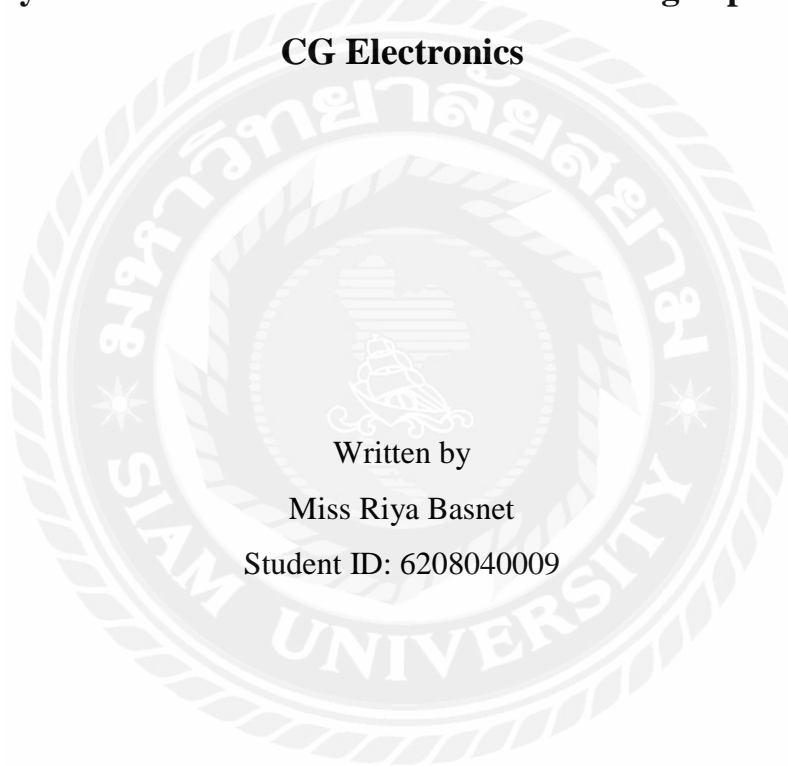




**Cooperative Education Report:
A study on functions and activities of marketing department in
CG Electronics**



Written by
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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 :A study on functions and activities of marketing department in CGElectronics

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Degree Program : Bachelor of Business Administration (Marketing)

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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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Faculty : Business Administration
Semester / Academic year : 2/2022

Abstract

The report, "A Study on function and activities in marketing activities of CG Electronics" focuses on how CG Electronics has carried out marketing activities to assist business growth. This report was mainly aimed at helping understand the activities carried out in the marketing department, as well as the roles and responsibilities assigned by the supervisor and contributions made during the internship period.

The main objective was to understand and learn about the electronic industry. Another objective was to understand the company's operating principles and rules, to appreciate the growing problem in the marketing division, and recommend remedies to the company. This report also identified how the marketing division functions and how it benefited the entire firm. The current market environment for the electronic industry in Nepal was observed and evaluated.

This study explained in detail all of the duties and responsibilities assigned during cooperative education. Problems were solved using alternatives provided by the company's team members. Working diligently for the organization has taught me to be more responsible and has provided me with an understanding of how marketing was practiced in the real corporate world. This practical cooperative education program also assisted me in understanding the activities and procedures of various functions related to the development of new strategies and coming up with creative ideas.

Keywords: Marketing department, Marketing activities, Functions of marketing department

Acknowledgement

I would like to express my heartfelt gratitude to CG Electronics for providing me with the opportunity to work for them. This internship opportunity provided me with an excellent chance to gain experience, interact with new individuals, and learn from professionals who accompanied me throughout my tenancy.

Firstly, I'd like to express my heartfelt gratitude and admiration to Dr. Wannarat Wattananimitkul, my academic supervisor, for her invaluable support and guidance throughout the co-op session. My heartfelt thanks and gratitude go to my supervisor, Mr. Gaurab Hamal, Head of Department, whose encouragement and suggestions motivated me to keep up the good work and share my work experience in this report. I am grateful to be a part of the team that has made my stay valuable by providing me with an unforgettable learning experience. A special gratitude to all of the marketing team members who contributed to creating a friendly environment in which I felt at ease working. I want to convey my gratitude to Siam University and my college, Kathmandu College of Management, for providing the students a cooperative education period.

Lastly, I want to thank everyone who helped me finish the report, whether they were directly or indirectly involved.

