



Cooperative Education Report:
Managing Customer Relationships in B2B industries for
the company: CG Electronics

Written by: Subruto Shilpakar

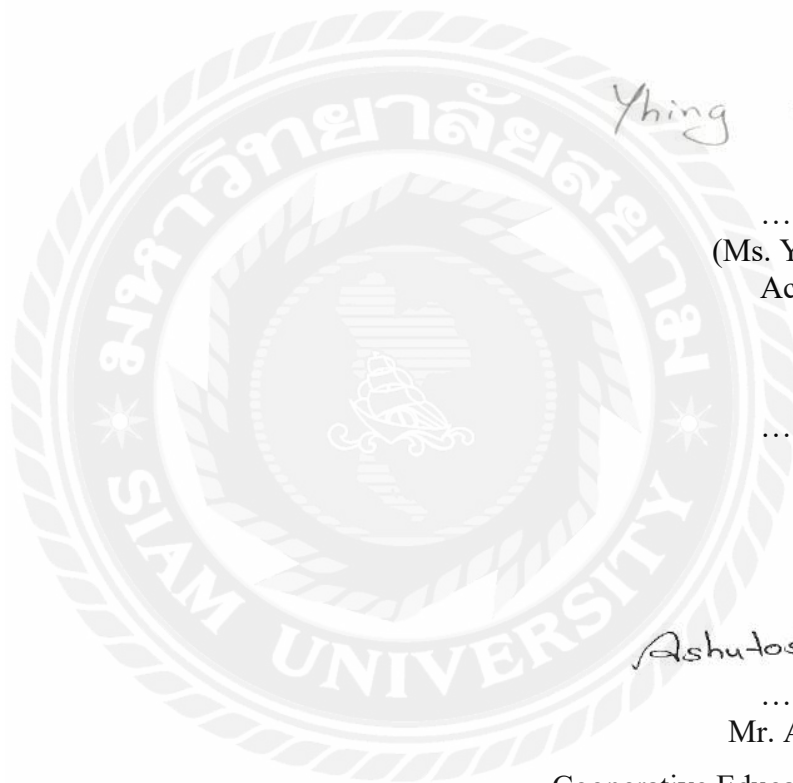
Student ID: 6208040071

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Siam University**

Title: Managing Customer Relationships in B2B Industries for the company: CG Electronics
Written By: Mr Subruto Shilpakar
Department: Bachelor of Business Administration (Marketing)
Academic Supervisor: Yhing Sawheny

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

Oral Presentations Committee



Yhing Sawheny

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

.....
Suresh Acharya
Job Supervisor

Ashutosh Mishra

.....
Mr. Ashutosh Mishra
Cooperative Education Committee

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

Project Title: Managing Customer Relationships in B2B industries for the company: CG Electronics

Credits: 5

Written By: Mr. Subruto Shilpakar

Academic Supervisor: Ms. Yhing Sawheny

Degree: Bachelor of Business Administration

Major: Marketing

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Abstract

The report entitled “Managing Customer Relationships in B2B Industries for the Company: CG Electronics focuses on how the market-leading company is managing its customers and their key accounts. This report contains the working experience of a student in the cooperative world and various tasks carried out as an executive intern.

The objectives of the study include:(1) to implement the knowledge which we had learned on a theoretical basis. (2) To gain knowledge on how the electrical industries work. (3) To know how a large basic company manages and makes good customer relationships. As an intern, my duty was to follow up on the calls, release the purchases made by the customers, check the orders were in the correct order and rates and release the quotations and bills for the company that we have been expanding and many more.

All of the experiences and knowledge that I gained as an intern in the cooperative education program are stated below and many things were different and entertaining from the theoretical experience as it was a fresh and new start. This practical knowledge taught me how the real cooperative world works and that for every product to be sold there are much more management and different bodies associated.

Keywords: Business to Business, Digital Communication, Salesperson Follow-ups

Acknowledgement

The period of (3-4) month's internship with the company "CG Electronics" was a great opportunity for learning and creating a new experience for professional development. Therefore, I would like to express my gratitude to Kathmandu College of Management (KCM) for giving me this wonderful opportunity to take part in the internship program.

I would like to thank all who are directly or indirectly affiliated with my project and helped me to complete my project. I express my deep gratitude to Mr Suresh Acharya, HOD of B2B sales(CG|Electronics) for giving me this opportunity to work with Chaudhary Group Electronics. Moreover, every team member and supervisor of CG are equally thanked for their support and guidance throughout my internship.

I review this internship and the course as an open learning and a well-timed program where students can learn and implement the theoretical and practical knowledge that they had gained over the semester. I will try to use the skills and learning in the most superior way, and I would surely continue to deal with their improvement to perform desired career objectives.

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List of Abbreviations:

CG- Chaudhary Group

CGE- Chaudhary Group Electronics

B2B- Business to Business

SDA-Smart Domestic Appliances

CRM- Customer Relationship Management

FMCG- Fast Moving Consumer Goods

YTD- Year-to-Date

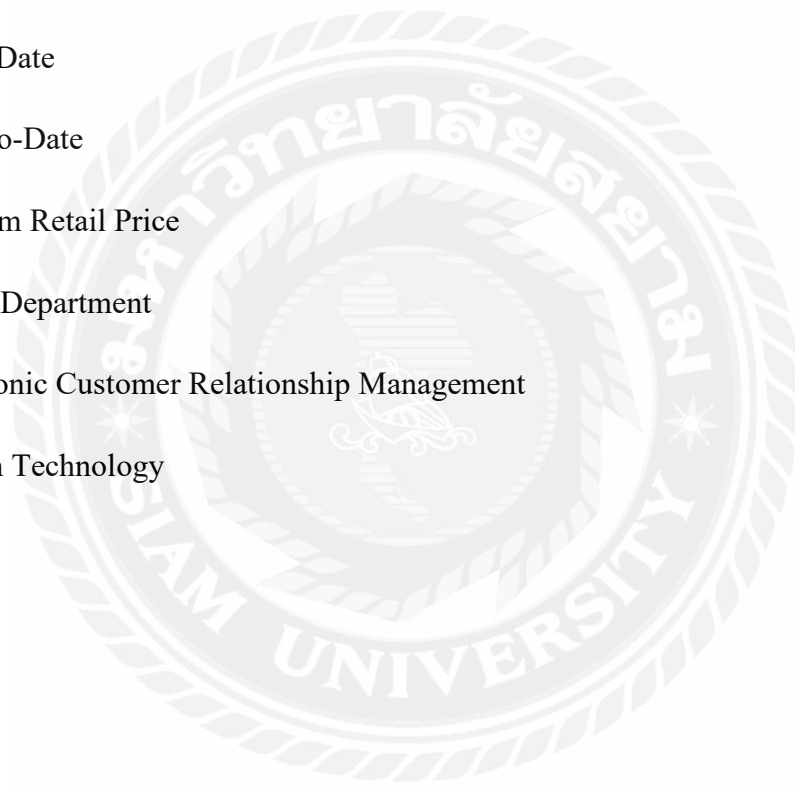
MTD- Month-to-Date

MRP- Maximum Retail Price

HOD- Head of Department

e-CRM- Electronic Customer Relationship Management

IT- Information Technology



Chapter 1: Company Introduction

1.1 Company Overview

1.1.1 Company Profile:

CG|Electronics is Nepal's first state-of-art model one-stop multi-brand Electronics Showroom. The company is a one-stop solution for any kind of electronics, from home appliances to automobiles. CG Electronics Pvt. Ltd was born to provide world-class electronics brands' products under one roof.



Fig 1. CG|Electronics Logo

CG Electronics Pvt. Ltd is one of the leading names in the field of consumer electronics, information technology, home appliances and entertainment in Nepal and is amongst the first transnational corporations with a well-spread network of 18 retail stores, more coming up shortly and service centres across Nepal. CG Electronics Pvt. Ltd with established systems and procedures which are constantly tested and improved upon to serve customer needs best.

1.1.2 VISION

To be the number one in the retail field in consumer electronics and to become a globally recognized company through innovation, passion through quality, freedom through empowerment, and cost through volumes. We should imbibe a world-class system to bring delight to all our associates and society at large.

1.1.3 MISSION

To create unique customer satisfaction through innovation, quality, productivity, human resource development, freedom through empowerment, and continuously striving for excellence with pride in our values and confidence in our approach.

1.1.4 Target Customers

Working class who are time conscious and prefer branded products all under one roof
Quality conscious buyers.

