Picture 2: Task Assigned by the Communication and Marketing Manager

Report Submission for ICE and EV vehicles



Utsav Shrestha <crossvauts@gmail.com>
to sandeep.sharma ▾

Sun, Mar 5, 5:59 PM ☆ ↶ ⋮

Respected Sir,

This mail is attached with the report file.

Sincerely,
Utsav Shrestha

One attachment • Scanned by Gmail ⓘ



↶ Reply

↷ Forward

Picture 3: Submission of Completed Report based on Assigned Objectives



Picture 4: Snapshot of Showroom Display during Evaluation Visit