Riya Basnet

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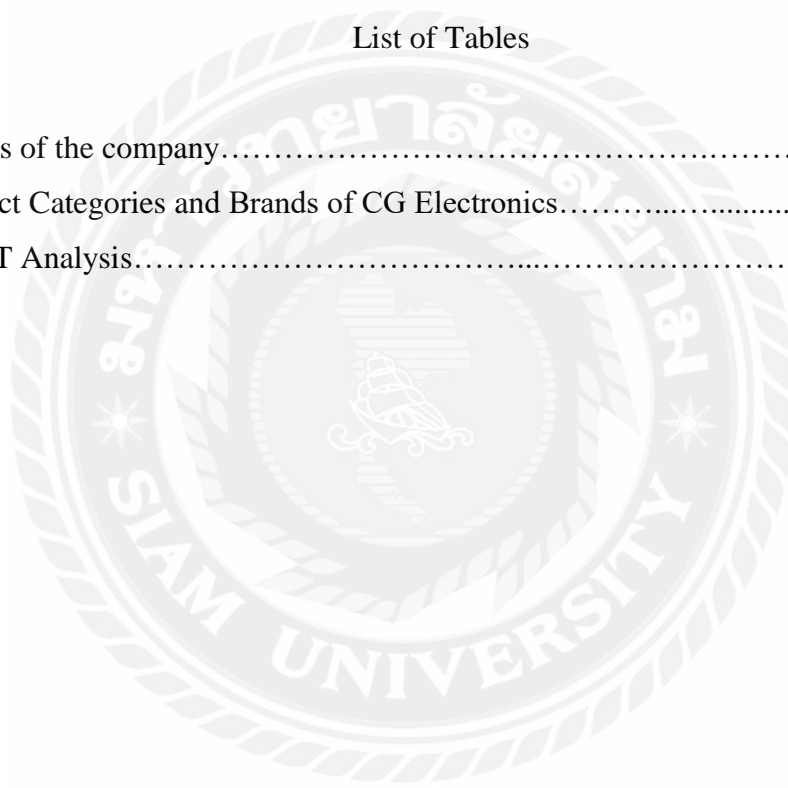
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CHAPTER 1: INTRODUCTION

In Nepal, the electronics sector is rapidly expanding and has the potential to significantly enhance the country's economy. One of the main drivers raising the overall Nepal's electronics industry is increasing demand for electronic goods. The market for electronic goods is expanding as a result of technological advancements and an increase in the use of electronic gadgets in daily life. Nepal can open new doors for economic growth and advancement by establishing itself as a major player in the electronics sector.

Chaudhary Group is a multinational corporation based in Nepal with a rich history dating back over 140 years. Despite its small start, it has grown to become Nepal's largest corporate organization. The Chaudhary Group (CG) is a multi-industry transnational conglomerate with 160 companies and 123 brands worldwide. It is proud to have 15000 employees working for it across operations in over 35 countries. The Chaudhary Group operates in a wide range of industries, including FMCG, electronics, education, cement, energy, hospitality, real estate development, financial services, telecommunications, and construction. Many notable industry firsts in Nepal have been pioneered by the company, including the first real estate company to introduce modern housing concepts, the first private commercial bank, the first incorporated industrial park, and the first electronics company in Nepal.

1. Company Profile

In the last 20 years, CG Corp Global has grown significantly and is doing so quickly. It is Nepal's first and only multibillion-dollar corporation. The Chairman of the Group, Binod Chaudhary, is described as a "man of simplicity and substance" in the Forbes list of billionaires. He is the only representative of Nepal on the list. With fresh perspectives, the Chaudhary family's current generations have spread out to expand the company's reach in the international market.



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

Type	Private
Industry	FMCG, Financial Services, Hotels and Resorts, Consumer Electronics, Education, EPC, Cement, Infra
Founded	1968
Founder	Binod Chaudhary
Headquarters	Chaudhary Group, Kathmandu, Nepal
Area served	Worldwide
Key people	Binod Chaudhary (President)
Divisions	CG Foods, CG Finco, CG Hotels & Resorts, CG Education, CG Electronic CG Infra, CG Realty, CG Telecom, CG Brewery, CG Beverage, CG Tobacco, CG Packaging, CG Motocorp
Website	www.cgcorpglobal.com (cgcorpglobal.html)

Table 1: Details of the company



Figure 2: logo (CG Electronics)

The first company in Nepal to specialize in consumer electronics is CG Electronics, a division of Chaudhary Group. Over the past 40 years, CG Electronics has touched and improved the lives of Nepalese people due to its reputation for providing quality goods and services. Began in 1982 as an assembling business that produced only one Band Radios and Home Appliances under the National name in association with Matsushita Electric Japan.

The purpose of CG Electronics is to provide ease and comfort to customers through the finest products and services

The group's electronics complex at Satungal on the outskirts of Nepal's capital Kathmandu, CG Digital Park (CGDP), was established on March 20, 2005, in an effort to reduce the country's reliance on imported consumer electronics.

Brands of CG Electronics

CG Electronics has partnered with 12 brands including LG, CG, Godrej, TCL, Sensei, Kent, Black + Decker, Elica, Beko, and Midea, Crompton and Pigeon

Product Categories

- TV and Audio: This category consists of LED TVs and audio systems.
- Home Appliances: Home Appliances include products like dishwasher, washer dryer, washing machine, vacuum cleaner, air conditioner, air cooler, solar water heater.
- Kitchen Appliances: Some of the kitchen appliances CG Electronics provide are refrigerators, electric oven, cooking range, microwave oven.
- Purification Product : Water purifier, disinfectants, air purifier are some purification products that is provided by CG Electronic
- Smart Home Appliances: CG Electronics offers a range of smart home appliances, some of which include an air fryer, cookware, toaster, iron, geyser, electric kettle, water dispenser, mopping and cleaning, and mixer grinder.

The brands and product categories that each brand offers are listed in the following table.

