



Cooperative Education Report
Marketing Intern at Bhanbhor Production Pvt. Ltd
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This report is submitted in partial fulfillment of the requirement for Cooperative Education, Faculty of Business Administration, Academic semester 2/2022

Siam University

Title: Marketing intern at Bhanbhor Production Pvt.Ltd

Written By: Suhel Netaji Jadhav

Department: Bachelor of Business Administration (Marketing) (2019-2023)

Academic Advisor: Dr. Parham Porouhan

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2, Academic Year 2022.

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Title: Marketing intern at Bhanbhora Production Pvt.Ltd

Credit- 5

Written By- Mr. Suhel Netaji Jadhav

Academic Advisor- Dr. Parham Porouhan

Degree- Bachelor of Business Administration (Marketing)

Department: Marketing

Faculty- Business Administration Semester 2, Academic Year: 2022

Abstract

This report is a brief description of my sixteen weeks internship carried out as a compulsory component of the 4th year of BBA. The internship was taken under the organization Bhanbhora Production Pvt. Ltd located at Kalanki, Kathmandu. As a student of Business Management with Marketing as my major, I opted under the department of Marketing.

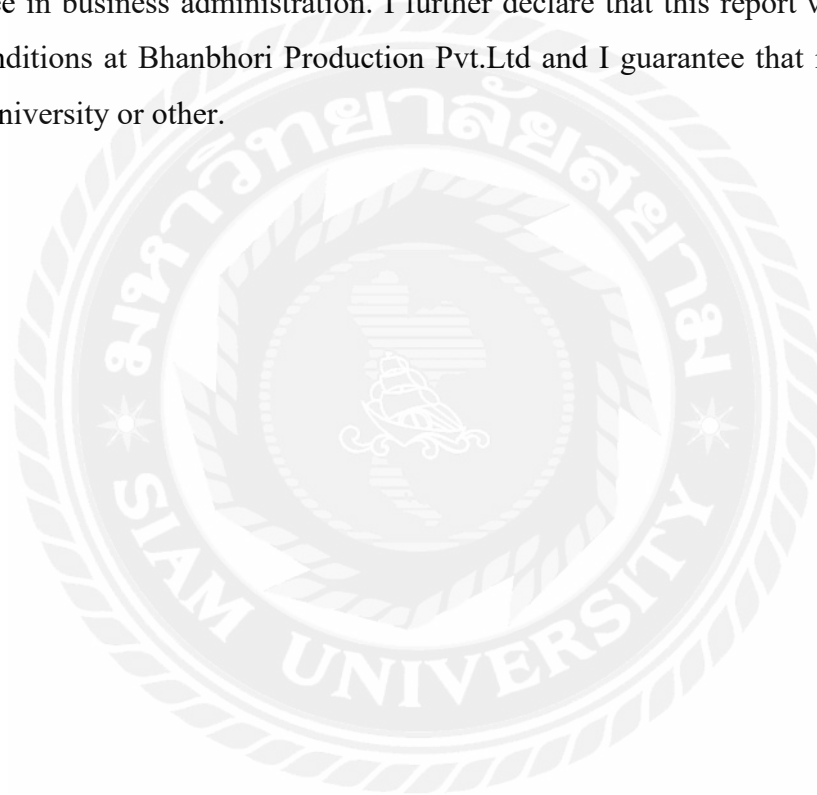
This report incorporates all the insights that I have gained in the period of sixteen weeks. Working and cooperating with the brand managers and executives, I learnt to approach and address everybody keeping the important things in mind. I learnt how organization does the marketing work i.e. promoting the brand in the market and how marketing strategy is beneficial for the company. As a marketing intern at Bhanbhora as a marketing intern, I had the opportunity to contribute to various marketing initiatives and gain hands-on experience in building brand image and implementing effective marketing strategies. During my internship, I assisted in developing a clear brand message, identified target audiences, gift plans to the targeted customers, brand plan, projection for new products. I have also done research to identify competitors in the Aluminum / tissue industry and collaborated with team members to build strategic marketing to promote our product to different sectors. Through my internship, I gained valuable skills in marketing strategy as how we can improve the ongoing marketing strategies for the company. Overall, my experience at Bhanbhora Production Pvt. Ltd was invaluable in preparing me for a career in marketing in the Aluminum industry.

Keywords: new product marketing, brand management, effective marketing strategy.

