



**Cooperative Education Report**

**Century Ply Industries**

**written by:**

Krish Sharma

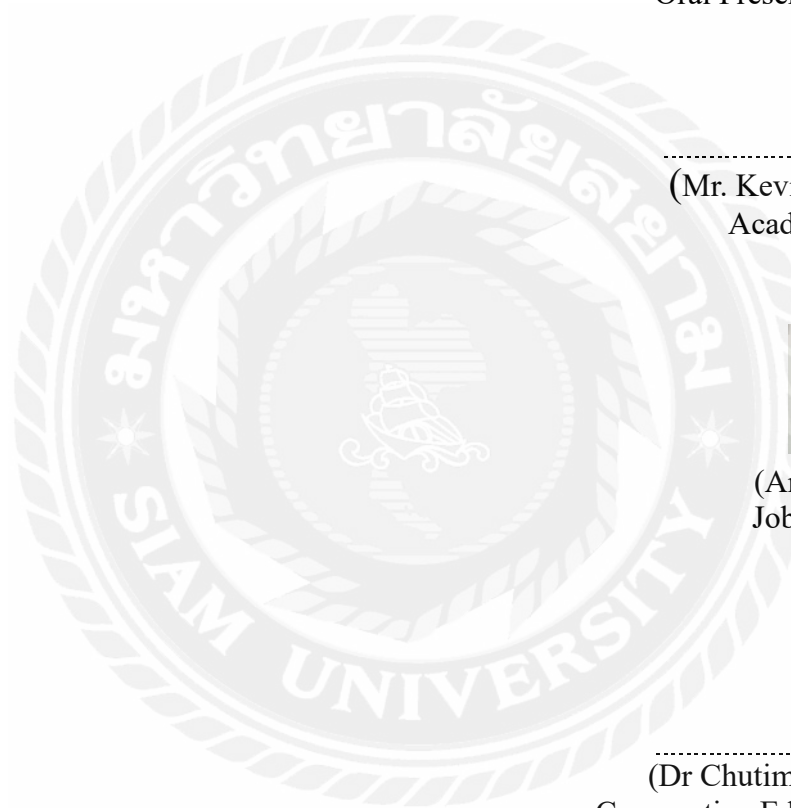
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### **Abstract**

This cooperative report entitled “Co-op experience at Century Ply Ind. which provides a concise overview of the working environment and operations within a plywood manufacturing company in Nepal. The primary aim of this study is to showcase how theoretical knowledge gained during classes can be implemented in real life work settings. It is a testament to the relevancy and importance of practical implementations of concepts learned during lectures.

The objectives of this study include: (1) To implement theoretical concepts learned. (2) To understand the tech and manufacturing industry in Nepal from a managerial perspective. The working environment within the plywood company encompasses a diverse range of job roles and responsibilities. Skilled workers, such as machine operators, technicians, and quality control personnel, are essential for maintaining smooth operations and ensuring product quality. The report delves into the various roles and responsibilities undertaken as the assistant. Furthermore, it highlights the challenges encountered and the solutions implemented to address those challenges. It also explores the invaluable contribution of the university lectures in fulfilling the demands of my role.

**Keywords:** plywood manufacturing, manufacturing, quality control

## Acknowledgement

I am grateful to Siam University and Kathmandu College of Management for welcoming me and providing me with such a wonderful opportunity to learn about different organizations with different working cultures. Working as part of an organization has been a source of pride and pleasure for me throughout my internship. The entire experience not only helped me to broaden my skills, but it also provided me with insight into the practical aspect of my study.

I'd like to start by thanking Mr. Kevin katanyaveetip, my co-op advisor, for his ongoing advice, encouragement, and support throughout the internship as well as for helping me finish this report.

His wise counsel and advice have proven to be really helpful.

I would also like to thank Mr. Amit Rungta, my job supervisor, without whose help I would not have been able to understand the numerous aspects of the company and its operations. Also, I want to thank her for serving as both my mentor and boss throughout my tenure there.

I'd like to express my heartfelt appreciation to everyone at Century Ply Industries for being so accommodating and sharing the organization's operational knowledge. I also want to thank them for constantly aiding me and allowing me to work independently in various areas. Finally, I'd want to thank everyone who has helped me learn, develop a deeper understanding of a business, and obtain information about the company's many responsibilities and services throughout my internship. Without their support, this report would not have been feasible.

Once again, thank you to everyone who has contributed to this report, and I hope that my internship experience can be useful for others who are pursuing similar goals.