1.1.5 Scope

To start “one-stop-shop” outlets from the capital city, Kathmandu and spread to the entire country within 2 years.

Many brands are under the CG Electronics brand as a whole. The company resells and distributes the brands to the Nepalese markets to maximise growth and to assist the brands in better understanding and expanding their market to the maximum level possible.



Fig 2. Brands under CG|Electronics

The brands shown in the figure above that CG Electronics not only sells but also promotes and makes campaigns to better awareness and increase sales in the Nepalese market. The company also has its own brand and product variety which is compelling and made under the own branding of the brand name Chaudhary Group. There are two companies i.e. CG and CG Motors one is the motors and automobiles company under CG Motors and the other one is the home appliances to the electronics brand under the Brand name itself.

1.1.6 Core Values of the Company



Fig:3 Core Values of the Company

1.1.7 Products of the Company

As a Multi brand Company CG|Electronics owns more than ten brands under the brand name which means the product varies from Home Appliances to Big Commercial Electronics. CG also imports and exports their products domestically and internationally respectively which leads the product lines to be more diversified.

There are many product lines of CG|Electronics shown in the below figures.

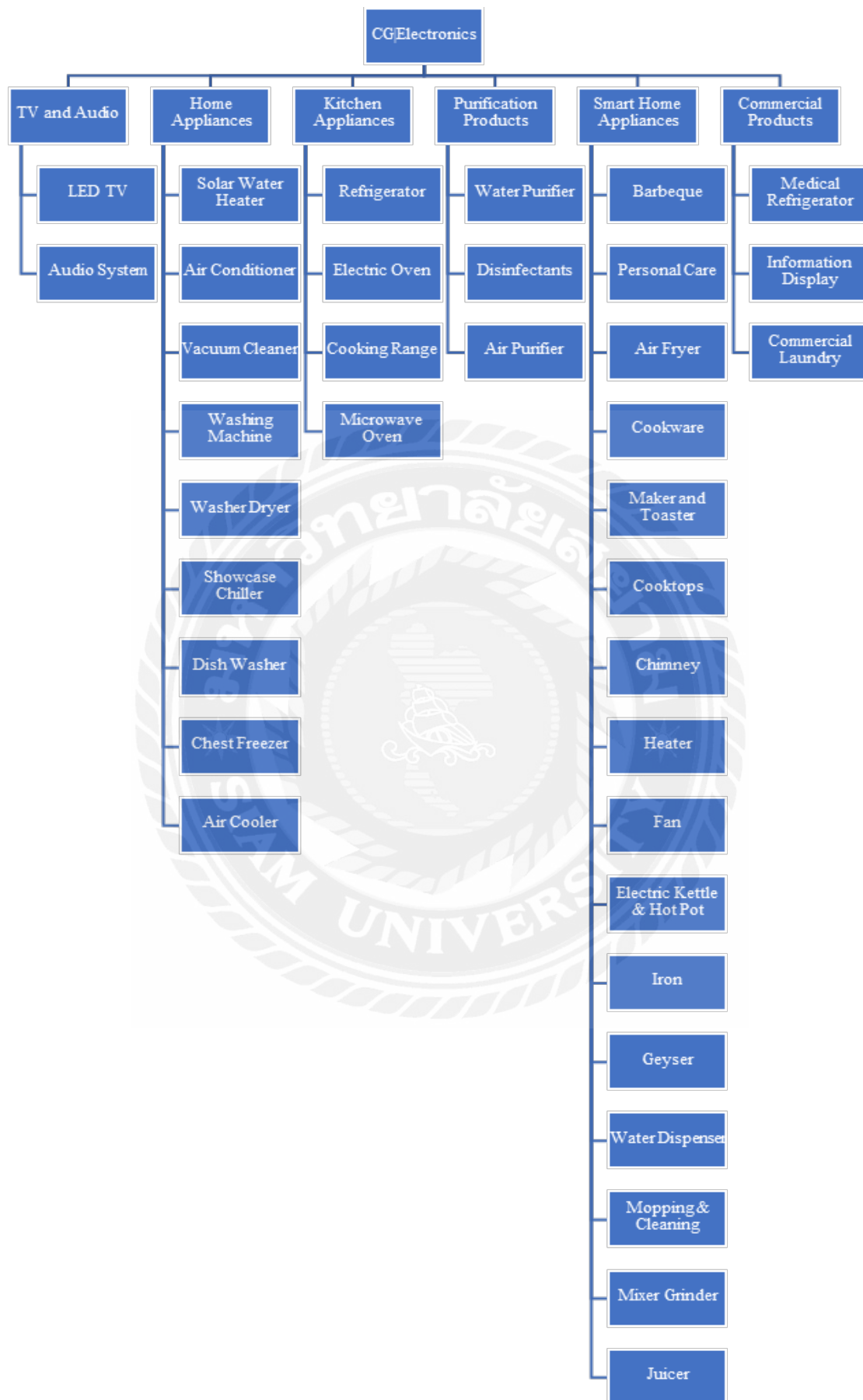


Fig.4 CG|Electronics Product Line



Fig 5. CG's Home Appliances



Fig 6. Kent Mineral RO, CG|EOL promoting its sub-brand assuring good health and schemes during the festive season.



Fig 7. CG Digital Showroom in Kumaripati(inside valley)



Fig 8. CG|Digital Showroom in Bharatpur(outside valley)

CG distributes their goods in the market in many ways. They have their own distribution channel, and showrooms named CG|Digital diversified in the market from Kathmandu(Capital

City) to other places of the country. The showrooms assist the customers by providing one-to-one sales with the salesperson to create better value to the customers.



Fig 9. CG|Digital: E-commerce Platform

They also have an online platform named CG|Digital which is an e-commerce platform where customers can view the product lines, place an order and even request for assistance. The e-commerce platform offers multibrands product lines to the customers and later customers can get directed to the websites of each and every brand and compare the products and the specifications.

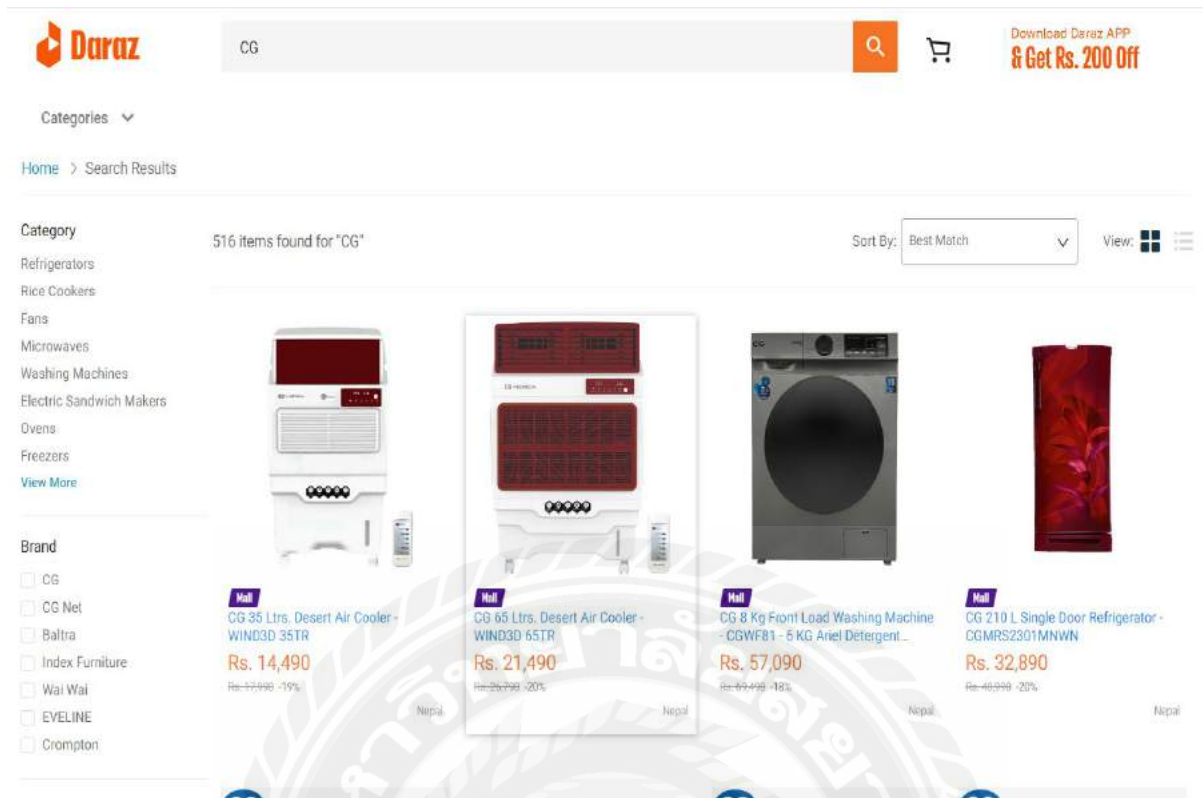


Fig 10. CG|Electronics presence in Daraz: Leading e-commerce platform in Nepal

Daraz is a leading e-commerce platform in Nepal. CG|Electronics has also tied up with Daraz to create value for the customers by providing offers, schemes and cashback. Categories such as TV and Audio to SHA, all categories are available on the platform where customers could compare and get information about the products.



