



Cooperative Education Report:
Study Of Client Acquisition Strategy Through Personal Selling

Written by

Ms. Ujjwata Gautam

Student ID: 6208040027

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

Siam University

Title: Study of Client Acquisition Strategy Through Personal Selling

Written by: Ms. Ujjwata Gautam

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Ms. Yhing Sawheny

Academic Year: 2/2022

We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2023.

Oral Presentation Committees

Yhing Sawheny

.....
(Ms. Yhing Sawheny)
Academic Advisor

Priya

.....
(Priya Dangol)
Job Supervisor

Raj Sanskrit

.....
(Mr. Raj Sanskrit)
Cooperative Education Committee

Maruj Limpawattana

.....
(Asst. Prof. Maruj Limpawattana, Ph.D.)
Assistant President and Director of Cooperative Education

Project Title : Study of Client Acquisition Strategy through Personal Selling

Credits : 5

By : Ms. Ujjwata Gautam -6208040027

Advisor : Ms. Yhing Sawheny

Degree : Bachelor of Business Administration

Major : Marketing

Faculty : Business Administration

Academic Year: 2/2022

Abstract

This cooperative report entitled “Study of Client Acquisition Strategy Through Personal Selling” was carried out at Garud Support Services Pvt. Ltd. In this cooperative education report, I have demonstrated my knowledge of the client acquisition strategy through personal selling, and how I effectively implement it in my professional field of work.

The objective of the study includes: (a) To study and understand the functioning of a large corporation, (b) To implement theoretical knowledge learned in the real world (c) to Expand my professional network and build professional relationship and contacts (d) To enhance my leadership, communication, team working skills. To the objectives of the study, I was responsible for investigating interesting ways to market the business, acquire new clients, and maintain a good relationship with existing clients. Throughout the internship, I learned the outline and analysis of acquiring, retaining, and marketing customers have to be done in the right way.

This study provides a detailed explanation of the duties and responsibilities that were assigned during my cooperative education. Any problems that arose were resolved along with the team which enhanced my learning and skills. Through working diligently for the organization, I was able to improve my time management skills and sense of responsibility. This practical program also gave me valuable insight into various functions, such as approaching people, how the operation runs in the real world, and what kind of marketing appeals to people here in Nepal.

Keyword: Relationship Marketing, Service Marketing, Customer retention, Strategies, Selling

Acknowledgment

I would like to take this opportunity to express my sincere gratitude to everyone who contributed to the completion of my internship and cooperative report.

Foremost, I extend my thanks to Garud Support Services Pvt. Ltd. for granting me the internship opportunity to work as a Marketing Executive. I am grateful to my job supervisor, Ms. Priya Dangol, and the entire team of Garud Support Services for guiding me throughout and creating a flexible work environment that facilitated my growth. I am particularly grateful to the founder for allowing me to be part of such a fun, enthusiastic, and elite team.

My internship journey with Garud Support Service Pvt. Ltd. was a valuable experience that allowed for significant professional development and learning. I appreciate the chance to have worked with such an establishment in Nepal.

Likewise, I appreciate Kathmandu College of Management and Siam University for incorporating cooperative education into our curriculum. Throughout my tenure, I acquired valuable real-life skills that will enhance my career's growth in the future. I extend my profound gratitude to Siam's Internship supervisor Ms. Yhing Sawheny for providing me with all the necessary guidelines and feedback to ensure that the report complied with all the requirements.

Finally, I express my gratitude to everyone who was involved directly or indirectly in my learning during this internship and cooperative education program. I will strive to apply all the knowledge and experience I gained during my tenure in my future endeavors.

Thank You Sincerely,

Ms [Ujjwata Gautam](#)
Student ID: 6208040027

Table of Content

Abstract.....	3
Acknowledgment.....	4
Chapter 1: Introduction.....	9
1. Company Profile.....	9
1.1 Purpose of the Company.....	10
1.2 Vision of the Company.....	10
1.3 Mission of the Company.....	11
2. Strategies of the Company.....	11
2.1 Organizational structure.....	12
2.1.1 My Job position.....	13
2.2 My Job position in the company’s organizational structure.....	14
3. My Intention and Motivation.....	14
4. Strategic Analysis of the Company.....	15
SWOT Analysis.....	15
PESTEL Analysis.....	16
5. Objectives of this Co-operative studies.....	18
Chapter 2: Co-op Study Activities	19
1. Job Description.....	19
2. Job Responsibilities.....	20
3. What I learned during my internship through my roles and responsibilities.....	21

3. Activities in coordination with Co-workers.....	24
4. Job Process Diagram.....	26
5. Contribution as a co-op student in the company.....	27
Chapter 3: Learning Process.....	28
1. Problems and their solutions.....	29
2. Recommendations to the company.....	30
3. What I have learned during this Co-op studies.....	31
4. How I applied the knowledge from coursework to the real working situation.....	32
5. Special skills and knowledge learned from the Co-op studies.....	34
Chapter 4: Conclusion.....	34
1. Summary of Highlights of my Co-op studies in this company.....	35
2. My Evaluation of the Work Experience.....	35
3. Limitation of my co-op studies.....	35
4. Recommendations for the company.....	35
Bibliography.....	36
Annex.....	37

LIST OF FIGURES

Figure 1: Company Logo

Figure 2: Organizational Structure

Figure 3: Job Process Diagram

Figure 4: Welcoming program in Garud Support Services

Figure 5: Website of Garud Support Services

Figure 6: Social Sites of Garud Support Services

Figure 7: Weekly meeting of Garud Support Services

Figure 8: Celebrating my birthday with my colleagues

Figure 9: Celebrating 10 years of Garud Support Services by conducting pooja

Figure 10: Me with my job Supervisor (Ms. Priya Dangol)

