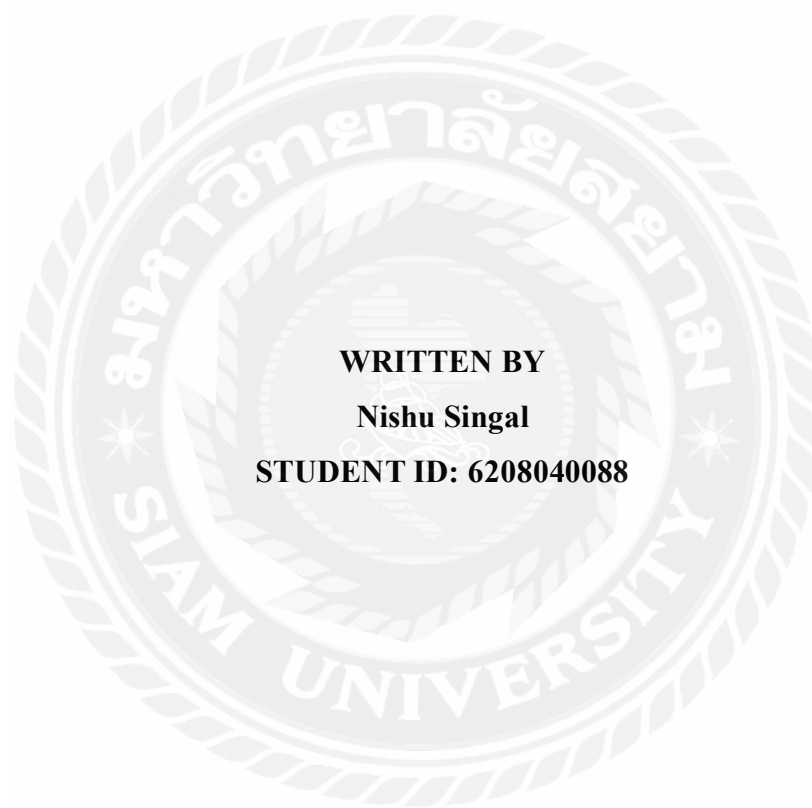




COOPERATIVE EDUCATION REPORT
SALES EXECUTIVE PRACTICES AT SMN TRADERS: FOCUSING DEAL WITH
MAXIMUM PROFIT



WRITTEN BY
Nishu Singal
STUDENT ID: 6208040088

THIS REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
COOPERATIVE EDUCATION FACULTY OF BUSINESS ADMINISTRATION
ACADEMIC SEMESTER 2/2022
SIAM UNIVERSITY

Title: Sales executive practices at SMN Traders: focusing deal with maximum profit
Written by: Nishu Singal
Department: Bachelor of Business Administration _ Marketing)
Academic Advisor: Mr. Kavin Katanyutaveetip

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2022/2023

Oral Presentation Committees



(Mr. Kavin Katanyutaveetip)

Academic Advisor

(Mr. Hardik Agrawal)

Job Supervisor

(Dr. Jeff Simcox)

Cooperative Committee

(Asst. Prof. Dr. Maruj Limpawattana)

Assistant President and Director of Cooperative Education

Project Title: Sales Executive Practices at SMN Traders: Focusing Deal with Maximum Profit
Credits: 5
By: Mr. Nishu Singal (6208040088)
Academic Advisor: Mr. Kavin Katanyutaveetip
Degree: Bachelor of Business Administration
Major: Marketing
Faculty: BBA (Finance and Banking)
Academic Year: 2/2022

Abstracts

The cooperative education report entitled “Sales Executive practices at SMN Traders: Focusing deal with the aim of maximum profit” aims to describe the working experience of different tasks carried out as a co-op student. A Sales Executive is a professional who sets annual sales goals for the company and works towards achieving them with the assistance of the Sales Manager & Sales Associates. The job is based on setting up a strategy to find new prospects and sales leads and converting them into paid users or customers. The company where I interned was SMN Traders, which is one of Kathmandu’s large Hardware stores and dealers. I was appointed as a sales executive and my objective of the study was how can we promote the product and service to the client and settle the contracts with the aim of maximum profits with the sets of responsibility and also focused on exploring itself towards the new urban dwellers. I interned for 16 weeks in the organization under the supervisor and my job was to deal with the client and explain to them the product and settle the contracts. I came to know that just dealing with clients is not enough, the working environment should also be good so that the employees can work effectively and efficiently.

Keywords: sales executive, maximum profit, responsibility, working environment

Acknowledgement

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to our final year project supervisor, [Asst. Prof. Dr Kavin Katanyutaveetip], whose contribution in stimulating suggestions and Encouragement helped me to coordinate my project especially in writing this report. I would also like to thank Kathmandu College of Management and Siam University for giving me this opportunity to intern in the organization and learn lots of things from the supervisor. Furthermore, I would also like to acknowledge with much appreciation the crucial role of the employee of SMN Traders, who gave the permission to use all required equipment and the necessary materials to complete the task as a sales executive. Last but not least, many thanks go to the Job Supervisor [Mr. Hardik Agrawal] who has invested his full effort in guiding me in achieving the goal. I have to appreciate the guidance given by other supervisors as well as the panels especially in our project presentation that has improved our presentation skills thanks to their comments and advice.

