Cooperative Education Report

"Driving Business Growth through Effective Client Communication: Insights from my Internship"

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This Report is Submitted in partial fulfillment of the requirements for cooperative education, Faculty of Business Administration, Academic semester 2/2022 Siam University

Title: Driving Business Growth Through Effective Client Communication: Insights from My Internship
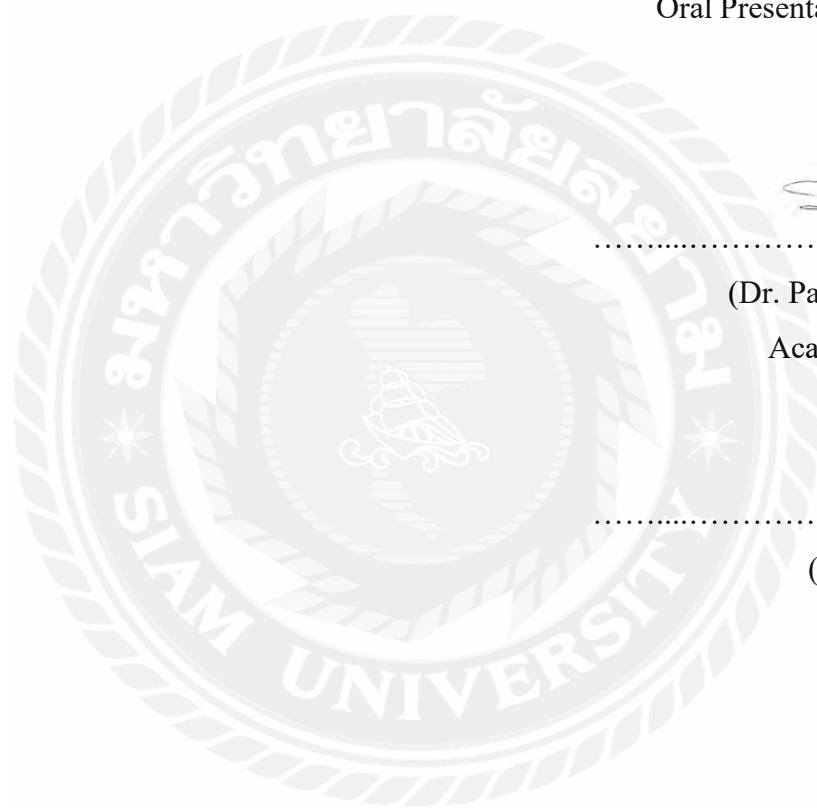
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We have approved this cooperative education report as a partial fulfillment of the cooperative education program Semester 2, Academic Year 2022.

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Declaration

I, the undersigned declare that this report entitled is a result of my internship carried out in the year 2022. It has not been previously submitted to any other university or any other examination(s).

Signature

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Misam Hang Lawati

Batch of 2019-2023

Project Title: "Driving Business Growth through Effective Client Communication: Insights from my Internship"

Credits: 5

By: Mr. Misam Hang Lawati

Advisor: Dr. Parham Porouhum

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

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Abstract

This report document is my experiences as a Marketing Intern at Prixa Technologies, where I gained practical knowledge of the technology industry and software. The main objectives of the internship were to maintain a client relationship with daily follow-up and excellent service and support, research competitors, approach new clients, and Provide ideas and concepts for social media marketing.

During my Intern at Prixa Technologies, I worked closely with the sales and marketing team as well as with the backend and front of IT teams to identify the trend and opportunities in the market. I collaborated on designing reports for the clients as well as listening to their testimony on what could be improved. I learned the skills to deal with every type of customer, adapt to the change in the market and make a decision based on the situation. My internship at Prixa Technologies has provided me with a great learning experience allowing me to develop essential skills and guiding me in a direction where I am confident in a professional setting. The report highlights the key takeaways from my internship and reflects on how the experience has helped me in my growth both personally and professionally.

Keywords: Handling Clients, Supporting Team activities, Managing social media, Content writing

Acknowledgment

I would Like to express my sincere gratitude to KCM and Siam University for providing me with the invaluable opportunity to gain practical experience and understanding of the corporate world through a compulsory internship program. The experience gained through the internship program has helped me to adapt to the environment of professionals and helped me grow both personally and professionally. It has also shown me the direction of my future path.

I have sincere gratitude to Mr. Manish Sharma and my supervisor Mr. Rajan Kafle and Sushant K.C. for Providing me with the opportunity to work as a Marketing Intern at Prixa Technologies. The guidance, Mentorship, and support have been a tremendous help in experiencing how a professional handle the job and improving my growth and development. I am truly grateful to the entire team at Prixa Technologies for their unwavering support and for making my internship a memorable each day and enriching experience.

This internship has been an incredible learning opportunity and experience. I am committed to applying the skills and knowledge I have gained to advance in my career. I will continue to work hard and strive for excellence to achieve my Professionals goals.

Misam Hang Lawati

Student ID: 5208040042

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CHAPTER 1: INTRODUCTION

1. Company Profile

Prixa Technologies is a leading technology solutions provider which was established in 2015. Prixa Technologies is an IT company with a software company that provides complete CMS to News portals and HR software to startups, existing companies, and clients. It specializes in customized innovative solutions, including AI/ML, to enhance existing processes and maximize efficiency at cost-effective prices. The company is headquartered in Satdobato, Lalitpur, and has a branch in Jawalakhel, Lalitpur, catering to clients throughout the region. The core value is innovation driving the company to growth and success. To achieve this Prixa Technologies provides a platform designed to help media companies in Nepal manage and publish their content efficiently and effectively. (About us, n.d.)

In addition to helping huge News media houses, Prixa Technologies also want to become a software development company for HR that helps small, medium-sized, and large enterprises manage their human resources. Managing human resources can be challenging for SMEs that work with limited resources, so Prixa Technologies provides software at affordable prices compared to its competitors.

Overall, Prixa Technologies is a company dedicated to helping businesses succeed through the power of technology, and the ever-expanding team takes pride in implementing IT strategies that not only meet clients' needs but also help propel their companies to success.

Prixa Technologies has built a strong client base, serving over 50+ news portals and 300+ companies. It has been able to retain its customers by being the one and only company in Nepal providing the service through software in this domain on a massive scale. It strives to stay ahead of the curve, providing clients with the latest technologies to improve their operations.

Prixa Technologies Provides four software to their clients which are Snowberry (complete CMS), Pomelo HRMS, RIRI (text to speech), and Ting (VOIP Service).

- Snowberry is a comprehensive news platform designed to help media companies in Nepal manage and publish their content efficiently and effectively. Snowberry is a powerful and reliable platform that can help you streamline your content production process and reach a wider audience. Snowberry's AI-based features, including a recommendation engine and

location-based news, enable media companies to deliver a personalized and relevant experience to their readers and stay ahead of the competition with its advanced capabilities. Snowberry offers all the tools and capabilities you need to succeed in today's digital landscape.

- Pomelo HRM is a comprehensive and user-friendly human resources management system that helps businesses streamline and simplify their HR processes. With features such as employee records management, payroll, and benefits administration, and performance evaluation, Pomelo HRM is a valuable resource for businesses of all sizes. It is designed to reduce the risk of errors and free up time for HR professionals to focus on more strategic tasks, helping businesses to save time and money while improving the efficiency of their HR operations. By using Pomelo HRM, businesses can reduce their HR costs and improve efficiency, streamlining their HR processes and freeing up resources to focus on other areas of the business. Whether you are a small business owner looking to streamline your HR processes or a large organization seeking a robust and reliable HR management system, Pomelo HRM has you covered.

- Riri is a revolutionary Nepalese text-to-speech engine created for news media companies. It allows users to experience the news in a new and convenient way. With Riri, your users can choose to read the news article or listen to the audio generated by Riri with just a click of a button. This feature provides a personalized and accessible experience for your audience, making it easy for your users to stay informed and engaged with your news content. Riri's realistic, human-sounding voice enhances the overall user experience, making it a powerful tool for news media companies.

- Our Call/SMS service Ting Ting is a reliable and user-friendly service designed that allows users to make phone calls over the Internet instead of traditional phone lines. With features such as call forwarding, voicemail, and conference calling, Ting Ting provides greater flexibility and convenience when it comes to communication, enabling users to make and receive calls from anywhere in Nepal as long as there is an internet connection. This makes it an ideal communication solution for businesses looking to streamline their communication processes and reduce cost.

1.1. Mission of the Company

The mission of the company is to empower businesses, regardless of their size, with innovation and cost-effective technological solutions.