LIST OF TABLES

Table 1: SWOT Analysis

Table 2: PESTEL Analysis

Table 3: Problems and Solutions

LIST OF ACRONYMS

GSS: Garuda Support Services

IT: Information Technology

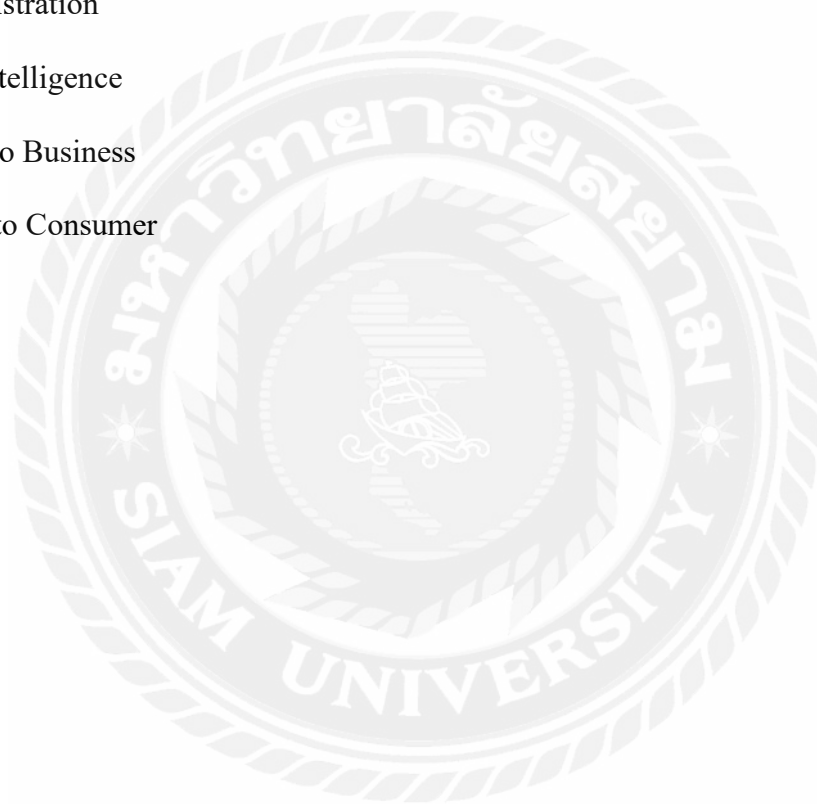
HR: Human Resource

Admin: Administration

AI: Artificial Intelligence

B2B: Business to Business

B2C: Business to Consumer



Chapter 1: Introduction

This chapter offers an outline of Garud Support Services, a prominent facility management company situated in Nepal. It covers the company's profile, organizational structure, strategy and the reasons for my selection of this company.

Company Profile



Garud Support Services is a part of the Garud Group of Companies, a reputable and preeminent establishment in Nepal. It is a leading and certified company providing high-quality services since its incorporation in 2013. As an ISO 9001:2015 certified company, Garud Support Services has demonstrated its commitment to providing exceptional services to its clients. With 10 years of experience serving the organized sectors nationwide, the company offers various services, including facility management, office support management, outsourcing, staffing services, and innovative workforce solutions.

Garud Support Services (GSS), is committed to redefining outsourcing by prioritizing service over numbers. It believes that delivering exceptional service is the key to building long-lasting relationships with its clients. By serving top-notch facility management services, it ensures its clients can rely on GSS to address all their needs, allowing them to focus on achieving their core business goals. The company has scaled great heights in terms of its size and stature in a short

time. With a nationwide presence, it has deployed over 2500 personnel in various sectors, including hospitality, banking, healthcare, and more.

Understanding that each industry has its unique personnel needs, GSS caters to these needs by providing customized solutions. GSS services include skilled personnel, intensive training, better reimbursement, closer supervision, and on-site management, ensuring high-quality service for its clients.

GSS is driven by a passion for service excellence, ensuring that its clients receive the right assistance and support. It is backed by a decade result-driven service provider and has an ongoing quality improvement process. Garud Support Services has demonstrated its commitment to providing exceptional services to its clients by providing the "best fit" personnel.

1.1 PURPOSE

To redefine the meaning of outsourcing.

At Garud Support Services, we understand that running a business requires a lot of effort and attention, which is why we strive to take care of the rest. By outsourcing our client's non-core business functions to the GSS team, our clients can free up their valuable time and resources to focus on the areas that matter most to their company's success. Our inspired workforce is dedicated to delivering exceptional results and providing peace of mind to our clients.

1.2 VISION

At GSS's core, we are a company that believes in pushing boundaries and exploring new horizons. Our vision is to expand outsourcing and market penetration avenues beyond what is conventionally thought possible. With our slogan, "The Sky and Beyond," we are committed to exploring uncharted territories and pushing the limits of what is possible.

1.3 MISSION

Focusing on complete personnel satisfaction.

We believe that happy and motivated personnel are the key to delivering exceptional results to our clients. That's why we prioritize personnel satisfaction above all else, recognizing that our team's success is directly tied to our client's satisfaction.

Overall, our focus on staff satisfaction is a key differentiator that sets us apart from the competition and enables us to deliver outstanding results to our clients.

2. Strategies of the Company

Current Strategies

- a) Offers a wide range of services: Garud Support Services offers a broad range of services to cater to the needs of different clients. Services include from a lower lever to a higher level. It provides services including cleaning, drivers, housekeeping, and every other facility management to office support management such as receptionist, hostess, supervision, executives, etc. This is what makes GSS a one-stop shop for all facility management needs.
- b) Focuses on Customer Satisfaction: GSS maintains its primary goal of satisfying its clients by providing high-quality services that meet the needs of its clients. Not only this but they conduct a thorough training program, and surveys to gather feedback from clients as well as deployed employees and use the information to enhance.
- c) Build Strong Relationships: GSS always maintains a builds strong relationship with clients and direct and indirect employees. And this strategy has helped them a lot in customer retention.

Future Strategies

- a) Embrace Technology: GSS is planning to leverage technology to enhance its services. A blueprint of a few ideas that can help in the implementation of this strategy has already been

created. It is planning to use equipment, software, and apps to automate and streamline various processes.

- b) Expand Geographically: GSS has a wide range of reach in our nation. Yet it is considering expanding its operations geographically to reach more clients. That is why it is planning to open new branches to provide services in new regions.
- c) Hire and Train Skilled Employees: To maintain its top-notch services to clients, GSS is improving in employing skilled personnel and training them regularly to keep up with the latest industry trends and best practices.

2.1 Organizational Structure

Garud Support Services is a company headquartered in Nepal with a workforce of over 40 direct employees operating from its main office. Additionally, the company has a dedicated team working in other regions too. GSS has been organized into four major departments, namely Marketing, Finance, Operations, and Human Resources. Although the entire team shares the same core values and principles, each department has a unique role to play in achieving the company's objectives.