Fig 11. Facebook Page of CG|Electronics

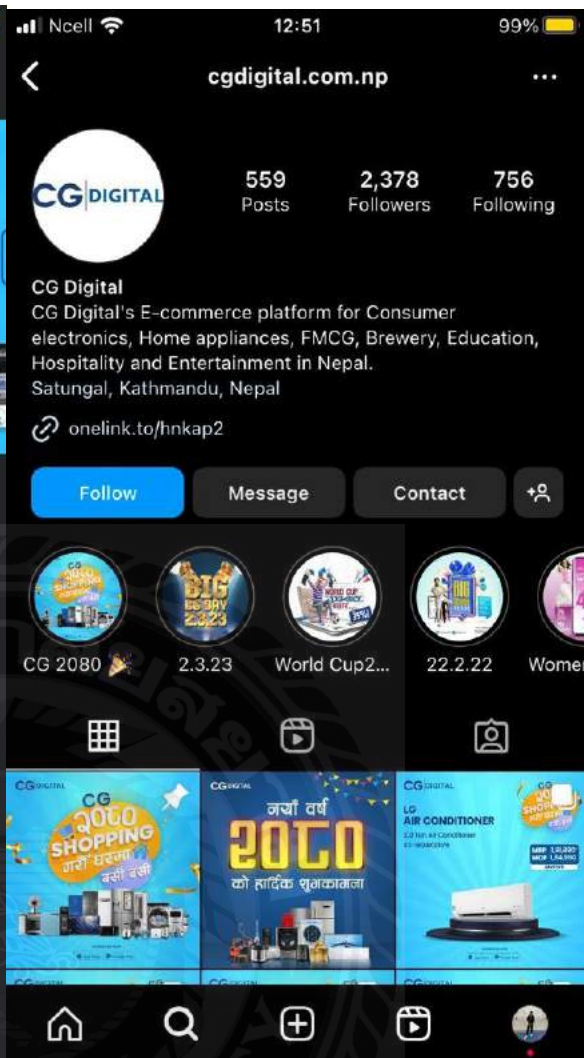


Fig 12. Instagram Profile of CG|Electronics

1.1.8 Strategies of the Company

CG Corp Global is a giant multinational conglomerate company that has been in business for quite a while. They had started in 1968 and now had expanded their business not only nationally but on an international level too. Initially starting from a small sector, now CG Corporate has been a market leader in many sectors in Nepal. Its businesses have been expanded to financial services, consumer goods, education, hospitality, energy, consumer electronics, real estate, biotech, and alternative medicine. CG Electronics is just a sector of appliances and electronics where many brands mentioned above lie.

For a company like CG, every sector has its own strategy and the overall joint target is to expand to all sectors possible and create value for the nation. As mentioned by CG Electronics, their target is to create a huge market for electronics and home appliances in Nepal and become

a market leader in the industry. As their strategy, they have recently opened their own automobiles and their own real estate business named CG Motors and CG Developers respectively. The company have a different strategy for every offering from creating awareness in the initial stage for the CG Developers, communications etc, as they are in the initial stage of their product life cycle, but sustaining CSR for other sectors such as CG FMCG company as they are from quite a long time in the Nepalese market and people are already aware of the offering.



Fig13. CG|Electronics New Year Campaign 2080B.S activation in Instagram

Fig 13. CG|Electronics launched a campaign on the occasion of Nepali New Year 2080 B.S. In this campaign, many offers, cashback and schemes were given to the customers to attract

and increase their brand awareness. The campaigns collaborated with the brands like LG, Beko, Godrej e.tc under the CG|Electronics brand.

1.2 Organisational Structure

Every Organization has a structure in business whether they are small, medium or large scale. In CG|Electronics, there are many organisational structures in each and every department and every structure has its own significance and correlation among themselves depending on the sales, and the market figure of the company. Each and every structure has different goals in themselves but working under a common name all of the employees have the same main motive i.e. to expand and create a good market image of CG|Electronics in the marketplace.

1.2.1 Diagram of the organisational structure

In the organisational structure I act as a link between the senior managers and the deputy sales manager in the field. In the organisational structure, we follow the hierarchy of the decisions taken by the top authority under the management and forward and execute the plans accordingly in the hierarchy. There is a higher authority above the head office manager also which plans and supervises the sales and management of the specific area and the head office in the area itself.

Below the diagram is the departmental hierarchy of the B2B sales department which is mainly focused on boosting and creating value in the B2B market of CG|Electronics. There are

many departments working side by side which varies because of their functions and the motives of the department. All the departments and all the post holders have their own duty and targets to achieve in the month or in the whole fiscal year which they report to their supervisors about.

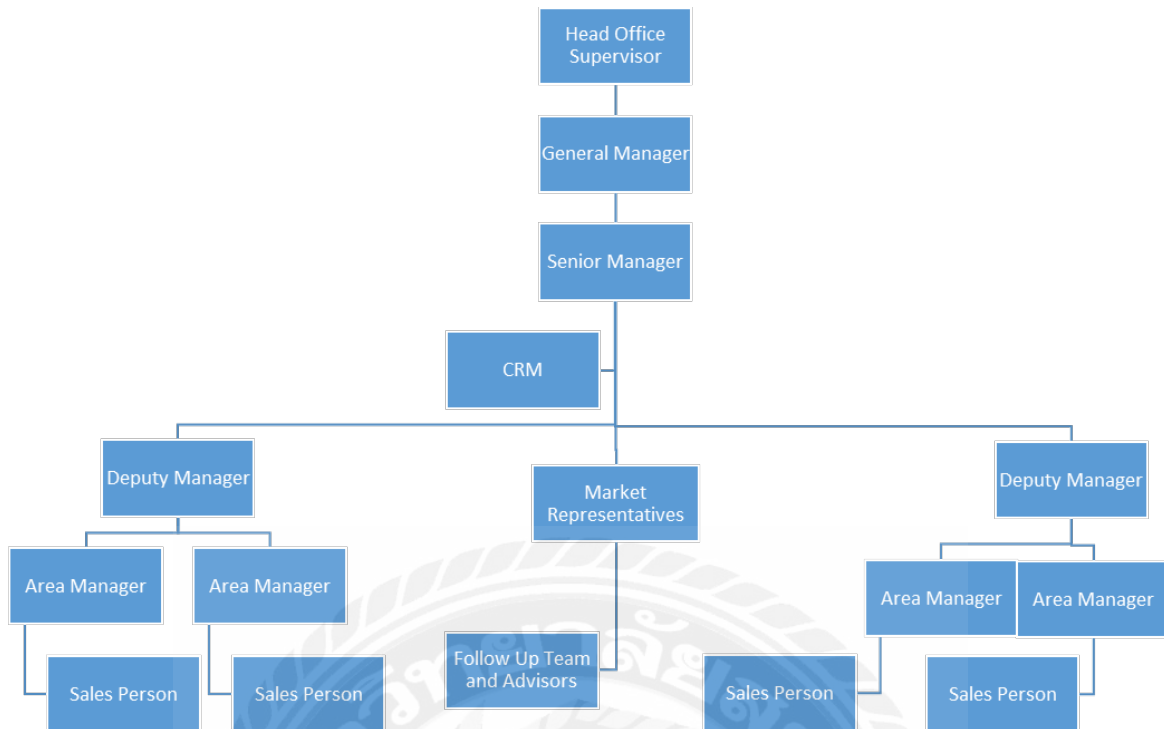


Fig 14. Organisational Structure of CGE B2B Sales

There are departments such as market representatives and CRM who have targets of coordinating and ensuring that salespeople do their best to increase sales and make more perspectives in the market expanding the whole market. The department is mainly divided upon the territory and the area where they are located. Some salespeople have the duties to go beyond their workplace into a completely new market to expand the business sectors to which the company funds and supports in many ways. The company provides accommodation, telecommunication, appliances etc to the area salesperson if they create successful leads of customers.