1.2. Vision of the Company

The vision is to make technology affordable and accessible to the mass in the market.

1.3. Strategies of the Company

Current Strategies

Prixa Technologies has currently secured its spot as the most innovative company in the Nepalese market and is centered around providing its clients with affordable software in the market. Since the future generation is slowly moving towards AI-powered solutions a way for a new market is opening. Prixa Technologies is already taking control over many news media in the Nepalese market through Snowberry and is implementing RIRI in every news media to grasp the attention of its customers where RIRI reads the news for the customers. Prixa Technologies is already beginning to expand to a new market by providing its service in the HR market with the relaunch of Pomelo HRM to streamline the task of HR. Recently it has launched Call & SMS service which is suitable for the market. To create an impact in its customers it is educating its clients through new media and social media campaigns.

Future Strategies

Prixa Technologies, as the most innovative company in the Nepalese market, is always looking to push the boundaries and stay ahead of the curve. Prixa Technologies plans to make Riri an advanced conversational AI to communicate with people. The company aims to create a market monopoly with Snowberry, an innovative platform designed to streamline and manage all aspects of news media activities. Prixa Technologies focuses on investing in research and development, building partnerships, enhancing security, and providing comprehensive support to clients to achieve these goals and maintain its position as a leader in the Nepalese market.

2. Organizational Structure

2.1. Description of Organizational Structure

Prixa Technologies organizational structure consist of a number of departments. It consists of CEO who is the founder of Prixa Technologies and is responsible for overall strategy and decision making, followed by general manager who looks after the day-to-day operations of each department which is IT, marketing, Head of AI, Finance, HR & Head of operation. Each department have a number of employees with the IT department having IT manager followed by IT support specialist and system administrator providing technical assistance and support to individuals and organizations using computer software, hardware, and other technology-based tools, as well as maintaining and managing computer systems, networks, and servers within an organization, the marketing department having Marketing head followed by social media team and graphic design team, AI department with head of AI followed by machine learning engineers, data scientist, and engineer, AI researcher and cyber security department, Finance department having finance followed by the chief financial officer, accounting team and financial analyst, HR department with HR head followed by HR generalist and Operation department with head of the operation followed by the project manager and administration assistant.

This structure suggests that Prixa Technologies is an organization that is focused on innovation and catering its product to its consumer at affordable prices. The structure enables the company to be responsive to market trends and changes, allowing it to quickly adapt to new trends and demands.

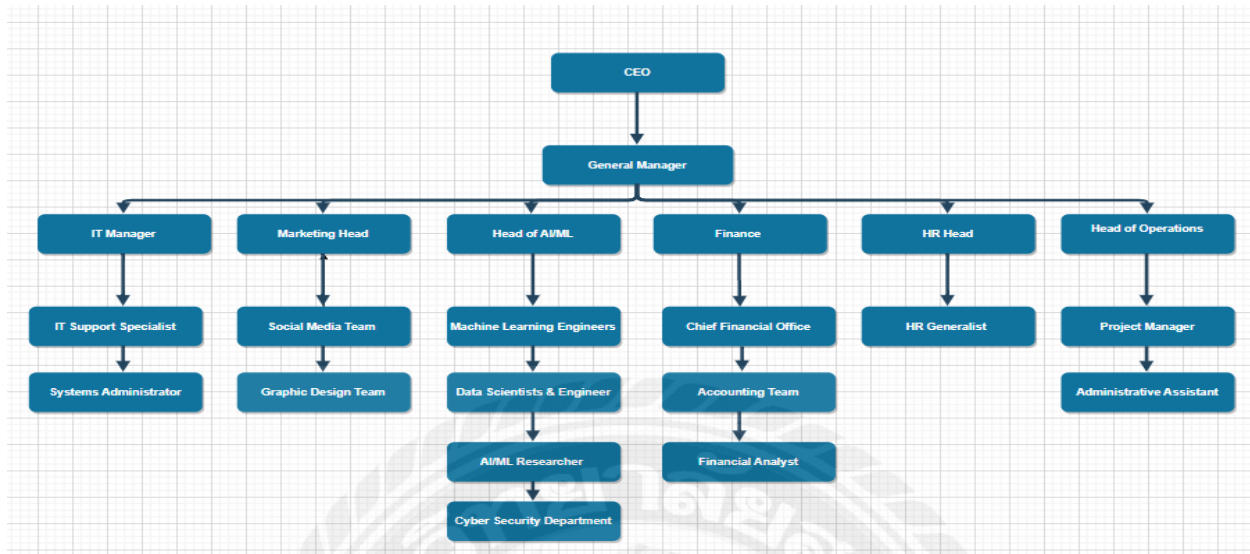## 2.2. Diagram of the organizational structure

Figure 1: Organizational Structure

2.3. Job position

As a marketing intern in an IT company, my role involves supporting the marketing team in various tasks related to promoting the company's products and services. This includes assisting with the development of marketing materials, such presentations, and social media content, as well as conducting market research to identify trends and opportunities. As an Intern, I am also involved in the planning and execution of marketing campaigns, including social media and email marketing. As a marketing intern, I am also involved in reaching out to our possible clients, informing them about our product and the benefits they will get from our products and services, and keeping the day-to-day track of responding to customer inquiries. I am also involved with contacting our existing clients and informing them about our recent launching of products. My role is to support the marketing team in achieving their goals and objectives, while also gaining valuable experience in the field of marketing within an IT company.
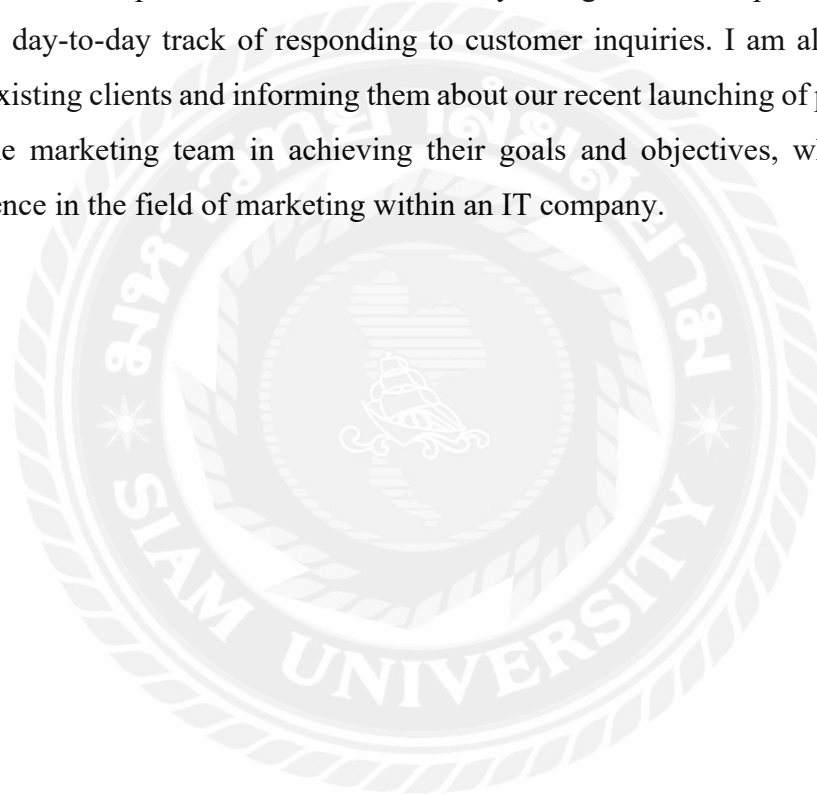
3. Intention and motivation to choose this company as my CO-OP studies workplace

As an internship is a stepping stone for me it is crucial to select the right organization as it offers a valuable opportunity to deepen one's field of interest and engage fully in their responsibilities. As today's generation is moving towards AI every work a human does can be done in a flash. In IT companies they have a team of developers, designers, and engineers who work together to develop a product but because of lack of knowledge on marketing field I feel the products don't get a lot of exposure so I was wondering how the marketing works in It company. As an intern, I want the opportunity to work with cross-functional teams to create marketing campaigns that align with the company's objectives, which can only be possible if I join a company that is different from those companies related to marketing. An internship in an IT company will allow me to gain knowledge about the trend of technologies and software that is crucial to the market. And as I had an interest in digital marketing from the start of my BBA and It company basically relies on Digital Marketing channels it is the best place for me to learn to create digital media campaigns, analyze and optimize campaigns using social media, search engine optimization, content writing, and email marketing. It also gives me the opportunity to create engaging and informative content for search engines and promote it through many digital channels. As the demand in the market for IT companies is growing rapidly it is also a great chance for me to research our competitors and know what software they are introducing in the market industry. It also provides me with opportunities to learn new skills, such as sales and business development techniques.