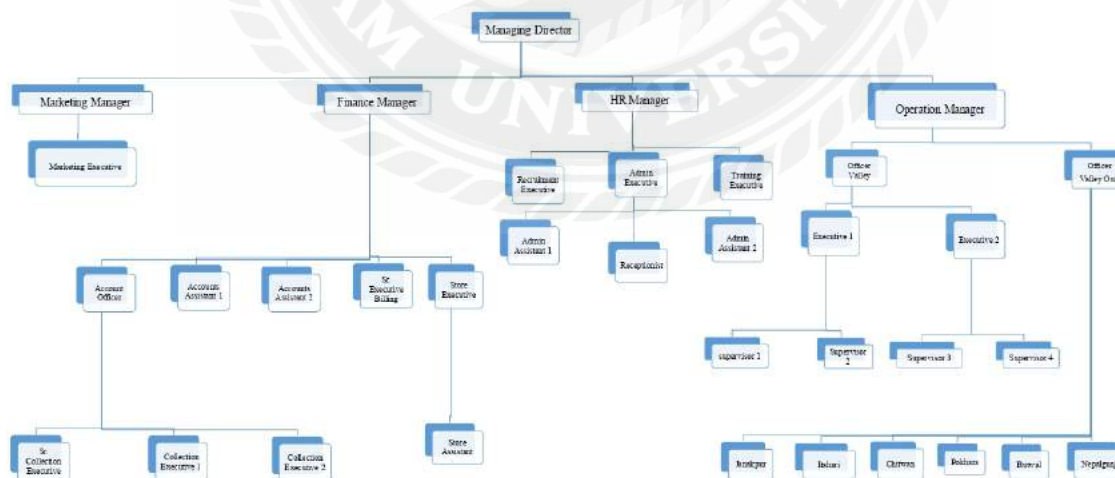


Figure 2: Organizational Structure of Garud Support Services

2.1.1 My Job Position

As a Marketing Executive at Garud Support Services, my main responsibility is to identify potential clients who could benefit from the services we provide through extensive research and analysis. I follow up on potential clients to gain a better understanding of their needs and requirements, and then work to create compelling proposals that showcase our company's strengths and solutions. My role requires me to have excellent communication and interpersonal skills to build strong relationships with clients and ultimately drive business growth for our company. Not only this but I also need to collaborate with other departments within the company, such as Operations and HR, and Finance, to ensure that proposals are accurate, feasible, and aligned with company goals. Lastly, I maintain a comprehensive database of prospective clients and update it regularly to track progress and identify new opportunities.

2.2 My Job Position in the Company's Organizational Structure

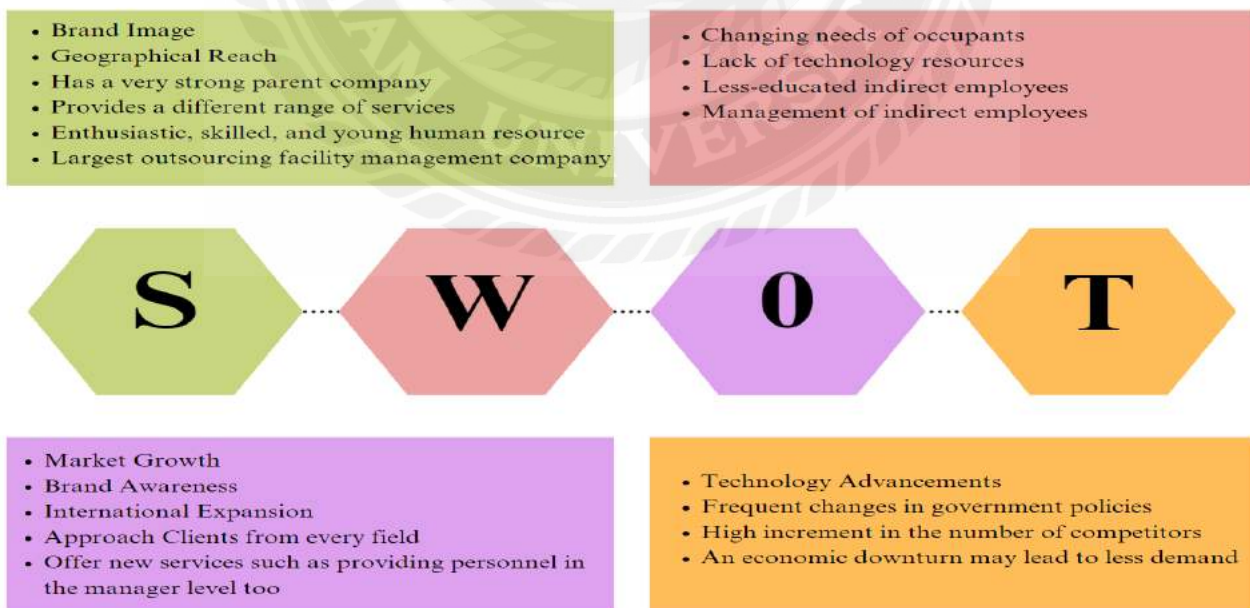
The organizational structure of Garud Support Services is such that there are different team leads under different departments. There are Marketing Manager, Finance Manager, Human Resource and Administration Manager. Under the marketing department, we conduct research for the growth and expansion of the company, focusing on promotions and sales of the company. I worked as a Marketing Executive in Marketing Department. Just like there are many teams leads within the company, I was guided throughout the process and also had a chance to work directly with the Managing Director of the company, Mr. Sabal Shah who guided me through every step and helped me learn new marketing techniques. Being able to communicate effectively and lead with confidence has helped me stand out as a valuable employee and make significant contributions to the success of your company. Therefore, I can confidently say that my position in the company was a perfect fit to help the company enhance productivity and ensure efficiency while carrying out its day-to-day activities.