Date : May 2023

Declaration

I hereby declare that the report titled "Marketing intern at Bhanbhor Production Pvt. Ltd " that I have submitted to Siam University in reference to the organization that is based in Kalanki, Kathmandu, Nepal respectively, is an original work based on the knowledge and insights I have acquired while participating in the internship program to fulfill the partial requirement of the bachelor's degree in business administration. I further declare that this report was created using the working conditions at Bhanbhor Production Pvt.Ltd and I guarantee that it has never been submitted to a university or other.



A handwritten signature in black ink, appearing to read 'Suhel', is written on a light-colored rectangular background.

.....
Suhel Netaji Jadhav
6208040033

CHAPTER 1

INTRODUCTION

Background

Siam University offers a Bachelor in Business Administration 'BBA' program that strives to equip students with the greatest financial and marketing education that will be relevant in the current and future generations. Furthermore, rather than academic information, it is more of a practical learning approach. Every student enrolled in this course is required to participate in a Co-op program, often known as an internship, in their final (8th) semester.

Internships are positions in institutions where students work as assistants in certain departments to get real-world work experience. Internships are also frequently included in university-designed courses, making them a required practical process that students must complete. The program is intended to provide students with a platform on which to use their verbal and theoretical knowledge in the workplace. It will also allow students to gain firsthand experience with an intuitive workflow before joining the institution as an employee. It also forces kids to step outside of their comfort zone, which helps them build confidence for the future. The internship provided by a university might be paid or unpaid, depending on the company. However, because the primary goal is to gain practical knowledge rather than earn money, the majority of students also participate in unpaid internships.

As per Siam University rules and regulations, each and every student must enroll in the Co-op program for 16 weeks so that students get enough time to get the work exposure which will be more fruitful. The internship was done in one of the most reputed aluminum packaging companies in Nepal Bhanbhor Production Pvt.ltd located in Kalanki. This report contains the summary of 16 weeks work experience of working in Bhanbhor Production.

Company Profile

Bhanbhora production pvt. Ltd. is a manufacturer of aluminum foil paper packing materials and various sizes of tissue papers. The proprietor of MA Bhanbhora production, Mr. Sunny Agrawal, had initially started off with trading business of FMCG products with his family on a small-scale, the business was established in 1980 but Mr. Sunny joined the business in 2017 under the name of Subha Singhal International. In the next few years, Mr. Sunny also realized that there was a much cluttered market with regards to the aluminum industry. He studied the market intensively and opened up a firm by the name of Bhanbhora production pvt. Ltd. after his god's name Bhanbhora Mata. He started manufacturing aluminum or raw materials from India which have a superior quality; something that the other competitors failed to do. This gave Bhanbhora production pvt. Ltd. a distinctive competitive advantage. This firm aims to provide all varieties of aluminum and tissue paper under one roof. They have the first mover advantage in our town for organizing this sector. They had to face a lot of hurdles in the initial years. Since being a new player to enter the market, Mr. Sunny had to set up a proper distribution channel through marketing tactics and also manage the logistics cost. Lack of Setup knowledge was a major issue and. Lack of infrastructure was another challenge as they needed lots of warehouses to store the raw materials. Within a few years, the business became profitable and it boomed multifold and hence the company could buy out the warehouses that they were using on rent. They even bought their own transportation vehicles.

Vision of the company

To lead the aluminum industry and achieve long-term growth for stakeholders, with a focus on customers, workers, and suppliers.

Mission of the company

To be a high-value partner for our customers, offering them with innovative products, expert support, and services while satisfying our societal and environmental responsibilities.

Strategies of the company

The strategies of Bhanbhoari production are categorized into various sectors. Some of the strategies that the companies uses to be the leading service provider in Nepal are:

- In the current scenario, use hot metal to make use of energy (gas and power) to produce high value-added products (VAP) instead of producing voluminous lower VAP.
- Utilize recycled aluminum scrap to re-melt billets to ensure reduced dependency on bauxite/alumina.
- Inventory management of raw materials and consumables will be key. Start a special task force to monitor the price movements of raw materials and be in constant contact with suppliers for stock and volume availability.
- Mitigate risk by hedging London Metal Exchange (LME) since the LME cash Q1 volatility applies to both smelter and downstream industries.
- Drive downstream production in each country to keep VAP in inventory. Lower the power rating to reduce production with other fixed costs in operation.
- Target markets that aren't heavily impacted by COVID-19, have recovered or have attractive commercial terms to gain potential clients. Alternatively, enter new market territories to have a wider base to mitigate the short-term risk of COVID-19.
- Build leaner organizational structures with a commitment to investing in automation, continuous improvement efforts, and employee training.