4. Strategic Analysis of the Company

4.1. SWOT analysis

To conduct a strategic analysis of Prixa Technologies, we can use a SWOT analysis, which is a framework used to identify the company's internal strengths and weaknesses, as well as external opportunities and threats.

Strengths

- Skilled and passionate team that values collaboration, teamwork, and learning.
- Aims to make technology affordable and accessible for everyone.
- Delivering high-quality services to clients, especially in the areas of AI/ML.
- Focuses on innovation providing cutting-edge solutions to its clients.

Weakness

- limited reach with the focus of only providing service in Nepal may limit the growth potential.
- Difficulty in Attracting and Retaining top talent because of competition.
- small size compared to competitors may limit the company's reach and resources.

Opportunities

- Investment in new technology and innovation to enhance services and improve efficiency.
- Partnerships with other tech companies to expand resources and reach.
- Growing need for AI/ML and other advanced technologies offers a great chance for Growth.

Threats

- rapid pace of technological change and innovation could make it difficult to keep up with the latest trends and developments.
- Increasing competition from larger and more established companies.

4.2. Porter's Five Forces Analysis

- **Threat of new entrants: High**

  The threat of new entrants is high due to high entry in the technology industry, including the need for significant investment in research and development and access to skilled labor.

- **Bargaining power of suppliers: Low**

  The bargaining power of suppliers is low due to the availability of multiple technologies Providing and the ability of Prixa Technologies to switch to alternative suppliers.

- **Bargaining power of buyers: High**

  The bargaining power of buyers is high due to the presence of numerous technology providers.

- **The threat of substitutes: Moderate**

  The threat of substitutes is moderate due to the availability of alternative technologies, but Prixa Technologies' customized solutions may reduce the threat.

- **Competitive rivalry: High**

  The competitive rivalry in the technology industry is high, with numerous established companies for market share. However, Prixa Technologies' focus on customized solutions and its strong reputation for delivering world-class services may help it stand out in a crowded market.

Overall, Porter's Five Forces analysis suggests that while Prixa Technologies faces significant competition and high bargaining power of buyers, its unique focus on customized solutions and strong reputation could help it succeed. The low threat of new entrants and the low bargaining power of suppliers are also positive factors for the company.

4.3. PESTEL Analysis

- **Political:** The government's policies related to the technology industry, such as taxes and regulations, may have an impact on the company's operations.

- **Economic:** The economic growth in Nepal has been fluctuating in recent years, which could affect the company's growth prospects. Fluctuations in currency exchange rates could affect the cost of goods and services.

- **Sociocultural:** The increasing adoption of technology and internet connectivity in Nepal creates opportunities for Prixa Technologies to expand its customer base to larger market. However, cultural differences and language barriers may pose a challenge in effectively targeting new customers.

- **Technological:** Prixa Technologies is an IT company and therefore is at the forefront of technological advancements. However, rapidly evolving technologies require continuous investment in research and development to stay competitive and a huge amount of resources.

- **Environmental:** The technology industry has a significant impact on the environment, including energy consumption and waste production. Prixa Technologies can contribute to reducing these impacts by implementing sustainable practices in its operations such as waste minimization, and data center optimization.

- **Legal:** The technology industry is subject to various legal frameworks, including data protection laws and property regulations. Prixa Technologies needs to ensure compliance with these laws to protect its business interests and reputation.

5. Objectives of this co-operative studies

The Internship program done by SIAM-KCM is compulsory for Implementing theoretical knowledge and a part of our course curriculum aiming to prepare us to face the real business world in the future. Through this program, we the student of SIAM-KCM are expected to apply the knowledge we gained theoretically during our four years of study into action to the real business world practically. My experience at Prixa technology as an intern is to achieve the following objectives.

- To learn on about SEO marketing, content marketing, email marketing, and sales.
- Investigating the use of software in an organization.
- Develop and execute marketing campaigns.
- Conduct market research and identify potential markets.
- Develop strong communication skills by working with cross-functional teams.
- Provide insights on possible ways to approach consumers.
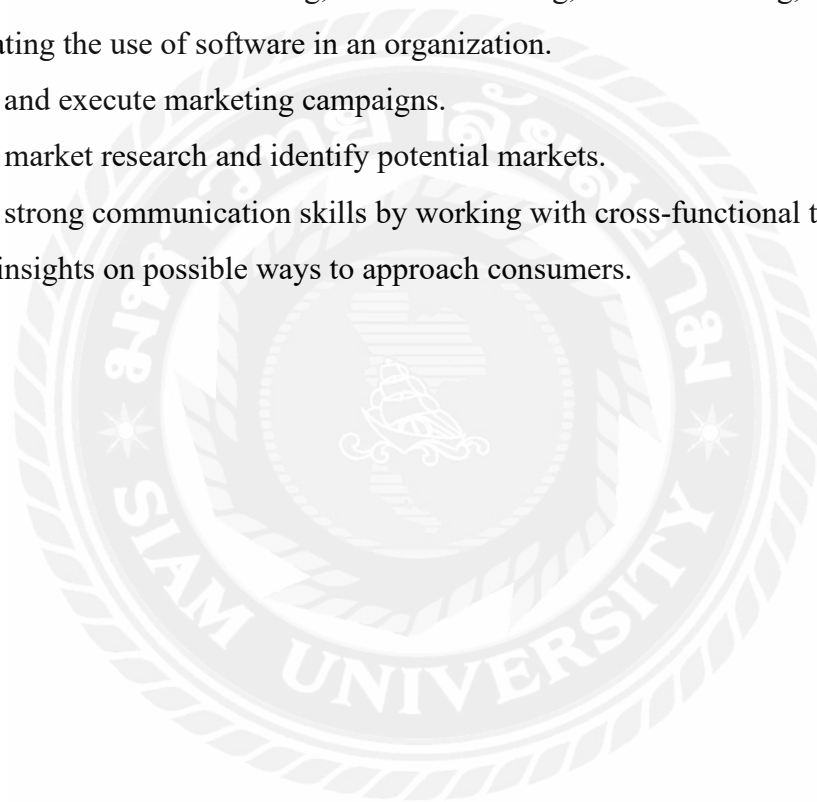
CHAPTER 2: CO-OP STUDY ACTIVITIES

1. Job description

As a Marketing intern my role in the company included:

- Strong communication and collaboration skills.

- Brainstorming for campaigns and share ideas.

- Skilled in using Canva, MS word, excel and power point.

- Ability to work as a team as well as independently in continuous pressure.

- Focusing on detail and Multitasking.

2. Job responsibilities

As an Intern at Prixa Technologies, I am assigned various day-to-day responsibilities to support the company. These responsibilities include:

- **Customer support:** I am assigned for managing and maintaining relationships with clients. This involves communicating with clients during office hours, holidays, and after my Office hour. My responsibility is to understand their needs and make sure their requirements are met. I am also responsible for following up with the clients to collect feedback, testimony, and possible customization according to the needs of clients.

- **Competitors Research:** I am also assigned with researching competitors for our software. I am assigned with using the software of our competitors including looking into the extra features of our competitors and knowing the price our competitors have set in the market.

- **Social media content:** I am responsible for sharing ideas, researching, and providing content to post on TikTok, Facebook, and LinkedIn. I am also assigned the role of writing articles for News Portals which will late be reviewed by my supervisor.

- **Ideas Generation:** I am also involved in generating ideas for campaigns and formulating plans to execute the campaigns properly.

- **Approaching New customers:** I am responsible for Calling and approaching new customers and notifying them about our software and scheduling a meeting so that we can clarify our customers about our software in brief.

- **Working with the cross-functional team:** Working in Prixa Technologies I was able to work with the cross-functional team as working with different teams is necessary in the corporate world. Also, I was given the opportunity to collaborate with the design team to create marketing materials and ensure consistent messaging and branding.

Overall, my role as an intern at Prixa Technologies will be to support the company's growth and development by assisting in client servicing, content and email writing, ideas generation, research, and communication.

