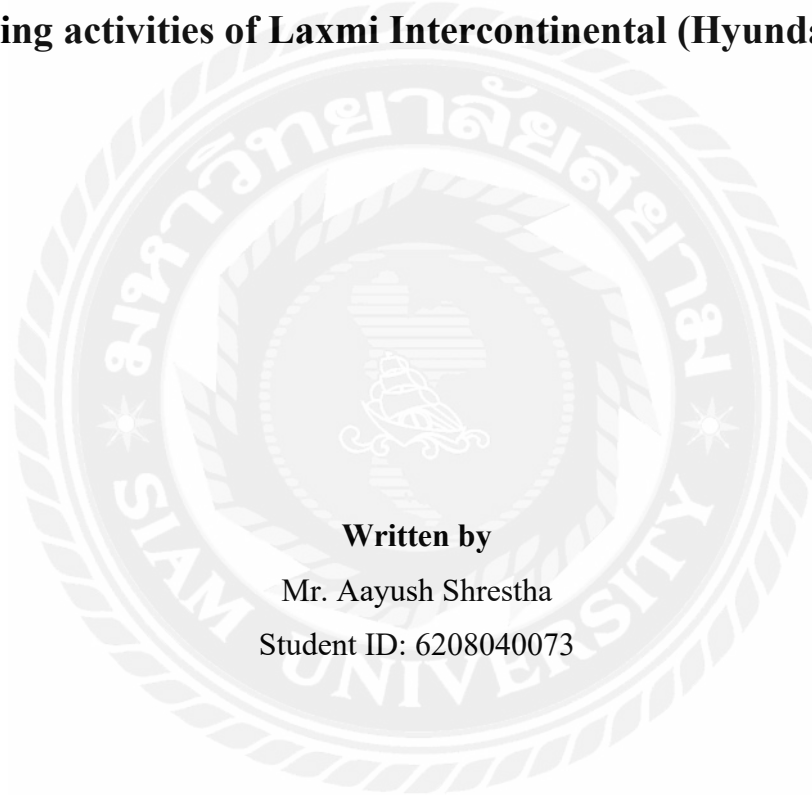




Cooperative Education Report:
An Internship Report on

Marketing activities of Laxmi Intercontinental (Hyundai Nepal)



Written by

Mr. Aayush Shrestha

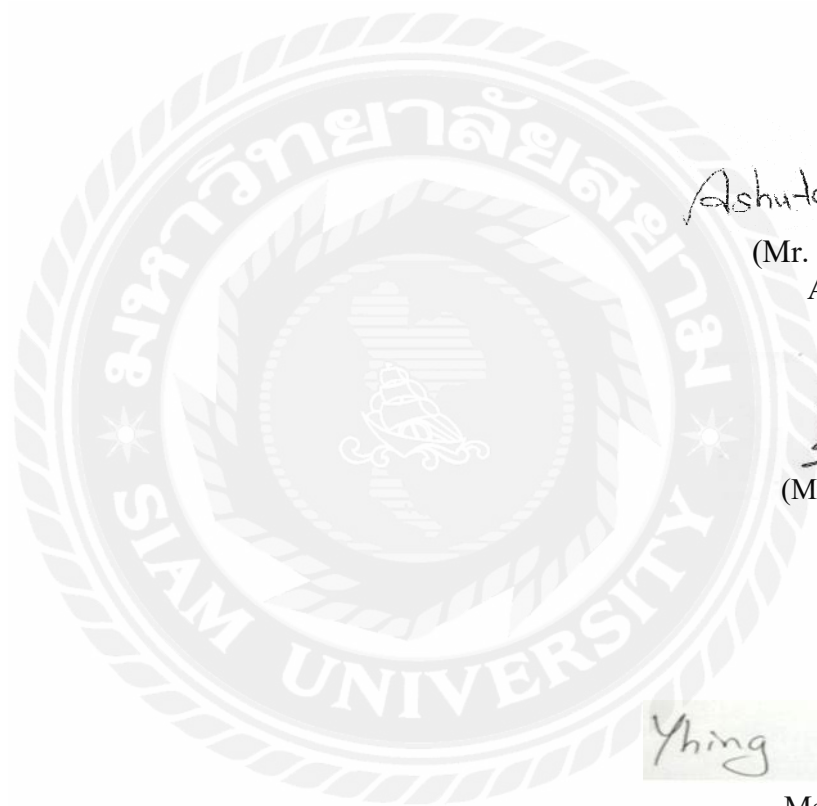
Student ID: 6208040073

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

Title : Marketing activities of Laxmi Intercontinental (Hyundai Nepal)
Written by : Mr. Asyush Shrestha
Department : Bachelor of Business Administration (Marketing)
Academic Advisor : Mr. Ashutosh Mishra

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

Oral Presentation Committees



Ashutosh Mishra

(Mr. Ashutosh Mishra)
Academic Advisor

[Signature]

(Mr. Sandeep Sharma)
Job Supervisor

Yhing Sawheny

Ms. Yhing Sawheny
(Name of the Committee)

[Signature]

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

Project Title: Marketing activities of Laxmi Intercontinental (Hyundai Nepal)

Credits: 5

By: Mr. Aayush Shrestha

Advisor: Mr. Ashutosh Mishra

Degree: Bachelor of Business Administration

Major: Marketing and Sales

Faculty: Business Administration

Semester/Academic year: 2/2022

ABSTRACT

This report summarizes my 16 weeks of internship at Hyundai Nepal which is the authorized distributor for Hyundai cars. The objective of the study includes (1) to learn about the target audience and consumer behavior in the Nepalese market, (2) to learn how to create and execute social media campaigns to reach a wider audience, (3) to develop customer retention and satisfaction strategies in order to increase profit. I worked as a marketing intern at the marketing department of Hyundai Nepal. My main responsibilities during the internship is to conduct market research to understand consumer behavior and preferences in the Nepalese market, assist in the development of marketing plans and strategies, analyze the effectiveness of Hyundai Nepal's marketing campaigns and suggest improvements if necessary, and visit different showrooms of Hyundai Nepal. It also focuses on problems such as customer behavior, retention, and strategy to increase customer retention and loyalty, as well as some of the more basic issues such as difficulty understanding the company's work and culture, as well as the solutions that were developed to solve them. I received knowledge in both the Finance and Marketing departments during my internship because I was able to work in both. For me, the internship program was a learning and development experience. I was able to acquire and apply skills such as time management, communication, and self-confidence, as well as constructive criticism and consistent hard work is important for future development.

Keywords: Nepalese market, Social media campaigns, Customer retention

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I am grateful to Kathmandu College of Management and Siam University for allowing me to intern and get experience in a variety of fields. Learning about different work cultures, business activities, and determining where I fit best has allowed me to reflect on what I want and where I fit best.

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LIST OF ACRONYMS

EV: Electronic Vehicle

ICE: Internal Combustion Engine

SUV: Sport Utility Vehicle

IT: Information Technology

Co-op: Cooperative education

SEO: Search Engine Optimization

CHAPTER 1: INTRODUCTION

This chapter provides readers with an overview of Hyundai Nepal; the sole and nationwide distributor of Hyundai in Nepal is Hyundai Nepal. The company's profile, organizational structure, and strategy, as well as my motivation for selecting this company are presented in this chapter.