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# Chapter 1: Introduction

## 1.1 Company Profile

Century Ply Nepal is a one-stop destination for all your home furnishing needs, and it is proud to be recognized as one of the best plywood brands in Nepal by so many homeowners. We provide functional benefits with our innovative range of products, whether it is the living room, bedroom, bathroom, or kitchen.

Century Ply is the most reliable and authentic plywood manufacturer in India. We offer products with high stiffness and high strength. Every one of them comes with special features and technical specifications. We successfully manufacture high-quality plywood, allowing customers to select from a variety of options. It has two major product categories: plywood and laminates, making us one of the leading plywood manufacturers in India.

- What does it take to be a prime plywood manufacturer in India?

As one of the top plywood manufacturers in India, we are dedicated to creating the best ply board, laminate, and veneer sheets for any interior. The most incredible product features that no other plywood companies offer are ViroKill Technology and Firewall Technology Protection. All our plywood is available in varied thicknesses to perfectly suit your interior design needs. We understand your requirements and offer a variety of best ply boards for you to choose from. ● Precision Manufacturing by Century Ply

Century Ply provides its customers with a combination that only limited plywood companies provide in India. Unique product features paired with precision manufacturing! You can never go wrong with the top-notch plywood manufacturer in India. Our enduring commitment to

providing customers with quality products such as Boiling Waterproof grade plywood is what distinguishes us as one of the best plywood manufacturers in India.

- **Renovating Homes Through Innovation**

Since the early 2000s, we have been providing our customers with authentic quality at reasonable prices. Century Ply has been consistently known as the best plywood brand in India due to its wide variety of designs, excellent quality and competitive pricing. Your interiors deserve the best, after all and we deliver exactly that!

## **Vision & Mission**

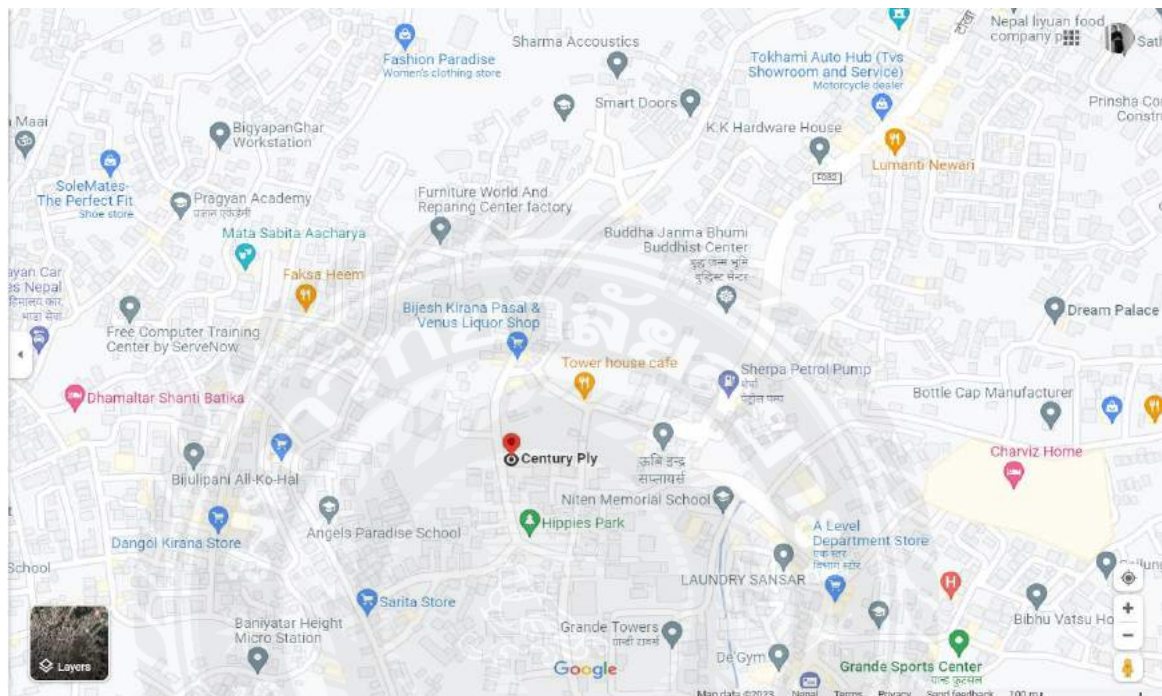
Century Ply Industries Pvt. Ltd. manufactures everything you are looking for in plywood, and we are proud to be considered as one of the best up and coming plywood companies in Nepal (Centuryplynepal, 2023).