3. My Intention and Motivation

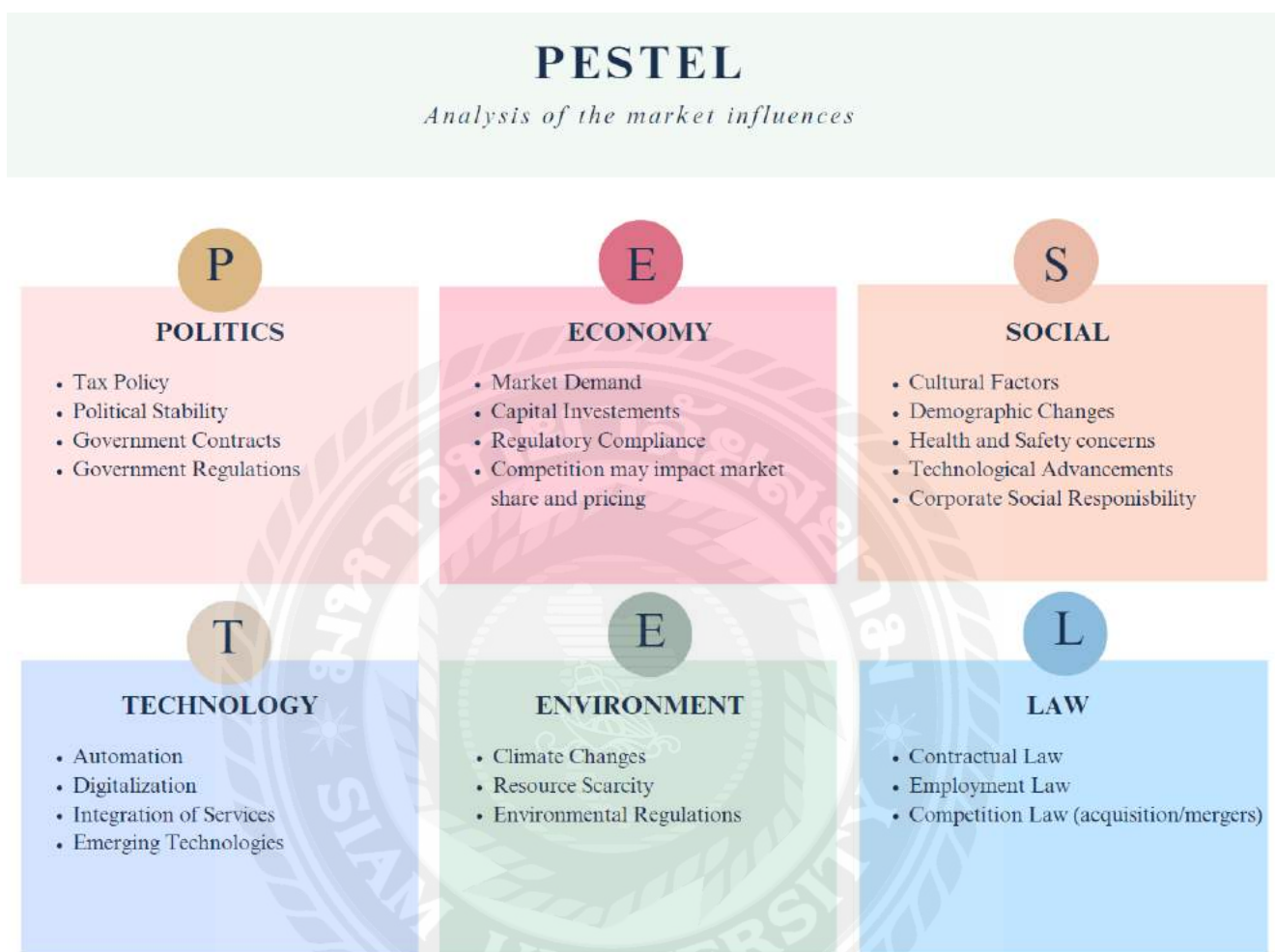
My intention as a Marketing Executive at Garud Support Services is to leverage my skills and experience to contribute to the growth and success of the company. Moreover, I was looking for a company that follows a clan and market work culture rather than a hierarchical culture. Luckily, I got an opportunity to work at Garud Support Services, which shares the same values as me. The entire internship journey was fruitful, and it gave me a deeper understanding of the company's mission and vision. I am motivated by the opportunity to connect with potential clients and showcase the unique value proposition of our services. I am committed to maintaining a high level of professionalism and integrity in all my interactions with clients and colleagues, and to continuously improving my knowledge and skills to serve the company's goals better. Ultimately, my goal is to help Garud Support Services establish itself as a leader in the industry and deliver exceptional value to our clients.

4. Strategic Analysis of the Company

SWOT Analysis:



PESTEL Analysis:



1. Political Factor

Examining the political factors that could impact GSS operations or profitability I could come up with a few points mentioned above. Changes in tax policy or rates could impact Garud Support Services' profitability or the cost of its services. Nepal has a very unstable political environment, which could create risks for GSS, including potential disruption to its operations or uncertainty around investment decisions. GSS has a good potential number of government clients, changes in government priorities or policies could impact the availability of these

contracts. GSS follows all the government regulations very wisely, any change in such can impact our day-to-day operations and profitability.

2. Economic Factor

The demand for facility management services could be impacted by economic conditions, such as a recession or changes in the business cycle. GSS may need to make significant capital investments in equipment or technology to improve its services or stay competitive. Compliance with labor laws, social security funds, and environmental regulations could impact Garud Support Services' operations and profitability.

3. Social Factor

Changes in the demographics of the population, such as an aging population or changes in the number of working adults, could impact the demand for our personnel. Not only this but this will also result in changing the needs of our occupants. In such a diverse nation, differences in cultures might make it difficult to cooperate with personnel and clients. Technological advancements could impact the way facility management services are delivered.

4. Technological Factor

Automation could improve the efficiency of facility management services, such as through the use of automated cleaning or maintenance equipment. We can look at this as both pros and cons. Digitization in the way we serve our clients such as coming up with the use of digital platforms or mobile applications for service delivery, feedback, etc.

5. Environmental Factor

Climate change could impact the way facility management services are delivered, such as through the need for more energy-efficient systems or the need to adapt to changing weather

patterns. Resource scarcity such as water or electricity could impact the availability and cost of our operations.

6. Legal Factor

Garud Support Services would need to ensure that it has legally binding contracts in place with clients and suppliers and that it is meeting all of its contractual obligations. We comply with employment laws and regulations, such as minimum wage laws, employee safety regulations, and anti-discrimination laws. GSS needs to protect its intellectual property, such as its branding or proprietary technology, through patents, trademarks, or copyrights.

5. Objectives of this Cooperative studies

The objectives of the study are enlisted as follows:

- (a) To study and understand the functioning of a large corporation,
- (b) To implement theoretical knowledge learned in the real world
- (c) To Expand my professional network and build professional relationships and contacts
- (d) To enhance my leadership, communication, team working skills

Chapter 2: Co-op Study Activities

1. Job Description

I worked as a Marketing Executive for Garud Support Services under Marketing Department. I was stationed at Baluwatar, headquarter where I closely worked with the entire team from Nepal. My job descriptions were as follows:

- a) To expand the business globally: The role of expanding the business globally involved conducting market research and identifying potential new markets for Garud Support Services. This also includes analyzing industry trends and competitor activity, as well as assessing the regulatory and cultural factors that could impact the company's success in different regions.
- b) Responsible to connect with the target market: I had the role of understanding the needs and preferences of Garud Support Services' customers and developing strategies to connect with them effectively. This also includes developing customer personas and conducting market research to identify key segments, as well as using marketing channels such as social media, email marketing, and advertising to reach out to potential customers. To be successful in this role, I had to build strong communication and relationship-building skills, as well as a deep understanding of the target market and their preferences.
- c) Coordination with other departments: Collaboration and coordination with other departments are critical to the success of any business, and my role as a marketing executive at Garud Support Services had to ensure that all teams are working together effectively to achieve shared goals. I had to make sure that the HR team knows the type of personnel clients are looking for so that they could train our personnel in such a way, make sure that the operation teams knows the service getting delivered so that they could supervise particularly, make sure the finance team

knows about the client's policies and the number of our deployment so that there are smooth billing and salary movements.

