



Cooperative Education Report

A study on Marketing Department of CG| Holdings:

Millennials Media, Kathmandu, Nepal

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**This report is submitted in partial fulfillment of the academic requirements for
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Title : A study on Marketing Department of CG| Holdings: Millennials Media, Kathmandu, Nepal

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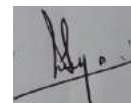
We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2022.

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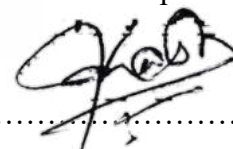
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Abstract

This internship is conducted at CG| Holdings, Millennials Media, Jhamsikhel, Lalitpur, Nepal. CG|Holdings is one of the leading and a sole distributor of Maruti Suzuki India Limited and it has been running in this sector since past three decades. This report is mainly aimed at understanding the activities performed in marketing department; roles and the responsibilities that were assigned by the supervisor and contributions made during the internship period.

The main objective is to understand, analyze and implement branding and marketing practices performed in the in-house marketing agency in CG| Holdings. to understand about the rivals and to gain knowledge about the company's procedures, culture, and policies. Developing interpersonal skills from experts is another key goal. This report also highlights potential issues and obstacles encountered in the agency and offers suggestions to the business to address those issues. Through marketing strategies and tactics, the company's likely strengths and shortcomings are outlined. This study is planned as a qualitative study that is based on observation, field research, published data, meetings, and prior marketing and advertisement reports in order to accomplish these goals with tangible results. It was discovered that the marketing division is essential to the contribution of growth and development of the company.

Keywords: Advertisement, Marketing, Interpersonal Skills

Acknowledgement

I sincerely appreciate CG| Holdings and Millennials Media for giving me the chance to work for the organization. The internship I had from January to April gave me the chance to learn, network with media people, and explore new things with the help of specialists. My sincere appreciation and thanks go out to my boss, Mr. Karun Shakya, Sr. Marketing Manager of CG| Holdings, Millennials Media, whose inspiration, love, support, and advice motivated me to continue performing good deeds and share my professional experience in this report. I am happy to be a member of the branding and marketing team because they helped me have a remarkable learning experience during my stay. A big thank you to all of the Millennials Media staff,

I deem it my duty to record my gratitude towards the academic Dr. Wannarat Wattananimitkul who devoted her precious time to guide me and enhance my knowledge and understanding of the project. I would like to extend my appreciation to my college Kathmandu College of Management and Siam University for giving me this opportunity.

Last but not least, I am indebted to my parents who inspire me always to give my best in every step I take.

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CHAPTER 1: INTRODUCTION

Since the internet's development, traditional media has regressed a bit and is steadily becoming less and less significant. Facebook and YouTube are more often utilized now that the internet is more accessible. Social media is now used by millions of internet users worldwide. When social media first gained popularity, it was mostly used for socializing and communicating with people around the world. However, as its user base increased, businesses started to recognize social media's business potential (Alalwan, Citation 2018).

Additionally, compared to traditional media marketing, social media marketing appeared to be more practical and affordable. This was noted by marketers right away (Alalwan et al., Citation 2017). Because this was a new platform, there were no established safe routes to follow. There were so many untapped prospects that it was required to test, analyze, and deploy the best marketing strategies. (2019) Ahmad, A. H., Idris, I., Mason, & Chow, S. K. the effect of youthful celebrity endorsements in social media marketing and brand perception on young customers' purchasing intentions. (10(5), 54–18) International Journal of Financial Research

Company Profile

Chaudhary Group (CG), a multi-industrial transnational conglomerate, owns over 100 companies under its umbrella which includes: fast-moving consumer goods (FMCG), MotoCorp, EPC, hospitality, consumer electronics, cement, biotech and Ayurveda. It is one of the initial organizations that have a wide distribution network reaching to subcontinents and making its presence known throughout Asia (Chaudhary Group CG). CG Holdings, part of Chaudhary Group, is led by Arun Chaudhary that holds and manages six of the business verticals under it. It focuses on: Automobile, Manufacturing, Education, Hotel and Leisure, Financial Services, Retail

chain/Convenience Store and Realty. Branding and Marketing activities are mostly done and handled by in-house marketing agency named “Millennials Media”