1.2.2 My Job position in the company's organisational structure

Customer Relations is key to any business-to-business activities done in any product line. My co-op internship was in the place of the CRM facilitator to the company which can be clearly visible in the company's organisational structure. I basically make sure that the relationship between the department and its clients is in harmony. I also facilitate the salesperson and managers in information reporting, sales forecasting, accounts collection, sales recording etc. Acting as a bridge between my supervisors and the deputy managers and sustaining a good customer relationship is my job description.

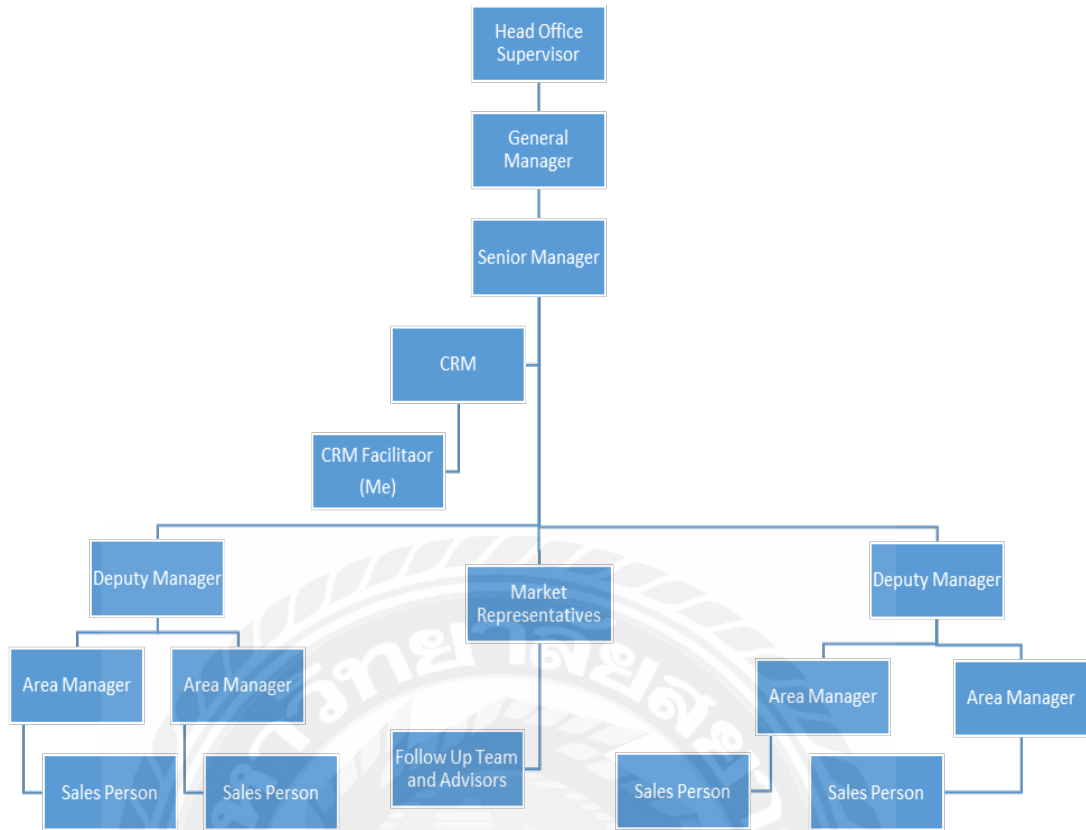


Fig. 15 My job position in the organisational structure

Above Figure clarifies the post that I am currently working on as an intern. Coordinating and working in the system took me quite a time at first but, afterwards, I felt easy to work in the post. There was a 15 days training program by the company under which I learnt many things about the internship and how the CG|Electronics industry work.

1.2.3 Intentions to join this company

CG Electronics is one of the leading and reputed companies in the Nepalese Multi-Brand Electrical Outlet. The company has been operating its function from different sectors and brands utilising its networking and connections to expand in the market at a rapid pace. The brands under the company are very relevant and visible in the day to day life because of the product variety and the trust that the brand has already been building over the past years. My intentions for me to join the company are very clear because the company already is a reputed company in the market and because the clear learning opportunities that the company can bring to an individual in the present and future are clearly stated.

Such a large-scale company can provide many offerings and opportunities for an individual to grow individually and develop corporate skills.

Adding to this as a marketing major, how a Brand like CG develops, communicates and promotes its brand to the final customers and the B2B customers is the main field of interest for me.

1.2.4 Strategic Analysis of the Company

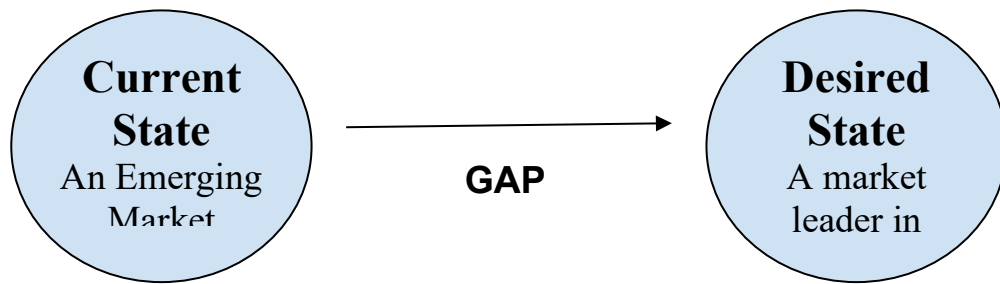
Every Company undergoes two types of analysis i.e. Internal and External Analysis. Internal Analysis is the analysis within the company itself where the company analyses the strengths, weaknesses and reasons behind downfall or success. This analysis helps the company to further grow within itself to create more value for the customers. External Analysis is the market and competition analysis to know their current position and the image of the brand.

CG not only the Electronics Branch but as a whole Brand does both of the Analyses in each and every sector. In the sectors like FMCG and noodles, no one can come even close to CG but, in the sector of automobiles and Internet Service Providers they are quite new and they already have big companies competing in the respective Fields like TATA and Worldlink respectively. However, the brand name and the capital that they had invested favours and there is a strong belief of customers of CG being one of the consistent brands in the Nepalese market.

1.2.4.1 GAP Analysis

For any sector, the company will have the desired state that they want to achieve and the current state which is today's market status for the company. Getting from the current state to the desired state is not an easy task and takes time to be achieved.

CG Electronics is a part of Chaudhary Group Ltd and the company themselves are well managing and expanding all its sectors slowly. As a GAP analysis, the below figure is a representation of CG as a Brand's current market state and the Desired State that they want to become in the future and the Action Plan which CG could use to achieve the desired state in the mere future.



Action Plan:

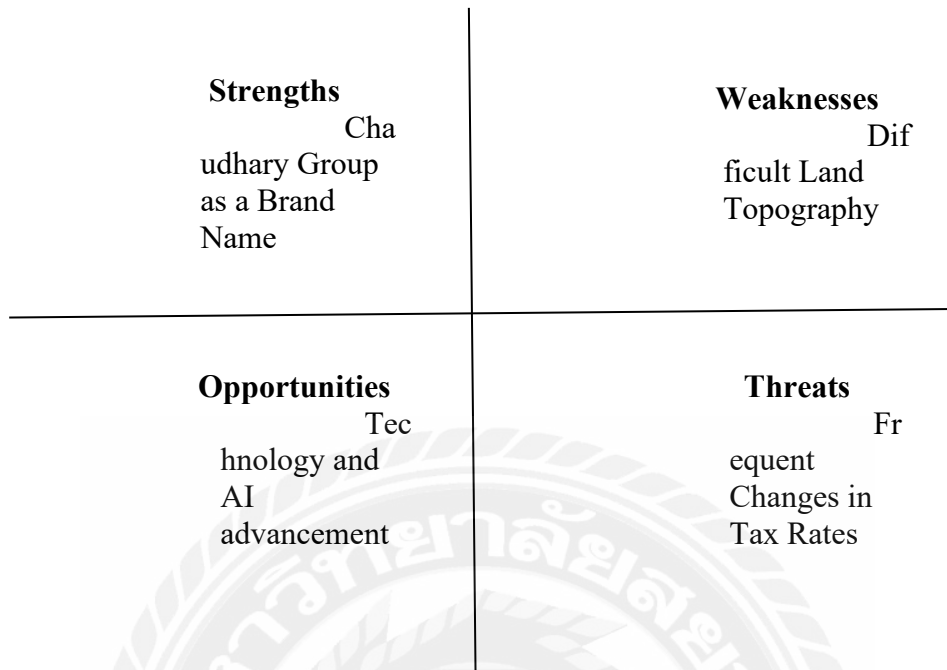
- Use their Brand Name as a Strength
 - Expand in businesses with Scope
- Make sure that consumers are prioritised
 - Balanced Customer Sector
- Service Consistency to the customers

The points above are the activities that the company needs to undergo from my perspective in order to be in the desired position of the company. CG needs to maintain the above actions and make sure that they are consistent in those actions over the years to make sure that they are in the desired state.