Product Categories	Brand
➤ Home Appliance	CG, Godrej, TCL, LG, Midea, Beko, Black+Decker, Kent, Sensei, Crompton
➤ TV and Audio	CG, Sensei, TCL , LG

➤ Kitchen Appliances	CG, Elica, Godrej, Sensei, TCL, LG, Black+Decker, Beko, Midea
➤ Purification Products	CG, Godrej, Kent, Midea
➤ Smart Home Appliances	CG, Godrej, TCL, LG, Midea, Beko, Black+Decker, Kent, Sensei, Crompton, Kent, Pigeon

Table 2 : Product Categories and Brands of CG Electronics

1.1 Mission

The Chaudhary Group's mission is to establish itself as Nepal's most admired company. To take Nepal to the world, the mission of CG Electronics is to instill a sense of ownership within all personnel; to find, train, inspire, and retain the best talent in the nation; and to integrate the channel partners to create a synergistic effect.

1.2 Vision

. The vision of CG Electronics is to establish itself as the industry leader in consumer durables innovation, professionalism, and fair play in Nepal.

1.3 Strategy of the company

In order to better fulfill the organization's and its customers' constantly changing needs, CG Electronics strategies include the use of new concepts, techniques, and technologies. They have preserved innovation at the forefront with Artificial Intelligence-powered and eco-friendly technical products in CG Electronics by bringing world-class LED TV Assembly Line for LG, TCL, CG, and Sensei Brands. They made a genuine effort to connect with as many consumers as possible in order to inform them of the finest service and price alternatives. The business has placed a strong emphasis on after-sales support with a widespread service network in Nepal. It is well known that CG Electronics provides high-quality goods that can significantly alter people's lives. They encourage productive team players. They make an effort to provide the greatest solutions for each member. They constantly seek feedback from customers, team members, and superiors to improve their business.

2. Organizational Structure

The prominent members of CG Electronics' management are Mr. Varun Chaudhary (Managing Director), Mr. S.C. Saboo (Vice President), and Mr. Ankur Kumar Goyal (General Manager). The organizational structure of CG Electronics is mostly highlighted in the following structure.

Organizational structure of CG Electronics

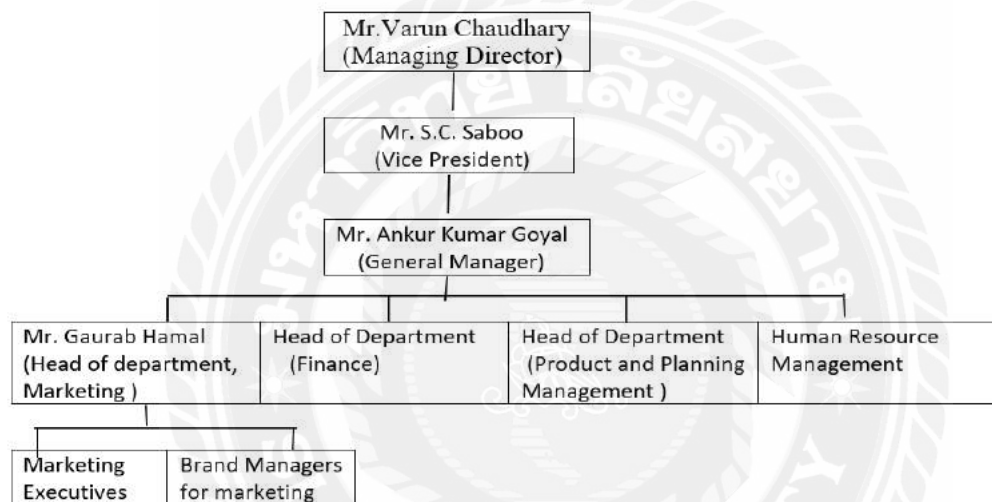


Figure 3 : Organizational Structure of CG Electronics

2.2 Job Position

During my four months as an intern at CG Electronics, I was assigned a variety of tasks. The main responsibility was to monitor numerous social media platforms and to provide reports on various topics as asked by marketing executives. The marketing executives also assigned me numerous jobs such as assisting in the preparation of various bills, etc.

2.1 My job position in the organizational structure

CG Electronics contains various departments. It is primarily governed by the managing director and general managers. Each department has its own senior officer, Head of Department who is in charge of carrying out the activities.

I worked as a marketing intern for CG Electronics. At the Marketing department, I was employed by Mr. Gaurab Hamal as my supervisor. The marketing department operates the company's advertising activities. It is in charge of raising general brand awareness and directing new and returning customers to a business's goods or services. I occasionally received tasks from brand managers for various brands. The business is committed to using the best, most devoted human resources to offer its customers outstanding services. However, I did not just complete the task set to me by the marketing department, but also other departments.

2.2 Intention to join the company

The Chaudhary Group has a reputation for encouraging teamwork and idea sharing among its employees in order to accomplish shared objectives. As a result, a positive and stimulating work environment is created that encourages innovation and creativity. The primary goals of joining the company was to understand and learn about the electronic industry. Learning about CG|Electronics' products, and understanding the company's policies and operating procedures were other goals.