Nishu Singal

6208040088

Table of Contents

Abstracts	3
Acknowledgement	4
Chapter 1 INTRODUCTION	7
1. Company Profile.....	7
1.1 Mission:.....	7
1.2 Vision:	7
1.3 Strategies of the Company	7
2. Organizational Structure	8
2.1 Diagram of the Organizational Structure	8
2.2 Your Job Position.....	8
3. Intention to join the Company.....	9
4. Strategies Analysis of the Company	9
4.1 Swot Analysis	9
4.2 Porter's five forces	10
Chapter 2 CO-OP STUDY ACTIVITIES	16
1. Job responsibilities	16
2. Coordination with co-workers.....	17
3. Your job process diagram.....	19
3.1 Sales Process.....	19
3.2 Feedback Process.....	20
4. Contribution as co-operative student in the company.....	20
Chapter 3 LEARNING PROCESS	22
1. Problems / Issues faced by the company	22
2. How to solve the problem.....	22

3. Recommendations to the company	23
4. Things learned during the co-op studies	23
5. Knowledge applied from coursework to the real-world situation.....	23
Chapter 4 CONCLUSION	25
1. Summary of highlights of your co-op studies at this company	25
2. Your evaluation of the work experience.....	26
3. Limitation	26
4. Recommendation to the company.....	27
References	31

List of Figures

Figure 2.1: Diagram of the Organizational Structure

Figure 3.1: Diagram of Sales Process

Figure 3.2: Diagram of Feedback Process

Figure 4.1: SWOT Analysis

Figure 4.2: Porter’s Five Forces

List of Tables

Table 1: Table of Contribution as co-operative student in the company.

Chapter 1 INTRODUCTION

1. Company Profile

The company where I interned was SMN Traders, which is one of Kathmandu's large Hardware stores and dealers. The list of dealerships they own are Spider Metal Locks, Shree OM Industries, Door safe, Locks And many more. The business was founded in 2012 (Meta, 2023).

1.1 Mission:

To deliver highly secured goods where customers don't have to take any stress if they are out of their home (52wmb.com, 2023).

1.2 Vision:

Will give client esteemed arrangements the best costs, items and administrations to go with our store the principal decision for home improvement (52wmb.com, 2023).

1.3 Strategies of the Company

SMN Traders generic strategy for competitive advantage is aligned with the company's intensive strategies for growth. Such alignment optimizes organizational performance. A company generic strategy indicates the general approach to ensure business competitiveness. In recent years the rate of urbanization has rapidly increased. The main reason would be the rising expansion of the cities. It created a huge demand for affordable locks and fitting items in their house. Understanding the trend, the company focused on exploring itself towards the new urban dwellers. For this reason, the company introduced low-cost locks as well as premium locks for capturing the attention of the newcomers to the city.

Presently lots of Nepalese people are getting aware of the securities in their homes. These people understand the importance of the correct selection of locks for their homes. Understanding these new trends, the brand launched its special products for the security's conscious public of Nepal. This brand would collaborate with the people who can make the duplicate keys to manufacture

special Locks such as Tri-Bolt Locks with Cylindrical Keys which are made up with new technology which is very difficult to unlock without keys as the old technology locks where easy to open with different tools if they don't have the keys. This brand would also take active participation in spreading awareness regarding why the new technology locks are more important nowadays.