1.2.4.2 SWOT Analysis

Analysing every aspect of the business in terms of the strengths that they perceive, the weaknesses that they have, opportunities that they can capitalise on and threats that they observe in the mere future is very important for the business. This helps the business to know the current

position, and opportunities to grow in the future and sustain in the market for a longer period of time. The below Diagram represents the SWOT analysis of the business CG|Electronics:



Above is the SWOT Analysis of CG|Electronics and this relates to the whole brand which is the CG Group because all the sub-brands have quite a similarity with their characteristics. The CG group should consider these facts as these are the facts that I found to be contrasted more than any other points. There are many other points that CG should determine as a whole in order to remain and make remarkable sustainability in the market among other brands.

1.2.5 Objectives of the Study

The main objectives of the internship for a student are to know the company operations and to implement the theoretical knowledge learned in the classroom in the real corporate environment. Moreover, the students get multiple experiences and opportunities such as to learn actual corporate skills and even join in as full-time joining in as an employee too if their performance is very noticeable and progressive in the internship.

Theoretical Knowledge and practical implementation can be totally new and different experiences for the student, so implementing and gaining the skills is the study's main objective.

Chapter 2 Co-op Study Activities

2.1 Job Description and Responsibilities

As an intern, I was handling the communication and order department of the B2B Sales at CG Electronics. Here, we had a team of sales members to the head of the department allocated on the basis of the product type and the markets they are catering into. As a role of mine, I had to overall monitor and act as a communication bridge between those sales personnel. Assisting them by approving the sales order, monitoring the sales and keeping track of the system is the primary task that I had to do in my Job.

Moreover, keeping track of stocks, communicating to the businesses about the product functionality, and information through online media, and sending quotations to receive the purchase order for further account clearing are also my secondary responsibilities in the organisation.

The team works cordially with one department i.e. the B2B sales and our primary goal is to satisfy the needs and wants of our key account business organisation and create new accounts as many as possible so that we can increase our sales.

At the end of every month, we had our monitorization and evaluation with our targets side to side where we had to communicate our progress and activities to our head of department. Submitting a report at the end of the month with my teammates would be my decisive task at the end of every month.

Clearing the Dues balance and credits frequently online and updating my HOD is also another responsibility in my role as my intern. Keeping Updates and Tracing is my main job description when the superior can anytime ask about the updates whether it can be the sales figure or the annual growth and monthly growth. This helps the supervisor to add and make certain decisions within the point of time or analyse the total sales and other figures too.

All the tasks mentioned above were a great opportunity to learn about my organisation and due to these tasks, my skill sets and experiences have been improved. There were a complete 10 to 15 training programs that I had to go through to basically know about the organisation's culture with the simple roles and responsibilities introduction. After a duration of 1 to 1.5 months, I was finally able to know about the product line and fit in the position on a first-time basis.

2.2 Activities coordinating with co-workers

Every Management process has a significant role in coordinating with coworkers at the primary level. In the internship too, everything that I do had a major role in order keeping to processing and many orders. I act as an inter bridge from keeping the order in the system to checking and giving the order and delivering orders to the dispatch department in the warehouse. Then the delivery order will then be further processed by the dispatch department where product quality, stocks, pricing and transportation are further checked and processed. So the main activities done by me that coordinate with my co-workers are order keeping and processing in the system and giving back the order to the accounts department. Printing the delivery order confirming dispatch in the market, and coordinating the information with the salesperson. Then the salesperson would contact the company themselves to make sure that the order is well received and further installed or not. The tasks and responsibilities are quite minor and simple but it plays a vital role in preparing the monthly report and further decision-making. After understanding the system and a repetitive practice I found the internship works to be simple and found myself confident enough.

2.3 Job Process Diagram

Below is the Job Process Diagram for the Internship that I did for 16+ weeks in CG|Electronics:



Fig. 16: Job Process Diagram of Payments Collection



Fig. 17: Job Process Diagram of Creating a Sales Order

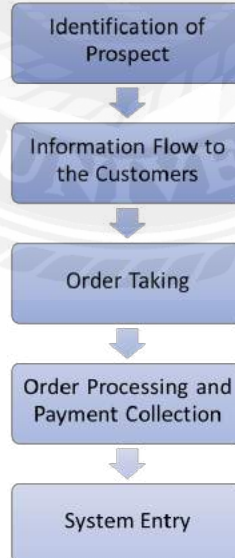


Fig 18. Job Process Diagram of Order Taking and Prospecting

2.4 Job Activities

As a B2B Customer Relationship Manager and Coordinator my day starts with updating the ledger and ends with submitting a daily report to my supervisor. There are many jobs that I had to do in a day which is clearly explained in the below statements

2.4.1 Updating the Ledger/System Records

There are two ways that the B2B department makes the sales and collection report i.e. digital(online) and Offline. In the online system, there are records of collection and sales on a day-to-day basis in the computer system syncing in the online media of the software of the CG itself. The supervisor and the respected personnels can easily view records on the software but has to get the approval of the accounts manager of each department in the records.

In the offline and physical systems, we have to practically write in the ledgers given by the company, making sure that it matches with the online records in the system and get it signed by the accounts department as well. The company does this to keep exact track of its stocks and to maintain daily transactional records efficiently.

2.4.2 Order Tracking and Coordinating

After the ledger updates, another job that I have is tracing the order and informing about the order to the sales person in my team. The tracking order is shown in the system if the order is already displaced from the warehouse itself or not. If the order is dispatched then my job of mine is done coordinating that the order is dispatched from here. But, if the order is traced negative then I have the duty to see why the order is not dispatched from the following date. Orders may be not dispatched for many reasons i.e. if there is any fault from the dispatch side or the system didn't show the order to be approved if the stocks are already booked for another party etc. In that case, I have to inform the salesperson that the order that you kept is on hold back up with the reason and coordinate them to the party and correct the order process if necessary.

2.4.3 Client Communication and follow-ups

If any clients or businesses have any queries or they need any products for their company they send requests for quotations and queries through emails and socials.

After the order tracing, I spend time replying and making quotations to the party's mail and messages and make sure that order is received by following up with the party clients. Sometimes the purchase order is quick but in some cases, I have to go through calls and meetings to fully formulate the information and confirm their orders.

2.4.4 Daily Reporting and Sales Forecasting

The final part of my job at the end of the day is to forecast the sales figure with the target and then report to my superior. This forecasting includes daily collection, monthly collection, YTD collection, MTD Collection, YTD sales target, today's sales, Total Debtors etc. This information helps the superior to report further and take the decisions required to increase and manage the team sales together. Adding up to that, the preparation of a monthly report at the end of every month is also another job of mine which includes the total figure of sales and collections in the running month.

2.5 Contributions made to the company

Many contributions are made within the company and within myself are evaluated and learned from in the period of the internship. The organisation also contributed in many things personally and in the workspace to develop my career skills and professionalism in the work field. As for my contributions, there are some works that I was assigned to and some follow-ups till the internship program that I had provided to the company and the department as well. Some work that I had contributed to the company is the report that I had been giving in the company and how the company has been in a period to the supervisor. Some cold-calling and emailing have increased some one-time sales customers in the B2B department.

Some contributions to the company are:

- Orders Processing
- Operation Assistance
- Customer Enquiry and Feedback
- Enhancing the Sales

Chapter-3 Learning Process

3.1 Problems/ Issues of the Company

CG Electronics plays an important role in providing and fulfilling the demand for electronics in the Nepalese Market. For the company, the main problem that I faced in the workplace is the system efficiency and the miscommunication between the business party and the salesperson.