Joining CG as a marketing intern can be a great way to obtain hands-on experience in the sector while also improving my skills and knowledge. As a marketing intern, I will have the opportunity to work with marketing professionals, learning from their knowledge and gaining insights into the industry. Interning in marketing also enables me to expand my professional network, which will be quite useful while seeking job prospects in the future. I had the opportunity to meet individuals from a variety of businesses and organizations, learn about their careers, and to develop connections

2.3 SWOT analysis

Strength	Weakness
<ul style="list-style-type: none"> ➤ Brand : For more than 40 years, CG Electronics has led the market by providing high-quality, life-improving products. The domestic CG brand is one of the company's more than eleven brands. One of the most reputable brands in Nepal that sells products from global companies is CG. ➤ Due to the exceptional loyalty of its current customers, CG Electronics can further grow its market share with superior products and services. ➤ Both current customers and prospective new customers are well aware of and recognize the CG Electronics brand. They have been able to continuously gain new customers and establish profitable relationships with both potential and existing customers because of their strong brand equity. 	<ul style="list-style-type: none"> ➤ Not being active on social media tools, like Instagram and Tiktok, which attract consumers ➤ It appears that there is a lack of cooperation between the departments, which has led to several issues. ➤ They primarily rely on their supply chain and spend a lot of money on traditional advertising strategies. ➤ In comparison to bigger nations, Nepal's market is quite small, which can restrict CG Electronics' ability to expand. Sales and revenue prospects may be limited due to the small consumer base.

Opportunity	Threat
<ul style="list-style-type: none"> ➤ With the increase in customers' purchasing power, there is a favorable opportunity for CG Electronics to grow sales in the future by expanding and strengthening its presence in developing areas, thereby diversifying its revenue sources. ➤ Due to changing consumer preferences and rising internet usage, the e-commerce sector in Nepal is expanding quickly. In order to reach more potential customers and offer practical purchasing options, CG Electronics can develop its online presence and relationships with well-known e-commerce platforms. 	<ul style="list-style-type: none"> ➤ Due to the custom laws, Political Instability, government policies regarding import tax and other policies will be difficult to deal in international trading. ➤ Both national and international companies are competing for market share in Nepal's highly competitive electronics sector. Both well-established competitors and growing companies who sell comparable goods at reasonable prices could pose a threat to CG Electronics.

Table 3: Swot Analysis

2.4 Objective of the Co-operative Studies

The following was my internship's major objectives at CG| Electronics.

- The major objective was to understand how the marketing department functions and how it affects the entire business.
- Observe and analyze the Nepali electronic industry's present market situation.
- To become familiar with the company's policies and operating procedures and to work in accordance with them
- To develop interpersonal and communication abilities

CHAPTER : 2 CO-OP STUDIES ACTIVITIES

1. Job Description

A marketing intern was an entry level position in a marketing department, working under the supervision of a department head, brand manager, marketing executives, and more experienced marketing professionals. The marketing department's activities were divided into ATL, BTL, digital marketing, and brand activations.

The majority of the brand management activity was completed on a consistent basis.

As an intern, I was required to complete the task on a daily basis. I was not allocated an only specific task, but rather several ones associated with ATL, BTL, and digital marketing. The activities involved recognizing current issues and proposing solutions to the company, learning more about the competitors, captioning for social media platforms for various brands and products, visiting showrooms with sales personnel, observing marketing activities, and reporting to supervisors.

2. Job Responsibilities and Work Duties

In the company, I was not assigned a specific project to work on, but also general tasks. I was given daily tasks to complete during my internship by my supervisor, marketing executives, and brand managers. Thus, my roles and responsibilities included such tasks as:

- To do any task, I must have knowledge of the electronic industry.
- Learn about the many advertising platforms that CG|Electronics uses.
- The responsibility of researching potential customers, competitors, and market trends to assist the marketing team in making informed decisions.
- Assist brand managers in coming up with fresh social media content.
- Assist the graphic designer in creating unique postings whenever marketing executives want it.
- Create print media reports about all the brands and the competitors.
- If a marketing executive requests it, keep a record of the advertising expenses.
- Tracking the results of marketing efforts and analyzing data to uncover trends and chances for improvement.

- Assist the marketing team with administrative responsibilities such as record keeping and report preparation.
- Actively monitoring and assessing user feedback, comments, ideas, and concerns across social media platforms, as well as establishing positive relationships with our target audience, and informing the brand manager
- Assist in editing YouTube videos of all brands' products and provide suggestions to improve them.

3. Activities in coordinating with co-workers

As a marketing intern at CG Electronics, I performed all duties given to me by my work supervisor. I obtained assistance and mentoring from other professionals in order to perform all of the tasks assigned to me. I got the wonderful opportunity to work with numerous of my co-workers at CG Electronics.

The following were the main activities I did to coordinate with my co-workers:

- Regular communication is essential for ensuring that everyone is on the same page. We stay connected with other team members on a regular basis, whether by email, phone.
- I worked on several tasks at the same time, and some of them required collaboration with other team members. I made a point of discussing my ideas and efforts with other professionals to ensure that I was heading in the right direction.
- Keeping my coworkers informed of my progress on individual tasks. This helps to ensure that everyone is aware of what I'm working on and may offer assistance or advice as needed.
- As an intern, I did not limit myself to the marketing department, but also approached other departments and asked if I could perform any of their work. I was always willing to aid other team members who needed assistance with their responsibilities.

I was able to ensure that our marketing efforts were effective, efficient, and connected with the company's aims and objectives by working closely with all departments involved in the marketing process. By efficiently working with the marketing team, I contributed to the team's success and also gained essential experience and abilities that would benefit me in my marketing career.