3. Activities in coordinating with co-workers

Working as a Marketing intern at Prixa Technologies, daily communication, and coordination with coworkers were important to meet the daily objective and goals of the company. I was able to create a Positive impact with my team from different departments so we could work together without any hesitation. Daily stream meeting is done in order to showcase and synchronize our work item with coworkers. By Reporting I was able to know what my upcoming task will be to support the development team as well as improve efficiency in our team. I provided regular reports on whom we targeted and whom to approach today. I also provided reports on the team I worked with to achieve our daily goals. I worked closely with the design team to ensure the marketing materials create consistent messaging and branding. This involved regularly sharing ideas and content which will be posted on social media. Understanding. I worked with the product development team to understand new product features and create marketing strategies to promote these features. This benefited me as it helped me gain knowledge about the product and it made me easy to convey the features to our clients. As a marketing intern working with the sales team helped me identify and better understand customer needs and preferences. This information helped create effective marketing strategies to approach customers and based on it I was able to pinpoint what customers will be looking for in our social media campaigns. I also conducted market research on our core competitors which benefited our team to identify their weak points. With the help of analysis, we were able to create a market strategy and relay messages to not just new segments of consumers but also target their consumers. I also worked closely with the event team to plan and execute events that promote company products and events. This involved understanding target audiences, setting event goals, and managing budgets.

4. Job process diagram
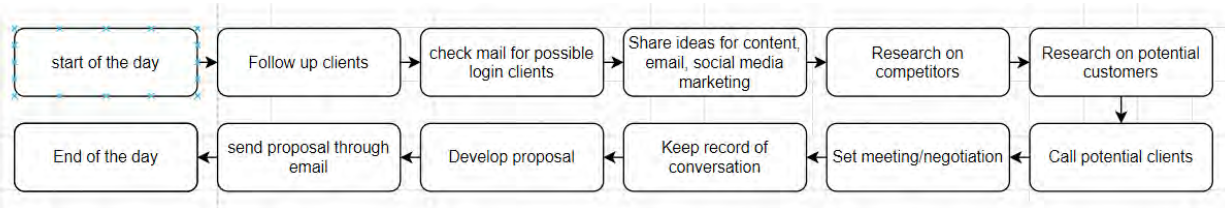

Figure 2: Job Process diagram

This is the daily Job process diagram from the start of my work hour to the end of my work hour in Prixa Technologies.

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

- On the day of the interview, I was told that my role as an intern at Prixa Technologies involves conducting research on competitors, writing content and Email, calling and meeting clients, and sharing ideas to promote software in the market. This includes researching the problem in the market, identifying the potential competitors, and ways to educate our customers about the need for our software in their organization.

- On my first day as an intern at Prixa Technologies, I was assigned to research one of our major competitors in the market for HRM software. Based on my research, I had to provide recommendations and feedback to help them refine their software. My contribution involves identifying the competitors offering in terms of pricing, features, and value they provide. This included comparing features of our HRM software with our competitors, suggesting new features, and targeting clients by giving the same service our competitors provide at an affordable price.

- To complete the task I was given, I have gathered data on the pricing that one of our major competitors in the market provides, a Monthly subscription plan, and the additional features they have compared to that of our HRM software.

- As an intern, I am responsible for approaching new clients as well as follow-up on clients that have been using our HRM software. As we focus more on innovation my task was to know the problem the client has been facing and refer our software for the growth of the company.

- As our HRM software is relaunched with new features into the market, I was assigned the task to create a presentation with additional features to educate our approaching clients when the meeting is set.

- Working in Prixa I was assigned with writing a list of content which will later on be finalized by our supervisor and will be posted on social media.

- Working at Prixa Technologies My role didn't only limit to approaching possible clients and setting a meeting and date for the meeting. As an Intern I was assigned the task to create a business proposal as well as a proposal for one of the products and send it to the clients so that they can review it and set a meeting. Creating a proposal was a difficult task but it helped me gain insights on the product that the company is currently working on. My

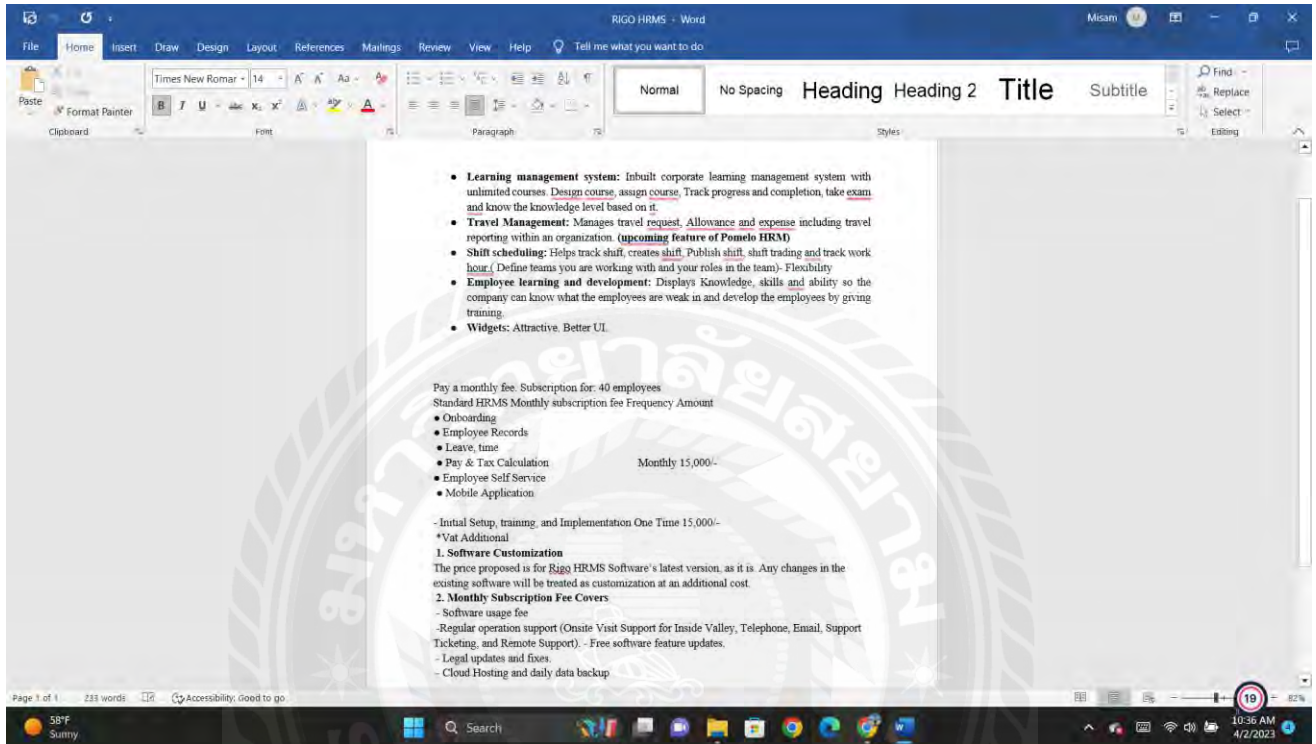role was to contact the client ask them about their email and send the email to clients through email.