Figure:1



Figure:2



Figure:3

Figure 1: Chaudhary Group's Logo (Chaudhary Group CG)

Figure 2: Chaudhary Group |Holdings (Member of CG Family)

Figure 3: Millennials Media (in-house marketing agency of CG|Holdings)

CG| Holdings is the Nepal's sole and leading distributor in automobile sales industry. The products they sell range from economy vehicles to mid-range cars to luxurious cars. The main objective of CG| MotoCorp is to make its products available to many parts of Nepal as a role of sole distributor for which they have opened many outlets in many cities. It is mainly driven by customer-centric approach which has helped them to win the title as the bestselling car in Nepal and highest resale value. The authorized showroom is located at Thapathali, Kathmandu, Nepal and Pulchowk, Kathmandu, Nepal. There are 8 co-dealers within the Kathmandu valley. CG| MotoCorp has the widest reach in the country through its retail outlets and dealers and subdealer's networks (CG Holdings).

Millennials Media is an in-house marketing agency of CG Holdings looking into the different businesses of CG Holdings. Millennials Media was started in 2021 as an in-house firm contributing to CG Holding's digital marketing, below-the-line marketing, and overall execution of branding and marketing. It is one of the prominent marketing departments looking towards the entire business of CG Holdings. It is associated with 11 different brands of CG Holdings including – brewery, education, Suzuki, properties, lubricants, real estate, and hotels and resorts. Mostly the Millennials media focuses on the ATL (Above the Line) and BTL (Below the Line) part of the marketing activity. Creation of contents, creating monthly calendars, PR, Branding of the companies are the major focus of this media house.

1.1.1 Vision of CG Holdings

Delivering the highest customer satisfaction by providing world class products to improve the livelihood of the people of the nation.

Serve the nation by providing employment opportunities and constantly ensuring that the local community is never left behind.

1.1.2 Mission of CG Holdings

The mission is to becoming a business conglomerate, that is not only competitive at home but is competitive all around the globe.

Create a learning environment for all our employees for them to advance in their learning trajectory to become the best version of themselves.

1.1.3 Strategy of CG Holdings'

The creation of distribution channels and an extensive after-sales network, together with high resale value, are essential goals for CG| Holdings. They are making a concerted effort to speak with as many consumers as possible in order to inform them of the finest service and price options. High customer satisfaction is another crucial approach; to meet the intended customer perception, CG Holdings diversified into automobiles, where CG| NXT Gen was born with a special focus on customer satisfaction. It emphasizes features like excellent mileage, minimal maintenance costs, great resale value, service locations all across Nepal, and the best price.