4. Job Process Diagram

My job process diagram includes five essential steps: (1) Assignment of Tasks, (2) Preparation and research, (3) Task Execution, (4) Review and feedback, and (5) Reporting.

First, I would accept assigned work from a supervisor or team member and clarify any queries or concerns regarding it. Then I would conduct research and acquire necessary information for the work, as well as prepare any necessary papers or documents. Following my preparation and research, I work thoroughly and efficiently on it. I would update the supervisor or executives on the task's progress and communicate any concerns or challenges discovered during the task. I would then submit the finished job for review and suggestions by my supervisor or executives, and I would receive feedback and integrate any changes or ideas. After reviewing, I would notify the supervisor that the job had been completed.

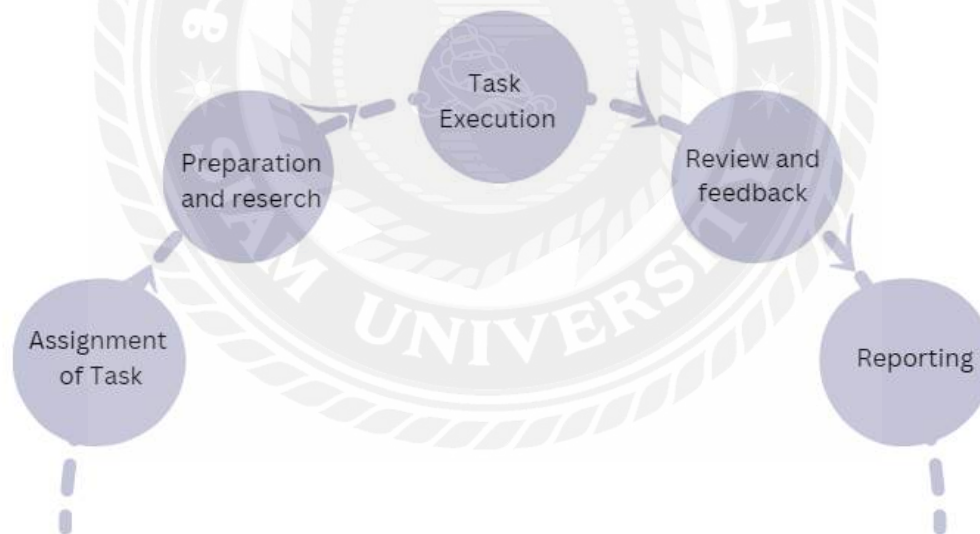


Figure 4: Job process diagram

5. Contribution as a Cooperative Student to the Company

Because CG Electronics has many skilled employees, my job did not benefit the company greatly, but I was able to make a significant contribution to the company and its everyday operations. Among the various contributions that I made to the company were:

- As a marketing intern, I contributed to increased overall productivity by delivering extra assistance. This allowed the marketing team to concentrate on higher-level activities while I handled day-to-day obligations assigned to me
- As a marketing intern, I cooperated with sales, product development, and other departments to obtain a greater understanding of the company's operations and find potential for growth.
- I also assisted graphic designers in developing creative posts for various brands.
- As a student, I may be more up to date on current trends and technologies than some of the more senior employees. I could use this information to assist the company to stay current and relevant.
- By contributing to their share of the work, I was able to reduce the workload not only for the marketing department but also for other departments.

CHAPTER 3: LEARNING PROCESS

1. Problem and its solution

The most difficult challenge for me as a student was working for the first time in one of Nepal's largest companies. While working in CG Electronics, I encountered numerous challenges. However, I was always asking my team members and supervisor for helpful feedback on my work in order to improve on my future responsibilities. Some of the issues I encountered and the solutions I thought of are as follows:

- **Lack of experience**

I lacked experience in the field I was working in as an intern. I had no idea how a business operated. My initial problem was that I couldn't fit in with the company. This got difficult for me when I had to take on challenging tasks or work together with the professionals.

Solution

Workers from many departments worked together to resolve this issue. My coworkers from several departments, including HR, sales, designing, and marketing, helped me fit in the workplace. They were always willing to listen to my issues and offer solutions.

- **Limited resources**

I only have a limited amount of access to resources like tools and software as an intern. Because of this, it could be challenging to complete some jobs or projects. The company might not have the resources needed to give interns access to the latest technologies.

Solution

It was challenging for me to work because I didn't have a laptop or the necessary software, but the team always made sure to give me some alternatives. I approached them for advice, and they were always willing to help.

- **Unclear expectations**

For interns like me, unclear expectations can be a problem in the workplace. Confusion and frustration resulted from my inability to understand what was expected of me because the expectations were not made clear.

Solution

I inquired about the work to my supervisor because I was unaware of it, and he helped me realize my actual job.

- **Communication barriers**

The fact that no one else in the office was my age was a problem for me. It was quite difficult for me to talk to them. To work with co-workers that had various communication styles, barriers to communication developed.

Solution

The department encouraged me to actively look for opportunities to interact with people from various age groups, promoting open communications and gaining knowledge from many perspectives.

- **Large corporation**

Due to the size of the company I found that it was difficult to receive individualized attention and advice from the management. It was difficult to find a way around a big firm with various departments and perhaps complicated structures.