2. Organizational Structure

2.1 Diagram of the Organizational Structure

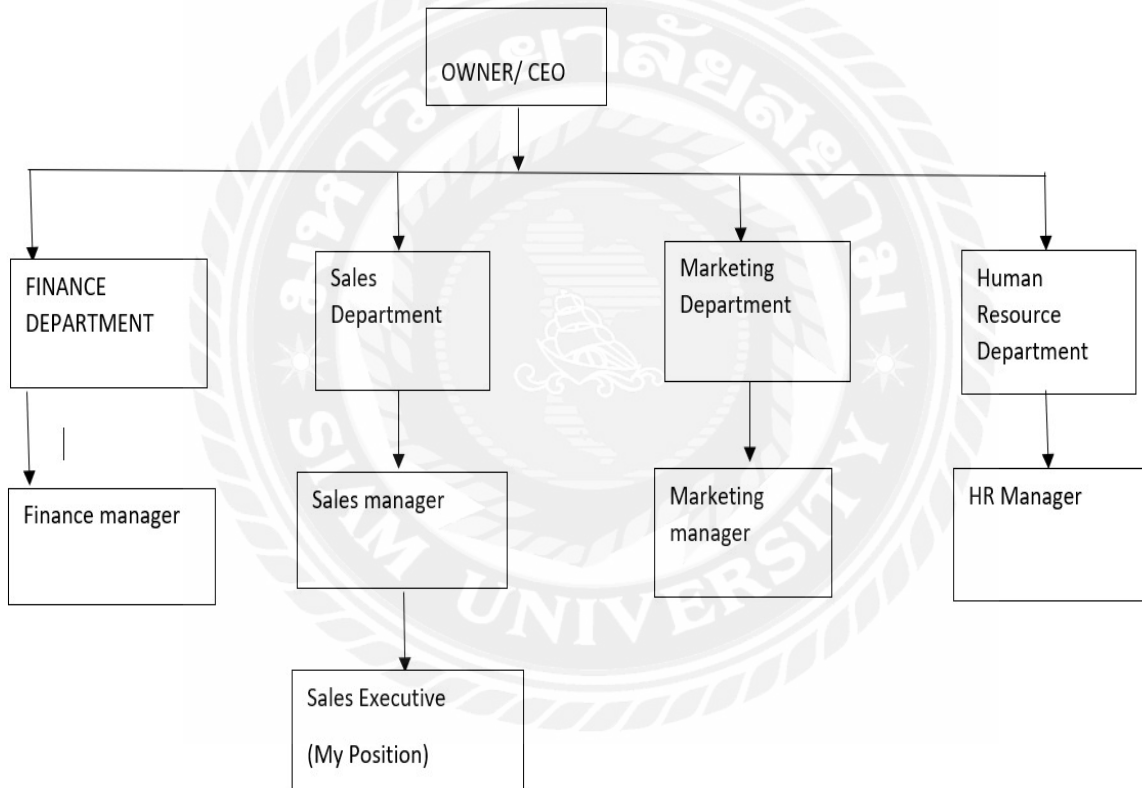


Fig: 2.1 Diagram of the Organizational Structure

2.2 Your Job Position

My Job position in this organization was Sales Executive where my objective is to promote the product and service to the client and settle the contracts with the aim of maximum profits and build customer relationships.

3. Intention to join the Company

Cooperative Education, or Co-op, is a unique kind of education. As the keystone to experiential learning, a co-op gives you the opportunity to apply what you have learned in the classroom through meaningful work experiences. I joined this organization because it promises to be a place where the learning curve is great and the hard work is appreciated. The atmosphere at the workplace, one can achieve much more than working at an unappreciative workplace. This was the main reason that this organization was on the priority list.

4. Strategies Analysis of the Company

4.1 Swot Analysis



Fig 4.1: SWOT Analysis

<p>Strength</p> <ul style="list-style-type: none"> • Geographic Presence • Diverse Product Range • High Product Quality • Workplace Diversity 	<p>Opportunities</p> <ul style="list-style-type: none"> • Growing Population • Customer lifestyle • Social Media • Attractive Products
<p>Weakness</p> <ul style="list-style-type: none"> • Inventory Management • Prices • Waste Management • Lack of current assets 	<p>Threats</p> <ul style="list-style-type: none"> • Shortage of skilled labor • Inflation • Environmental Sustainability • Globalization

4.2 Porter's five forces

The Five Forces That Shape Industry Competition



Fig 4.2: Porter's Five Forces

1) Threat of new entrants:

The way in which new market players pose a threat to existing market players is reflected in the threat posed by new entrants. If the industry is profitable and there are few obstacles to entry, it will bring in more players and pose a threat to newcomers. Will be high.

- Turning into a piece of the area requires a huge monetary and asset speculation. This force loses strength when there is a lot of product differentiation and customers place a high value on the unique experience.

SMN Traders will face a low risk of new entrants if the existing regulatory framework imposes specific obstacles for new businesses interested in entering the market. New members will be compelled to meet severe, tedious administrative methodology in this present circumstance, which might hinder some from entering the market.

- The risk will be low if consumers have a high psychological cost of switching brands and existing brands have established devoted customer bases; If distribution routes are restricted, new competitors will be discouraged.

SMN Dealers will confront high new contestants' danger if

- Existing guidelines support the section of new players.
- Customers' lack of brand loyalty makes it simple for them to switch brands.
- Beginning capital speculation is high.
- Beginning players have no trouble establishing a distribution network.
- Counter from the current market players is certainly not a beating factor down.

How can SMN traders deal with the threat posed by new competitors?

- SMN Dealers can foster brand faithfulness by chipping away at client relationships with the executives. Psychological switching costs will rise as a result.
- It can expand its reach into the intended market by forming contractual relationships with distributors that last for a long time.

- SMN Traders can also invest in R&D, acquire valuable customer data, and introduce novel products and services to establish a strong differentiation foundation.

2) Threat of Substitutes Products or Services:

SMN Traders and other existing players face challenges in the competitive environment due to the availability of substitute goods and services. Customers are able to meet their needs with alternatives from other industries, as evidenced by the high substitute threat. The intensity of this threat for SMN traders is determined by a number of factors. The threat of substitute goods or services rises when;

- A cheaper alternative product or service is available from another industry • Moving from one industry to a substitute product has low psychological switching costs.
- Substitute item offers something very similar or even predominant quality and execution as presented by SMN Merchant's item.

Nonetheless, this danger is considerably low for SMN Merchants when;

- The exchanging cost of utilizing the alternative item is high (because of high mental expenses or higher monetary expenses)
- Clients can't determine a similar utility (regarding quality and execution) from substitute items as they get from the SMN Dealer's item.

How SMN Merchants can handle the Danger of Substitute Items or administrations?

- SMN Dealers can decrease the Danger of Substitute Items or administrations by plainly accentuating how its offered item/administration is superior to the accessible substitutes.
- By providing a better experience and high value for money, it ought to convince customers.
- It may increase the cost of switching by emphasizing loyalty.
- In conclusion, it can work on the quality, expand an incentive for cash and set a solid separation premise to deter clients from utilizing the substitute item.

3) Rivalry among existing firms:

A high level of rivalry demonstrates that SMN TRADER LEAD BETTER is susceptible to significant pressure from rival businesses, which may limit each other's growth potential. Rivalry

between existing businesses Due to firms' aggressive pricing and targeting strategies, profitability is low in these industries.

For SMN TRADER LEAD BETTER, there will be little competition from existing businesses if;

- There are few players in the market; • The industry is expanding rapidly; • There is a distinct market leader; • Products are highly differentiated, and each market player targets distinct sub-segments; • Consumers face high economic and psychological switching costs.
- The leave obstructions are low, and that implies firms can undoubtedly leave the business without causing enormous misfortunes.