3.1.1 Product discontinuation and price fluctuation

Product discontinuation and price fluctuation in the product are major problems that CG Electronics faces on a day-to-day basis. When the product from different companies ties up to the Cg and they agree about the distribution here in Nepal, the main problem is to successfully make and implement the relationship for the long term. There are many product discontinuities and brand discomfort in between the electronics under CG Electronics. In many cases, there are suppliers to distributor miscommunication and discomfort in the prices of the product when the product usually is unable to be imported through transport.

This leads to overstocking, mismanagement, product overflow in the market etc in the company. This I feel is the main problem for the companies like CG Electronics where the varieties of products are there in the warehouses with simple to vast integration between the versions that the supplier company provides.

3.1.2 Frequent System updates and technology

Updates and technological Advancement are also other problems faced by the business where the integration and connectivity between stocks, prices and the discount percent authority should be up-to-date with the application and the company's new system itself. Sometimes the price is uploaded late which leads to the salesperson giving the wrong price to the customers which leads to ordering failure and mismanagement. At other times, the stocks are not up to date or say to be booked which is a big problem when there are big orders up in the front. The slow system errors and updates can make an impact on my job too which gives prices deficiency and mistakes in sending the prices and discounts to the customers.

3.1.3 Catching Leads and Follow-Ups

Catching Leads and Follow Ups is another challenge and a problem for the B2B job because creating a successful leader and identifying the customers as a one-time party or not and if yes, converting the one-time customer to regular customer is the main challenge for the business. To convert the one-time company to the regular one the department, especially the salesperson, must need to have a good relationship with them. Making good customers in B2B comes from many efforts. Customers in B2B want longer credit terms, good sales and after-sales service, more discounts than the competition and frequent communication. If the company can frequently function the above activities then the B2B customers are likely to be satisfied and your permanent customers.

3.2 Problem-Solving

Problem Solving plays an important role in any organisation to adapt and overcome the problems that the organisation is facing currently. The problems are dependent upon the product varieties, the party that they are serving, the size of the organisation, the industry that they are currently running etc. One way or another a company tries to solve the problems arising in the company varying the size and type of problem.

The above problems in CG are common and are faced by almost every employee in the company. The following are the solutions that I think the company can figure out for the company and the department that I am currently in.

3.2.1 Frequently System Updates and Stock Counts

Frequent Lag and system down is a common problem in the process in the CG Electronics field. For this, the company IT authority must be concerned and the system should be made tight and bring a total improvement in the application, the online system that they currently use. Moreover, the warehousing and the IT officers of the company must be more concerned and they have to check the stocks daily and update the application. This leads to proper efficient management and creates an ease for the salesperson to either take an order or to follow up with their clients in general.

3.2.2 Suggestions and Feedbacks

Other Problems such as leads and follow-ups should be frequently updated and the head of the department needs to take the suggestions from the clients and the salesperson themselves and take the suggestions sincerely because, in the end, the clients are the ones who confirm their big orders from us and the older the clients are the better the suggestions should be prioritised to the company. There should be feedback and frequent meetings with the clients to check and know about the salesperson also whether they are performing their tasks correctly or not.

3.2.3 Market Linkup and Competitor Analysis

Market salespersons and marketers should frequently analyse and make links about the competitor and the services that they are providing. Every small detail and the product lines should be known about the competitors and news, schemes, functions should be known to the marketmen as well. For CG Electronics, I identify the main competition to be Him Electronics because the direct competitors of LG and CG in today's market are identified to be Samsung because of having quite similar products and market shares.

Literature Review

According to the studies in Customer Relationship Management in Electronic Markets (Iyer, Gopalkrishnan & Bejou, David, 2004), Customer Relation Management has been prominent over the years and every company wants their customers to be loyal and trustful to them. The article also supports the technology used in the CRM which is easy to formulate as the plan but needs to improvise, revise and supervise within the time period because the customers market is variably changing in its form.

Data from the study on the Electronic Customer Relationship Management Performance: Its Impact on Loyalty from Customers' Perspectives(mohd noor, nor azila, 2011) states that electronic media has been growing rapidly over the years and the e-CRM has been in a rise from various companies as the electronic media is accessible and has a wider customer segment. The research has also managed to give insights on the influence of e-CRM in customer buying behaviour and the factors that customers get driven from the e-CRM.

It has been suggested that e-CRM also plays an important role in the company to know about the product better and to develop the product even better to give value to the customers in the study of Electronic Customer Relationship Management and Company Performance: Exploring the Product Innovativeness Development (Lalu Edy Herman, Sulhaini Sulhaini & Naili Farida, 2021). E- CRM comes to light as a management approach that enables companies to identify, fascinate, and increase profitable retention of customers through a good management relationship with customers as a support for innovative product development capability.

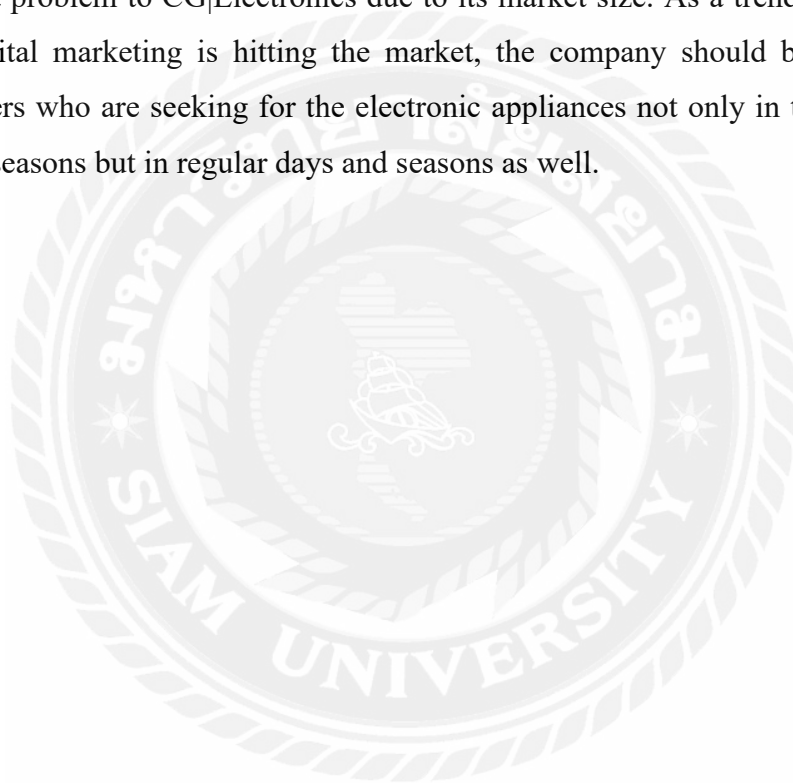
Recommendations to the Company

Some Recommendations to the company for the betterment and improvement of the company are described below:

- CG|Electronics must provide the work experiences, testimonials, and employees' journeys from the start and must encourage the employees and staff for reviews, recommendations publicly for an individual brand or a whole organisation as well. This allows the company's upcoming employees to join and be a part of the company. In addition, this motivates the employees and prioritises them for the future. Market Image and Brand Relevance are also created in the marketing with this set of activities in the public which connect the brand and the services.
- Workshops and Skill Development programs should be conducted once in a while at every stage of the management to better boost productivity and to improve the individual skill of the staff and employees as well. Frequent Meetings, Feedback, and Talk Shows would help these programs even more to come up with new ideas and a new need of skill set to improvise in the organisation as well.
- Dealers' and Retail Employee's training should be constantly driven by the dealers' meetings, parties and gatherings. Whenever new product lines or any new features are updated within the company or in the products of the salesperson, the retail stores must be introduced by the importer company themselves. This leads to better customer handling and directly creates value for the customers.
- As a company, CG|Electronics should not only focus on creating maximum sales but also give the after-sales service quickly and dependably. The communication between the service centres and the service that they provide from operator assistance to the

home repair services should be good. Every complaint of clients must be addressed and solved by the team as soon as possible which will create value for the customer.

- Analysing and operating according to the Market Trends is another move that CG should be implementing on their systems. Trends in the Nepalese electronics market are rapidly changing, CG should be able to estimate the trends beforehand and act accordingly from creating stocks to giving out promotion. Early than the competitors and quality than the competitors should be assured to the customers before the product or service trend touches the market.
- A social media activation and boosting are much needed for the company which must not be a problem to CG|Electronics due to its market size. As a trend of e-commerce and digital marketing is hitting the market, the company should be visible to the customers who are seeking for the electronic appliances not only in the schemes and festive seasons but in regular days and seasons as well.