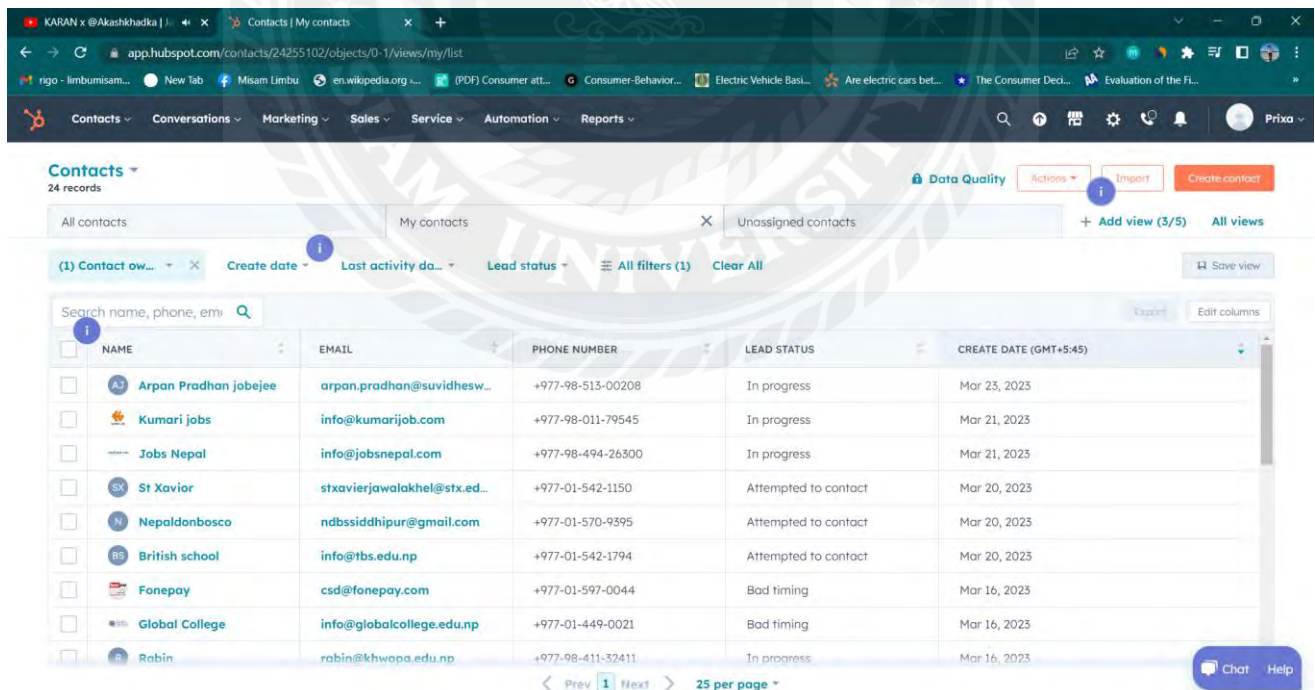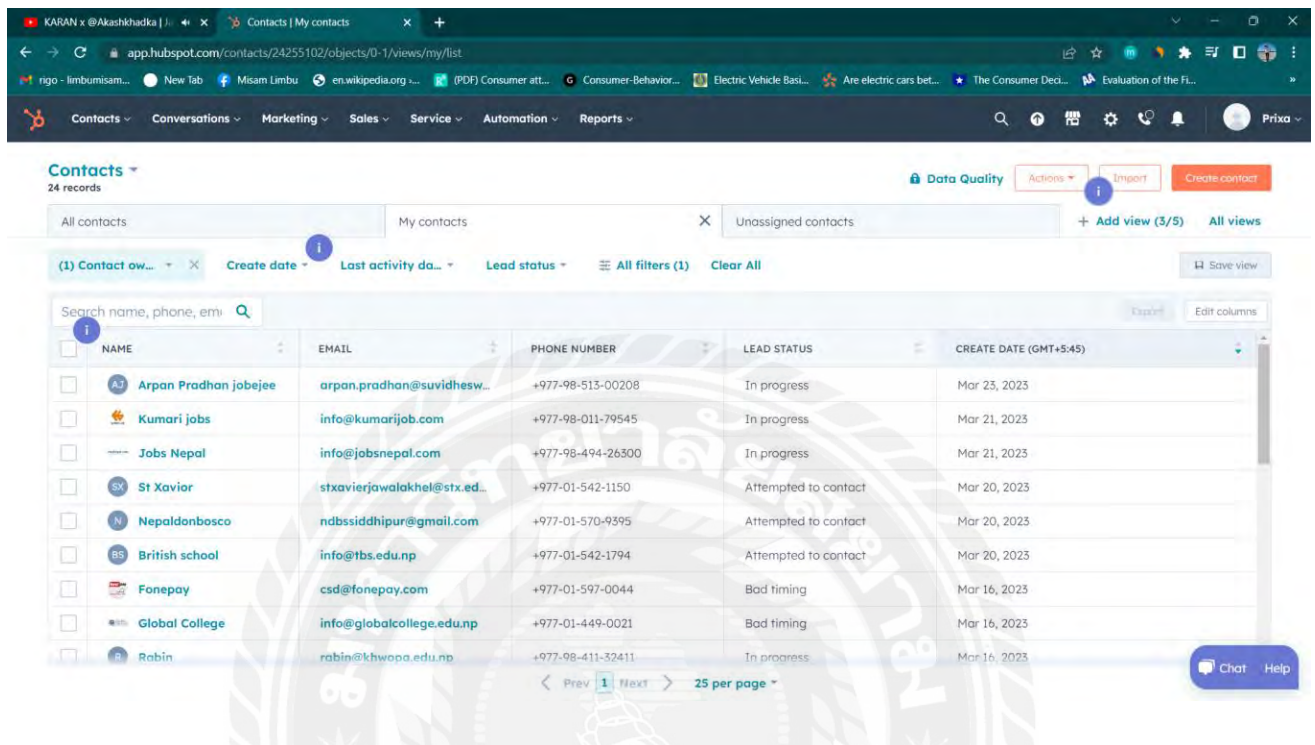Figure 3: Working on competitor analysis
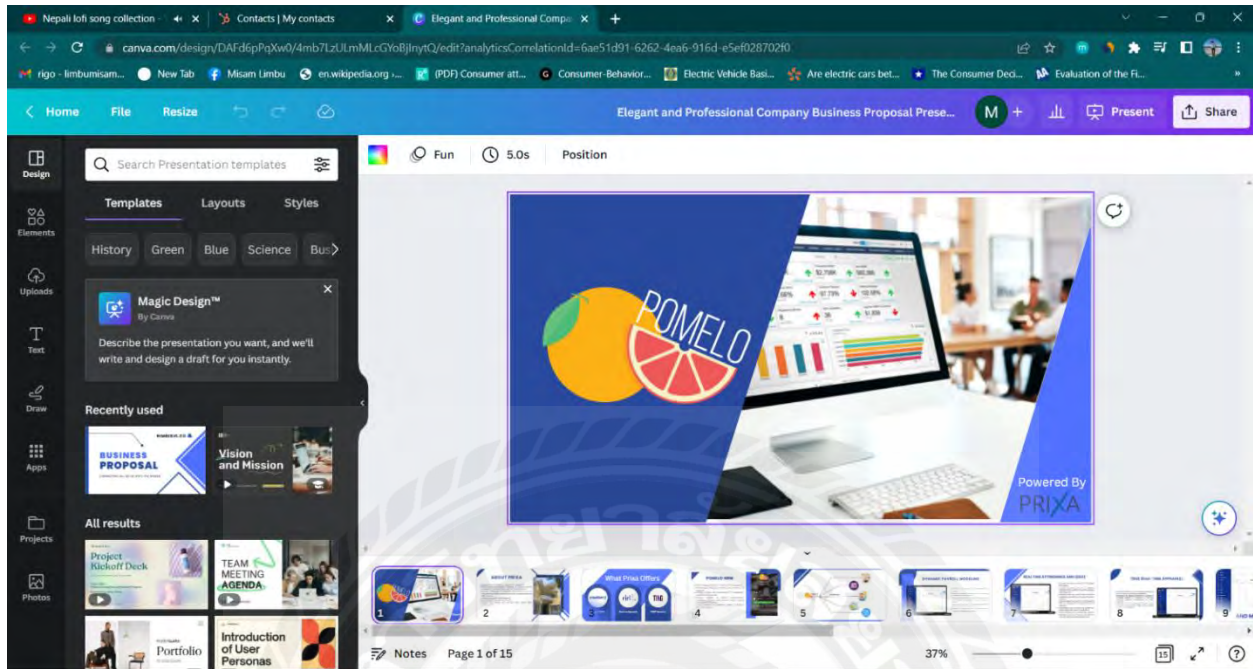
Figure 4: Working on approaching the client