1. Company Profile

Hyundai Nepal is a subsidiary of Laxmi Group, one of Nepal's leading business conglomerates, founded in 1973. It was established in 2009 as an authorized distributor of Hyundai Motor Company in Nepal. Since then, the company has been offering Hyundai's wide range of passenger cars, SUVs, and commercial vehicles to the Nepalese market.

Hyundai Nepal has a strong presence in Nepal, with its headquarters located in Kathmandu and a network of showrooms and service centers across the country. The company's flagship showroom is located in Kathmandu, and it showcases Hyundai's latest models and technologies. Hyundai Nepal's product line includes popular models such as the Hyundai Creta, Hyundai Verna, Hyundai Grand i10, Hyundai Santro, Hyundai Elite i20, Hyundai Venue, and Hyundai Tucson, among others. The company also offers commercial vehicles like the Hyundai H-1 and the Hyundai County.

Hyundai Nepal is committed to providing high-quality products and services to its customers. The company has a team of experienced professionals who are trained by Hyundai Motor Company to provide world-class service to its customers. The company also offers various after-sales services such as regular maintenance, repairs, and genuine spare parts to ensure the longevity and performance of the Hyundai vehicles.

Overall, Hyundai Nepal has become a trusted brand in the Nepalese automotive market, thanks to its strong commitment to quality, innovation, and customer satisfaction.

1.1 Mission of The Company

“To maintain and gain the strong customer base with high value to every stakeholders” Hyundai Nepal's mission is to provide Nepalese customers with high-quality, innovative, and reliable vehicles that cater to their needs and preferences. The company aims to achieve this mission by:

1. Offering a wide range of vehicles: Hyundai Nepal strives to offer a diverse range of vehicles that cater to the varying needs and preferences of its customers.
2. Ensuring customer satisfaction: The company is committed to providing its customers with exceptional service that exceeds their expectations. It aims to build long-lasting relationships with its customers by delivering superior products and services.
3. Promoting innovation and sustainability: Hyundai Nepal is dedicated to promoting innovation and sustainability in the automotive industry. It aims to offer vehicles that are environmentally friendly and fuel-efficient, while also incorporating the latest technological advancements.
4. Developing a skilled workforce: The company believes in developing and nurturing its employees to enhance their skills and knowledge. It aims to create a motivated and competent workforce that can deliver exceptional customer service.

Overall, Hyundai Nepal's mission is to become a leading automotive brand in Nepal by providing innovative and sustainable solutions to its customers while maintaining the highest standards of quality and customer satisfaction.

1.2 Vision of The Company

“To be a leader in the automobile industry that values quality and customers’ needs. At the same time, ensure and provide the greatest buying satisfaction after sales with strong customer care”

Hyundai Nepal's vision is to be the most admired and trusted automotive brand in Nepal. The

company aims to achieve this by:

1. Delivering exceptional products and services: Hyundai Nepal aims to deliver exceptional products and services to its customers, ensuring their complete satisfaction and loyalty.
2. Leading the way in innovation: The company is committed to promoting innovation in the automotive industry and aims to be at the forefront of technological advancements in the field.
3. Building a strong brand: Hyundai Nepal aims to build a strong and enduring brand in Nepal, one that is associated with quality, reliability, and innovation.
4. Promoting sustainability: The company believes in promoting sustainability and environmental responsibility in the automotive industry. It aims to offer vehicles that are fuel-efficient, eco-friendly, and contribute to a cleaner and greener Nepal.
5. Creating value for stakeholders: Hyundai Nepal aims to create value for all its stakeholders, including customers, employees, shareholders, and the community at large.

Overall, Hyundai Nepal's vision is to become the most admired and trusted automotive brand in Nepal by delivering exceptional products and services, promoting innovation and sustainability, building a strong brand, and creating value for all stakeholders.

1.3 Company Logo



Figure 1: Company Logo

1.4 Products of the company



Figure 2: Products of the company

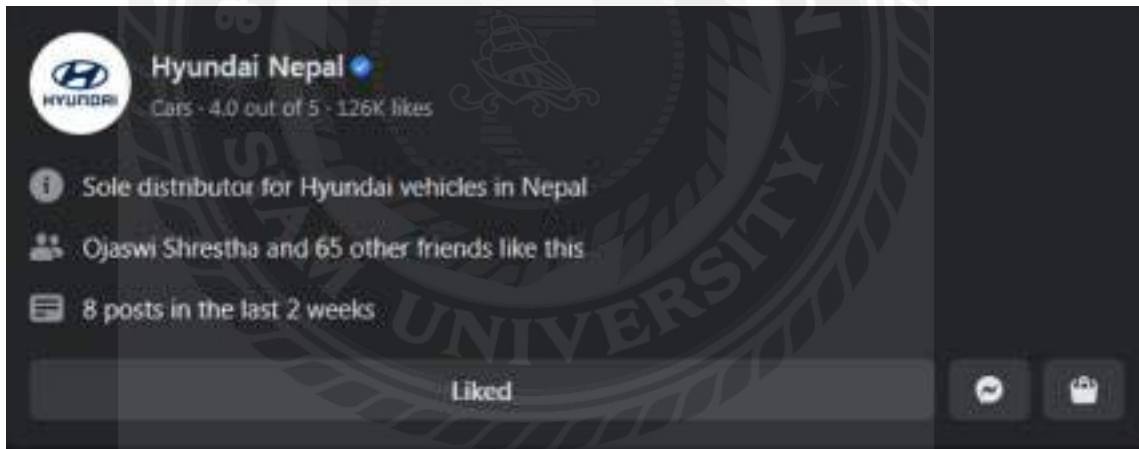


Figure 3: Facebook page of Hyundai Nepal

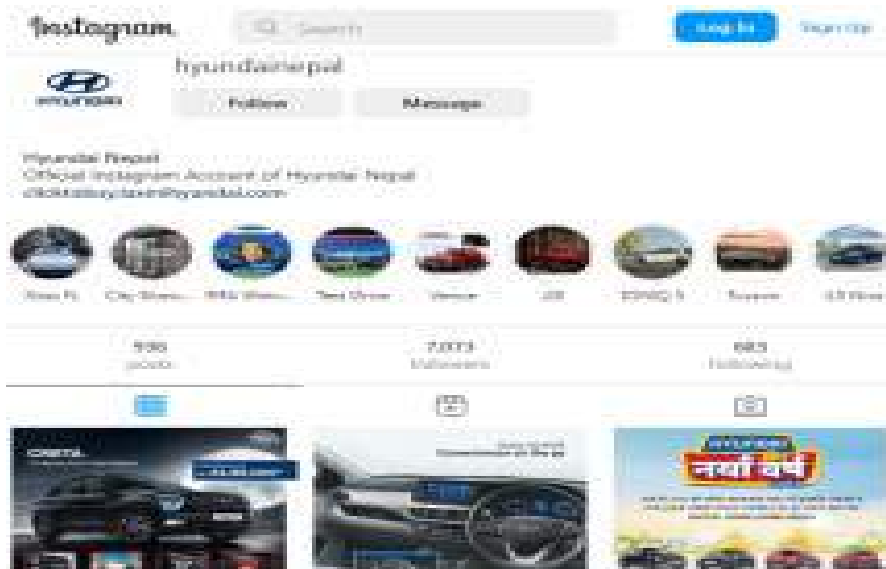


Figure 4: Instagram page of Hyundai Nepal

1.5 Organization's Strategy

Hyundai is a South Korean multinational automotive manufacturer that produces a wide range of vehicles, from passenger cars to commercial trucks. Its strategies may vary based on market conditions and competition, but some of the common strategies it has been known to employ are:

1. **Product Differentiation:** Hyundai focuses on creating products that stand out from its competitors in terms of quality, design, features, and technology. This strategy is aimed at attracting customers who are willing to pay more for better products and services.
2. **Competitive Pricing:** Hyundai is known for offering its products at competitive prices, which enables it to penetrate markets with price-sensitive customers. This strategy is aimed at attracting more customers and increasing market share.
3. **Distribution Network:** Hyundai has a strong distribution network that allows it to reach customers in various regions and cities. It partners with local dealerships and distributors to ensure that its products are available to customers in a timely and efficient manner.
4. **Marketing and Branding:** Hyundai invests heavily in marketing and branding to create

awareness and build a positive brand image. It uses various marketing channels, such as television, digital media, and sponsorships, to promote its products and services.

Overall, Hyundai's strategies aim to create a strong brand image, offer high-quality products at competitive prices, and build a strong distribution network to reach customers in various markets. However, it's worth noting that strategies can vary depending on the market, so the strategies employed by Hyundai in Nepal may differ from those in other countries.

1.6 Services Provided by Hyundai Nepal

Hyundai Nepal is the authorized distributor of Hyundai Motors in Nepal. They provide a range of services related to the sale and after-sale of Hyundai vehicles in Nepal. Some of the services provided by Hyundai Nepal are:

1. Sales of new Hyundai vehicles: Hyundai Nepal offers a range of new Hyundai vehicles to customers in Nepal. They have a variety of models to choose from, including sedans, SUVs, hatchbacks, and electric vehicles.
2. Test drives: Customers can take a test drive of any Hyundai vehicle they are interested in buying before making a purchase decision.
3. Financing options: Hyundai Nepal provides financing options to customers who wish to purchase a Hyundai vehicle but are unable to pay the full amount upfront.
4. Service and maintenance: Hyundai Nepal has a network of service centers across Nepal where customers can take their Hyundai vehicles for routine maintenance and repairs.
5. Spare parts: Hyundai Nepal provides genuine Hyundai spare parts for customers who need to replace a part in their vehicle.
6. Warranty: All new Hyundai vehicles sold by Hyundai Nepal come with a manufacturer's warranty that covers certain repairs and replacements.
7. Roadside assistance: Hyundai Nepal offers 24x7 roadside assistance to customers in case of a breakdown or other emergencies.
8. Insurance: Hyundai Nepal also provides insurance services to customers who wish to insure their Hyundai vehicles.
9. Customer support: Hyundai Nepal has a dedicated customer support team that assists customers with any queries or issues related to their Hyundai vehicles.

2. ORGANIZATIONAL STRUCTURE

Hyundai Nepal is composed of people with a variety of backgrounds, including marketing department, finance department, human resource department, IT department, operation department, customer care and sales department. The team is in charge and works to its utmost potential. The team also includes a mix of young people's creativity and ideas, as well as senior people's experience and wisdom. The head office is the main division in the organization chart. The planning and management is overseen by the General Manager, who is responsible for the head office, while the actual groundwork is overseen by the project manager. The office environment is quite traditional, with a strict hierarchy in place.

2.1 The Organizational Structure Diagram

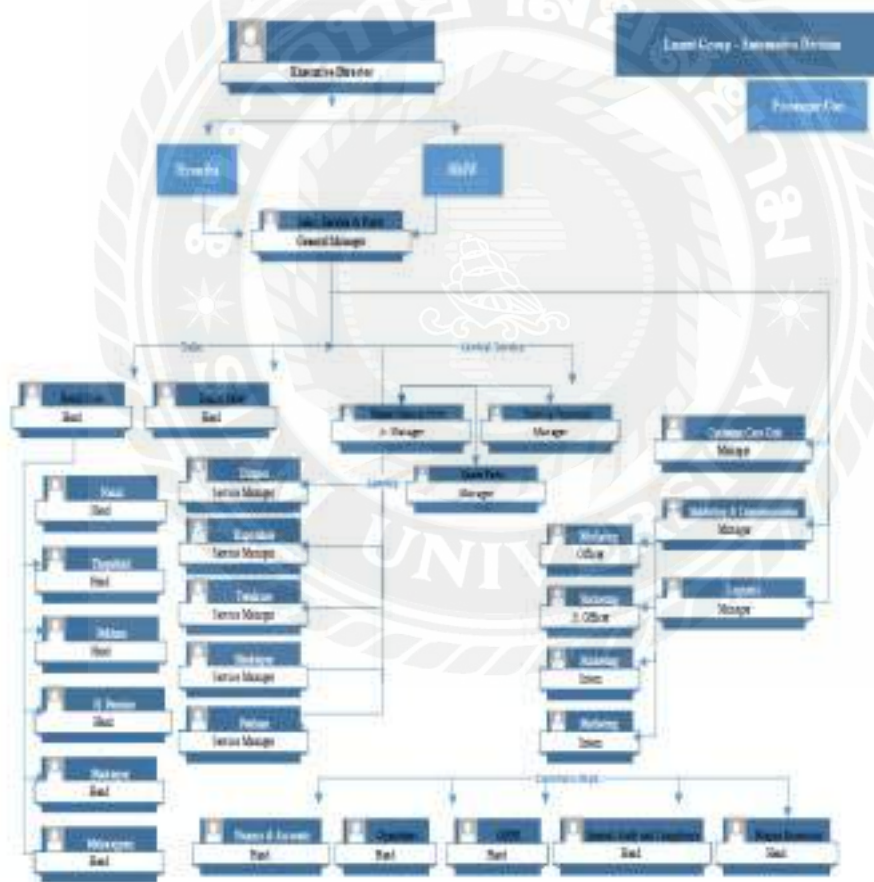


Figure 5: The Organizational Structure Diagram

2.2 My Job Position

Position: Intern at Marketing Department of Laxmi Intercontinental (Hyundai Nepal)

Duration : 5th February 2023 - 4th June 2023

Working hour : 9:30am - 6:00 pm [Sunday - Friday]