Products

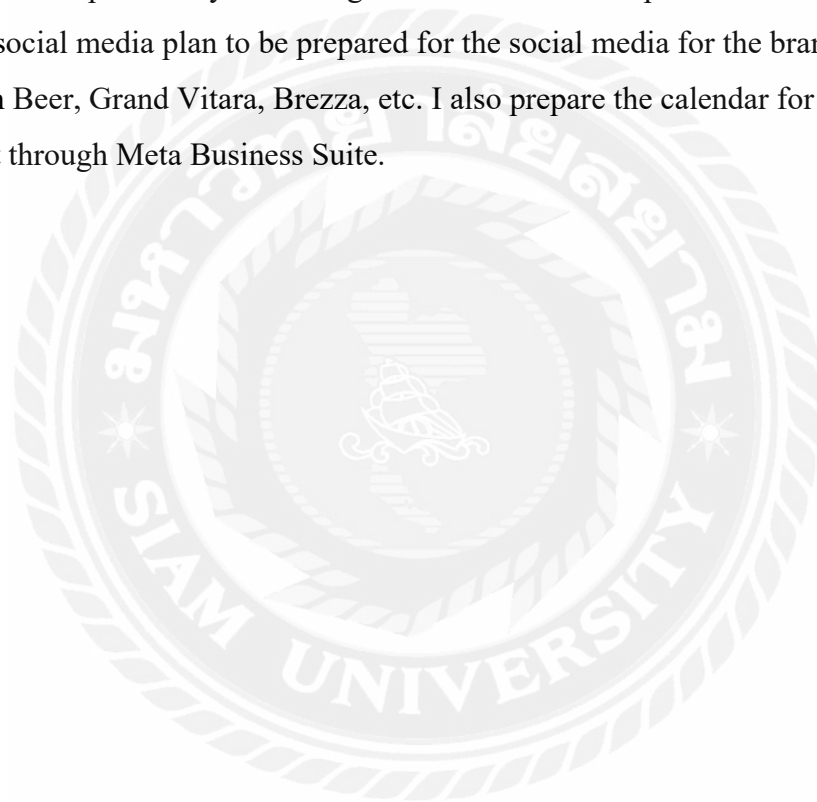
1. Suzuki Cars
2. Kathmandu Beer
3. Ninja Beer
4. Commando Beer
5. Suzuki Genuine parts
6. Excel Business college
7. Iceberg Beer
8. Nepal Lube Oil Limited
9. Meraki Wellness Center
10. Kathmandu World School

11. CG Institute of Management

12. Premier College

Organizational structure

I work as a digital marketing intern in an in-house marketing & advertisement agency in CG| Holdings. My main responsibility in this organization is to come up with a detailed plan and concept for the social media plan to be prepared for the social media for the brands like Iceberg beer, Himalayan Beer, Grand Vitara, Brezza, etc. I also prepare the calendar for social media posts and post it through Meta Business Suite.