2. Job Responsibilities

The assignments and responsibilities handed over to me during my internship period at Garud Support Services are as follows:

- a) *To research prospective clients:* My role in research on prospective clients, involved conducting market research to identify potential clients, such as through online searches, social media platforms, or industry conferences. I had to analyze data and trends to understand the needs and preferences of the target market, allowing me to tailor Garud Support Services' offerings to their specific needs. I performed activities such as cold calling or email outreach, to initiate contact with potential clients and identify opportunities for business development.
- b) *Follow up on Probable clients:* The goal of following up on probable clients is to establish a relationship of trust and credibility with the potential customers, ultimately leading to a successful sale or partnership. I use to keep track of potential clients and try to meet their requirements, customize our service if necessary, take feedback, and solve their problems if any.
- c) *Prepare and send proposals to probable clients:* Here I was responsible to create a customized proposal that outlines the GSS offerings and how they can meet the specific needs and requirements of a potential client. firstly, I use to gather information about the client's needs by meeting them or having a conversation on phone, then discussing it with other departments to finalize the rates and the offerings we can provide and customize. Once the proposal is complete, you would have then sent it to the potential client and followed up with them to answer any questions or concerns they may have. The goal of preparing and sending proposals is to persuade

potential clients to choose Garud Support Services as their service provider, ultimately leading to a successful business partnership.

- d) Monitor and report the effectiveness of my work: We use to have a daily meeting for about half an hour with our line manager. In those meetings, we had to report the work that we had been doing, its effectiveness, and problems if any, and take feedback from our manager. In another hand, we use to have all departments meeting once a week every Friday with our managing director himself, where we had the liberty of sharing our problems with him directly if it was unheard by senior management.
- e) Maintaining relationships with existing clients: I also had the role where I reached out to existing clients via phone, email, or other communication channels to check in on their satisfaction, provide updates on services, or address any concerns they may have. The goal here was to keep clients engaged and loyal to the company, which can lead to repeat business and positive word-of-mouth referrals.

3. What I learned during my internship through my roles and responsibilities

a) Researching prospective clients:

As a marketing executive responsible for researching prospective clients, I gained the following:

1. Market knowledge: Conducting market research helped me gain insights into the target market, including customer preferences, needs, and industry trends. This knowledge enabled me to identify potential clients who align with Garud Support Services offerings.
2. Targeted outreach: By understanding the needs and preferences of the target market, I could tailor our outreach efforts to specific client segments. This increased the effectiveness of our communication and improved the chances of generating new business

opportunities. For Instance: I could understand the customization required for the hospitality sector and banking sector.

3. Business development skills: Engaging in activities like cold calling and email outreach helped me enhance my business development skills. It taught me how to initiate contact with potential clients, present our services, and identify opportunities for sales.

b) Following up on probable clients:

In the role of following up on probable clients, I gained the following:

1. Relationship building: By consistently following up with potential clients, I learned how to build trust and credibility. Regular communication helped establish a rapport and demonstrate our commitment to meeting their needs.
2. Customer-centric approach: The process of following up allowed me to understand and address the specific requirements of potential clients. By customizing our services, offering solutions, and taking feedback, I enhanced our chances of converting leads into successful partnerships.
3. Sales skills: Following up on probable clients involved handling objections, providing further information, and persuading them to choose our services. This experience honed my sales skills and taught me how to navigate the sales cycle effectively.

c) Preparing and sending proposals to probable clients:

The role of preparing and sending proposals to probable clients provided me with the following gains:

1. Communication and coordination: Gathering information about the client's needs and discussing them with other departments helped me improve my communication and coordination skills. Collaborating with different teams ensured that the proposal accurately reflected our capabilities and addressed client requirements.
2. Relationship management: Following up with potential clients after sending the proposals allowed me to address their questions or concerns. This process fostered relationship building and demonstrated our dedication to meeting their needs.

d) Monitoring and reporting the effectiveness of my work:

Monitoring and reporting the effectiveness of my work provided the following benefits:

1. Performance evaluation: By regularly monitoring and evaluating the outcomes of my marketing efforts, I gained a deeper understanding of what strategies and tactics were effective. This allowed me to optimize my approach and improve results over time.
2. Feedback and improvement: Receiving feedback from my line manager and participating in department meetings with the managing director provided valuable insights for growth. It helped me identify areas of improvement and learn from the experiences of others.

e) Maintaining relationships with existing clients:

In the role of maintaining relationships with existing clients, I gained the following:

1. Customer retention: Regularly checking in with existing clients and addressing their concerns helped maintain their satisfaction and loyalty. This led to increased customer retention rates and potential opportunities for upselling or cross-selling.

2. Networking Opportunities: During my internship, I had the opportunity to build connections with professionals from different industries. This helped me to open doors for mentorship, future job opportunities, and various collaborations.
3. Customer feedback: Interacting with existing clients provided opportunities to gather feedback, which could be used to improve our services or identify areas of innovation. This feedback loop helped us enhance customer satisfaction and stay competitive.

4. Activities in coordination with Co-workers

As a Marketing Executive at Garud Support Services, I gained a comprehensive understanding of the company's operations and how each department works in synergy with one another. Stationed at the head office, I collaborated with over 30 direct employees across various departments to ensure the effectiveness of my work. Additionally, I worked closely with three leads to ensure the smooth functioning of all activities. As my role involved integration with other departments, I had the opportunity to work with every team member, gaining valuable insights into their roles and responsibilities. Through this collaboration, I was able to develop a smooth and seamless flow of my work and align it with the company's goals and vision. The major activities in coordination with the co-workers are as follows:

- a) Planning and Updating: We would plan our post schedule and set up meetings in order to go through the updates we have from each team and plan our next steps for the week and the month. Since I oversaw the marketing team, I worked closely with the client, operations, and HR teams to ensure that our plans aligned with the overall company strategy. Initially, I relied on guidance from the team leads to better understand how GSS functioned, but over time I was able to build a strong understanding of the company's operations.