2. Organizational Structure

Bhanbhoari production has a simple organizational structure which allows easy flow of communication between all the departments. These departments are related and interlinked with each other. As shown in the diagram, Furthermore, other different sub departments work under these departments.

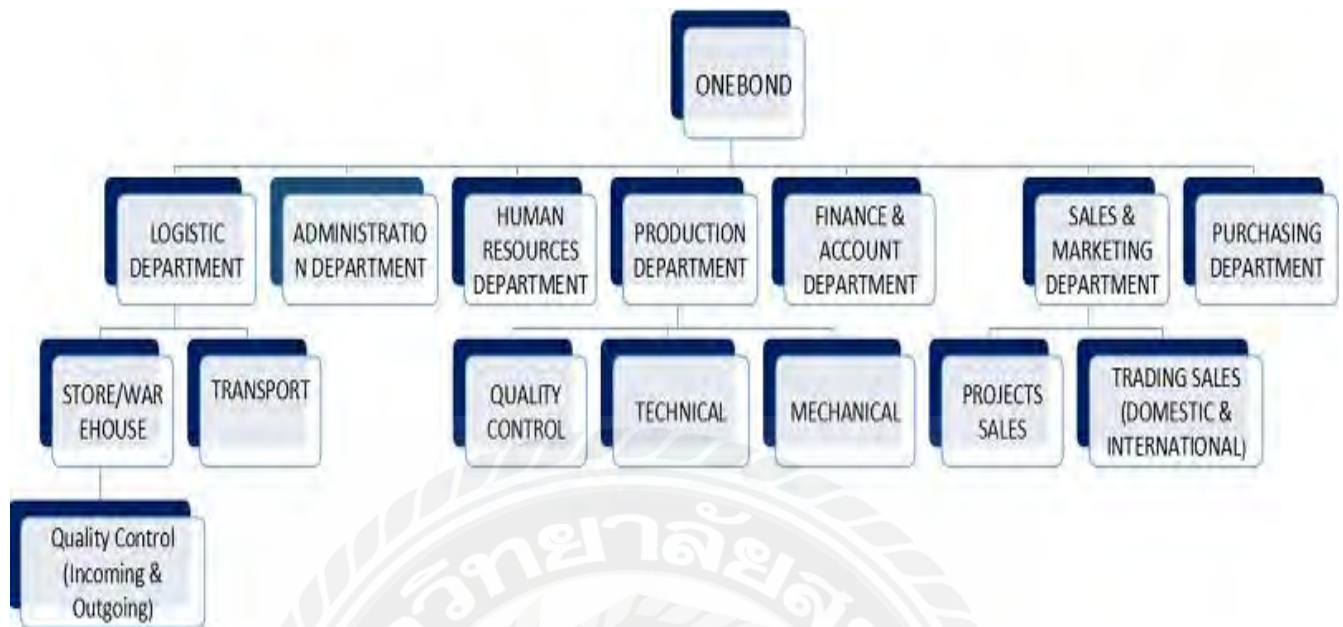


Figure 1: Organizational Structure

Job Position

As for my job position, I work as a marketing intern in the Marketing Department. My job position in Bhanbhorni Production was to typically involve supporting the marketing team in a variety of tasks related to promoting and selling the company's products or services

Motivation and Intention to join

Siam University has included a Co-op program in their eight semester of the course where each and every student must do their internship in the related field of their course. I chose this company as my co-op program because I have had an interest in this field for a few years and I am also planning to work in the manufacturing sector in the near future, so this company can help me to gain experience in this field and also help me in making a base. My personal interest in this field motivated me to join this company.

SWOT Analysis of the company:

Even the well- renowned organizations around the world have their own strengths, weaknesses, and threats. The SWOT analysis of the company is done below:

Strengths

- Strong financial position and health can allow the firm to make further investments.
- Access to the suppliers that offer raw material at a lower cost can improve the overall business efficiency.
- The locational advantage can improve the competitive positioning of the firm in various ways, such as- lower cost, improved accessibility or enhanced brand image.