Organizational structure of CG|Motocorp

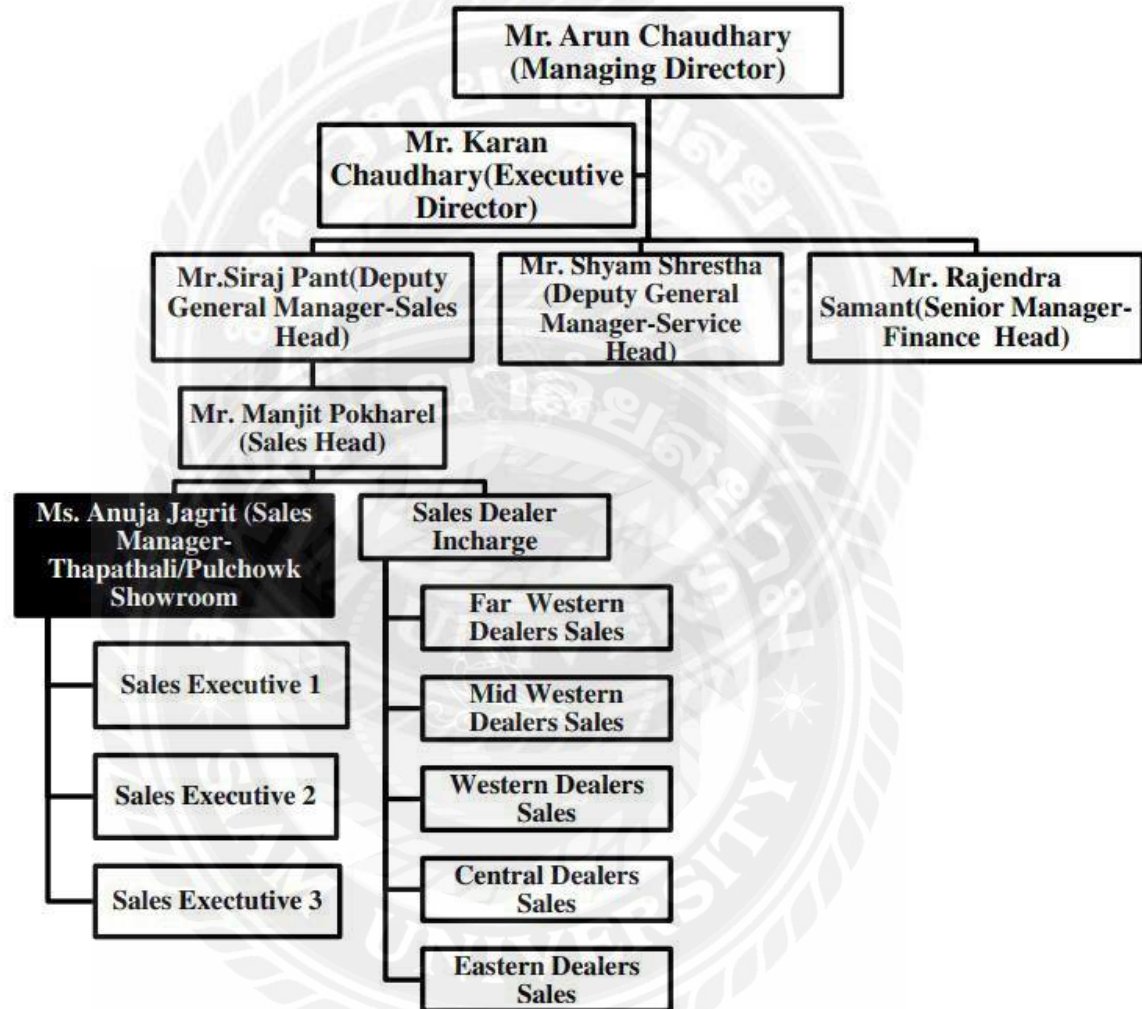


Figure 3: Organizational Structure of CG|Motocorp

Statement of the Report

This report is made for the completion of undergraduate degree of Siam University. This internship was conducted at CG| Holdings, Jhamsikhel, Lalitpur. Millennials Media is the inhouse marketing division of CG. This report identifies the main objectives that include learning about automobile and brewery industry; gaining interpersonal skills; problem faced and

recommendation to the company. The major statement of this report is to understand the working structure in the marketing department and how does it contribute to the whole company.

1.4 Objectives of the study

The main objectives are:

- To learn the product offered by CG Holdings.
- To learn the marketing activities in a company.
- To gain communication and interpersonal skills
- To identify marketing problems in the marketing department and recommend to the department.

Intention and motivation to choose this company as Co-op studies workplace

Chaudhary Group is one of the reputed and well-known brand and corporate house in Nepal. My main major intention behind joining CG| Holding was to learn and experience how the corporate house operate in the daily basis. My main motivation behind joining Chaudhary Group was the brand name and potential future opportunities after the association with the biggest corporate houses in Nepal.

1.5 Strategic analysis of the company

SWOT Analysis

Strengths:

- **Brand Name:** CG| Holdings is a biggest and reputed known Nepalese brand that has already established good brand name in FMCG, automobile sector, education,etc

domestically and worldwide. Maruti Suzuki India Limited is a subsidiary of Suzuki Motor Corporation of Japan so Suzuki holds major of stakes and has overall control of activities under it. Maruti Suzuki is the brand leader in India with high market share for

four wheeler vehicles. Moreover, it is the most trusted brand in both India and Nepal. In Nepal, as of now Suzuki stands on top selling vehicle along with Hyundai among 22 other competitors.

- **Distribution network:** CG| Holding being the sole distributor of Suzuki, it has the large distribution network all over the country. It holds over 30 distributor channels and sales outlets and 26 authorized service centers. It has extensions all over Nepal and has very strong distribution center in Nepal. Not only in automobile sector, the brewery division is very effective and efficient amongst the beverage brand in Nepal. It takes at most 2 days to reach the product all over Nepalese Regions.
- One of the oldest and most successful corporate house of Nepal.
- CG is one of the highest paying employers in Nepal.