In a similar vein, there are a few things that make the competition between existing businesses for SMN TRADER worse. If, for instance, market players are strategically diverse and target the same market, the company will face intense competition from existing firms. The competition will also be fierce if customers aren't loyal to the brands they already use, and low switching costs make it easier to get customers from other brands. Aggressive tactics are typically employed by rivals who are of similar size, offer identical products, and are experiencing slow industry expansion. These all variables make the Competition among existing firms a significant vital worry for SMN Merchant.

How can SMN Merchant handle the Contention among existing firms?

To strengthen the basis for differentiation, SMN TRADER should concentrate on the implicit requirements and expectations of its customers. By cultivating relationships with customers over time, it ought to increase the cost of switching. In order to discover new customer segments, the company should also make investments in research and development activities. Now and again, teaming up with contenders can be useful together. The business can also look for this option.

4) Bargaining Power of Suppliers:

The Porter 5 force model's bargaining power of suppliers depicts the pressure that suppliers exert on business organizations by employing a variety of strategies, such as decreasing the availability of products, decreasing their quality, or raising prices. Buyers pay for suppliers' strong bargaining power

(business organizations). Additionally, weak supplier bargaining power can make the industry more appealing due to its high profitability and growth potential, while strong supplier bargaining power can lower SMN TRADER's profit and growth potential. Dealing force of providers will be high for SMN Merchant if:

- Providers have packed into a particular district, and their focus is higher than their purchasers.
- This force is especially strong when switching suppliers for buyers is expensive (for example, because of contractual relationships).
- Suppliers' forward integration weakens SMN TRADER's position because they also become competitors in that area when there are few suppliers and there is a lot of demand for their offered product.
- It automatically strengthens the suppliers' position against the organization if SMN TRADER lacks price sensitivity, adequate market knowledge, and education.
- The high degree of product differentiation offered by suppliers, the fact that SMN TRADER only accounts for a small portion of the overall sales of suppliers, and the absence of substitute products are additional factors that increase the bargaining power of suppliers.

On the other hand, SMN TRADER will have limited bargaining power with suppliers if:

- There is no threat of forward integration by suppliers; • Switching costs are low; • The product lacks differentiation
- Substitute products are available
- SMN TRADER is highly price sensitive and has sufficient market knowledge.

By decreasing its reliance on a few suppliers, SMN TRADER can strengthen its position against suppliers. It will become more price-sensitive. SMN TRADER is able to increase the efficiency of its supply chain while simultaneously reducing the bargaining power of its regional suppliers by establishing long-term contractual relationships with them. Lastly, SMN TRADER can find alternative production methods if there is sufficient demand for the product and the company possesses the necessary skills and knowledge. However, in order to determine its viability, a thorough cost-benefit analysis is required. The company may also benefit from product redesign and line diversification to lessen the market power of suppliers.

5) Bargaining power of Buyers:

Buyer bargaining power shows how much pressure customers put on businesses to get high quality goods at affordable prices and good customer service. The capacity of the SMN TRADER to realize the company's goals is directly impacted by this force. Solid bargaining power brings down benefits and makes the business more serious. However, when buyer power is low, the industry becomes less competitive and offers SMN TRADER more opportunities for growth and profitability. The following factors can increase buyer bargaining power:

- Buyer power will also be high if there are few in number, whereas a number of sellers (business organizations) is too many.
- A more concentrated customer base increases their bargaining power against SMN TRADER.
- The buyers' bargaining power is also increased when there are low economic and psychological switching costs.
- Corporate customers' position in the market is strengthened by their capacity for backward integration. Backward integration demonstrates the buyers' capacity to produce their own goods rather than rely on SMN TRADER as a supplier.
- The price sensitivity, market knowledge, and large-scale purchase of standard goods by consumers also increase their bargaining power.

Customers' inability to integrate backwards, low price sensitivity, lack of market knowledge, high switching costs, and purchasing customized products in small quantities are some of the factors that reduce buyers' bargaining power. Lower customer concentration means that the customer base is geographically dispersed.

How can SMN Merchant handle the Bartering Force of Purchasers?

By broadening and diversifying their customer base, SMN TRADER is able to control the bargaining power of buyers. Introduce new products, target new market segments, and implement product diversification strategies to accomplish this. Strategies for marketing and promotion can also be helpful in this regard. Loyalty can be increased by integrating innovation and providing an excellent customer experience, which can raise switching costs and, in the end, reduce their

bargaining power. These tactics can help SMN TRADER improve its market position and become more competitive.

Learning how to promote a product and provide services to customers in order to maximize profit as a sales executive with a set of job responsibilities was the goal of cooperative education and studies.

Chapter 2 CO-OP STUDY ACTIVITIES

I was appointed as a sales executive in this firm where my role was to crack the deal with the aim of maximum profit and all extra activity related to sales like after sales services. I was also responsible for helping and to build up a business by identifying new business prospects and selling products to them. I need to maintain relationships with current clients and build and maintain relationships with new clients.

1. Job responsibilities:

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Sells products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
- Maintains quality service by establishing and enforcing organization standards.
- Contributes to team effort by accomplishing related results as needed.

Duties assigned beyond the standard job description

- Preparing the documents for import of the goods.

- Deposit the Cheque and cash in the bank.
- Also, I was sent to a different store to collect the payment of the goods which were sold on credit.