By offering you a versatile range of plywood sheets to choose from, be it for a residential or a commercial project, we make it our utmost priority to offer quality products and the best plywood to help you embellish your dream project (Meta, 2023).

Our teams at Century Ply Nepal have incorporated groundbreaking technologies through their extensive research and experience. All our products are manufactured as per the industry standards and guidelines. Moreover, our instant availability helps our consumers compare the plywood sheet prices and features of every product, assisting them in making informed purchasing decisions for the best product (Wikipedia, 2023).

From quality materials to designs, you can get everything as per your requirements as we bring to you a wide range of options to choose from. Make a pick and together let's create masterful interiors with Century Ply Industries Nepal Pvt. Ltd. (LinkedIn Corporation, 2023).

## LOCATION

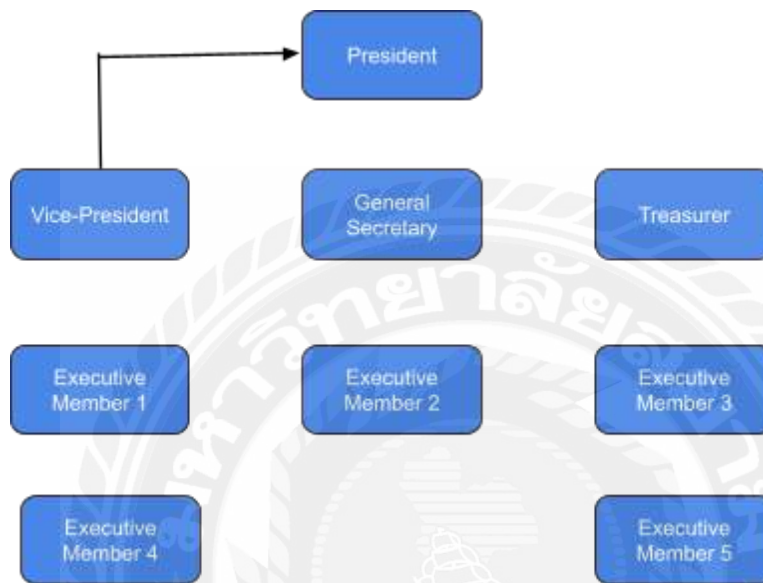


### 6 Staffing Pattern:

S.N.	Department	No. of Staff
1.	Head of Mission	1
2.	Programs Coordinator	1
3.	Admin and Finance	4
4.	Programs Department	3
5.	Marketing Department	3
6.	Support Staff	3
Total		15



## 1.2 Organizational Structure



1. Managing director
2. CEO (Chief Executive Officer)
3. COO (Chief Operating Officer)
4. Manager
5. Supervisor
6. Executive assistant
7. Assistant
8. Sales representative
9. Junior representative

### My position in organization

My position in a company is related to an assistant in which I manage the finance of the company and the duties which are given to me by my supervisor and executive assistant.

As well as I am showing a keen interest in sales and marketing too, in which it can help in the future as in an internship. I could learn about both fields.

### 1.3 what the company accomplishes:

1. **Renovating Homes Through Innovation:** We have been providing our customers with authentic quality at reasonable prices. Century Ply Nepal has been consistently known as the best ply company in Nepal due to its wide variety of designs, excellent quality and competitive pricing. Your interiors deserve the best, after all and we deliver exactly that!
2. **Precision Manufacturing by Century Ply Nepal:** Century Ply Nepal provides its customers with a combination that only limited ply companies provide in Nepal. Unique product features paired with precision manufacturing! You can never go wrong with the top-notch ply manufacturer in Nepal. Our endearing commitment to providing customers with quality products.
3. **Explore High Quality:** All our products are manufactured as per the industry standards and guidelines. Moreover, you can also compare the ply sheet price and features for our every product. This helps our customers in making informed purchase decisions for the best ply. From quality materials to designs

## 1.4 Intention to choose company

1. As we all know, the construction and innovation industry is exploring and people are accepting new changes. By looking at this, me and my family thought it would be a great idea to do business in a plywood sector which can give me a brief knowledge and help me follow my passion.
2. as working in this field, I know I could develop the skills which I was planning and wanted to learn. The skills were managing the finances of the company, the import and export system between different districts, about all those tax and vat systems filing etc.
3. As per just working in one field, I could work in more than one field. For example, I have a keen interest in marketing and sales, so when I could get free time, I could work in that field too.
4. As in future it could help me in networking in this field as it may help me in future to create

Overall, by choosing this company it can help me with networking all the business clients and help me to learn and manage about the finances of the company and help me in sales and marketing also which is very important in current market situations.