Weakness

- Basic materials to work for an Intern like internet, was not given
- The impact of Covid and liquidity crunch has forced CG Holdings to operate on loss for the past couple of years.
- The colleges like Excel and Premier College are not up-to-date and are operating on loss for the last 5 years.
- The authority given by the marketing head to the employees are less given that the work load they have to do.
- The organization still uses traditional way of day-to-day operation and methods.

Opportunity

- CG Holdings has lot of gap in EV vehicle as they do not have a single electric vehicle under their name, as the rise in the electric vehicle has increased substantially over the past couple of years.
- A new alcohol has been launched named “Himalayan Beer” in the market. It has shown huge potential for growth calculating the response from the beer tasting session that had been conducted. Since the
- Most of the employees in CG Holdings are above 45. So, the room for the fresh minds in the corporate house has been significant.

Threat

- The government has banned the social media boosting for the alcohol in Nepal. So, the newly launched beer has not been able to gain the market share as expected.
- The education colleges are on the verge of collapse, so the brand name and image of CG Holding may be tarnished because of this.
- There are multiple journalists in Nepal who are consistently writing baseless rumors and allegations on CG.
- Companies like TATA, Hyundai, KIA are launching and spending huge amounts of resources to market their products compared to CG Holdings where the budget for advertisement is very minimal.

CHAPTER 2: CO-OP ACTIVITIES

2.1 Job description and responsibility:

The activities to be responsible for in each week were as follows:

Week 1:

- A description of the digital marketing team at the organization and their responsibilities.
- Knowledge about the company's offerings, target market, and goods.
- An introduction to the company's digital marketing platforms and technologies.
- Following team members around to learn about their daily responsibilities and tasks.

Week 2:

- Helping to create and carry out social media marketing initiatives.
- Creating content for social media networks (including Facebook, Tiktok, and Instagram) using a content calendar.
- I studied audience interaction and social media channel monitoring.
- Observed and examined social media indicators, offering suggestions for development. • Arranged to meet with the journalist

Week 3:

- Conducting market research to determine the characteristics and preferences of the target audience for Himalayan, Iceberg, Commando, and Excellence beers.
- Analyzing competitors' digital marketing strategies and identifying opportunities.

- Assisting in keyword research for search engine optimization (SEO) purposes.

Week 4:

- Assisting in the creation of content for the company's website and blog.
- Conducting keyword research and optimizing content for SEO.
- Assisting in the management of the company's content calendar.
- Monitoring website analytics and reporting on key performance indicators.

Week 5:

- Assisting in the planning and execution of email marketing campaigns.
- Creating email templates and drafting compelling copy.
- Segmenting email lists based on customer demographics and preferences.
- Created brochure for the Suzuki Breeza and Grand Vitara and proof read the brochure.
- Analyzing boosting on social campaign performance and created presentation on the basis of the result.

Week 6:

- Assisting in the development and optimization of paid advertising campaigns (e.g., Facebook Ads).
- Conducting keyword research for excel and premier college
- Monitoring and analyzing campaign performance metrics.
- Proof read the calendar for new academic year.

Week 7:

- Assisting in the management of the company's online comments and review responses.
- Monitoring online reviews and responding to customer feedback on Facebook and meltwater.
- Learned about the new social media monitoring tool named meltwater.
- Assisting in the development of employee testimonial content for CG Holdings Day

Week 8:

- Assisting in the creation and optimization of landing pages for digital marketing campaigns.
- Conducting Himalayan beer tasting for the official launch of the beer.
- Monitoring responses and feedback and making recommendations for improvement.
- Went to the local vendors for potential client for sponsorship
- Assisting in the implementation of optimization strategies.