- b) *Insightful sessions with Managing Director:* During the training sessions, I learned about the company's vision, mission, and values. This gave me a better understanding of the company culture, which helped me align my work with the company's objectives. The managing director also provided me with valuable insights into industry trends, customer behavior, and competitor analysis, which helped me develop better marketing strategies. Overall, the training sessions were crucial for my personal and professional growth, and I am grateful for the opportunity to learn from the managing director.
- c) *Coordination with the Operations Manager:* As a Marketing Executive, I collaborated closely with our Operations manager to ensure a smooth workflow between our departments. We regularly shared updates on our respective tasks and brainstormed new ideas to improve our service offerings. The Operations Manager provided me with valuable insights on content progress on site and how to better engage with clients. Additionally, I was responsible for reporting updates to the Operations Manager to ensure seamless functioning across the company.
- d) *Coordination with HR & Admin Manager:* I also worked with the HR manager where I provided insights from the marketing perspective to attract the right candidates for the job. This collaboration helped to streamline the hiring process and ensured that the right personnel was deployed to meet client needs. Overall, working closely with the HR manager gave me a deeper understanding of the company's operations and the importance of effective communication and collaboration across departments.
- e) *Coordination with Company Secretary:* I was also responsible for coordinating with our company secretary regarding legal matters related to contracts, amendments, and proposals sent to clients. This required me to have a good understanding of the legal aspects of our services and

the company's policies. I had to ensure that all the necessary documents were in place and legal requirements were met before sending out proposals to prospective clients.

- f) *Weekly updates*: Each week on Friday, we had a weekly-hand team meeting where all the team leads would show up and update their work. In these meetings, we were supposed to fill in our team update, goals achieved and goals for the next week in google keep. In these meetings, we were supposed to share one thing that enlightened our week and one bad thing that happened. This would make us all feel closer to each other, have good communication, and help someone if we can.

4. Job Process Diagram



Figure 3: My Job Process Diagram

5. Contribution As a co-op student in the company

I have been able to make significant contributions to the organization by utilizing my theoretical knowledge and practical experience in marketing, which are:

- I performed thorough market research to identify potential customers and opportunities for growth.
- I developed market strategies and campaigns to reach target audiences and promote the GSS Services
- I created the marketing materials such as brochures, and flyers and made presentations
- I cooperated with clients, build a relationship, and made sure that excellent customer service is delivered to maintain client satisfaction and loyalty
- I collaborated with other departments such as operations, hr, and finance to ensure seamless functioning and alignment of company goals and objectives
- I made sure that I stay up to date with industry trends and competitors' strategies to identify opportunities for differentiation and innovation in the company's marketing approach

Chapter 3: Learning Process

1. Problems and their solutions

As a Marketing major, I was grateful for the opportunity to work as a Marketing Executive at Garud Support Services. However, being new to the corporate world, I encountered various challenges during my internship. These obstacles were caused by both internal and external factors. Nevertheless, I sought constructive feedback from my teammates and supervisors to enhance my performance on subsequent tasks. Below are some of the difficulties I faced and the Solutions I devised:

PROBLEMS	SOLUTIONS
Limited understanding of Garud Support Services' operations and the service they offer	Collaborated closely with team leads to acquiring an in-depth understanding of the company's functions and service offerings
Difficulty in developing a communication strategy caters to Garud Support Services' clients	Conducted research on the target market and gathered feedback from clients to develop a communication plan that addressed their specific needs
Lack of clarity on how to measure the effectiveness of marketing campaigns	Conducted regular assessments of the performance of marketing campaigns and collected feedback from clients to gauge their effectiveness
Inadequate knowledge of legal regulations and	Consulted with the company's legal team and

policies concerning marketing activities	conducted independent research to ensure that marketing activities were compliant with requirements
Lack of knowledge on how to use Garud Support Services app and website	Collaborated with IT team of Garud Group of Companies and took classes on how to use and update my daily work there

By proactively addressing these challenges, I was able to contribute effectively to Garud Support Services' marketing efforts during my tenure as a Marketing Executive.

2. Recommendations to the company

Working at an outsourcing facility management company provided me with a fundamental framework for various skill sets that are crucially required in the current century. However, I have some recommendations for the company that I would like to share below:

- a) The company's promotion policy from indirect personnel to direct is commendable, but it should also consider the qualifications, expertise, and new graduates while making such decisions. This approach can effectively address many problems that may arise.
- b) It would be beneficial to organize frequent events for employees to foster a sense of unity and feel happy to come to work, and the organization thrives.
- c) The company should increase its focus on digital campaigns, create more engagement on social media, and invest in other modern marketing strategies.

- d) Making the work environment more streamlined and employee-friendly can boost morale and job satisfaction.

3. What I have learned during the Co-op Studies

During my internship at Garud Support Services, I had the chance to witness how theoretical concepts can be applied in real-world scenarios to enhance decision-making in the organization's day-to-day operations. This experience has allowed me to acquire new skills and broaden my exposure to the corporate world. Below are some of the significant learnings from my internship:

- a) Restructuring my day: Time management is a critical skill to have in any industry, and it becomes even more important when working in a fast-paced environment. During my internship, I learned how to prioritize my tasks, attend meetings, and impromptu discussions and restructure my day according to the changing priorities of the organization. This helped me to become more efficient and productive in my work.
- b) Adaptability: The business world and environment are constantly changing, and being adaptable is essential to succeed in the corporate world. During my internship, I learned how to adapt to changes quickly and remain flexible in challenging situations. I learned how to approach new situations, approach different kinds of people with an open mind and take on new challenges with a positive attitude.
- c) Communication and Teamwork: Working in a team and communicating effectively is essential for any organization to succeed. During my internship, I learned the importance of effective communication with colleagues and clients. I also realized the significance of teamwork, which is an essential aspect to achieve any goal that we've set. I learned how to collaborate with others, delegate tasks, and keep everyone informed about progress and updates.

- d) *The benefits of networking:* Networking is a critical aspect of any business, and during my internship, I learned how to leverage my network to create new opportunities. I realized the importance of building relationships with clients, colleagues, and other industry professionals. Networking helped me to gain insights, and collaborate with others, build my personal brand.
- e) *The benefits of Research:* Research has a very vital role during my internship, I learned how to research to gain insights into our target audience and industry trends. I learned how to gather and analyze data, which helped me to make informed decisions and create effective marketing strategies.
- f) *The benefits of taking on feedback:* Feedback is essential to improve performance and become better at what you do. During my internship tenure, I learned how to take constructive criticism and feedback from my supervisors and colleagues. I learned to use feedback to improve my work and become more effective in my role.

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

During my internship tenure at Garud Support Services, I was able to put into practice the knowledge and skills that I acquired through my coursework. My presentation abilities and cooperation personality were a plus point for me to learn new things because I wanted to discover a side of what is sweeping the industry right now. It allowed me to readily express my opinions and be open during talks which made my learning process more fruitful.