## 1.5 Strategic Analysis

### SWOT Analysis:

#### 1. Strengths:

- Strong brand recognition: Century Plywood has a strong brand image in Nepal, which has helped the company to build a loyal customer base.
- High-quality products: The company is known for producing high-quality plywood, which has helped it to maintain a competitive edge in the market.
- Wide product range: Century Plywood offers a wide range of plywood products, which caters to the diverse needs of customers.
- Efficient distribution network: The company has a well-established distribution network, which ensures that its products are easily available to customers across Nepal.

#### 2. Weaknesses:

- Dependence on one product category: Century Plywood's business is heavily reliant on the sale of plywood, which exposes the company to risks associated with changes in demand and price fluctuations.

- Limited presence in rural areas: The company has a limited presence in rural areas, which limits its market reach.

- Dependence on imported raw materials: Century Plywood relies on imported raw materials, which exposes the company to risks associated with changes in import regulations and currency fluctuations.

### 3. Opportunities:

- Growing demand for plywood: The demand for plywood is expected to grow in Nepal due to the increasing demand for housing and infrastructure development.
- Expansion into rural areas: The company can expand its distribution network to rural areas, which can help to increase its market reach.
- Diversification: Century Plywood can diversify its product portfolio to reduce its dependence on plywood and tap into new markets.
- Green initiatives: The company can capitalize on the growing trend of environmental sustainability by introducing eco-friendly plywood products.

#### 4. Threats:

- Intense competition: The plywood market in Nepal is highly competitive, and Century Plywood faces stiff competition from established players and new entrants.
- Regulatory risks: Changes in regulations related to plywood manufacturing and imports can adversely affect the company's business.
- Economic instability: Economic instability can impact consumer demand for plywood and affect the company's revenue and profits.
- Currency fluctuations: The company's dependence on imported raw materials makes it vulnerable to currency fluctuations.

Strengths	Weakness
<ol style="list-style-type: none"> <li>1. Strong brand recognition</li> <li>2. High quality products</li> <li>3. Wide product range</li> <li>4. Efficient distribution network</li> </ol>	<ol style="list-style-type: none"> <li>1. Dependence on one product category</li> <li>2. Limited presence in rural areas</li> <li>3. Dependence on imported raw materials</li> </ol>
Opportunity	Threat
<ol style="list-style-type: none"> <li>1. Growing demand for plywood</li> <li>2. Expansion into rural areas</li> <li>3. Diversification</li> <li>4. Green industries</li> </ol>	<ol style="list-style-type: none"> <li>1. Intense competition</li> <li>2. Regulatory risks</li> <li>3. Economic instability</li> <li>4. Currency fluctuations</li> </ol>

## 1.6 Competitive Analysis

Identifying the company's primary competitors, assessing their strengths and weaknesses, and developing plans to obtain a competitive edge are all part of competitive analysis. Competitive analysis involves identifying and evaluating the strengths and weaknesses of your competitors, as well as understanding the overall market dynamics and trends. Some factors that may be relevant to the plywood business in Kathmandu include:

- **Market Size and Growth:** The size of the market and its projected growth can give an indication of the potential demand for plywood products. Factors such as construction activity, infrastructure development, and consumer spending can all influence market growth.

- **Supply Chain:** The availability and cost of raw materials, transportation, and distribution channels can all impact the competitiveness of plywood businesses. Nepali manufacturers may face challenges in sourcing raw materials, which could affect their cost structure and pricing.
- **Product Quality and Innovation:** Plywood is a commodity product, but manufacturers that can offer superior quality or innovative features may be able to differentiate themselves from competitors. For example, eco-friendly products or those with unique finishes or textures may appeal to certain customers.
- **Pricing:** Plywood is a highly price-sensitive product, and manufacturers that can offer competitive prices while maintaining quality may be better positioned to capture market share.

## Chapter 2: Co-op Study Activities

### 2.1 Job description:

- Basically, I am working in the finance department in which my work is to maintain everyday books.
- In the finance department I have to regulate different client's payment systems, contact them and send them their details of purchase and sales.
- We have to maintain vat and tax reports with an online billing system.