Chapter 4: Conclusion

As the cooperative education program comes to an end there are many things that I have learned and experiences that I have gained in the following program. This Chapter gives an overall review of the work experiences that I gained doing the co-operative education program

4.1 Things learned during the internship

A fresher in a company has many opportunities and a feeling of learning inside themselves. Same for me, as a new intern there were many new faces, and a new environment I had to cope with which was a new experience and I had a lot of fun doing the internship. There were many things that I learned in four months, especially how the organisation works in the real world plus, how each individual can be an important asset for a company and how a company treats every employee.

This four-month internship was a small amount of time to learn about the organisation and to settle within the organisation itself. Many of my team members were there for eight to nine years running.

First I found the number of responsibilities the work personnels have in real life. They have to take credit and meet the target which leads to hassle and pressure on them. But, the work environment makes an individual learn and work on their personal and work traits on a faster level.

4.1.1 Exposure to the real business world

The main thing that I would consider mentioning is I got to learn what and how a business world is and how the company operates in real life. This was a new experience and I learnt many things such as how hierarchy is followed, what the facilities and infrastructures gave to the employees, the more skills and communicative skills there are in a person the better for the individual, in the end goal there is always increasing sales for the company etc.

The am of dedication and hard work an employee puts in and how the company monitors it is a totally important aspect to stand in the market where other competitors are. It isn't easy for a company to start from nothing to build an empire on its own. People see the number of infrastructures, product lines, and the reputation of the company but have a difficult time seeing the years that the company has undergone to make the brand name.

4.1.2 Departmental Functions and Roles

For an organisation like CG|Electronics, there is a particular department for every brand, promotion and function. The functions and interdependency depend upon Brand Awareness and product recognition by the customers in the particular brands. In the B2B department, each member should have product knowledge and specifications to forward the details to the B2B clients in the market. This means there should be every knowledge of the Brands under the company and what the brands want their brand image to be in the market.

This clearly showed the dependency among the departments of the brands, the company staff, the dispatch department and the accounts section on the clients to take and further process the orders to their pick-up deliveries and the location of the delivery.

4.1.3 Time Management

As I worked with the organisation, I learned to manage the time of the given task to me where I was time-bound and had to respond in time with the customers and the clients. Providing Quotations, Attending Calls, and Orders supervision is a time-bound job that I did in my co-op internship and I learned how to manage the time to do all the work in a given period of time. The order collection depends on the time period and the number of sales which need to be placed in the time in the system and must be reported to the supervisor. I learned how to manage time when there were more orders to be kept, more clients to be followed up, and price and specifications requests to be fulfilled.

4.1.4 Better Understanding of Market

Before joining the CG|Electronics market, I have very little knowledge about the brands that CG|Electronics owns in the Nepalese market and the product lines that they provide. Many Brands were unknown to me and the message that they convey in the market. As time passed in the internship, I came to know about the brands and their products. I also was able to identify their most selling products, their product characteristics and the capacities that they come into. In an overview, I came to understand the electronics market in Nepal even more and the position of CG|Electronics in the market.

4.1.5 Electronics and Operations

I also learned why the operations behind the delivery of each and every product to our doorstep are essential to the company and to the customers. From prospecting to order taking and delivery there are many processes behind the product to be sent to the customer's location, this is essential for customers to get services and value after the delivery and order tracking and data warehousing to the company for further inquiries and prospecting.

4.2 Knowledge gained from the coursework and applied in the real-world situation

As theoretical learners, we have to go through many coursebook management processes where different functions and objectivity of an organisation are clearly stated. The cooperative education program provides us with internship opportunities where we can join any organisation to gain practical knowledge. This program in my opinion is a great opportunity for students like us to know about real-world organisational situations.

There is much knowledge that had been applied in the real-world situation which is stated and mentioned below:

4.2.1 Organisational Hierarchy and their functionality

The first knowledge that we gain from the coursework and is applied and transparent in the real-world situation is the visibility of the organisational workflow and the hierarchy of roles and responsibilities. In my situation too, I had a team of 7 members in total who looked after the department of B2B sales and approached the company as a whole.

We had a Head of the Department in our team who looked after us, motivated us, and we as a team had to prepare a report of the current months and the progress we had made. The HOD would monitor the results and compare the results to the Sub-brand of the month. He then had to submit the report and discuss the results with the supervisor and managers in the board meetings.

Every person would have their every department and their respective product lines and tasks according to that. The knowledge of departmentation, organisational culture and hierarchy that was taught and gained from the coursebook were transparent in the workplace.

4.2.2 Marketing and Awareness of the Company

As marketing majors, we were taught how marketing can give shape to the company and how marketing is the backbone of sales. In the workplace in B2B sales, the importance of awareness and the marketing of the company is very essential for any business organisation to give the order and contact us is visible. The sales persons in our team would be continuously on their mobile phones and telephones just to create a good relationship with their clients. Not only follow-up calls or product-related calls the salesperson in my team would randomly call to check up on their parties and go on their bikes in the clientele meeting making the party feel special and prioritised.

Not only for B2B sales but for every department to run the marketing of the family brand in this case CG is very essential to run and systemise their marketing functions. CG Brand Awareness is still strong in the mind of customers which makes the company to still operate in the market bringing sales and boosting marketing. The pandemic case in Nepal was an appropriate example of how company awareness and its marketing should be adapted according to the market situation.

4.2.3 Impact of Brand Name on the Customers

In the brand name CG there are many brands as mentioned in the above diagram where CG rebrands and sells many products of their family brands too. The brand name as a whole coming under CG has impacted the B2B sales and customers' attention in many ways. In the knowledge gained from the textbook, there was a strong importance given to the Brands and their Sub-brand's influence on the customers and this was visible in the Workplace too.

As an example, customer preference and trust in the brand name LG is way more than the customer trust in the brand name Sensai because of the Branding, the market image and the marketing that LG continuously does in the market. So the Branding, the trust is visible when any business orders any product from us. Businesses tend to choose the best and high-quality products when coming to order in bulk and they prefer well-recognised brands over others (for ex. Preferring LG Brand TV over other Brands under our same company too even if they have to pay extra and there are no schemes and discounts in the brands themselves.

4.2.4 Variations in Prices and Quality

For a company distributing many other brands' products that are similar in the functionality and specifications, there is the chance of the brand competing on the prices, the market reach and shares etc. Some products like CG and LG washing machines and televisions are the products which are both similar products type and distributed in the same outlets too. These products are yet varied by the company and the costs are varied too which creates the difference in the final MRP of the product. These Brands and Quality give the final pricing to the product that they sell and yet people are attracted to the products because of their quality and the publicity to the customers.

4.2.5 Importance of Departmentation and WorkFlow

The noticeable applied knowledge that I found very fascinating and important in the Big organisation in CG is the departments and how the departments work together as a team to meet their departmental as well as individual goals. The department that I used to work in was the B2B sales department and there were specific departments for every function.

For example when we get any order from any organisation then there are many processes like checking whether the product is still in our stocks or not, if yes then we give the delivery order to the accounts department if the rates are applicable or not if the dues and payments of that specific party are pending, then if everything is good, it is gone to the dispatch department to give the respective party and it is delivered to the party within 2-3 days in maximum. Then the salesperson would follow up in our department if the condition and the orders are fulfilled or not etc.

So these are the departments that come under the order of the goods to the transportation of the goods in the place of delivery. Other small departments like warehousing and drivers' unions etc, also come under the act of order delivery.

So there is a noticeable change and importance of every department and their workflow just to work well for my department to be in a work manner.

4.2.6 Diversity of Marketing Environment

The marketing environment dynamics in the coursebook are known and gained as the effect of the internal and external environmental impact on the business. In Coop Education itself, I got to know how minor and major change affects the organisation as a whole and its employees. In the microenvironment, the cost of the specific electronics, the nature of the suppliers of our electronic and household products, the motivation and the incentives given to the employees, the cost that our competitors are giving in the market etc. affect our departments.

In the macro environments, the major effects that I saw while I was doing my internship is the tax rates that were imposed on the products that we served in the market, the market offerings prices that are being imposed and the seller's price accordingly, the technological advancements in the product and the distribution itself when we import etc. These are some of the diversities in our marketing environment that affects the department as a whole and my tasks and responsibilities too. There are many other diversities of our environment of which I am also not aware and get knowledge about.