2. Coordination with co-workers

Modern organizations rely on the specialization of functions and activities that are delegated to various participants. There will be chaos in the organization if each individual is allowed to accomplish his or her own role efficiently without taking note of the associated function performed by another member. It is critical to have thorough coordination in order to ensure unity of action across all parties.

Conflict between line executives and staff also creates a headache for the chief executive in terms of coordination. As a result, not only must the chief executive coordinate functions and activities, but also personnel doing various functions. For example, it is critical that the purchasing, designing, production, and sales departments all work together to support the organization's smooth operation. If the sales manager procures a huge order to be executed within a specified period of time without reference to the production manager or the buyer, it may turn out that the goods cannot be produced in quantities ordered within the specified time. Or, even if they can be produced, the suitable raw material may not be available. Therefore, the inter-relationship between the purchasing department and production department as well as the sales department demands the establishment of coordination.

1. Constant changes
2. Poor leadership and
3. Inherent complexity of large-scale organization gives rise to problems of coordination and controls.

Diversified and specialized operations, which follow the concept of division of labor and result in high specialization, necessitate extra coordination. Coordination is also a result of departmentation. In huge commercial organizations, the human nature of competitiveness, rivalries, and jealousies create a specific requirement for coordination. A large number of people work for a large corporation.

As a result, coordination is required to reconcile disparities in efforts, approaches, or interests, and to harmonize individual aims and activities in order to achieve common goals. Coordination improves efficiency, command unity, team spirit, subordinates, and individual interests of the enterprise's general interests, excellent relations, and employee morale.

Coordination avoids duplication of work or efforts, interpersonal conflicts, controversies, misunderstandings, delay, wastages and confusions. It harmonizes, unifies and blends all activities and thus, ensures the achievement of predetermined objectives. Although for the success of any organization coordination must exist between different departments, groups and activities.

I also need to coordinate with other sales executive so that I can inform that I have received the order of the particular mattress and also the number of pieces so that they will then inform that the number of pieces is decreased and crack the deal according to that so that we can delivery all the product which we have taken the order without the shortage of the goods. I also need to inform the labor and drivers about the order taken as they can load the product and deliver the product in the right place and right time and after delivery is made confirm from them if the delivery was done properly or not. I also need to inform the supervisor so that they know which product needs to be imported at what quantity.

3. Your job process diagram

3.1 Sales Process

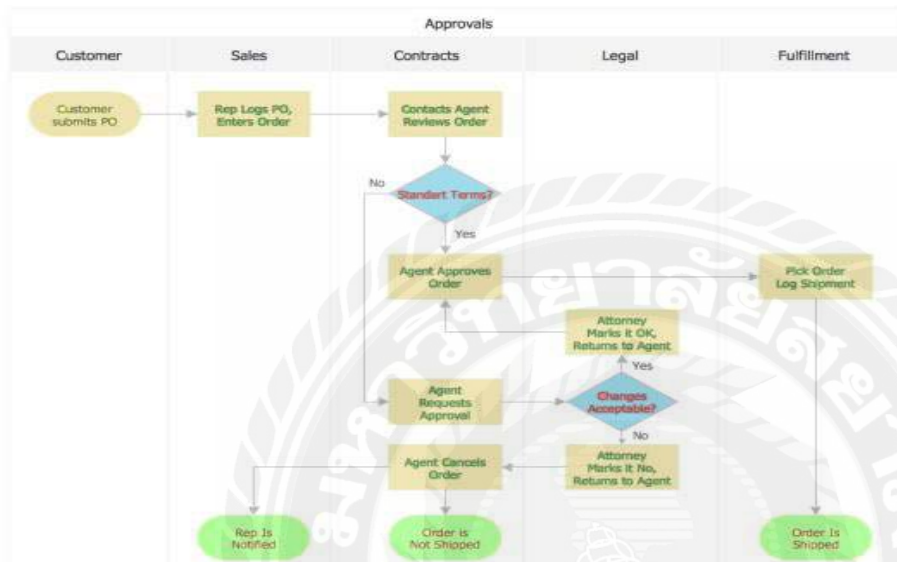


Fig: 3.1 Diagram of Sales Process

In the sales process the customer first submits its need and the required product to us and we enter in the order. After that we create the contracts for the new customer and for the old customer the old contracts work. In contracts we keep our standard terms where agents have two decisions. Accepted or rejected. If they accept the decision, we pick the order and ship the order and the order will be delivered to the customer. If our organization accepts the terms and conditions, we change the terms and conditions and create the contracts. If contracts are signed the order will be shipped to the customer and if the terms and condition is not accepted, we deny the order and the order will not be shipped.

3.2 Feedback Process

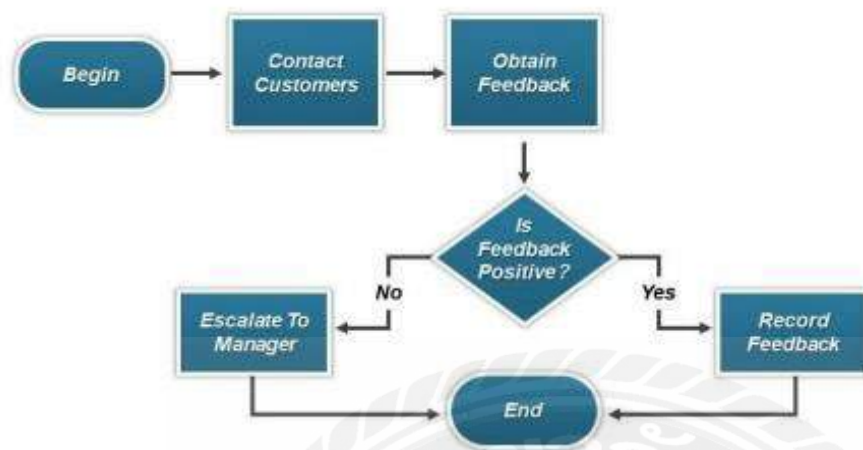


Fig: 3.2 Diagram of Feedback Process

At first, I contacted the customer who had purchased the product from us and obtained the feedback from the customer. If the feedback is positive, I record the feedback and if the feedback is negative, I consult with the manager about the negative feedback and why the feedback is negative and try to solve their problem as soon as possible.