However, other classes, such as Service Marketing, International Business, Strategic Management, Principles of Marketing, Business Law, Taxation, Brand Management, and Business Finance, were quite relevant to the job. I've always had a very keen interest in Marketing. Getting told that I am a people person and have great skills for connecting to them always but I never had the opportunity to put my academic understanding into practice. Thus, this internship provided me with the opportunity to analyze

market demands, understand the consumer base, and then help the team to customize services to sell at the appropriate moment with relevant content.

Unlike the marketing of tangible goods, service marketing focuses on intangible benefits, such as experiences, emotions, and satisfaction. I found convincing people on the basis that they have less experience, tough. We must effectively communicate the benefits of our services to customers, as well as deliver those benefits consistently to build a positive reputation and customer loyalty. Service marketing relies on various marketing strategies, such as customer service, word-of-mouth marketing, online reviews, and referrals work best in the field I worked in. I also learned that businesses must invest in creating positive service experiences, such as personalized interactions, quick response times, and efficient service delivery.

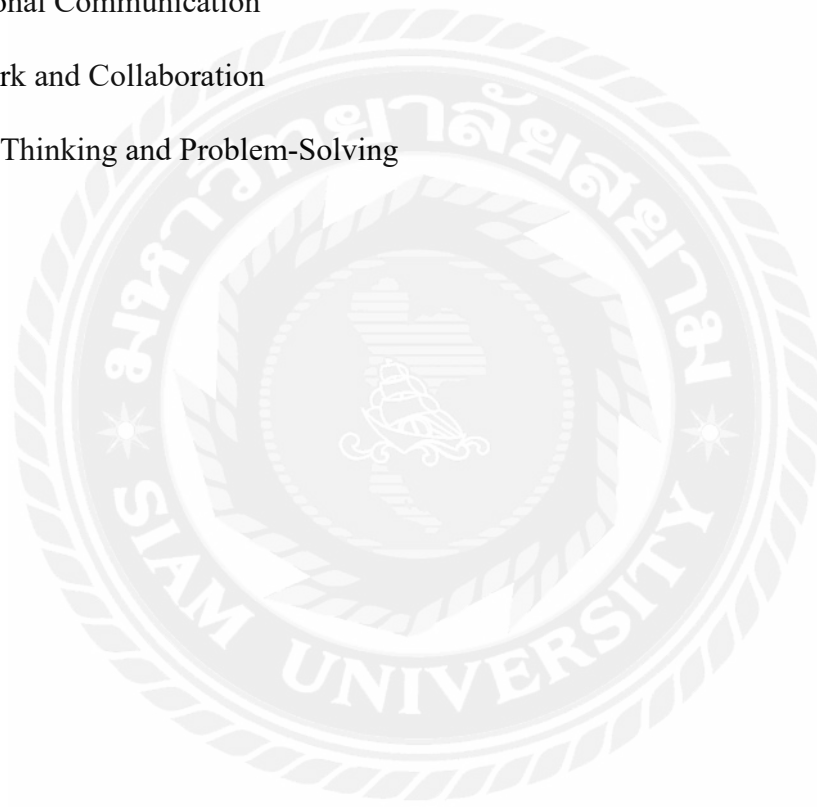
This also required a lot of documentation, number crunching, and research. Thus, I had prior knowledge regarding budgeting and planning, presentation skills, and basic graphic design through the use of Canva, Microsoft Design AI, etc. Moreover, I was aware of the formats and writing styles of business emails and reports which was a plus in terms of composing an accurate and well-written document. My knowledge of the basics of Excel made my work a lot easier as all of the timelines and budgeting would be done in Excel. I also have basic ideas on how we fill both Nepali and International tenders. Overall, my understanding of organizational culture, behavior, and ethics was also aided by coursework expertise.

5. Special skills and knowledge learned from the Co-op studies

During my Co-op studies, I have acquired special skills and knowledge that are valuable assets in the industry. Applying theoretical knowledge and developing some soft skills. Some of them are listed below

a) Technical Skills

- b) Negotiation Skills
- c) Networking Skills
- d) Time Management
- e) Interpersonal skills
- f) Industry Knowledge
- g) Niche Market Research
- h) Professional Communication
- i) Teamwork and Collaboration
- j) Critical Thinking and Problem-Solving



Chapter 4: Conclusion

1. Summary of Highlights of My Co-op Studies in this Company

This Co-op report's major goal is to familiarize students with the corporate world, and it has been quite effective in doing so. This curriculum provides students with the necessary exposure as well as insight into how operations are carried out in day-to-day work and how they differ from or are similar to what we study in the classroom. During my Co-op studies, I had the opportunity to intern as a Marketing Executive at a Facility Management Company. Over the course of sixteen weeks, I was able to gain valuable experience and develop my skills in various areas such as marketing, outreach, and sales. One of my major responsibilities was to analyze market trends and customer behavior in order to develop more effective strategies for approaching clients. This involved taking many small steps to ensure the success of larger goals.

Overall, my Co-op experience was a great learning opportunity that helped me to enhance my skills and knowledge, as well as my professionalism and behavior. It gave me valuable exposure to the corporate world and showed me how the theories we learn in the classroom are put into practice in real-life situations. Through this experience, I also gained a better understanding of the importance of teamwork, communication, adaptability, networking, and research in the workplace.

2. My Evaluation of the Work Experience

The Co-op studies provided me with the opportunities I needed to put my academic knowledge into practice and to go beyond that by seeing things firsthand. Working as a marketing executive in a Facility Management Company provided me with valuable work experience. This experience has helped me to put my academic knowledge into practice and to go beyond that by seeing things firsthand. It has also enabled me to enhance my marketing skills and work collaboratively with other departments such as Sales, Operations, HR, and Finance teams. I have developed my critical thinking, problem-solving,

and creative abilities, and gained a better understanding of relationship building, word of mouth, positive referrals, and other marketing strategies.

Additionally, I had the chance to create graphics for social media posts using basic graphic design tools such as Canva, and Microsoft Design AI. Moreover, I gained an understanding of how the outsourcing market works and improved my leadership and communication skills while working with my team and collaborating with other teams within the organization. This experience has also allowed me to enhance my networking skills and connect with professionals internationally, which will be useful for my future endeavors.

I am grateful for the opportunity to broaden my knowledge and understanding through this internship, and I intend to apply all of these lessons and experiences as I progress in my life.

3. Limitation of my Co-op Studies

While this co-op program provided me with valuable experiences and learning opportunities, there were also some limitations that should be acknowledged.

- a) The information presented in this report is based primarily on my own experiences and interactions with coworkers, which means that it is subjective and may not reflect the experiences of others in the organization.
- b) Due to the time constraints of the 16-week internship program, it was not possible to gain a complete understanding of the organization and its operations. This means that the recommendations provided in this report are based on a limited amount of information and may not be applicable to all situations.
- c) The scope of work assigned to me as an intern might not cover all the areas of the company, thus limiting my thorough exposure to other departments or aspects of the business.