Week 9:

- Assisting in the management and optimization of the company's social media advertising campaigns.
- Creating engaging ad visuals and compelling ad copy.
- Monitoring ad performance and making data-driven optimizations.
- Analyzing campaign metrics and providing insights for future campaigns.

Week 10:

- Created layout and design for the website of Himalayan Brewery.
- Identifying trends and patterns in user behavior.
- Assisted on website traffic, user engagement, and conversions and creating presentations to my supervisors.
- Making recommendations for website optimization based on primary/secondary data analysis.
- Helped in the launch of the new maruti Suzuki vehicle

Week 11:

- Assisting in the development and execution of influencer marketing campaigns.
- Identifying potential influencers and establishing partnerships.
- Managing communication and coordination with influencers.
- Analyzing campaign results and providing insights for future influencer marketing efforts.

Week 12:

- Assisting in the creation of comprehensive digital marketing reports.
- Summarizing key performance indicators and campaign results.
- Presenting findings and recommendations to the digital marketing team.
- Planned event for the annual day for CG and helped on the logistics and designing department.
- Participating in team discussions and brainstorming sessions for future marketing strategies.

CHAPTER 3: LEARNING PROCESS

3.1 Main Theory and concept used on my job description

1. Social Media Marketing:

Using social media platforms to attract visitors or attention is known as social media marketing. (2018) (searchengineland). In order to effectively advertise online, social media marketing makes advantage of social networks and electronic word-of-mouth. Advertisers can learn about consumer preferences via social media sites like Facebook and Instagram. This strategy is essential since it gives businesses a "target audience." Businesses can access information from social networks about user preferences and advertise in response. activities such, in my case, posting a photo of the class events on Facebook.

2. Communication Theory of a Social Media Marketing Plan:

According to the theory, communication is a two-way activity that flows between two or more parties or individuals. However, traditional mass media began to stray from this idea and primarily evolved into a means of "pushing" information at the public. Using media outlets like newspapers, television, and radio offered few opportunities for audience input. Interactivity is one of the distinguishing features of social media, which has altered this. Thus, connection and engagement serve as the communication theory guiding your social media marketing strategy (Sandilands).

3. Networking

Social media needs to foster relationships. Websites like Facebook were first made solely to encourage online friendship networking for social purposes. Since then, companies have come to appreciate the significance of developing direct, personal relationships with both current and potential clients. This is especially effective in business-to-consumer

settings because it allows businesses to communicate directly with their individual customers, gather feedback, carry out consumer research, and market products to people who have chosen to receive news by "liking" or following the business profile (Sandilands). Making connections with students is crucial to my internship because it allows me to market to them directly, which influences their decision-making.

4. Engagement

It is all about conversation. The theory behind communicating through social media is that it attempts to engage with the target audience and build authentic conversations. The medium makes it possible to amplify and spread positive messages from supporters and influencers. Companies can also openly address negative reports, to promote the responsiveness of their customer service and help individual consumers. Followers are able to engage with like-minded people, hold meaningful conversations and inspire one another to do things that matter to them (Sandilands). Likewise, in my internship we have to engage students or any individual who like our social media page by doing several activities.

3.2 My evaluation of the work experience

Basically learning process is that thing in which we can learn after doing practical in our daily life routine. Without practical incident we can't say that we had learned whether it belongs to studies or working in an organization. For my work scenario my learning process can be explained in following:

1) Market/Competitor research

- In market/Competitor research I first identified the problem in order to solve them hence; in this case problem was to collect the required data or information from other automobiles

and alcohol beverages. The market research learning process was also defining project objective and to build the research questions.

- Developing the research plan. Here I forecasted all the required input in order to perceive and develop an idea about what has to be done. Brainstorming on whom to reach in order to collect required data/information.

 - Conducting the actual research where I learned to review secondary data and to collect primary data. Data collection techniques are also important in learning process.

 - Analyzing the data and report findings for adding and subtracting relevant and irrelevant information. Here I interpreted the result and submit my result and recommendations to my supervisor in my work I interpreted the areas like: distributor location, service stations nearby, and vendors nearby the Kathmandu valley for the brewery division under CG.