Solution

Taking initiative and taking responsibility for my own learning and development by actively seeking out opportunities to contribute to and learn within the role, as well as by actively seeking feedback and asking questions.

- **Limited exposure to various departments**

Due to the organization's size, as an intern I could not have much exposure to various departments or parts of the business, which could limit the opportunities for learning.

Solution

It was crucial to stay organized, keep communicating regularly with co-workers, and make requests for regular interactions with supervisor or management in order to get advice and feedback in order to tackle these problems.

2. Recommendations to the Company

Although CG Electronics has assisted me in acquiring the abilities I needed for my future job, there were certain issues with the company that could not be ignored. The followings were some suggestions I would make to the company:

- Orientation, a briefing covering the company's mission, culture, policies, and processes should be given to the intern. They will better comprehend the expectations and values of the company as a result.
- Job description, defining the intern's performance expectations and setting specific objectives. This will help the intern understand what is required of them and what they must accomplish while working for the company.
- On a regular basis, give the intern performance feedback. We will gain a better understanding of our strengths and areas for development as a result.
- The intern should be given chances to develop. This could entail participating in training sessions, taking on challenging tasks.
- As an intern, I suggest that the company encourage us to work with the rest of the team. This will enable us to learn from others and develop connections within the company.
- The use of social media platforms for marketing has grown significantly. I would advise the company to spend resources on social media marketing. CG Electronics primarily uses traditional marketing strategies, thus they should spend money on social media advertising to raise awareness of their company and increase website traffic.
- Any company must have effective communication to succeed. Collaboration between many teams and departments is facilitated through effective communication. It ensures that everybody is on the same page and pursuing the same objectives. It minimizes the possibility of confusion and delays, which may increase productivity.

3. Learnings

I had the opportunity to observe how the theories I had studied were put to use for better decision-making during my time as an intern at CG Electronics. I've developed a lot of new skill sets and received exposure to a different culture due to this opportunity. What I've learned is as follows:

- Knowledge of a certain industry

An internship gives us exposure to and practical experience in that area. I was able to gain a thorough awareness of the business practices, market trends, and difficulties in the industry as a result.

- Planning and carrying out marketing campaigns:

I learned about developing, carrying out, and assessing marketing initiatives. This involves setting campaign goals, picking the best marketing channels, producing interesting content.

- Workplace culture

This internship exposed me to several workplace cultures, including management methods, communication techniques, and company values. This will allow me to determine the type of workplace where I thrive.

- Communication and teamwork

It was my first time working with a diverse mix of individuals from various ethnic backgrounds. Every team I worked with has its own distinct personality. Effective team communication is crucial. This speeds up work completion and helps the team as a whole develop trust.

- Flexibility and adaptability

During my internship, I developed my capacity for flexibility and openness to new ideas and methods of operation. I acquired the capacity to shift my approach when required, gain new abilities, and adapt to new circumstances.

- Self-awareness

My internship has helped me become more self-aware by allowing me to assess my skills and limitations as well as my values and professional aspirations. I can use this to make wise decisions about my future career.

- Professional network

This internship gave me the chance to get to know and connect with people in the field. Creating a professional network can assist me in finding employment prospects, learning about the business world, and getting guidance.

- The advantages of accepting criticism

It is essential to ask for and receive expert feedback. To progress and succeed at work, it's essential to keep note of both the good and bad aspects of your experience. I came to the

realization that, despite it sometimes being difficult to ask for or accept comments, it has a significant impact on your success and future career.

- Learning from mistakes and failures

This internship offered chances to pick up lessons from mistakes. This can aid in the development of our problem-solving skills, as well as our capacity to take lessons from and adjust to failures.

4. How I applied the knowledge from coursework to the real working situation

While working in CG Electronics as a marketing intern, I frequently referred to the course book for information.

- Identifying the competitors' strengths, weaknesses, and differentiators is the initial step in this process.
- In addition, I used techniques to assess newspaper advertising when preparing a print media report.
- I discovered the various divisions of marketing, including ATL and BTL digital marketing. When I created an advertisement expense report, it was crucial.
- In order to better understand workplace dynamics and how to deal with various personalities and communication styles, I also applied what I knew about organizational culture.

5. Special Skills and Knowledge learnt from the Co-op Studies

Co-op studies offer a great chance to acquire important knowledge and specific skills. I might have acquired the following abilities and information from your co-op studies:

- Using programs like Excel and other marketing automation systems, I may have developed experience evaluating marketing data. Discover a lot of Excel-related tips and tricks.
- I can improve professional skills like teamwork, communication, time management, and problem-solving, which are crucial in any company.

- For marketing to produce successful strategies and plans, creativity is needed. Through collaborative tasks, this internship offers me the chance to develop my creative abilities.
- Through my interactions with team members, customers, and everyone involved, I strengthen my communication abilities. This involves paying attention closely while actively communicating verbally and in writing.



CHAPTER 4: CONCLUSION

Summary of Highlights of my Co-op Studies in this company

The primary objective of this Co-op report is to introduce students to the business world, and it has been successful in doing so. The required knowledge and understanding into how operations are carried out in real-world work settings and how they differ from or are similar to what we study.