4. Contribution as co-operative student in the company

A Sales Executive ensures that all of the company's profit-turning requirements are met. They are in charge of departments that provide goods and services, such as retail stores, in order to assist businesses, make money through sales. Because it's about having everything set up right, not necessarily dealing directly with customers, their responsibilities focus more on management than purchasing and selling.

- **Energy and ideas:** Co-op provide you with a year-round supply of energized student employees eager to contribute fresh ideas to your company.
- **Flexibility:** Students can help you start new initiatives, finish old projects, or give respite during peak seasons.
- **Community relations:** Co-op employers are encouraged to exchange and invent new ideas. The purpose of the role is to carry out sales and marketing activities selling the products including

answering client enquiries, sales administration, and assisting with sales support activities such as product demonstration; carrying out site visits, ascertaining and meeting the needs of customers through problem/issue solving, advising on product upgrades.

Key responsibility	Outcome	Performance measures
Contact new and existing customers to discuss their needs, resolve issues and access how their needs can be met by our products and services	All customers/ sites are visited regularly and need analysis prepared for each	CRM- reporting system, call schedule and customer feedback
Preparation and processing of invoice, quotes, letters and other documents, using word processing.	Documentation is prepared in a timely fashion is accurate and free of error	Review of documentation and feedback from sales staff and training manager
Prepare and follow up sales contracts for orders obtained and submit orders for processing	Sales contracts are prepared on time, are accurate and free of error. Follow ups are completed on a timely fashion	Sales documentation and feedback from finance department
Identify prospective customers by using business directories, following leads from existing clients participating in organization and clubs and attending trade show and conferences	Develops and maintain prospective customers and sources new business	CRM reporting

Table 1: Table of Contribution as co-operative student in the company

Chapter 3 LEARNING PROCESS

1. Problems / Issues faced by the company

- One of the main challenges faced by the company is that their products are still not completely able to match the quality level standard set in the market according to the price they charge.
- There was also frequent problem related to power cut, and internet issue from time to time which was affecting our daily activity
- Sometimes there was a delay of the goods imported by the firm from the factory in India which was causing difficulties to provide the product to the customer when there is demand in the market.
- The arrangement in the office made inside the office was not very proper and there were constant changes made thus causing difficulties for the employees.

2. How to solve the problem

- From the feedback I came to get that the price of the products was a little higher relevant to the other brands playing in the market like Maruti Hardware, Girish Hardware and many more so what we did is we provided extra services like free delivery service and also came with different offers for the retailers.
- The company had only inverters as a backup for electricity if there was a power cut so we could not operate the computer while power cut so we gave the feedback to the owner/ CEO that a generator is very necessary in the firm nowadays as it was affecting our daily activity.
- The firm can upgrade the internet which they have installed and also add extension routers in the office so that the Wi-Fi signal can reach the whole office.
- While talking to the blue-collar worker, I came to know that the other companies are providing extra facilities and incentives to them and the blue-collar workers are shifting towards them. So, the company should motivate the blue-collar worker by providing different incentives to them.

3. Recommendations to the company

- They must focus on importing the goods from different countries as well and should also work on a new strategy to penetrate the untouched market in order to make the presence in the market of Nepal.
- Should work on solving their internal issues quickly for example by tackling issues related to frequent power cuts or internet problems.
- The company must try to bring unnecessary costs arising from material handling or inventory while also increasing their stock keeping in the warehouse to limit the competitors' threats.
- They should focus more on building and maintaining strong and long term relationships with their suppliers or vendors in order to avoid problems like shortages.

4. Things learned during the co-op studies

The co-op studies have taught me to be more articulate and realize how important it is to be a good listener and quick thinker. It has helped me to get a deeper and ample amount of educational experience along with work experience related to the real- world scenario, and know the actual value of connections in the work and career. But most importantly, it gave me lots of ideas about new things and why it is necessary to learn to have a different perspective to see things differently in the various working environments and thus act accordingly. Through this course, I realize how valuable managing emotion in times of uncertainty and stress is for employees or workers during the current situation, what the cost of work stress is and how we can reduce it so that we can create a correct working environment. Likewise, these co-op studies have given us some insightful ideas on how people can be motivated, build trust, develop talent while building dynamic as well as thriving business in any industry. I also learned to identify the correct product for the customer after listening to the problem.