 - Take action where the best alternative content idea is selected and plan is carried out or output.
- Feedback is important where my supervisor criticizes and recommends my work effort for further improvement.

2) Social media marketing

- Acquiring the knowledge of particular field in my case I was responsible to create social media camping so, in order to do that I first gathered knowledge on how other organization do their social media marketing.

- Observing the competitor's advertisement and creating banners Ads which influences potential buyer to purchase the alcohol.
- Sometimes we even have to find someone who is doing better than us so that we learn from them.
- Discussing the plans and idea to my supervisor for approval or suggestions as supervisors have greater work and academic experiences than us.
- Taking action if you feel like you have learned enough to make your own campaign.
- Getting insight from Facebook to post my content on suitable day and hour. Because social media is all about engaging your target people in order to get response.
- And lastly receiving feedback from supervisor about the work and your effort.

3.3 New knowledge and learning

By conducting this work of research and social media marketing I believe I gained valuable new knowledge, but with the level of authority given to a marketing intern, use of theoretical knowledge was at its premium. It was real working environment so I tackle my challenges and also solutions to solve them here I have listed some of the new knowledge that I acquire from my internship:

- I increase my comfort speaking in front of large crowds. I developed the finest methods for handling and responding to questions.
- I gained the ability to form practical working habits, such as the understanding that punctuality is crucial in the business world.

- I acquired the skills necessary to manage the raw data and appropriately reorganize the competitor's data in Microsoft Excel.
- Demonstrating the ability to think critically and analyze situations when interviewing customers and creating original social campaigns.
- Collaborating with individuals from various fields and cultural backgrounds.
- Adopting a professional attitude at work.
- Handling complicated, unforeseen situations while making decisions on the basis of insufficient data. - Taking responsibility for your own learning and development.
- Networking is important as I learned you may have to tackle different organization in order to complete your work for achieving desired goal.
- I got the knowledge about Google Ad word and Keywords

CHAPTER 4: CONCLUSION

4.1 Summary of highlight

Self-assessment as future professional

Self-assessment is the evaluation of oneself attitude behavior and performance. All in all, my internship was very fruitful and it gave me time to think of myself as future professional. The best way to know about how you did in your work is to ask your boss that will be easy and will get formal evaluation. But we can only know what's best for us or how we did in work by self-assessment speaking of myself I was very punctual in my work as I only took 2 days of leave where we are allowed to take up to 3 days. While working there I believe I made a meaning contribution or an impact on the organization as some of my idea was very useful for my supervisor to carry out the work. Handling customer's queries can be complicated and meaningful at the same but I assisted my supervisor to handle questions of customers on our social media pages very effectively, I believe that I am an extrovert person. Whenever the problem arises I never failed myself to think outside the box for initiating the solution which I believe will be very helpful for me in coming future. I always look forward to meet new people with positive energy and my workplace was perfect place for that. I learn to develop relationship with almost everyone in my office which may come handy in near future for networking.

4.2 Evaluation of the work experience

Comparing theory VS practice

At my internship my job description was about Digital marketing. Both the topic was already taught in my university by my subject teacher. I studied market research subject at Kathmandu College of Management, Nepal and Digital Marketing at Siam University, Thailand.

Theoretically both the topic on my job description was not new for me in fact I have secured good grades on both the subjects. All the principle, theories, techniques and steps were studied from the book.