2.3 My Job Position in the Organizational Structure

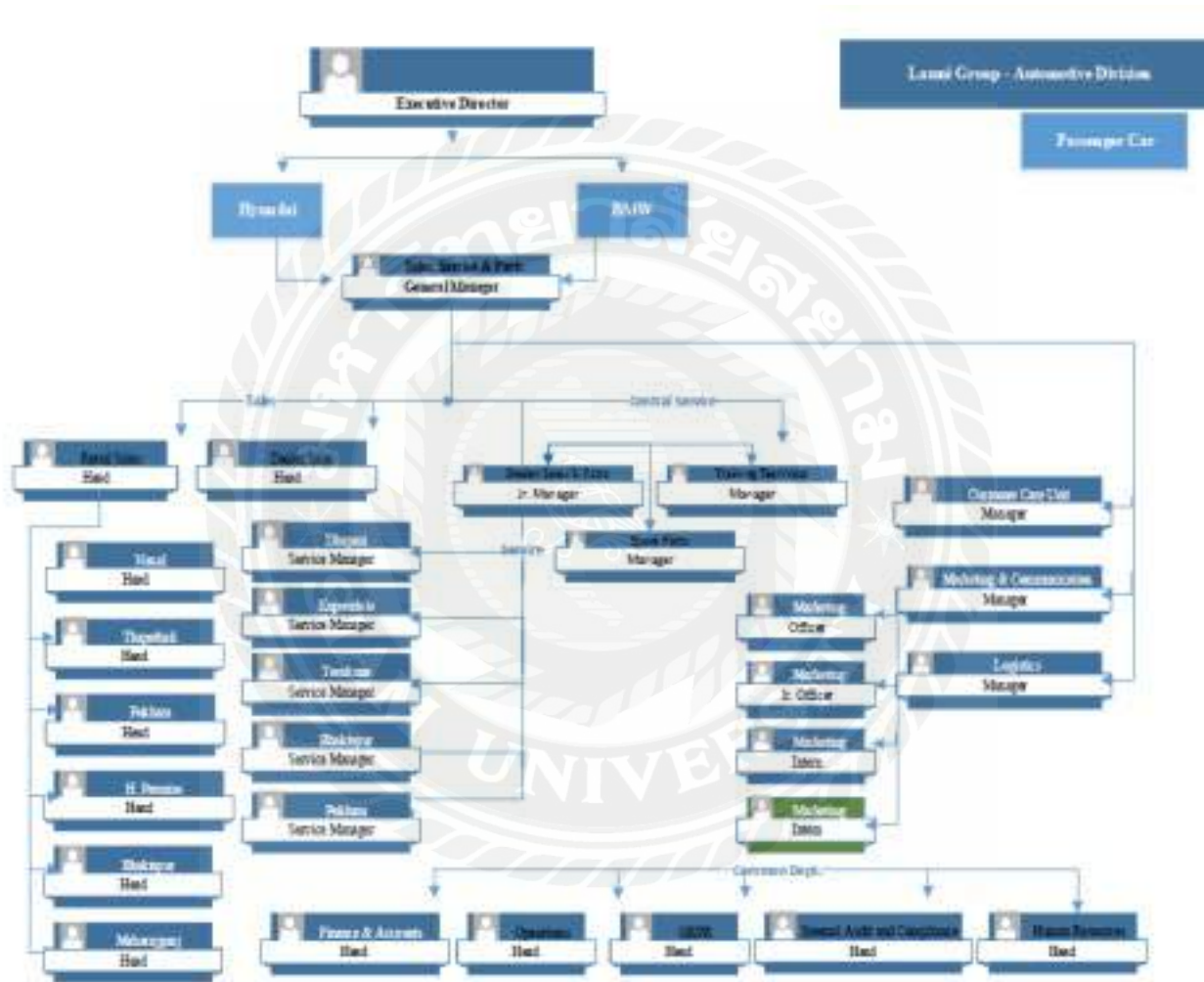


Figure 6: My Job Position in the Organizational Structure

2.4 Intention and Motivation to choose Hyundai Nepal as your CO-OP studies workplace

My intention and motivation to choose Hyundai Nepal was because first and foremost I'm very much interested in the automotive industry. Besides it, my intention and motivation to choose Hyundai Nepal are as follows:

1. Industry experience: An internship at Hyundai Nepal can provide me with valuable industry experience and help me develop skills that are in demand in the automotive industry.
2. Networking opportunities: During my internship, I will have the chance to work with professionals in the industry and make valuable connections that can help me in my future career.
3. Skill development: Interning at Hyundai Nepal may help me develop technical skills such as problem-solving, critical thinking, communication, and teamwork, which are essential in any profession.
4. Exposure to new technology: The automotive industry is constantly evolving, and interning at Hyundai Nepal can expose me to new technologies and cutting-edge advancements.
5. Chance to work on real projects: As an intern at Hyundai Nepal, I have the opportunity to work on real projects and contribute to the company's success.
6. Potential for future employment: If I perform well during my internship, there may be opportunities for future employment with Hyundai Nepal.

Overall, interning at Hyundai Nepal can be a great way to gain industry experience, develop new skills, and build my professional network.

3. Strategic Analysis of The Company

SWOT analysis is a strategic planning tool used to identify and evaluate the strengths, weaknesses, opportunities, and threats of a business or organization. Here is a SWOT analysis of

Hyundai Nepal:

Strengths:

1. **Strong Brand Image:** Hyundai is a well-known brand globally and has a good reputation in Nepal as well.
2. **Diversified Product Portfolio:** Hyundai Nepal offers a diversified product portfolio ranging from small cars to SUVs, which gives them an advantage over competitors.
3. **Wide Network of Dealerships:** Hyundai Nepal has a wide network of dealerships across the country, making it easy for customers to access their products and services.
4. **Innovative Technology:** Hyundai is known for its innovative technology, and the same can be seen in their products in Nepal, giving them a competitive edge.

Weaknesses:

1. **Limited Market Share:** Hyundai Nepal has a limited market share in Nepal, and faces stiff competition from established brands like Toyota, Honda, and Suzuki.
2. **Limited Product Offerings:** While Hyundai Nepal offers a diversified product portfolio, some popular models are not available in the Nepalese market.
3. **High Price Point:** Hyundai vehicles are priced higher than some of its competitors, making it difficult for them to attract price-sensitive customers.

Opportunities:

1. **Growing Automotive Market:** The Nepalese automotive market is growing, providing an opportunity for Hyundai Nepal to expand its market share.
 2. **Increasing Disposable Income:** As disposable income increases in Nepal, there is a possibility of customers upgrading to higher-end vehicles, which could benefit Hyundai.
 3. **Electric Vehicle Market:** With a global push towards electric vehicles, there is an opportunity for Hyundai to introduce more eco-friendly vehicles in Nepal.
- Threats:
1. **Competition:** Hyundai Nepal faces stiff competition from established brands like Toyota, Honda, and Suzuki, which could affect their market share.
 2. **Political Instability:** Nepal has a history of political instability, which could affect the automotive industry, including Hyundai Nepal.