Weaknesses

- The company may lose efficiency due to poor inventory management practices. The shortage or excessive inventory can either result into
- The cash shortage or insufficient current assets negatively affect the liquidity position and harms the overall business performance.
- Insufficient budget for the marketing and promotion activities weakens the firms' ability to expand the customer base and encourage repeat purchase.

Opportunities

- The exponential growth in the population, and particularly in the existing or potential customer segments is a great growth opportunity for the business organization.
- The changing customer needs, tastes and preferences can act as an opportunity if the business organization has good market knowledge.
- Rise in the customers' disposable income and increase in the affluent customer base can be taken as an opportunity to introduce more high-end products.

Threat

- Shortage of skilled labor in the market can make it difficult for the organization to attract talent with the right skills set.
- The increasing number of direct and/or indirect competitors affects the organization's ability to sustain and expand the customer base.
- The deteriorating economic conditions affect business performance when they directly influence the customers' spending patterns and purchasing power.

Objective of the study

The main objective of joining as an intern in Bhanbhor Production was to implement the bookish knowledge gained from Nepal at university in the real-life working environment. This Co-op program was designed by Siam University for students to build themselves as a professional for future full-time employment. The main goals I had in my mind while joining the internships are:

- To gain real world working experience in the sector.
- To know how exactly the manufacturing sector operates.
- To explore the customer demands and practices in this sector.
- To gain the skills to handle the customers according to their needs.

CHAPTER 2

CO-OP STUDY ACTIVITIES

Job description in Bhanbhori Production.

A Marketing Intern works in an entry-level capacity to support the marketing team by focusing on administrative tasks. A marketing Intern should be flexible and ready to take on new challenges as they arise. The primary marketing Intern job duties can include:

- Strong written and verbal communication skills
- Proficient in Microsoft Office suite (Word, Excel, PowerPoint) and familiarity with marketing tools and platforms.
- Knowledge or interest in the aluminum foil and tissue industry and an understanding of consumer packaged goods (CPG) marketing
- Familiarity with social media platforms and digital marketing techniques
- Creative mindset with the ability to think critically and contribute innovative ideas
- Collaborative team player with excellent interpersonal skills
- Proactive and self-motivated, eager to learn and contribute to the marketing team's success
- Detail-oriented and well-organized, capable of managing multiple tasks and priorities
- Strong analytical and problem-solving skills, with the ability to gather and interpret data

My working time used to be six days a week from Sunday to Friday from 11 Am to 5:30 Pm.

Down below are some of my responsibilities in the office:

- Conduct market research to identify potential customers , competitors and market trends: This was one of the first Jobs which was assigned to me by the company where I had to basically conduct various kinds of market research such as our competitors, potential customers, market trends etc. This knowledge forms the foundation for developing effective marketing strategies, targeting the right audience, and positioning Bhanbhorl Productions aluminum and tissue products in a competitive market.
- Observing how to close deals in the marketing process : This was the time where I had to observe and learn from the experienced sales professionals of my company, ask questions, and seek clarification when needed because it helped me develop an understanding of the deal-closing process that equipped me with valuable skills and insights that definitely contributed to my future marketing career in Bhanbhorl
- Communicating with vendors and clients at the manager’s request: This was the time where it was all about my speaking skills because here I needed to have clear and effective communication with vendors and clients because it was very crucial for us in maintaining strong relationships and ensuring successful outcomes.
- Assessing whether the marketing/sales target are met or not: Here I had to Regularly assess whether marketing and sales targets are met as it is essential for monitoring progress, identifying areas of improvement, and ensuring continuous growth and success in our company, but it was a bit difficult for me but due to collaboration with other teamer members my work became a bit easy.
- Create marketing materials such as brochures, flyers and other promotional materials: The job here was to create a well-designed and compelling marketing material that could effectively communicate the value of the aluminum and tissue products and generate interest among the target audience such as creating craft compelling content, design engaging visuals, emphasizing the key selling points etc.
- Analyze marketing and sales data to identify trends and opportunities for improvement: By analyzing marketing and sales data, I could easily uncover valuable insights that

inform strategic decision-making and drive improvements in marketing campaigns, sales strategies, and overall business performance.

- Updating marketing records and documents accurately: This was one of the most difficult parts of the job because attention to detail was the key here and also timely updates were to be given. By updating marketing records and documents accurately, I contributed towards maintaining up-to-date and reliable information that supports effective marketing decision-making and ensures smooth operations.