4.2.7 Key Role of Business Networking

The role of Business Networking in the business environment from one business to another played an important role when I was doing my internship. The more networking there is in the corporate space, the more business gets up to date, and more communication and interests between the businesses are known which leads to advantages for a business directly or indirectly. The more networks for a business from supplier to manufacturer the more the advantage for a company

4.3 Self-Assessment as a Professional

Every action and experience gives something to learn in an individual reflecting on the factors and assessment personally. Completing my 16 weeks period internship, I found many sectors that I am not aware of and how much more I have to explore in the corporate world. There are many learning processes when you start in any position in the company. The more

you indulge in the work, networking is seen to be expanding which will benefit personal growth at other times.

As a professional, I found myself to be more disciplined, time bounded and responsible for any work. The internship made me realise the importance of any small individual in the business and the importance of networking in any kind of business.

For personal growth, my networking and time management skills are upgraded because of the allocations of the work that I had daily with the intern that I had been continuing. Allocating time-based on the importance of the work has been an especially effective skill upgrade of mine which allows me to stay focused on work too.

I have also developed my soft skills which include public speaking, teamwork, communication etc. I can cope with the work quickly, working as a team makes me feel motivated, and giving reports and references makes me good at public speaking for instance. Besides, my IT and communication skills also improved in my internship process where I had to handle software, promotions, ads and the website of the company which lead to understanding and focusing on my work quickly and effectively.

Overall, I feel that I have upgraded my personal and professional skills by indulging in the co-op education program. From time management to knowing about the real corporate environment, the internship program provided me with a wonderful opportunity to learn and explore the BBA courses even more practically.

4.4 Benefits from the internship for your future career

There are many benefits for an individual and the company themselves also. The more an individual spends time doing the internship the more they are capable of having good knowledge in the corporate sector. Some of the major benefits that I think I perceived from the internship in CG|Electronics are listed below:

4.4.1 Learnings and Experiences

The main benefit that any intern could get from the internship is the practical knowledge and the experiences that the job teaches to an individual. Internships allow the interns to learn and know about many new things in the business sector that they are currently working on. In my case, I learnt how the B2B electronics market works and the product diversification of CG electronics. Many job experiences can also be benefited from the internship in the personal

development growth of the following. These experiences and learnings can be used in future corporate workspaces where similar situations and problems can be handled properly.

4.4.2 Portfolio Development

As a fresher, every company asks for the portfolio and the past work experiences that an individual has. The internship allows the intern in future to make a strong portfolio of their profile and increase their experiences when they apply to a new company. The more the period and the reputed company the intern succeeded the better the portfolio is maintained and referenced to the company for future evaluation. This internship allows the future company that I am going to apply in further to refer to my portfolio when it contains the internship details with the company name and its reputation.

4.4.3 Business Networking

Networking in the business is quite important in business where in terms of networks there can be a possibility of the work to be quick, even better and at a cheap cost. The networking in the internship in the CG|Electronics can be in work in future when there are any queries or problems related to the electronics market. The networking leading in the company and outside the work environment can be effective even outside the business and could be a help in the future.

4.4.4 Develop personal and professional skills

Personal skills and motivations are developed through the internships that the students are doing. The internships motivated and encouraged me to develop and work on my personal and my professional skills. Personal skills such as analytical, problem-solving and adaptability skills are noticeably increased. These skills are very useful and benefit long-term personal interest. Professional skills such as public speaking, teamwork, time management, and organisation skills are significantly improved. While doing the CRM works the main skills that are affected are the communicational skills which are benefited by the internship and are useful in the future in the long term.

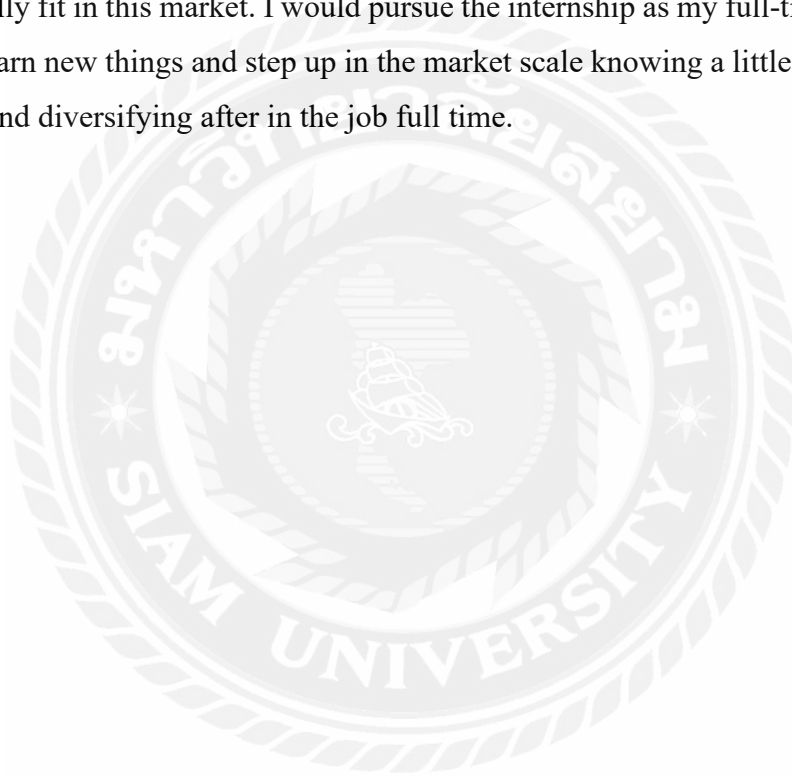
4.4.5 Professional Opportunities

This internship in CG|Electronics gives me many future and professional opportunities where I could even join the company in further posts. This internship not only gives

opportunities in the CG Company but also in the other professional companies in the country itself where I could use my skills and knowledge learned in the intern period. This internship also helped me to focus on my career paths and what I want to pursue in my professional life.

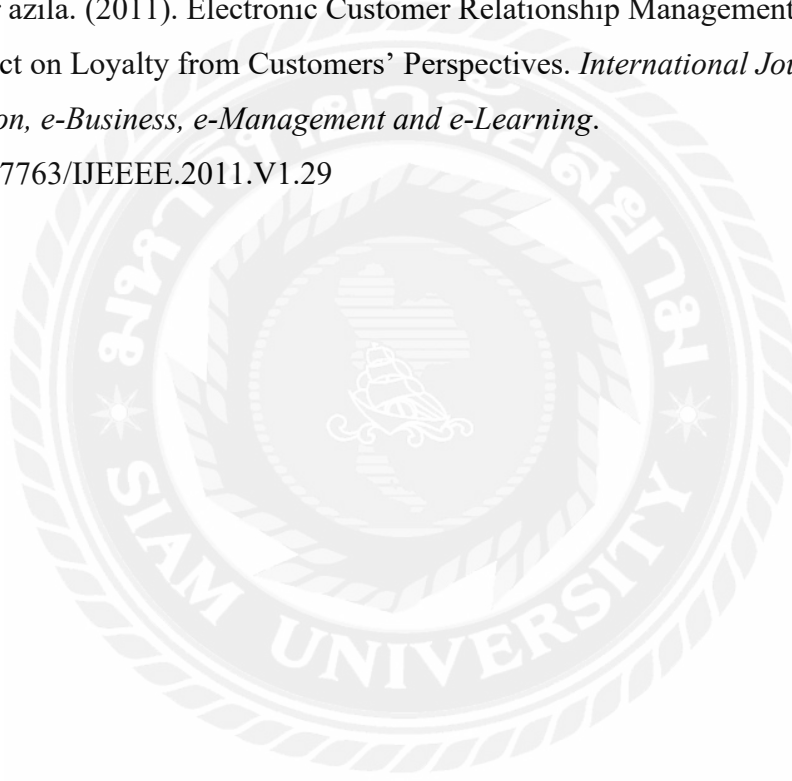
My Future Scenario

CG| Electronics is a wide opportunity field and I want to continue this internship in the future too. Maybe not as an intern but I want to pursue my full-time career in this organisation because in this particular post, I am learning how the electronics market is working and the studies practically fit in this market. I would pursue the internship as my full-time job and I am very eager to learn new things and step up in the market scale knowing a little from the start in my internship and diversifying after in the job full time.



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APPENDICES



Fig 19: My workstation in CG B2B



Fig 20. With Mr Suresh Acharya, B2B Sales Head of Department CG|Electronics(Job Supervisor)



Fig 21. With Manoj Khadka, Corporate Deputy Manager B2B Sales (CG |Electronics)