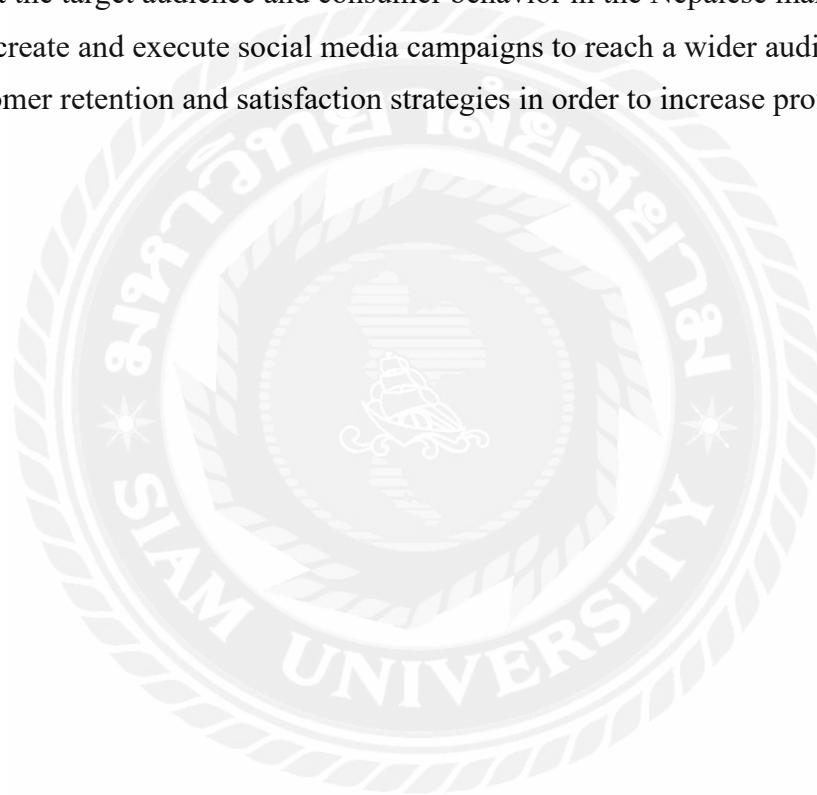
3. Economic Factors: Economic factors such as inflation, currency exchange rates, and rising fuel prices could affect the affordability and demand for Hyundai vehicles in Nepal.

4. Objectives of The Study

The main objective of the Co-op study was to implement theoretical knowledge into practical works. This internship time served as a warm-up for a future opportunity. Not only did it provide me with an opportunity, but it also allowed me to have a thorough understanding of the consumers' buying behavior when it came to Hyundai Nepal.

The following is the objective of my study:

- (1) to learn about the target audience and consumer behavior in the Nepalese market, (2) to learn how to create and execute social media campaigns to reach a wider audience, (3) to develop customer retention and satisfaction strategies in order to increase profit



CHAPTER 2: CO-OP STUDIES ACTIVITIES

This chapter highlights my job description, job responsibilities, activities, job process diagram, and company contributions.

Job Description

I worked as a Marketing Intern at Hyundai Nepal (Laxmi Intercontinental). My responsibilities included assisting in the overall business activity of Hyundai Nepal. Although I was given the position of an intern, I was not limited to the work given to interns. I was given the opportunity

to analyze all the problems and solutions of all the showrooms located at Naxal, Thapathali, Maharajgunj and Bhaktapur. I was working under the direct supervision of Marketing Head Mr. Sandeep Sharma, Hyundai Nepal, which allowed me to work for many important tasks as well. I'm working from Sunday to Friday from 9:30 AM – 6:00 PM. Our working schedules were very strict. Different tasks along with the deadline were given to me for which I had to plan, research and present the information.

Job Responsibility

1. Developing marketing strategies: Developing effective marketing strategies to promote Hyundai vehicles in Nepal. It involves analyzing market trends, identifying target audiences, and determining the most effective channels for reaching those audiences.
2. Advertising and promotions: Responsible for developing and executing advertising campaigns, promotions, and events that promote Hyundai vehicles. This involves creating print, digital, and social media ads, as well as planning and executing promotional events such as car launches, test drives, and other special events.
3. Brand management: It's important for Hyundai Nepal to maintain a strong brand identity, and marketing professionals may be responsible for managing the Hyundai brand in Nepal. This involves developing brand guidelines, ensuring consistent messaging across all marketing channels, and ensuring that all marketing efforts align with the brand's values and identity.

4. Market research and analysis: Responsible for conducting market research and analysis to determine consumer preferences and identify opportunities for growth. This information can help the company make strategic decisions about product development, pricing, and marketing campaigns.
5. Relationship management: Responsible for building and maintaining relationships with dealers, customers, and other stakeholders. This involves developing customer loyalty programs, responding to customer inquiries and feedback, and working closely with dealerships to ensure that they have the support they need to promote Hyundai vehicles effectively.

Activities In Coordination With Co-Workers

As I'm an intern, I was unfamiliar with the company's working environment and structure, therefore my supervisor introduced me with the task at the start of the internship so that I could obtain a short or gist of what I was expected to complete. As an intern, I was first introduced to all of my co-workers and supervisors so that I could become acquainted with them and feel more at ease in the workplace. The work seemed basic at first, but my supervisor used to guide me through each step so that I could complete the task more efficiently and with fewer errors. My coworkers assisted me in completing my work on time as an intern because I was unfamiliar with the working style and tasks. Due to the nature of the job, I had to collaborate with the resource manager, accounting departments, logistics department, marketing, and sales managers and operation department in particular. I had to internally communicate with my co-workers and supervisors before making any decisions. Before making any decisions, I had to consult with my coworkers and supervisors internally.

Job Process Diagram

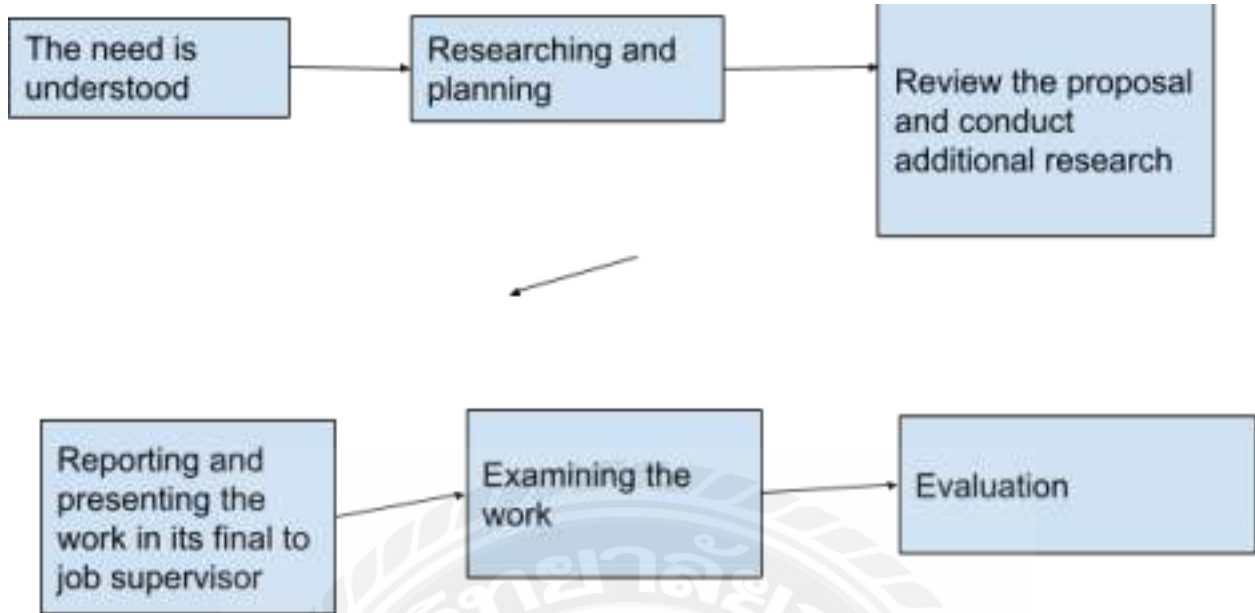


Figure 7: Job process Diagram

Contribution as a Co-Op Student in the Company

I was pleased to learn about the tasks, duties, and responsibilities. By putting theoretical knowledge into practice, I was able to make the following contributions to the company as a Co-op student:

1. Conduct market research: Conduct market research to understand the target market, consumer behavior, and competitor analysis. I helped Hyundai Nepal gain insights into what customers want and need, and how to differentiate their products from competitors.
2. Create marketing campaigns: Creating marketing campaigns to promote Hyundai's products and services, working on developing the messaging, designing the creative, and identifying the channels to reach the target audience.
3. Support social media marketing: Assisting with social media marketing efforts, such as managing the company's social media pages, creating social media content, and analyzing social media metrics to measure the effectiveness of the company's social media efforts.
4. Develop content: Creating content for various marketing channels, such as blog posts, email newsletters, and website copy which help promote Hyundai's products and services, educate customers, and establish the company as an authority in the industry.