- And working in sales department also I have to be in client meeting with my supervisor which helps me how to deal with customer
- Sometimes with my supervisor I go to marketing which helps me to keep updated about current market situations.

## 2.2 Job responsibilities and duties

- **Financial planning and analysis:** The finance department is responsible for developing financial plans and analyzing financial data to help the business make informed decisions. This includes creating budgets, forecasting future cash flows, and identifying areas where cost savings can be achieved.
- **Managing cash flow:** Cash flow is critical to any business, and the finance department is responsible for managing it. This includes monitoring accounts receivable and accounts payable, managing cash reserves, and ensuring that the business has enough working capital to meet its obligations.
- **Financial reporting:** The finance department is responsible for preparing and presenting financial reports to internal and external stakeholders. These reports provide insights into the financial health of the business and help stakeholders make informed decisions.
- **Tax compliance:** The finance department is responsible for ensuring that the business complies with all tax regulations. This includes preparing and filing tax returns, monitoring changes to tax laws, and identifying opportunities to minimize tax liabilities.

- **Risk management:** The finance department is responsible for identifying and managing financial risks that could impact the business. This includes managing credit risk, interest rate risk, and foreign exchange risk.
- **Capital expenditure management:** The finance department is responsible for managing the capital expenditure budget of the business. This includes identifying opportunities for investment, evaluating the financial impact of investments, and monitoring the return on investment.

Overall, the finance department is responsible for ensuring that the business has the financial resources it needs to achieve its objectives. By managing cash flow, providing financial insights, and ensuring compliance with regulations, the finance department plays a critical role in the success of the plywood business.

### 2.3 Contribution as a co-op student in the company

**Research and analysis:** I support the business by looking at market trends, rival companies, and consumer behavior. To assist the business in making wise decisions, you can also analyze data and offer insights.

**Financial management:** As a co-op student, I help the business with these tasks. By making the company's day to day financial optimization, I also aid the company in providing reports of their every client.

**Operations and logistics:** I help the business with day-to-day tasks including inventory management, order processing, and shipment coordination. I also assist

the business by streamlining existing procedures and identifying potential areas for development.

**Sales and customer service:** I help the business with sales tasks like lead creation and prospecting.

Also, I offer customer support by responding to questions and addressing problems.

**Tax compliance:** as working in the finance sector we have to handle all the tax files and maintain each government record which helps the company tax invoice, tax clearance etc.

I get to Work on special projects that call for specialized knowledge and abilities that are assigned to me. These assignments could involve work with a supervisor with highly financed software to manage client's details. So that I can have better knowledge.

Overall, I develop new abilities, obtain useful work experience, and contribute significantly to the Century ply industries as a co-op student.

## Chapter 3: Learning Process

### 3.1 problems of the company (company areas of improvement)

- **Lack of liquidity:** The company may be facing a shortage of cash, making it difficult to meet its short-term obligations, such as paying suppliers or employees.
- **High debt levels:** The company may have taken on too much debt, which could lead to high interest payments and a strain on cash flow.
- **Poor financial management:** The company may lack proper financial planning, budgeting, and forecasting, which can lead to ineffective use of financial resources and potential losses.
- **Inefficient operations:** The company may have inefficient production processes or high operating costs, which can lead to lower profit margins.
- **Fluctuations in raw material prices:** The company may face volatility in the prices of raw materials, such as wood, which could impact the company's profitability.
- **Regulatory issues:** The company may face challenges in complying with government regulations, such as environmental regulations or tax laws, which could result in fines or penalties.
- **Supply chain disruptions:** Nepal is a landlocked country, and as such, it may be challenging to import raw materials needed for the production of plywood. Any disruptions in the supply chain could affect the availability of raw materials and impact production.
- **Intense competition:** There are numerous plywood companies in Kathmandu, which means competition can be intense. The company may struggle to differentiate itself from its competitors and win customers.

- **Economic instability:** Nepal is a developing country, and its economy can be unstable. Any economic downturns could affect the purchasing power of consumers, leading to decreased demand for plywood products.

In order to deal with these difficulties, I think that a customized strategy that takes into account the particular requirements and circumstances of the firm is needed. We also can increase the performance by making technological investments, strengthening the supply chain management, enhancing the branding and marketing initiatives, implementing sustainable practices, and offering the staff members fair working conditions.