Although, my theory knowledge on the both topic helped me as a guideline to carry out the work but it was a different thing working practically on a field. First and foremost, we need an experience and courage to go outside on the market and work around the different people from different background, culture and tradition. Beside that Bookish knowledge is subjected to class room learning and that cannot as we expect and perceive. But Practical knowledge involves our own experience in the subject matter and that gives us in depth knowledge of the fact. For example, in my work I had responsible for collecting and analyzing the questionnaire to collect data I was following the set of guidelines that makes good questioner which was to ask filler questions (unstructured) and only start with actual question (structure) but some of my respondent were very straight forward that they just want to answer actual question of work rather than enjoying filler question and vice-versa. In such case my theory knowledge was of lesser use and I myself have to make up the question without following the guidelines I studied in a book. I think it is practical knowledge which holds greater importance than theoretical knowledge. Whatever we may study, if we can't apply it to real life situations, it is of no use. Having said that I also believe both practical and theory knowledge is important to each other because in my digital marketing work the theories that I learned from classroom was so important to complete my work on practical level. For example, I learned about how to create digital content for different groups

of customers on the basis the entire color, text and picture or video that should be different for each segment group helped me to complete my work or elements used for branding purposes

4.3 Limitations of the study

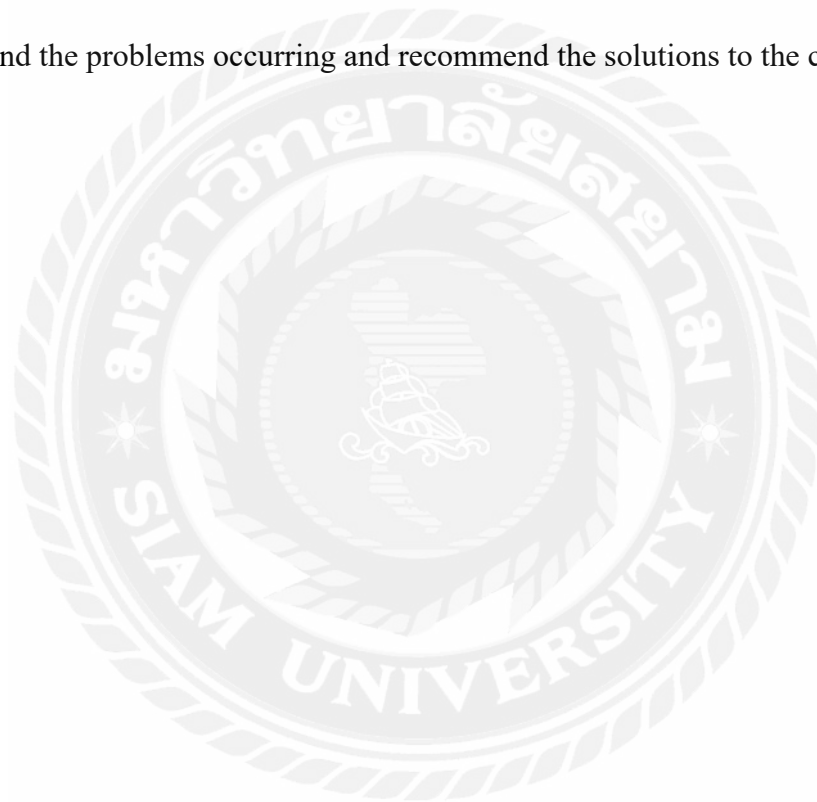
Every study is restricted with certain restriction and the present study is not an expectation. So, it has been conducted with certain limitation. Some of them are as follows:

- I. The information is based on the observation, fieldwork, old published data, articles, informal discussion and interview with marketing and branding professional.
- II. Less updates and information about the company Millennials Media: Suzuki and CG| Holdings itself.
- III. The availability of primary data is very hard to access, so the study is mostly based on secondary data.
- IV. Difficult to get access to company's internal true facts and data and are very confidential while sharing the information to the intern.
- V. The intern was not fully authorized to deal with the marketing problems.

4.4 Expected outcomes

The result that can advantage a company with the learning's converting into real life situations during the times of my incumbency in Millennials Media.

- Enhance interpersonal and professional skills.
- Practical knowledge about the product and service offered.
- Knowing about automobile and brewery industries and the practices
- Build connections with the professional and media houses and perform various activities under them
- Understand the problems occurring and recommend the solutions to the company.



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