Figure 5: Working on Creating a Presentation for HR software
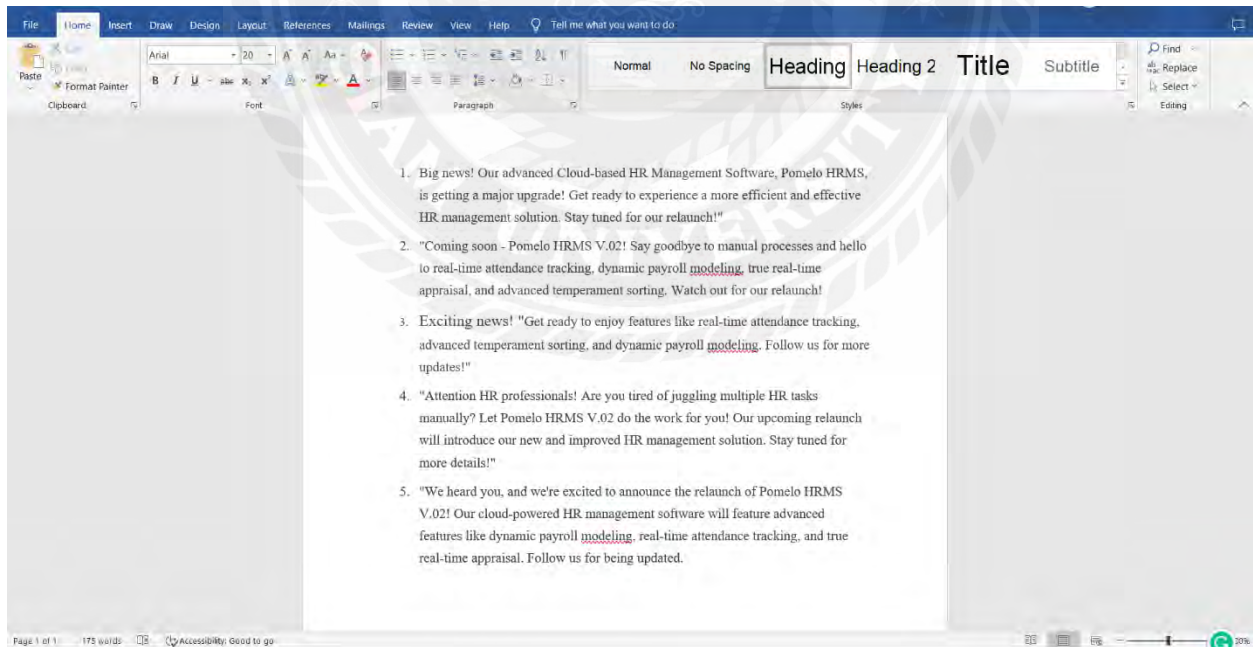
Figure 6: Working on content Writing

Figure 7: Working on informing our existing clients with the new features of HR software
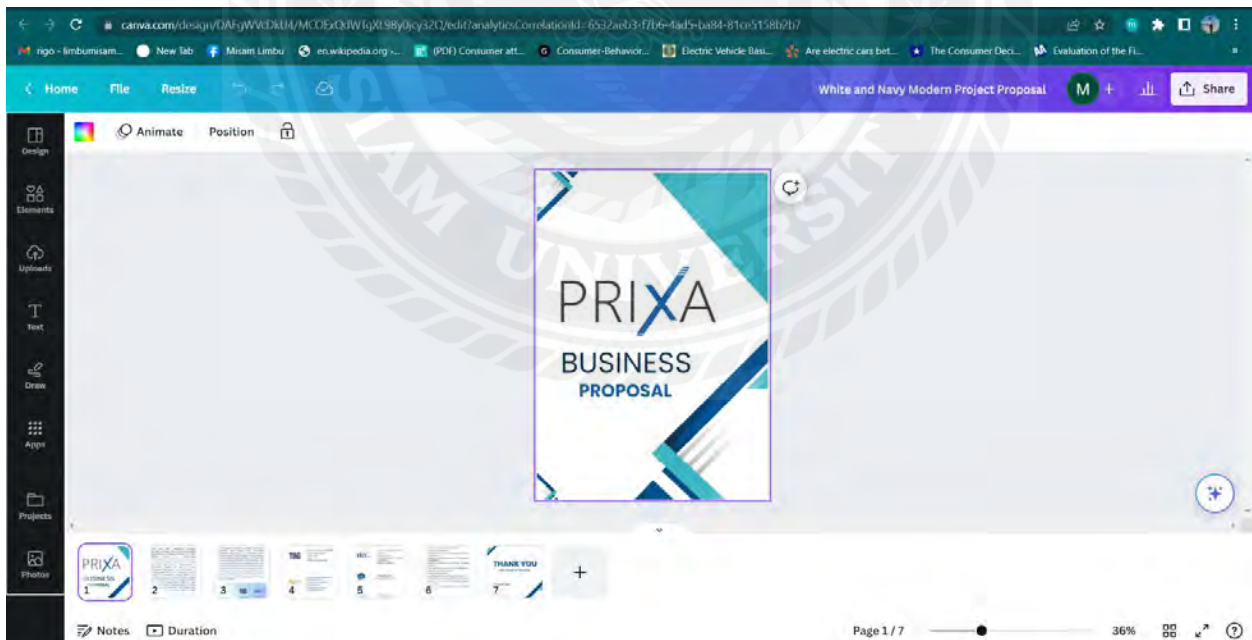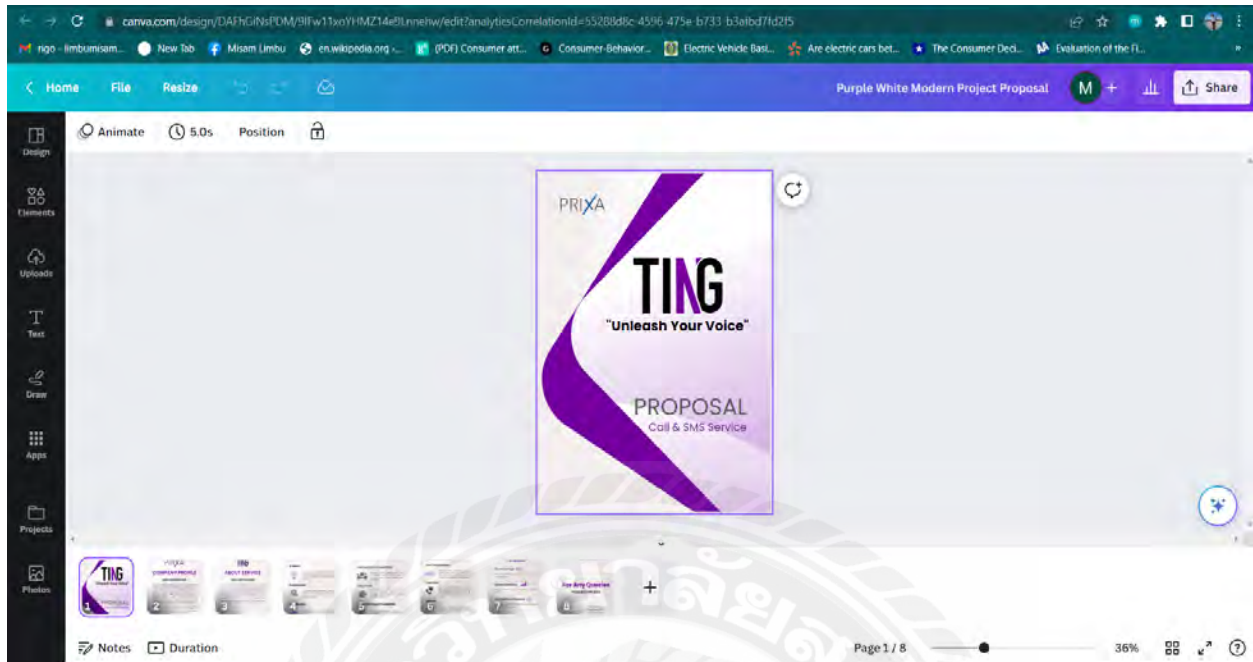
Figure 8: Working on Creating a proposal

CHAPTER 3: LEARNING PROCESS

1. Problems/ Issues of the company

As a Marketing intern in Prixa Technologies, I have observed that the company is facing several challenges.

One of the primary challenges that Prixa technologies is facing is finding right employees for the right position. It is a significant challenge for IT companies in today's job market. The rapid pace in growth of IT companies has created difficulty in finding right employees as there is a high demand for skilled and qualified candidates, and there is a shortage of such candidates. (Kapur, February 2020)

With the above problem comes side by side a new problem for the company. It is trained employees leaving the company for better opportunities which is costly as both time and resources are being used to train the employees. It not only impacts productivity but also incurs additional expenses due to the need to constantly train new employees. When trained employees leave the company for better opportunities, the investment made in their training and development is lost, and the company must invest in training new employees to replace them. The cycle repeats which can be both time-consuming and expensive.

Another Problem that Prixa Technologies is facing is as IT companies in growing at a rapid pace in Nepal importance of the company is growing along with the competitors and challenges in innovation. This has resulted in the distribution of customers among IT companies making it difficult to attract more customers. As Prixa Technologies is a fully client-based company it is stuck at a point where neither it can lose its clients nor has it been able to show its value to customers due to high competition in the market. And currently, Prixa Technologies do have its existing clients but it is not able to grasp the attention of new customers.

Lastly, the problem faced by the employees of the staff as a company is an overwhelming workload. Sometimes there is no work left whereas sometimes the employees of the company face a huge load due to the website news media crashing down or sudden customization in the websites.