5. Support event planning: Supporting the planning and execution of events and promotions, such as car launches and dealership promotions. This includes coordinating with vendors, managing logistics, and assisting with event setup and teardown.

Overall, as an intern in marketing, you can bring fresh perspectives, energy, and creativity to Hyundai Nepal's marketing efforts. By contributing to various marketing initiatives, you can help Hyundai Nepal attract and retain customers, build brand awareness, and ultimately drive sales.



CHAPTER 3: LEARNING PROCESS

1. Identification of the problems encountered during the internship

During my internship at Hyundai Nepal (Laxmi Group), I came across many problems which helped fuel my growth process hence making my internship journey even more fruitful. There were some challenges that I encountered which are:

- Time Management:

As I was provided with an opportunity to work in Hyundai Nepal, it was my first time doing internship work at a cooperative office which made it difficult for me to manage time schedules at the office and my personal life outside of the office.

- Traditional Working Environment:

Almost all the employees in the company were serving there for over a decade and how things were done was a little traditional in comparison to how we did things in KCM. It was a challenge for me to fit into the new environment and culture of the company but something I relished upon.

- Lack of knowledge about how the company works:

I had limited knowledge at the beginning of my journey about how the company works for marketing. So in order to gap this bridge of lack of knowledge I had to work very hard as well as act smartly in the office environment.

- Analyzing company profiles in details:

Although I have a good knowledge of cars, I am no expert in this field so it provided a challenge for me to analyze companies and competitors of this field. I had to prepare the company analysis in a very detailed manner after looking at the ins and outs of the marketing of a company which proved to be a major challenge for me.

- Responsibility of branding a large company:

Although I had all the theoretical knowledge required when it came to branding a company I did not have a lot of experience when it came to branding such a large company

in the real world. I was not familiar with the work involved in branding a company in the real world so I had a hard time understanding the concept, work procedure, and how to bring out the best results for a company of that size.

- **Multitasking while organizing the events:**

As a college student working in an event I only had experience of working in a certain given department whether it the organizing, accounting or Marketing department but while conducting events for Hyundai Nepal I had to take care of a lot of responsibilities which were looking after the event venue, advertising the events, etc.

- **Managing resources and working under a budget:**

While organizing the events, I along with the team had to work under a strict budget and manage different tasks such as transportation, advertisements, printing, event venue etc. within the given budget which proved to be a challenge for us.

- **Negotiation Skills:**

I had to negotiate with professional people which I struggled with due to lack of experience and lack of confidence at the beginning.

2. Solving The Problem

Initially, I was very new to the company's culture and being exposed to a company with traditional working ways for the first time made it difficult for me but slowly I did understand the nature of the company's workflow as well as how each and every individual work in the company. More than a challenge I took it as an opportunity to get into a new environment and learn from it. This mindset helped me to settle in quickly to the new environment. It also helped me figure out if I needed any assistance on how I could approach my seniors in the given work environment.

I talked to my job supervisor Mr. Sandeep Sharma regarding this who was the marketing head. I sat with him to understand the nature of work I was provided with, his expectations from

me and he also provided me tips on how I could perform better. This session with him was really helpful as it made me realize the importance of working quickly, more efficiently and smartly.

At first it was even very difficult for me to understand basic terms when I got into the marketing side of Hyundai Nepal, so in order to tackle this problem I conducted a lot of research and got firsthand knowledge from my seniors at work who had been in this company for a number of years. I also visited showrooms which helped me gain a lot of valuable knowledge.

All the problems I faced as an Intern in Laxmi group (Hyundai Nepal) were solved majorly by the guidance of my seniors at work along with me putting in the required effort in order to better my performances as an Intern.

2.1 Literature Review

Internships have become an increasingly popular way for students and recent graduates to gain practical experience and insights into different industries and companies. Internships are also beneficial for companies, as they provide an opportunity to identify and train potential future employees, as well as to benefit from the fresh perspectives and new ideas that interns bring to the workplace.

Research has shown that internships can have a positive impact on both the interns and the companies they work for. For interns, internships can provide valuable real-world experience, improve their job prospects, and help them develop important skills such as communication, teamwork, and problem-solving. For companies, internships can help to improve recruitment, retention, and employee engagement, as well as provide an opportunity to build a talent pipeline for future hires.

In a study by Hart Research Associates (2015), it was found that 91% of employers agree that students should have at least one internship before graduation. This highlights the importance of internships for students and graduates in today's competitive job market. Another study by the National Association of Colleges and Employers (NACE) found that 56.1% of interns were offered full-time positions after completing their internships.

Internship programs can also help companies to increase their diversity and inclusivity. In a study by InternMatch (2016), it was found that 72% of companies surveyed said that they actively seek to increase diversity through their internship programs.

In conclusion, internships can be a win-win situation for both interns and the companies they work for. They provide valuable experience and skills for interns and can benefit companies by improving recruitment, retention, and employee engagement, as well as providing an opportunity to build a talent pipeline for future hires.

3. Recommendations to the company

- **Expand more Electric and Hybrid Vehicle Offerings:** The automotive industry is moving towards greater electrification, and companies that are slow to adapt risk falling behind their competitors. Hyundai has made significant strides in developing electric and hybrid vehicles, but could consider further expanding its offerings in this area to cater to the growing demand for eco-friendly transportation.
- **Increase Marketing Efforts:** Effective marketing is crucial to increasing brand awareness and driving sales. Hyundai Nepal could consider increasing its advertising budget, creating engaging content for social media platforms, and partnering with Nepalese influencers or celebrities to promote its products
- **Shift to modern working environment:** As far as I've experienced, Hyundai mostly follows the traditional working environment. Shifting to a modern working environment could lead to better results as well as a good working environment for the employees.
- **Work division:** Work should be properly delegated and distributed. Because the company's work environment is so dynamic, many employees are unable to stick to their job descriptions due to their involvement in other projects.
- **Employee motivation:** The organization should pay attention to employee motivation using a variety of methods (e.g., financial, emotional, motivation, etc.) and learn about their issues.