Job process



Figure 2: Job Process diagram

This is basically the job process diagram from morning to evening of my work hours at Bhanbhor Pvt.Ltd

□ **Market Research :**

- Identify Target market
- Conduct market research to determine customer needs and purchasing behavior
- Analyze market trends and identify opportunities for product promotion and sales

□ **Event Planning :**

- Assist with the planning and execution of trade shows , product launches and other marketing events
- Working with the marketing team and other departments to ensure that events run smoothly
- Provide post event analysis and feedback to identify areas for improvement

□ **+Sales support :**

- Assist the sales team with lead generation and customer outreach
- Create sales presentations and other sales collateral
- Help to choose sales and achieve the sales targets

□ **Data Analysis:**

- Analyze marketing and sales data to identify trends and opportunities for improvement
- Create reports and presentations to communicate findings to the marketing team and other departments

- Use data analysis to inform marketing strategy and tactics

Activities in coordinating with co-workers:

Working as a Marketing intern Bhanbhor Pvt.Ltd, daily communication, and coordination with employees were very 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 as a team and achieve our goals together. We as a team always maintained an open and regular communication with our co-workers, both within the marketing department and finance departments. The usage of emails, instant messaging platforms, or project management tools also helped us stay connected and share updates, progress, and information related to ongoing projects. I also coordinated with my co-workers and supervisors to understand project requirements and task priorities. I also engaged in regular feedback discussions with my fellow co-workers to gain insights and improve my work and similarly worked closely with co-workers involved in different aspects of marketing campaigns, such as graphic designers, content writers, and social media managers which helped me a lot in gaining new knowledge. Team-building activities, such as team lunches, social events, or collaborative projects, always had a major impact during work because it helped in creating a positive and cohesive work environment. Sometimes I even took the initiative to organize informal gatherings or social activities that help strengthen relationships and enhance team dynamics.

Contribution as a CO-OP student in the company

- On the day of the interview, I was told that my position as a marketing intern at Bhanbhor production Pvt.Ltd entails performing competition research, creating content and emails, phoning and meeting clients. This basically involves analyzing the market problem and identifying prospective rivals.

- I was also assisted in planning and executing marketing campaigns to promote our aluminum foil and tissue products. Also I contributed to the development of campaign concepts, messaging, and creative content. Furthermore I was assisted in implementing campaign strategies across various channels, such as digital marketing, social media, and traditional advertising
- While working at Bhanbhorī I was assisted in maintaining and strengthening the company's brand identity in the market, where basically I contributed towards the brand development initiatives and provided input on brand positioning and messaging.
- As an intern my first job was to collect and analyze marketing data to evaluate the effectiveness of marketing campaigns and initiatives. Later I also prepared reports and presentations to communicate key findings, metrics, and recommendations to the marketing team. Also I assisted them in tracking marketing KPIs and monitoring the performance of marketing activities.
- I also conducted competitive analysis to identify industry trends, competitor strategies, and market opportunities and also assisted in evaluating the strengths and weaknesses of Bhanbhorī Production Pvt.Ltd and lastly provided insights and recommendations to inform Bhanbhorī's competitive positioning and marketing strategies.

These were some contributions that helped Bhanbhorī Production Pvt.Ltd in enhancing its marketing efforts, reaching target customers effectively, and positioning its aluminum foil and tissue products in the market.

Overall as a CO-OP student at Bhanbhorī Production I had many opportunities to make valuable contributions to the organization by applying skills and knowledge to various tasks and projects, by working closely with other members of the team, I got some very valuable knowledge experience and contributed to the success of the company. For example:

- Building Relationships
- Developing new Initiatives
- Providing analytical support
- Assisting with projects
- Conducting researches



CHAPTER 3 LEARNING PROCESS

Problems / Issues of the company

There have been various challenges and hurdles that this business has had to go through like all other businesses. They have overcome these setbacks in a positive manner and have become stronger by the day. Since this firm imports raw materials from India, handling the customs department of India and Nepal both is a major task. A few years ago, they had ordered raw materials from a supplier in India. Once the consignment arrived at Nepal Customs, the custom officer mistook the raw materials valuation because the raw material had an inferior grade quality which was given to the company at the discounted price, the custom officer thought that they have undervalued the consignment in order to avoid the custom taxes. So the customs department caused a huge issue out of this matter and Mr. Sunny had to continually visit the Customs office to get this matter solved. It was solved by paying a hefty fine, although the entire issue was created out of a misconception. Recently the company started their tissue paper production seeing a huge demand for it especially in the HORECA market. The company seeing this did a huge investment on machinery and had a huge stock but due to COVID the HORECA market was completely stopped which was a major setback to the company, but the company fought and now cleared all their stocks and selling the papers in the different markets and setting a proper distribution network.