For me, the sixteen-week internship program was an exceptional learning opportunity that improved my knowledge, abilities, professionalism, and demeanor. I worked as a marketing department intern at Chaudhary Group, one of the biggest companies in Nepal. This report gives an overview of the responsibilities, accomplishments, and my experiences as an intern throughout the internship. It contains details on the business or organization where I worked as well as the abilities I gained via my internship. This report includes a review of my work as well as a summary of their overall experience. It also includes the issues and problems I encountered while doing my internship.

I assisted other departments at CG Electronics in doing their tasks while working for the marketing department. I support a number of responsibilities as a marketing intern, including market research, social media management, and making additional reports. As interested in pursuing a career in marketing, these internships offer beneficial hands-on experience and networking possibilities.

2. My Evaluation of the Work Experience

The Co-op sessions gave me the chances I required to apply my academic knowledge practically and to go farther by experiencing things personally. I had the opportunity to develop my skills and broaden my perspective by working as a marketing intern. I had the opportunity to collaborate with the marketing, sales, and graphic design teams. My skills and real-world competences have improved as a result of this practical experience. My capacity for critical thought, problem-solving, and creativity has all increased. My experience at CG Electronics has taught me a lot. Similarly, I have also been able to comprehend several marketing-related actions that take place in businesses.

Although the internship term was challenging, it was also extremely rewarding. I am happy with the variety of experiences I received and grateful to the organization for letting me assume responsibility despite my inexperience. Overall, I'm grateful for the chance this internship has given me to increase my knowledge and comprehension. In addition, I appreciate my internship company for giving me so many opportunities to grow and learn. I'll be sure to incorporate all of these life lessons and experiences as I move forward in my life.

3. Limitation

The following is a list of some of this co-op study's limitations:

- The report's information is based primarily on my own observations and some information that I collected from coworkers. Opinions are so personal and may vary from one another.
- It may not be possible to learn enough about a firm or industry in the 16 weeks that are allotted for internships.
- My report may be biased toward this company because this is my first employment and I haven't had a chance to compare my experience with that of other employers.

4. Recommendation for company

I learned numerous new skills throughout my sixteen-week tenure with CG Electronics, which was a very rewarding experience. However, I have a few suggestions for them, which are mentioned as follows:

- The majority of the workforce are seniors and of a traditional mindset, which adds to the organization's inefficiencies. The company should thus start hiring deserving young people who can bring more energy and excitement to the team. The business needs to bring on experts in a few key areas so they can train and mentor the team's new recruits.
- By focusing on digital marketing and building an in-house marketing team, can gain greater control over marketing efforts in CG Electronics and position the company for long-term success

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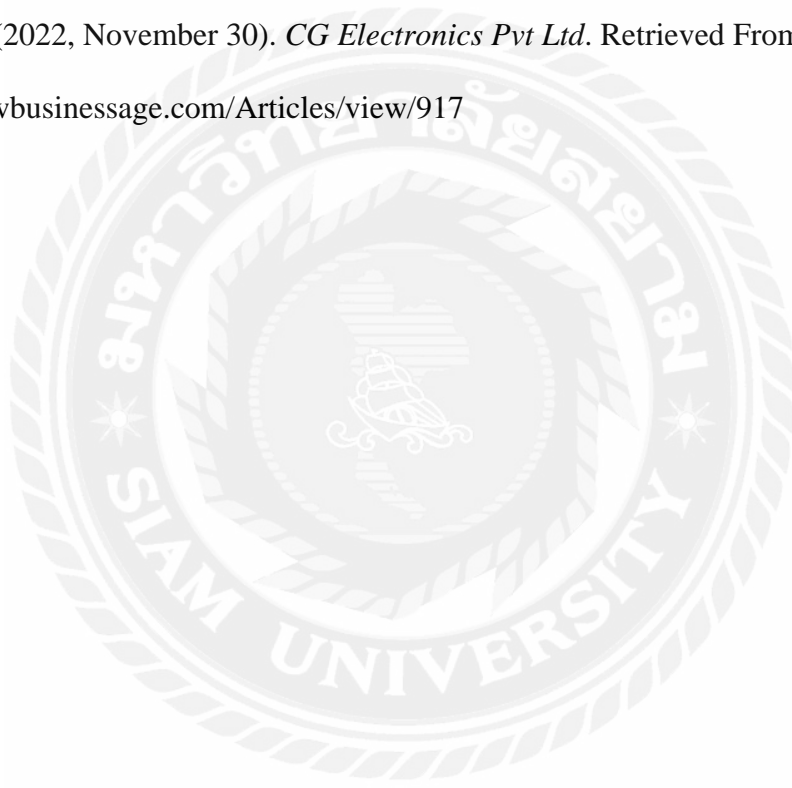
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Appendices