5. Knowledge applied from coursework to the real-world situation

This course has given us some ideas that will have a significant impact while in the real-world situations. Knowledge such as how we can create an impact among crowds and be different from others is the most important in today's life. Why is it necessary to be creative, give notice/ value to

even smaller things while you are at work or anywhere, being confident and know what we can do to stand out. Likewise, there was a session where we came to know about how work stress during unfavorable times can be harmful for the company's growth and create hindrance to achieve the set target and how we can manage it. All this is the real time problems that nowadays almost all the companies in the global world face time and again. All in all, this co-op study has shared with us some thought-provoking information which has been becoming the requirement in the companies around the world to remain productive and sustainable during this period's crisis.

Similarly, talking about my work, the knowledge from this coursework has also been extremely useful during my working period in the company. Everything that I had studied in the past which were mostly just theoretical became appropriate to use in those real and practical situations that I had to encounter over this period of a few months. With the help of a few subjects that I took from my course namely integrated marketing, strategic management, brand management, sales management, advertising and sales promotion, service marketing and many more helped me a lot while I was assigned to accomplish a task given by the company. The skills I acquired from the coursework did help me to know and understand the things at work more easily and faster since I was already familiar with some of the terms and had already known how to solve or react to the problem in different situations that used to pop out during my working process. I was able to come up with some ideas, give my inputs in the discussion and make the relevant planning according to the requirement. I was able to understand how we must present ourselves in the market, how we can contribute to the company, adapt to the work culture there, and believe in yourself in order to grow and learn from the workplace while being able to manage yourself, your work and the stress that comes with working overtime.

Through the things from the coursework, I used it during my task, while handling any problems, or when completing any work related to the sales department. Once I faced a small problem while the deal was made and we were short of the goods. I managed the goods from another dealer in Biratnagar and I completed the deal which was made.

Chapter 4 CONCLUSION

1. Summary of highlights of your co-op studies at this company

I was appointed as a sales executive in this company (SMN Traders) which is a mail dealer of various brands Like Spider, Maruti in Kathmandu where my objective was to crack the deal with the aim of maximum profit. I was also told to take the feedback from the customer about our product and if the feedback was positive, we need to record in our register and if we came with the negative feedback, we/I need to talk to the supervisor and try to provide extra service so that the customer doesn't have negative thoughts inside them. I also need to prepare the document for the bank process while importing the goods and depositing the Cheque and cash as needed which was told by the supervisor.

The co-op studies have taught me to be more articulate and realize how important it is to be a good listener and quick thinker. It has helped me to get a deeper and ample amount of educational experience along with work experience related to the real- world scenario, and know the actual value of connections in the work and career. But most importantly, it gave me lots of ideas about new things and why it is necessary to learn to have a different perspective to see things differently in the various working environments and thus act accordingly. Through this course, I realize how valuable managing emotion in times of uncertainty and stress is for employees or workers during the current situation, what the cost of work stress is and how we can reduce it so that we can create a correct working environment. Likewise, these co-op studies have given us some insightful ideas on how people can be motivated, build trust, develop talent while building dynamic as well as thriving business in any industry. I also learned to identify the correct product for the customer after listening to their problem. Similarly, talking about my work, the knowledge from this coursework has also been extremely useful during my working period in the company. Everything that I had studied in the past which were mostly just theoretical became appropriate to use in those real and practical situations that I had to encounter over this period of a few months.

I was able to come up with some ideas, give my inputs in the discussion and make the relevant planning according to the requirement. I was able to understand how we must present ourselves in the market, how we can contribute to the company, adapt to the work culture there, and believe in ourselves in order to grow and learn from the workplace while being able to manage yourself, your work and the stress that comes with working overtime.

2. Your evaluation of the work experience

“In this self-assessment, I will evaluate my performance during the internship at SMN TRADERS. This is my first time in this organization, and I am happy to report that my performance has improved significantly over the time period.

First, I would like to comment on how I have grown as a sales executive. This year "I contributed to the sales team's unprecedented success this year by planning and working in a new campaign that utilized an untraditional social media platform. The plan had its risks in the beginning, but due to my expertise and the efforts of the team, it became the most profitable project we completed this year."

Next, I want to mention an area where I fell short of my goals. "After moving to a new office this spring, I struggled to remain organized in the new environment. I was overwhelmed and my work style was chaotic for several weeks before I finally found solutions that suited my work style. In the future, I will use the lessons I learned from this experience to help me adapt to changes in the workplace more skillfully and to minimize negative side effects."

"I appreciate the personal attention my manager endeavored to give me this year. I know it was difficult for them to find time in their schedule to meet with me, but their advice and encouragement was incredibly valuable to me as a new employee. My performance this last quarter was significantly affected by their willingness to offer feedback on my ideas and goals."

3. Limitation

• Need for approval

Need for approval becomes a weakness when a salesperson cares more about being liked than they care about closing business. Taking criticism or bad attitudes personally is never a good thing, but it's especially dangerous in sales, where reps regularly deal with rejection.

• Lack of time management

Lack of time management as they could not reply to the emails and messages on time when the customers were online which led to a delay in cracking the deal.

4. Recommendation to the company

a. Allow for Employee Autonomy

By giving employees autonomy to do their job, you are letting them know that you trust and value them. When your employees enter the workplace, it's to do a job. So, let them do it. You don't need to micromanage people. A recent study found that the higher levels of autonomy a worker experienced, the higher their sense of job satisfaction and wellbeing. The more you allow them to be autonomous, the more productive they become. If an employee is regularly required to get permission to complete tasks or finalize jobs, they won't learn to make important decisions on their own.