### 3.2 learning during co-op studies

It is a great way for me to learn new skills, gain experience in this field of study, and I get to learn more about the industry. Apart from the finance department I visit the field sometime due to which I get extra knowledge about the industry and clients

- **Supply chain management:** My company often faces challenges in securing raw materials due to the country's landlocked geography. Studying how a Nepalese plywood company manages its supply chain can provide insights into how to overcome these challenges and ensure a stable supply of raw materials.
- **Cost management:** Labor costs, raw material costs, and operating costs can be high for our company in Nepal. Studying how a Nepalese plywood

company manages its costs can provide insights into cost-saving measures that can be applied to your own business.

- **Production processes:** Nepalese plywood companies often use traditional production processes. So, by learning the market and studying how these processes are executed can provide insights into optimizing production and improving product quality.
- **Environmental management:** As in Nepal pollution has been the most important factor and maintain the environment and regulation is most important, which gives me basic idea how can we maintain the environment and provide insights into sustainable business practices
- **Customer service:** Nepalese plywood companies face intense competition. Studying how our company handles customer service can provide insights into how to differentiate your business from competitors and provide excellent customer service.
- **Business strategy:** Nepalese plywood companies must navigate the challenges of a developing economy. Studying how our plywood company develops its business strategy can provide insights into adapting to economic instability and positioning your business for growth.
- **Professional networking:** It provides me the chance to meet different people in their field, which helps me to form bonds with them, and create contacts that may help me find work after my graduation too.
- **Exposure to other industries:** I also get the opportunities to learn about a variety of professions and get a wide grasp of their field. So that I can get knowledge about various industries.

- **Improving soft skills:** Doing work in this sector/ company this internship gives me a chance to acquire key soft skills, such as collaboration, communication, and problemsolving, which are essential for success in my career.
- **Learning about industry trends:** I got the chance to benefit from this knowledge since it keeps me current and gives me a competitive edge. So that I can be ready for any kind of trends

## Chapter 4: Conclusion

### 1. Summary of highlights of Co-op Studies

The Co-op studies conducted at Century Ply have provided me with invaluable opportunities to learn about this thriving tech and manufacturing industry of Nepal. The innovative work, initiatives conducted by companies have awestruck and inspired me. It has reinforced my belief in Nepal's ability to achieve remarkable feats in the technology sector (LinkedIn Corporation, 2023).

One notable experience/highlight of Co-op Studies was the visiting the market field and making a network with different clients and getting to know about Nepal market in more informative way which could help me future.as it gave me an opportunity to know about the potential that Nepal has in terms of business and development. I have come to believe in myself and I strive to further fuel and enjoy this journey.

## 4.1 Evaluation of the work experience

In conclusion, in the Century Ply Industries, I work as an intern in the finance department. Besides handling finance, I also get to know about the various aspects of sales and marketing. I feel like I had an interest in marketing too and also I got a great chance to learn about the industry, by which I get to develop new abilities, and gain practical experience in their field of study. In this position, now I have the confidence and I can proudly say that I can support the business with their finance and marketing which help me to interact with the clients and make the work interesting.

As a Co-op student, due to this internship I can reflect on the learning objectives, seek feedback, assess the performance, review the work, take into account the organization's culture, and evaluate the overall experience when assessing my work experience. I also can create an action plan, establish new goals for myself, and evaluate the strengths and weaknesses by doing a selfevaluation.

Overall, working as a marketing and finance intern in Century Ply industries, has given me a great chance for me to develop important skills, network with industry professionals, and be ready for the future professions. It is a demanding and fulfilling experience that can significantly affect my career and personal development.



## 4.2: Recommendations for the company

Century Plywood business should put the attention on client satisfaction because company success depends on this component more than anything else by supplying top-notch goods and services, listening to customer feedback, and giving exceptional customer assistance. And the most important thing is to make sure that we are satisfying the demands and expectations of the clients.

As we can all know the plywood business is continuously changing and it is critical to keep up with the newest styles and innovations. So that the organization should try out novel goods, services, and marketing tactics, and spend money on research and development to embrace innovation. Creating a distinctive brand identity for the business is also important so that this will help you to stand out from the competition and attract repeat business. Create a concise brand message that embodies beliefs, mission, and differentiating features, and make sure it is distributed consistently across all media. Lastly, Practice sustainability, because plywood business can have a big impact on the environment. It's crucial to practice sustainability by cutting waste, saving resources, and implementing eco-friendly procedures. As we know the company is taking care of all these things but also these are the main issues that should be implemented day by day in the long term so that the environment cannot be affected by our faults. Thinking about using sustainable techniques like recycling, composting, and utilizing renewable energy sources is superior/ beneficial.

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