In summary, Prixa Technologies is facing challenges in searching right candidate for the job post, customer retention, loss of resources, high competition, and lastly overwhelming workload.

2. How to solve the problem

To solve the problem of finding the right employees, IT companies like Prixa Technologies can evaluate their recruitment strategies and consider expanding their candidate pool to include fresh graduates, providing internship programs, and collaborating with universities and colleges to attract new talent. Additionally, the company can improve its compensation and benefits packages, offer flexible work arrangements and career growth opportunities to retain top talent.

To solve the problem of trained employees leaving the company, Prixa Technologies can implement retention strategies such as offering career growth opportunities, mentorship programs, and competitive compensation packages. The company can also conduct employee satisfaction surveys to identify areas of improvement and address any concerns before they become a major problem.

To solve the problem Prixa Technologies can slowly move from becoming Client based company to an independent company which the company is taking step by launching new software. The company needs to focus on building its reputation and brand through targeted marketing and networking efforts. It can also consider offering competitive pricing, customized solutions, and exceptional customer service to differentiate itself from its competitors and attract new customers. Taking full advantage of social media platforms and online reviews can help increase visibility and attract new customers to the company.

Lastly, to address the problem of overwhelming workload Prixa Technologies spent considerable time establishing a communication system to ensure that they listen to the full needs and wants of its customers. The company can accomplish it by scheduling a meeting with its clients and listening to what they have to say along with the changes they want.

3. Recommendation to the company

Prixa Technology is recently from becoming a client-based company to an independent company by launching new software. But as the market is huge and it slowly takes time for people to know about the software.

- So, the company can invest more in Marketing activities by promoting on social media, Billboards, banners, and posters. The company has the advantage as it looks after huge media houses through Snowberry so the company can run its advertisement in newspapers, online platforms, and e-newspapers.

- There could be improvements made to the company in performance evaluation as not just the employees but the intern is not getting regular feedback. So, the employees in the company couldn't identify their strengths and weaknesses and could work on threats and opportunities for growth and improvements.

- The company could develop strategic partnerships with other IT companies as this will help the company to grow on a huge scale. It would provide exposure to the company and it would also help build relationships with other clients. It would also give the company a chance to grow through the use of shared knowledge, resources and expertise. This could broaden the company's scope and reach, and open up new opportunities for growth. (Kiss, January 2020).

- Overall, these recommendations could help to improve the efficiency, effectiveness, and profitability of the company.

4. What I have learned

My Marketing Intern in Prixa Technologies was a valuable learning experience for me. During the time period I got to learn valuable skills and knowledge in my workplace which got me ready for the corporate world. The skills and knowledge include:

- Communication - I learned that in a market every customer has different similar needs but requires different way to for marketers to approach them and convince them. This is one of the valuable takeaways I learned as it helped me identify consumers in a different way by pinpointing their problems and then making assure that our product terminates them all.

- Research – I learned that before entering the market with many big competitors it is hard to compete and sustain in the market. So proper research on the competitors must be done. This includes the clients they have, the price they set for the product, and the consumers they hold. Research must be done to know the weakness of competitors and target and control competitors over that weakness and target a different set of consumers that competitors haven't yet attempted.

- Professionalism – Looking Professional is one thing in a company but the main thing I have learned is good and positive attitudes towards colleagues, being punctual, and respecting them is a must as it helps create a healthy environment for you to work. It also includes your growth in skills as I was able to professionally communicate and relay messages to any of our customers about our products and it slowly helped me deal with every set of consumers.

- Collaboration – I learned to work in a cross-functional team with a great team of different mindsets. This helped me gain ideas from every professional coworker which was a valuable learning for me. I also got to work with the different departments which helped me gain valuable insight into what the current market trend is and ensure our strategy aligned with the strategy of the company. (Dinca, May 2012)

- Time management – I learned a basic but most important skill in my internship. This includes the creation of plans, setting goals, and completion of work in the given time. Through the help of time management, I was also able to learn effective project management as keeping track of your goals within a certain time was very important.

During my internship, I realized that maintaining a positive attitude can be a powerful tool in the workplace. it also had a positive impact on my colleagues and contributed to a more productive work environment. I learned positive mindset is the main thing for our internship to keep going in the future. And to create a healthy environment around you should start with yourself and slowly influence others.

5. How I applied the knowledge from course work to the real working situation

Studying BBA in KCM- SIAM university helped me with providing many ideas and knowledge but the only thing keeping me tied up was how to apply all the learnings to the real-world situation. From the starting of my study in KCM- SIAM university I was given the knowledge that research is important and to target consumers it is needed as it also defines the competitors in the market and which market to enter where there are fewer competitors. I have applied this knowledge to identify the competitors in the project that I am working on with the value that they are providing. By using testimonials, the online platform I was able to identify market trends and conduct market research to collect relevant data.

 SWOT analysis helped me access the competitive advantage of our company over other IT companies and also provided me with the future threats Prixa technologies can face. With innovation comes great opportunities so I was able to identify the opportunities of the company in the market. I was also able to identify the weakness as I have faced the weakness which helped me identify the areas for improvements.

I have also applied my knowledge of presentation skills by creating them and presenting them to the supervisor. Through assignments and presentations, I worked back in my coursework I developed a set of skills that I have applied to the real working situation. Producing a product is one competitive task but what I have learned is that producing a product is just a part but selling the product is another task whether it is selling to the existing clients or door-to-door selling. I have learned about effective sales and have applied this knowledge by working closely with the sales team. To sell a product requires different strategies so I put the knowledge of the course work into action where educating customers about the product is the first task and slowly moving on with the unique feature of our software. Working with the sales team also helped me enhance my communication skills as communication is muchly needed while selling products. Talking with different sets of consumers, listening to their feedback, and educating them about the product from its benefits to what it can do. To enhance these skills coursework and presentations also helped me gain a lot of confidence.

The Knowledge of course work such as STP, PESTEL, Product level, 7PS, and Porter's Five Forces has also helped me gain insights into the product and helped me gain the future opportunities and threats as well as it has helped me understand the product in brief.

6. Special skill and new knowledge I have learned from this Co-Op studies

During my internship period I was given the opportunity to work with various software that helped me gain knowledge about software that can be used in your working environment to terminate labor works. I got to experience a set of software that could reduce errors as well as with one click it can do all the work within one hour that most people take 2 to 3 days to complete. Also, besides that software, I got to identify various websites that can cancel out the basic problems employee faces in an office. I also got experience with different AI tools which I found quite unique as no one in the Nepalese market has ever come up with. As Prixa Technologies is client based and runs from big house media I was also able to know the websites that measured the traffic as well as the tool other media houses used. So, by using the website, we were able to know the analytics of our potential customers and approach them according to it. This is the knowledge I gained from my co-op studies but the skill that I learned includes:

- Communication skills: Communication skills determine sales in the organization. So as Involved with the sales team I was assigned with contacting various customers. This includes educating customers about the products, setting a meeting, follow-up, and taking feedback from customers.

- Also, communication with other departments such as AI and IT departments provided me insights on the features and the new product to be launched so I could be ahead of the time.

- Market research: Proper research must be done on the company you are going to face in the market as well as upon yourself to know what we are lacking behind in as well as what can be the plus point looking at the competitors.

- Time Management: I was given the opportunity to work on multiple projects. It helped me set times for different projects. The workload was heavy at the beginning but slowly by meeting the deadlines I was able to manage the time effectively. This also has helped me stay organized and helped me achieve my company goal.

- Continuous learning: As the IT sector is continuously growing so is the learning experience inside the IT company. It helped me to stay up-to-date with the latest trends and technologies in the industry, which in turn improved the quality of my work.

Overall, the COOP studies have provided me with a set of skills and knowledge which is of help in my future career.

CHAPTER 4: CONCLUSION

1. Summary of highlights of My Co-Op Studies at this Company

In this report, I will be discussing my internship experience as a Marketing intern at Prixa Technologies. The report covers my day-to-day tasks and responsibilities, along with obstacles that arose during my internship. Additionally, I will be providing solutions to the challenges I encountered to overcome them effectively.

As a Marketing intern, I was given a chance to work on multiple projects assisting the marketing team, sales team, designing team, and IT team. I was responsible for brainstorming ideas for social media campaigns, conducting market research, email marketing, content marketing, developing proposals, and for most calling potential customers. I had the opportunity to work on various projects such as HRM software, and VOIP service. Besides this, I was also involved in CMS software.