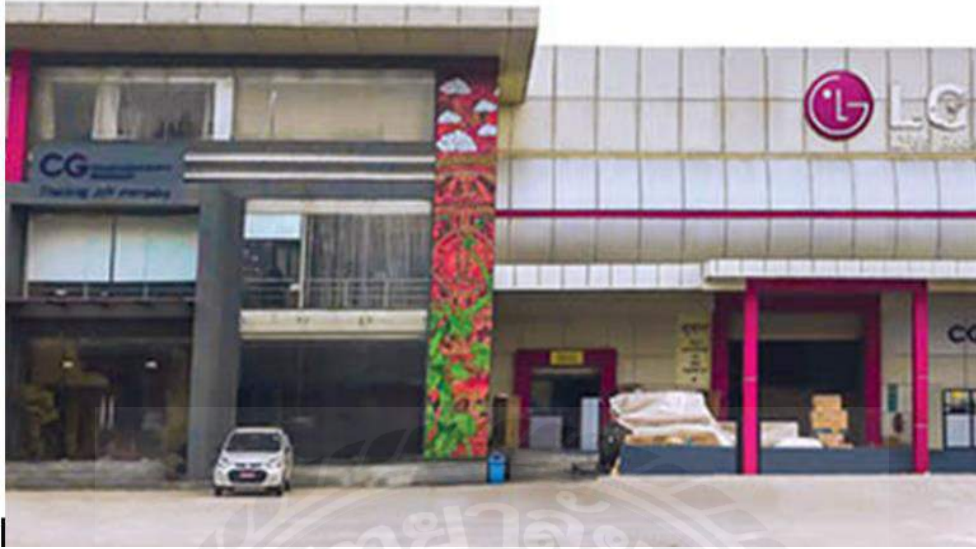


Figure 5: *CG Electronics, Satungal*



Figure 6: *Me with marketing executives*

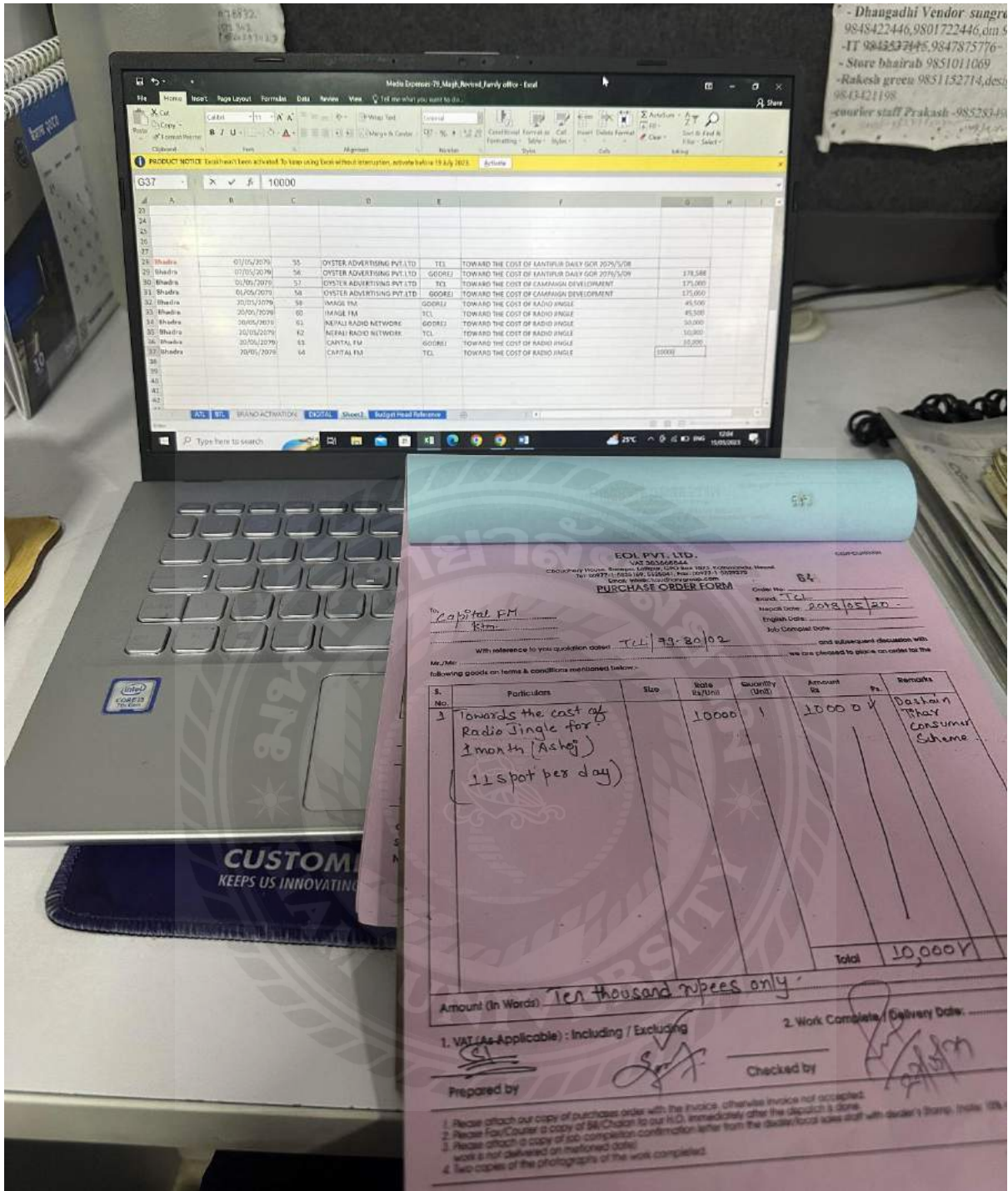


Figure 7: My working place