Giving employee's autonomy occasionally leads to mistakes or decisions you wouldn't have authorized, but it isn't the end of the world. We can all learn from our mistakes, but if we're never allowed to make them, we can't grow as individuals. As long as work is being done, deadlines are met, and the company's profits are increasing, there's no need for constantly looking over the shoulder of your employees.

b. Make Use of Employee Feedback

Your employees are an invaluable resource. They know your company as well as you do. It's your employees that are completing the day-to-day operations of your business, and they know what could be improved upon. Listen to their suggestions and take their feedback seriously. Create an online portal that allows people to submit their ideas for improvement. They should be allowed to do these both anonymously or with their name attached. Then, acknowledge suggestions at employee meetings or during brainstorming sessions. If someone comes up with a really good idea, don't be afraid to implement it and see how it works out. This not only leads to great improvements within your company but also lets your team members know that their ideas are important and valued.

c. Assist Your Team Members in Reaching Goals

Setting goals is a good way to hold you accountable. Not everyone is adept at setting goals, however. Make sure that you are encouraging your team members to not only set realistic, obtainable

goals but also to be specific with those goals. What you don't want are vague goals like "I want to increase sales." Instead, try something like "I want to increase sales by 25% in the next three months." You want to ensure that employees are setting realistic timelines for meeting their goals.

If they don't give themselves enough time, it could cause increased stress, resulting in decreased productivity. On the other hand, offering too much time to reach a goal will not create the momentum needed to increase productivity and success. If team members reach their goals early or better yet exceed their goals, you could celebrate by doing something special for them. Once goals have been reached, it's time to set new ones and start all over again.

d. Encourage Relationships among Coworkers

When you establish camaraderie within the office, you'll have fewer employees missing work, and the environment will be pleasant for everyone. If you have certain employees that just don't mesh well together, it's not a bad thing to allow them to work in different departments or areas of the office. You want to make coming into work enjoyable, and if people are working with their friends, they will feel better about showing up each day. Even the boss or supervisor should have a good relationship with their employees. You don't want them to hear dead silence the minute they walk into the room. Encourage them to talk with employees about their personal lives, ask those questions about their family, and tell jokes or incorporate humor in some way.

These are great ways to help people feel comfortable talking to their boss.

e. Organize Team Building Exercises

If you tell your employees that you've planned some team building exercises, you might hear a few groans. However, these are a great way to encourage people to work together. There are many places that you could go outside of work to have fun and build team spirit among coworkers.

Try scheduling some time at an escape room or plan a boot camp style event where employees have to work together to find a treasure or reward of some kind. With so much work being done at a desk behind a computer screen, people don't always get to know each other very well.

Team building exercises are a great way to alleviate this problem.

f. Be Flexible

Many places of business are open 7 days a week and hold hours that extend beyond a normal 40-hour workweek. This means that employees are required to work weekends, late nights, or even holidays. This can make it challenging for them to fit in time to relax and unwind. Be flexible in your expectations. While employees want to work and enjoy a sense of accomplishment in the workplace, they also have lives outside of work. Make sure you are acknowledging this and allowing them to have time off when they really need it. As long as you have engaged employees that are working hard, you have to remain flexible when attempting to complete tasks. You could even allow employees to work from home if the situation allowed for it. If a person knows what is expected of them, they will do their best to get it done.

g. Personalize the Work Environment

The days of white walls and gray cubicles are over. If you want to create a work environment that makes people feel comfortable and increases employee engagement, you need to personalize the work environment. This could mean a variety of things from giving new employees a small budget to decorate their own workspace to letting them bring in their own things from home to put up around the office, such as photos, lamps, or pillows. Regardless of how you choose to do it, the office needs to be a place that contributes to the high-performance you expect from your team.

h. Celebrate the Good

All too often we get caught up in negative thoughts and emotions. Long term, this can negatively affect a work environment. To help curb this problem, take a different approach. Try celebrating the good side of things that might otherwise be construed as bad. For example, when an employee takes a job with a new company, instead of feeling down about losing them, celebrating their success and new position. Have a congratulations party, not a going away party. Other ways to turn a potentially negative situation into something good are calling attention to an employee that made a mistake and thanking them for teaching everyone how not to do something. When a deadline gets missed, you

could celebrate the parts of the project that were completed on time. Try to stay focused on the positive.

i. Volunteer Together in the Community

Volunteering in your community gives you a sense of pride and accomplishment. Figure out what your employees' interests or hobbies are and try to plan community volunteer work around those interests. For example, if some of your employees enjoy being outdoors, you could plan a trash cleanup day somewhere in the community. Maybe one of your team members has an elderly parent or grandparent in a care facility. You could get some people together to make gift baskets or stop by and spend time visiting with seniors in the facility.

j. Create a Reward and Accountability Program

Some employers are afraid to acknowledge those employees that are really increasing the bottom line, but they shouldn't be. Creating a reward program within your company will encourage employees to strive for excellence. Try sending out a special email acknowledging when an employee or department reaches a specific goal. If someone is doing exceptionally well, have everyone at work thank them for their efforts. This might not seem like much, but letting people know that they are valued and appreciated by the whole team, not just the boss, goes a long way.

References

52wmb.com. (2023). *SMN Traders*. Retrieved from <https://en.52wmb.com/buyer/69504110>

Meta. (2023). *SMN Traders*. Retrieved from

https://www.facebook.com/profile.php?id=100063449062508&paipv=0&eav=AfYqxdlaB3X7cyCrAy_hBgiWULjLsIE-W6-SvPhtuOcZ2N21qU0EtE6hOEKqx6yj5wQ