During my internship period in Prixa Technologies, the challenges that I have seen were finding the right employees for the job, retaining trained employees, competing with other IT companies, attracting new customers, and managing workload fluctuations. These challenges have impacted the productivity and profitability of the company, and require strategic solutions to address them effectively.

To solve the challenges faced by Prixa Technologies, the company can expand its candidate pool and improve retention strategies to address the problem of finding and retaining the right employees. Prixa Technologies can focus on building its reputation and brand through targeted marketing efforts and exceptional customer service to attract new clients. Moreover, the company needs to establish a proper communication system to ensure that it listens to the full needs and wants of its customers and can address the problem of overwhelming workloads.

In summary, this internship period provided me with valuable experience and skills for my future career and growth. It helped me identify the problems as well as helped me provide insights on problem-solving solutions.

2. Evaluation of the work experience

The work experience during my co-op in Prixa Technologies is I got to experience how marketing team works in an IT company. The work experience offered a valuable opportunity to learn essential skills and knowledge allowing me to be ready for the corporate world as well as provide my coursework into action impacting a great contribution to my overall growth. The team and my supervisor were the backbone of my internship period and provided me with guidance supporting me in my every task. Working in an IT company helped me hop on to the new trends and needs in the market allowing me to better understand the needs and use of technologies in the current market. The working environment at Prixa Technologies was positive which helped me to communicate and collaborate with other departments working on different projects to relay the same message to the customer. During my internship period, I researched many potential clients and set meetings that helped me gain confidence over time. This helped me add a puzzle to my skills and work. Even though I was an intern I was allowed to share my opinion, view, and ideas which helped me with generating creative ideas for social media campaigns. I am also grateful to the company as I was able to work beside expertise in different fields that also helped me to choose the perfect path in my future career. It also helped me develop my interpersonal skills and communication skills.

As it was my first time working as an intern and I was nervous, sometimes stressed out but it was also very helpful and engaging with other departments, sharing ideas about what can be done helped me better understand how supporting the team was even though I was only an intern. I am thankful to the company despite my lack of experience they supported me and made me ready for the real world.

3. **Limitation of my Co-Op studies**

- **Lack of proper evaluation:** Getting regular feedback and performance evaluations can be difficult for interns. Without regular feedback and performance evaluations, it can be difficult to identify weaknesses and areas for improvement. I was not able to identify my weakness and areas for improvement due to a lack of proper evaluation in my company. So, I was not sure where I was wrong. (Tatjana Mamula, August 2020)

- **Lack of financial accountability:** Getting a salary on time is a motivation for employees in a company. As I was working as an intern, I was able to experience and feel the lack of financial accountability. Employees weren't getting their salary at the time and even if the salary does come on time there was a deduction of 25% sometimes

- **Absence of HR department**: The above problem of lack of financial accountability arose in Prixa Technologies due to the absence of an HR. This also led to confusion about my problem as there was no HR to whom I could confess my problems. The working environment also changed as I have listened from my colleagues that the environment of the company was different when there used to be an HR. It was much fun and the environment was much more positive when there was an HR. (Mahmood, December 2022).

- **Rigid time schedule:** The time in my office was from 9 to 5:30 which I feel was a lot for interns like me. Even though there would be no work in an intern sometimes I had to stay up to 5:30 following the strict work hour. I felt the work should be hybrid any intern could work from home which could help me attend workshops to enhance my knowledge in the marketing field.

Overall, this is the limitation I felt while working as an intern at Prixa Technologies.

4. Recommendations for the Company

In terms of my growth, I managed to learn a lot and gain a lot of experience that will help me in the future. There are a few things that could be improved in order to make the work environment better:

- **Flexible Work Hours:** The work hour for employees in the company a lot for the company. I felt that there should be flexible workhour in the company which could increase employees' morale and retention.

- **Hybrid Working Environment:** It is demotivating and tiring for interns to work full hours as they aren't used to such an environment. Even I have faced the problem where I have to go to the office and sit doing nothing when there is no work. So, the company can make a hybrid working environment for the intern. Nevertheless, sometimes the work can be done from home if only resources such as Wi-Fi, and a laptop is used. This will also limit the use of Wi-Fi and resources in the office. (Kanwar Muhammad Javed Iqbal, July 2021)

- **Availability of Resources:** Interns coming to work doesn't always have a personal laptop. So, it makes them hard to cooperate with others in an organization. The company might invest in technologies so that the intern facing the problems can fully utilize the resources.

- **Create an internship program:** In my internship what I faced in the company is that even though I was involved in a different project I was only given the responsibility of calling clients, potential customers, email marketing, and sometimes content marketing. So, the company can create an internship program where after each month the intern roles are switched and training in every sector can be given such as social media marketing, sales marketing, content marketing, and email marketing. (Rangan, June 2014)

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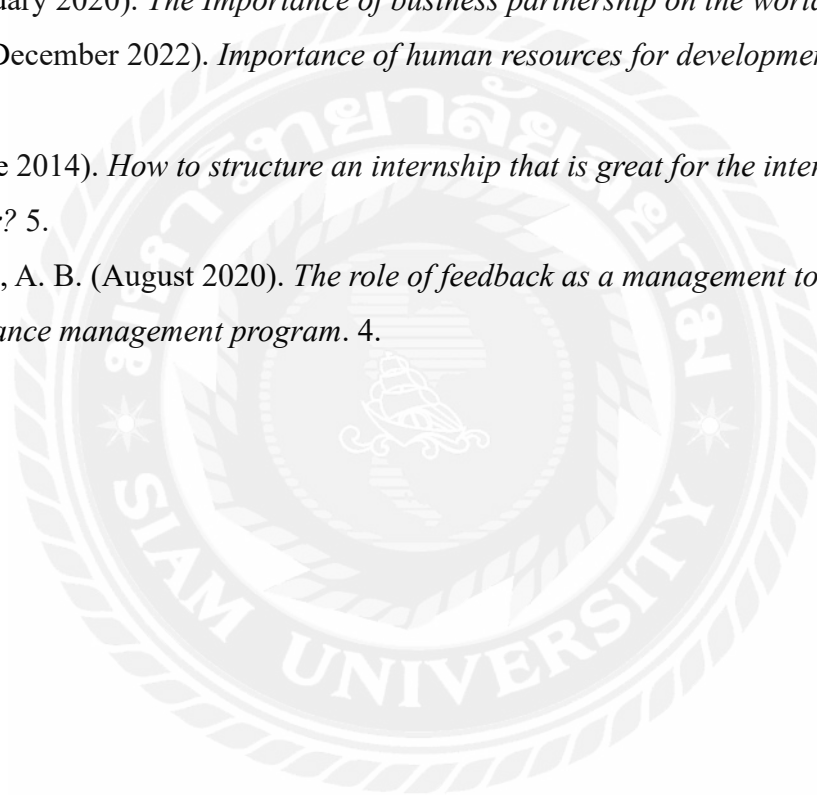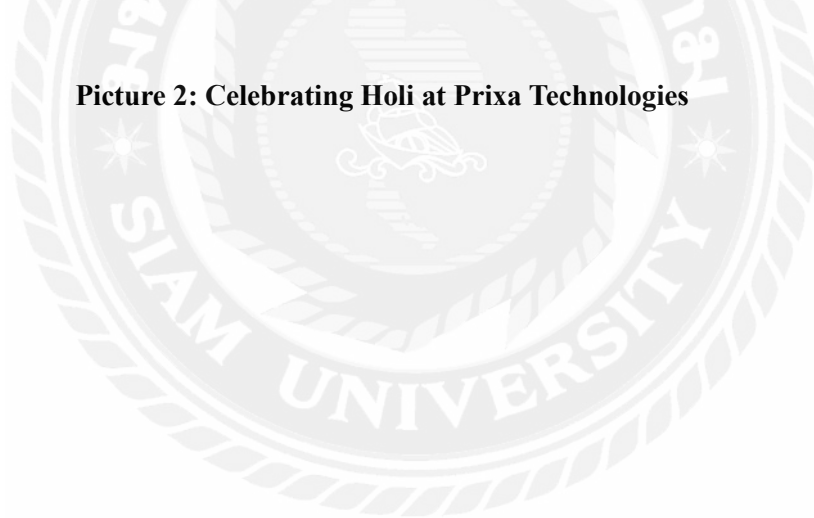
ANNEX

Picture 1: Me working at the desk

Picture 2: Celebrating Holi at Prixa Technologies

Picture 3: Refreshment Program

Picture 4: Photo of the company

Picture 5: Going outside after the day Prixa won DOIT award as the most innovative award