Current challenges and suggestions

The business still faces lots of challenges despite overcoming the problems that come along the way. Some of the challenges along with suggestions are listed below:

- 1. Energy consumption:** Aluminum production requires a significant amount of energy, which contributes to high production costs and environmental impact. Reducing energy consumption through better efficiency and using renewable energy sources can help mitigate this issue.

2. **Market Volatility:** The price of aluminum can be unpredictable, and the industry may experience significant fluctuations due to factors such as supply and demand, geopolitical issues, and global economic conditions.
3. **Competition:** The tissue paper industry is highly competitive, with many players in the market. Competing on price alone can be challenging, so companies need to focus on product differentiation and branding to stand out from competitors.
4. **Sustainability:** Consumers are increasingly concerned about the environmental impact of tissue paper products, particularly in terms of deforestation and waste. Companies need to adopt sustainable practices, such as using recycled materials and reducing waste, to address these concerns.

Suggestions:

1. **Collaborating with Other Industries:** The aluminum industry can collaborate with other industries to create new products and applications. For example, the aluminum industry can work with the aerospace industry to develop lightweight, durable materials for aircraft.
2. **Investing in Research and Development:** Investing in research and development can help the aluminum industry innovate and create new products that meet the evolving needs of consumers. This can include developing new alloys, coatings, and processing techniques.
3. **Developing Eco-Friendly Products:** The tissue paper industry can develop eco-friendly products that appeal to consumers' growing concerns about the environment. This can include products made from recycled materials, as well as those that are biodegradable and compostable.

4. **Improving Product Quality:** Improving the quality of tissue paper products can help companies differentiate themselves from competitors. This can include using higher-quality materials, enhancing product design, and offering a wider range of product options.

One thing I realized while working in this firm is that the owner is very optimistic about things and is very ambitious as well. They have well-structured future plans in place for the next five years. They plan on setting up their own plant for raw materials production and increase the production for tissue paper especially. They aim to produce everything under their own brand name and make it an established brand. This plan is already in the pipeline and they have started researching where to get the machinery and engineers. They have also started looking for land where they can set up their own unit. They will soon start contacting companies for machinery, plant and equipment Furthermore, they plan on increasing their reach to adjoining areas as well by hiring sales personnel as soon as possible and doing extensive marketing in these areas.

Major Learnings

- Professional Development was one of the major learnings because it expanded my professional network by connecting with industry professionals, attending events, and participating in professional development opportunities which helped me gain insights into potential career paths and opportunities within the aluminum foil and tissue paper industry.
- Communication is the key as I discovered that in a market, every consumer has identical demands but requires a distinct strategy and persuasion from marketers. This is one of the most essential lessons I learnt since it helped me identify consumers in a

new way by analyzing their concerns and then ensuring that our solution eliminates them all.

- Collaboration and Teamwork also played a vital role in this internship as I gained experience working collaboratively with cross-functional teams, such as sales, product development, and design, to achieve shared goals. Also I learned effective communication and teamwork skills, including how to contribute to discussions, share ideas, and support colleagues
- Digital marketing was one of the key things which I learned because I got to know a lot about digital marketing techniques such as search engine optimization, pay-per-click advertising, email marketing, and social media marketing.
- Time Management and Prioritization: I experienced the importance of effective time management and prioritization in a marketing role. Also I learned how to handle multiple projects and tasks simultaneously, set priorities, and meet deadlines.
- Marketing Strategies: I gained exposure to marketing strategies specific to the industry, such as targeting different customer segments, promoting product features and benefits, and leveraging packaging and branding to create a competitive advantage. I also learned how to align marketing strategies with business objectives and adapt them to the unique needs of the aluminum foil and tissue paper market.