- d) Lastly, while this report utilized both primary and secondary data sources, it is important to note that it may not contain all of the elements required for a researcher to use it as a reference. Therefore, further research may be needed to fully understand the topics discussed in this report.

4. Recommendations for the company

My sixteen weeks tenure in Garud Support Services was a very fruitful experience as I got to learn so many new skills in a such short span of time. However, I would like to make a few recommendations to Garud Support Services which are enlisted as follows:

- a) Consider qualifications and expertise while promoting indirect personnel to direct, this can ensure that the most suitable person is selected for the role and can effectively address any potential issues.
- b) Organize frequent events to foster a sense of unity, this can include team-building activities, company outings, and other social events that allow employees to bond and connect outside of the office.
- c) Focus on digital campaigns and modern marketing strategies, it is important for companies to invest in modern marketing strategies. Garud Support Services should focus on creating engaging social media campaigns, building a strong online presence, and exploring new marketing techniques to attract and retain customers.
- d) Improve communication channels, the company could benefit from improving its communication channels between different departments and employees. This can help reduce misunderstandings and improve collaboration among teams.

Bibliography

- Babiakova, M., Vetrakova, M., & Potkany, M. (2015). *Facility Management and Its Importance in the Analysis of Building Life Cycle. XXVI, 202-208*. Retrieved From <https://www.sciencedirect.com/science/article/pii/S221256711500814X>
- Dan Hounsell. (2023). *Facility Management- A journey with many paths*. Retrieved From <https://www.facilitiesnet.com/facilitiesmanagement/article/Facilities-Management-A-Journey-with-Many-Paths--19766>
- Juneja, P. (2022). *Evolution of Relationship Marketing*. Retrieved From <https://managementstudyguide.com/evolution-of-relationship-marketing.htm>
- Miranda, D. (2021). *Why Outsourcing Works?.* Retrieved From <https://www.flatworldsolutions.com/articles/why-outsource-work.php>
- Twin, A. (2022). *Outsourcing: How It Works in Business, With Examples. (M. JAMES, Ed.)* Retrieved From <https://www.investopedia.com/terms/o/outsourcing.asp>

Annex



Figure 4: Picture of our Welcoming Program in GSS

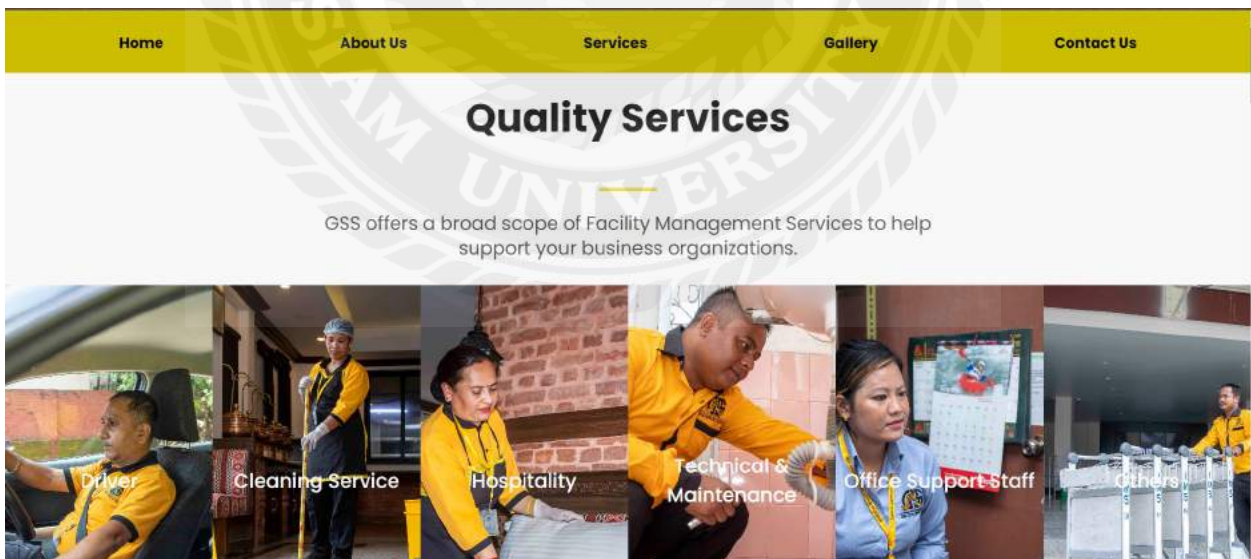


Figure 5: Website of Garud Support Services

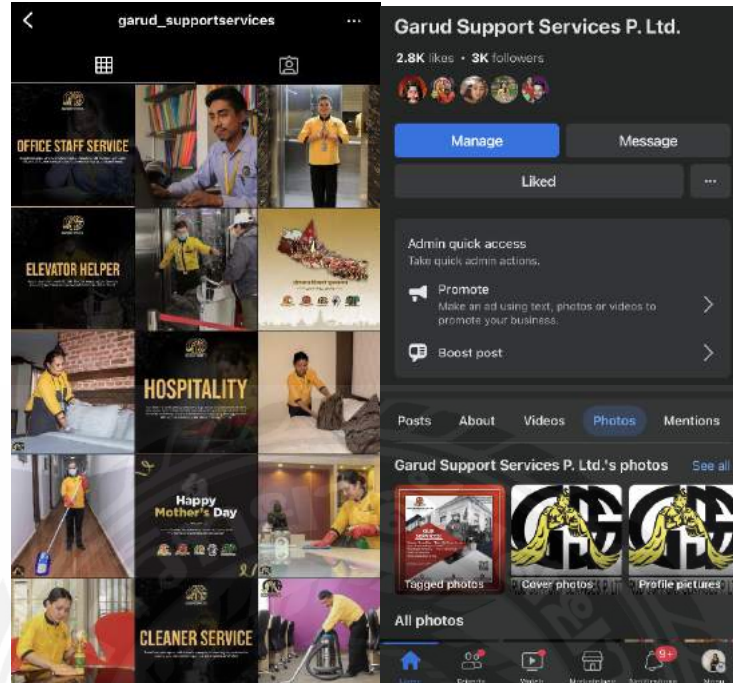


Figure 6: Social Sites of Garud Support Services (Facebook and Instagram)



Figure 7: Weekly Meeting of Garud Support Services



Figure 8: Celebrating my birthday in GSS with my colleagues



Figure 9: Celebrating 10 years of Garud Support Services by conducting pooja



Figure 10: Me with my Job Supervisor Ms. Priya Dangol