4. My Learnings And Knowledge Received

The internship I took upon was full of learning and was also a great experience for me as an individual looking for career growth. Working at Laxmi Group (Hyundai Nepal) gave me an opportunity to understand how a large corporation operated, helping me understand the corporate culture along with providing me with the knowledge of what goes into building professional marketing campaigns\strategies. The internship helped me develop many skills such as interpersonal skills, different types of marketing skills, event management and many more. During this internship period I also got to see how theoretical learning could actually be combined in the practical world. I also gained new skills with the internship experience I had. My learnings in this internship journey are as follows:

- **Teamwork:**

Whether it be while organizing events for Hyundai Nepal or designing the strategies for the marketing plan and working on it, all of it required proper teamwork from the entire team which includes the members of the marketing department of Hyundai group as well the third party marketing agencies. I worked with closed coordination with all my team members which helped develop teamwork in me.

- **Research:**

While working for the marketing department, I had to study the market, that is, competitors of Hyundai. I had to be updated about all the competitors present in the market in order to compare them and shortlist more viable options. The research I did then had to be submitted to the job supervisor.

- **Maintain good PR with clients:**

Most of the work I performed during my internship were not directly linked in engaging with clients but I observed how the other staff maintained good relations with their clients.

- **Corporate branding:**

Although I had studied a lot of theories about Corporate Branding in the real world, it was a very new topic for me. I researched and learned about it and conducted corporate branding activities for Hyundai Nepal with the help of marketing agencies such as capital

eye, blitz, and prismark.

- **Communication:**

I needed to communicate with a variety of people both in and out of the company. I've recognized the importance of my words and developed the capacity to shape talks according to the situation.

- **Event management:**

When launching a new car, I got an opportunity to look after the event as a whole, meaning taking care of the advertisement side, organizing side, budgeting side, and invitations to the event. This provided me with the responsibility of the events taking place smoothly which helped me gain valuable experience and knowledge about event management.

5. Application of Coursework Knowledge to Real Working Situation

Many course concepts have helped me in my work at Laxmi Hyundai. This internship has helped me with applying coursework knowledge to real working situations. Some of them are as follows:

- **Research:**

I was required to keep up to date on all of the competitors in the market as well as the current market offerings in Nepal in order to compare them and narrow down more

realistic possibilities. This is more than just learning a skill; it also entails conducting research on materials, books, news, portals, company websites, and other sources in order to turn them into concrete works that would be given to my supervisor.

- **Brand management:**

I along with the team was assigned the task to carry out the branding of Laxmi Group. Through my theoretical learning of the course Brand Management I understood the objective of the promotions and participated in branding activities such as contributing in the creation of brand elements such as websites, logos, and brand colors.

- English usage for profession:

English for Professional Purposes helped me in creating professional reports, communicating, networking and negotiating with a variety of people as the English language is the medium of communication in the corporate world.

- Logistics and supply chain management:

While working with the logistics team for the sourcing of various materials such as gift items for customers while selling the car, sending brochures of different cars to different showrooms when in need of sending brochures to out of the valley showrooms, I turned coursework to practical work.

6. Special Skills and New Knowledge Learned

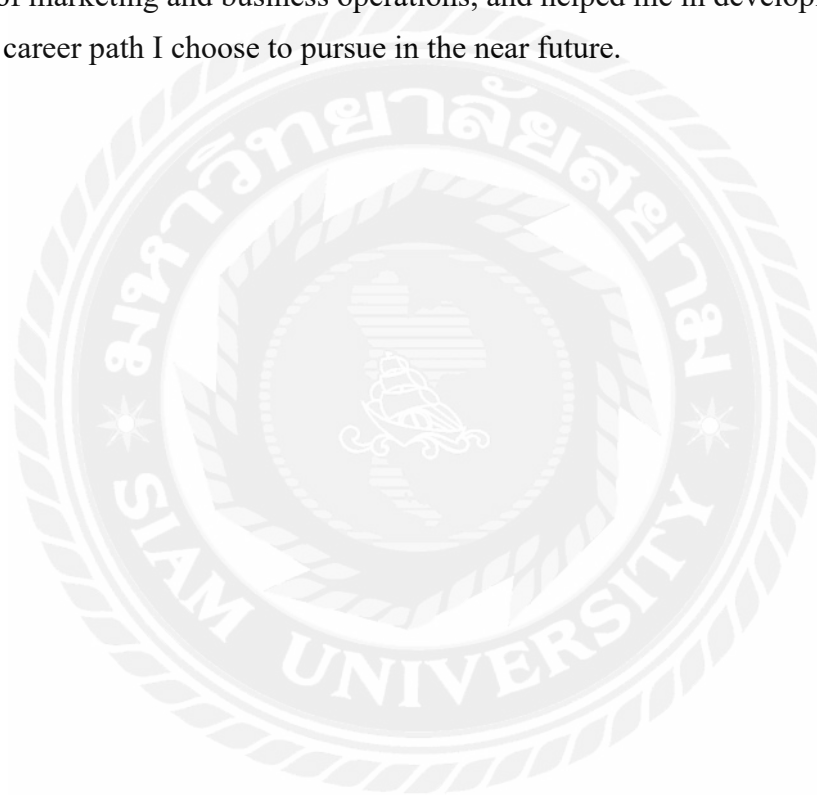
This internship has taught me a lot of things, and it has prepared me and given me more experience for larger future opportunities. I had the opportunity to learn new technical skills and information in addition to applying theoretical knowledge and developing some soft skills. The following are some of the skills and knowledge that I have acquired:

1. Marketing strategy: As an intern at Hyundai Marketing, I learnt about the development and implementation of marketing strategies for a global brand. This includes understanding consumer behavior, market research, and product positioning.
2. Digital marketing: Hyundai Marketing is known for its strong digital marketing campaigns. As an intern, I learnt about social media marketing, email marketing, search engine optimization (SEO), and other digital marketing techniques.
3. Analytics: Hyundai Marketing uses data analytics to measure the success of its marketing campaigns. I learnt how to use analytics tools such as Google Analytics to analyze website traffic, social media engagement, and other key metrics.
4. Event management: Hyundai Marketing sponsors and hosts various events, such as product launches, auto shows, and customer appreciation events. So, I learnt about the planning and execution of these events, including logistics, budgeting, and marketing.

5. Cross-cultural communication: Hyundai is a global brand with a diverse workforce and customer base. As an intern, I learnt how to communicate effectively with people from different cultures and backgrounds.

6. Teamwork: Working in Hyundai Marketing involves collaborating with colleagues from various departments, including product development, sales, and finance. So, I learnt how to work effectively in a team environment and contribute to the overall success of the organization.

Overall, an internship in Hyundai Marketing provided valuable hands-on experience in various aspects of marketing and business operations, and helped me in developing skills that will be useful in any career path I choose to pursue in the near future.



CHAPTER 4: CONCLUSION

1. Summary

My journey working for Laxmi Intercontinental Group was a journey full of growth and learning. Despite the fact that I was an intern, I was provided with many opportunities as well as challenges at the same time which will surely help my growth in the long run. The team was very

accepting of both my talents as well as flaws and was very supportive of what I brought to the table.

Despite the fact that I was an intern of Hyundai Nepal, my job was not restricted to the head office of the company only; rather, I was given the opportunity to observe all the showroom operations of Hyundai which gave me a broad idea of how the company operates from head office to bottom line departments.

As an intern at Hyundai, I had the opportunity to gain valuable experience in the automotive industry and develop important skills that will serve me well in my future career. During my time at the company, I was responsible for a variety of tasks and projects, including conducting market research, assisting with sales and marketing activities, and providing customer support.

One of the highlights of my internship was working on a team to develop a new marketing campaign for a new Hyundai model. I was involved in the planning and execution of the campaign, which involved social media promotions, email marketing, and targeted advertising. Through this project, I gained experience in developing marketing strategies, creating engaging content, and working with a team to achieve a common goal.

In addition, I also had the opportunity to interact with customers and provide support to the sales team. This experience allowed me to develop strong communication and customer service skills, as well as gain an understanding of the importance of building strong relationships with customers.

Overall, my internship at Hyundai was a valuable learning experience, and I am grateful for the opportunity to work with such a reputable company. The skills and knowledge I gained

during my internship will undoubtedly benefit me as I move forward in my career.

2. Evaluation of work experience

I have seen enormous improvement in myself since starting as an intern at Hyundai Nepal. Not only my supervisor, but everyone there helped me to improve my soft and hard skills that are essential to succeed in the corporate sector during my 16 weeks long internship at Hyundai Nepal. In order to work efficiently, the company and working environment have taught me the value of teamwork, proper communication skills, and efficient management, as well as provided me with the foundation that will serve as a Launchpad for my future. It has empowered me to multitask and complete the assigned tasks within a defined deadline, produce high-quality work and fulfill my supervisor's expectations at work, and collaborate with my team to achieve set goals and objectives. Working here was fast-paced and demanding, but being able to manage my responsibilities propelled me to a new level of competency. Today, I've worked in a variety of fields, including logistics, event management, report writing, and corporate branding, among others, and this expertise has helped me open doors to new opportunities in a variety of fields. The dynamism and broad scope of industrial expertise that Laxmi Group provided me would be the most valuable benefit I could gain from interning here.

I am really pleased with my CO-OP studies and workplace experience because I was able to obtain managerial experience in a variety of fields during my undergraduate studies. I was also able to further develop my professional skills as well as work on my weaknesses which would definitely act as a vital stepping stone on my professional journey.

3. Limitations of my CO-OP Studies

1. Limited work experience: As an intern, I had limited work experience, which may affect my ability to perform some tasks effectively. This can lead to a slower learning curve and may require more guidance and support from my supervisor.
2. Lack of clear objectives: At first, the company did not have clear objectives or job descriptions for interns like me, which created a bit of a confusion about my roles and responsibilities. This made it difficult to focus on specific goals or tasks and led to a lack of direction during the beginning of my internship. But later with coordination with college supervisor and job supervisor, my jobs and responsibilities became more clear.

3. Limited access to resources: As an intern, I did not have full access to all of the resources and tools that full-time employees have, which made it challenging to complete tasks and assignments. This also made it difficult to learn and gain practical experience with some of the tools and technologies used in the company.

4. Recommendations for the Company and CO-OP studies

For Hyundai Company:

1. Improve the Onboarding Process: I recommend the company to improve the onboarding process for interns to make them feel more welcome and help them get up to speed faster. This could include creating a clear job description, providing training, and assigning a mentor to guide them during their internship.
2. Implement a Feedback System: I suggest that the company implement a feedback system for interns to provide regular feedback on their experiences. This can help the company understand what is working well and what could be improved to make the internship experience better for future interns.
3. Offer More Opportunities for Professional Development: I recommend that Hyundai Nepal offer more opportunities for professional development for interns. This could include training sessions, workshops, and networking events to help interns learn new skills and gain exposure to different parts of the organization.
4. Increase Involvement in Company Projects: I suggest that interns should be given the opportunity to work on more significant projects that can provide them with valuable learning experiences. This can help them develop their skills and contribute to the company's success while also gaining exposure to different parts of the organization.
5. Strengthen the Company Culture: I recommend Hyundai Nepal to focus on strengthening the company culture to create a more positive work environment. This can include promoting teamwork, encouraging open communication, and recognizing employees for

their contributions. A strong company culture can help to attract and retain talented interns and employees alike.

For co-op studies:

First of all, I would like to thank SIAM university for co-op studies which helped me turn my course knowledge into practicality and apply them into the real business world. One thing I would like to recommend Siam University is that it would be better if Siam University arranged internships for the students in their area of interest itself in Bangkok because this could provide students with international exposure.



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ANNEXURE



Image 1: Selfie with colleagues



Image 2: Visit at ICE (Internal Combustion Engine) Show-room



Image 3: Visit at EV (Electric Vehicle) show-room



Image 4: My workplace



Image 5: Work table



Image 6: Wrapping the gift for EV customers



INTERNSHIP CONTENTS

Some of the contents that I made during my internship:

- https://l.facebook.com/l.php?u=https%3A%2F%2Fvt.tiktok.com%2FZSLY1LvD9%2F%3Ffbclid%3DIwAR3HI9qB5hQ4Os_joQNydy4MBnJheqvnp7G3WXql5VJWaH2xyvLVRHfjwdU&h=AT2xzDWasnGh-aGQxv-OL90kGCp_2YfXfx3tm5juzd6scPZ6N5W7KVQ2ew-Wk9wqi2UxdgrVal2eI2Aiq-tfiS18JoOJWWkXmIqx-VDyqHlrzbySiJhIndhh83lrpNtTpUGXxYQU92IIKQuab8RDSg
- https://l.facebook.com/l.php?u=https%3A%2F%2Fvt.tiktok.com%2FZSLY16UcL%2F%3Ffbclid%3DIwAR25ZD0YxG4MFuyWTWnWgJ08VB_wclfj4WutsLRCTi0EzH4-Jwetqy8H-SM&h=AT2xzDWasnGh-aGQxv-OL90kGCp_2YfXfx3tm5juzd6scPZ6N5W7KVQ2ew-Wk9wqi2UxdgrVal2eI2Aiq-tfiS18JoOJWWkXmIqx-VDyqHlrzbySiJhIndhh83lrpNtTpUGXxYQU92IIKQuab8RDSg
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- https://l.facebook.com/l.php?u=https%3A%2F%2Fvt.tiktok.com%2FZSLY1R6SB%2F%3Ffbclid%3DIwAR3ke0A7Pg-L39PV13M2JhZRA6-5tL5IRfjucGOYEi-B2Gvr9sdRnhV0GWU&h=AT2xzDWasnGh-aGQxv-OL90kGCp_2YfXfx3tm5juzd6scPZ6N5W7KVQ2ew-Wk9wqi2UxdgrVal2eI2Aiq-tfiS18JoOJWWkXmIqx-VDyqHlrzbySiJhIndhh83lrpNtTpUGXxYQU92IIKQuab8RDSg
- https://l.facebook.com/l.php?u=https%3A%2F%2Fvt.tiktok.com%2FZSLY1ehpe%2F%3Ffbclid%3DIwAR1yBtF1DU7FBSgnWyP_kJvZHTK0BJ5qgUz6T8BEbheoqFoCGsaqWDcfD74&h=AT2xzDWasnGh-aGQxv-OL90kGCp_2YfXfx3tm5juzd6scPZ6N5W7KVQ2ew-Wk9wqi2UxdgrVal2eI2Aiq-tfiS18JoOJWWkXmIqx-VDyqHlrzbySiJhIndhh83lrpNtTpUGXxYQU92IIKQuab8RDSg