Overall, as a Marketing Co-Op student at Bhanbhor Production I gained a wide range of technical functions and skills that helped me in preparing a career in marketing and related fields. And I also got some very valuable experience working in a corporate environment and a deeper understanding of the aluminum industry.

How did I apply the knowledge from the course book to real life situations?

Studying BBA at KCM- SIAM university provided me with many ideas and information, but the one thing that held me back was figuring out how to apply everything I learned in the classroom to real-world situations. From the beginning of my studies at KCM- SIAM University, I was taught that research is crucial and necessary for targeting customers since it identifies the rivals in the market and which markets to enter where there are less competitors. I used this information to identify rivals in the project I'm working on based on the value they provide. I was able to discover industry trends and perform market research to acquire important data by leveraging testimonies on the internet site. SWOT analysis played a very major role as I was able to find out the strengths, weaknesses, opportunities and the threats of the rival companies. Market research also helped me a lot to analyze and collect the data about the target market, competitors, and customer preferences .I also used to conduct surveys, interviews, and market analysis to gather insights that informed marketing strategies and decision-making. I also applied concepts such as segmentation, targeting, positioning, and the marketing mix to create strategies that resonated with the target customers. I also utilized various digital channels to promote the company's aluminum foil and tissue products. Understanding of branding and positioning from the book also have helped me shape the company's brand identity and positioning in the market. Usage of tools such as Excel to interpret data, identify trends, and make data-driven recommendations for marketing strategies. The teamwork and communication skills developed through coursework helped me collaborate effectively with colleagues in different departments. Also applied the skills in team meetings, brainstorming sessions, and project discussions to contribute ideas, provide feedback, and work towards shared marketing objectives. Time management was the major thing was played a huge impact and lastly the Presentation skills helped me in presenting marketing plans, campaign proposals, or research findings to stakeholders.

Special skill and new knowledge I learned from this co-op studies:

Product Knowledge: I acquired in-depth knowledge about the characteristics, applications, and benefits of aluminum foil and tissue products. And also became familiar with the manufacturing process, quality standards, and industry regulations pertaining to these products.

Target Market Analysis: Learned how to identify and analyze target markets for aluminum foil and tissue products. Developed skills in conducting market research, segmenting the market, and assessing customer needs and preferences. And also acquired knowledge of different customer segments, their purchasing behavior, and the factors that influence their buying decisions.

Industry Insights: It helped me develop a deep understanding of the aluminum foil and tissue industry, including market trends, customer preferences, and competitive landscape. I also gained insights into the factors influencing the demand for these products and the dynamics of the industry value chain.

Data Analysis and Reporting: Gained proficiency in analyzing marketing and sales data to derive meaningful insights. Developed skills in using tools and software for data analysis, such as Excel, Google Analytics, or CRM systems. And acquired knowledge of key marketing metrics, performance tracking, and reporting techniques.

These special skills and new knowledge gained during your Co-Op studies as a marketing intern in Bhanbhor Production Pvt.Ltd provided you with a competitive edge and prepared you for future marketing roles within the industry. These are valuable assets that can contribute to your professional growth and success in the field of marketing.

Chapter 4

Conclusion and learnings

It was quite a learning curve for me working at Bhanbhorī Industry for 4 months and have gained some insights in the daily functioning of this business. So, Mr. Sunny and his brother have divided the work into four departments with each looking after two departments each. The proprietor looks into the purchase, into the accounts and stocks, the brother oversees sales orders and the daily working capital requirements such as bank work and cash collection, payments and the finances and the official paperwork. Bhanbhorī Production currently lacks in marketing personnel and big distributors and hence I joined this organization as a marketing intern primarily and set some big distributors. I have gone on a few marketing trips with the marketing team and sometimes with both the brothers. I observed one major drawback in their distribution process. Some retailers or the departmental stores to whom they supply their goods are located far-off from the vicinity of the city. This is not good from a strategic point of view and I recommended them to re-shuffle their order quantities to such stores and increase the supply to the existing stores within the vicinity of the city. They have implemented my recommendation starting off with two such stores initially in the first two weeks and now they have gone and done it for two more such stores and this has reaped good profits for them already. Five star-hotels and restaurants used to buy different types of foils in bulk from some of the departmental stores that Bhanbhorī production supplies to. Thus, we struck a deal with the restaurants as of now to buy foils directly from us, thereby increasing our sales directly quicker. We are in talks to do the same with the hotels. As of today, arrangements are in place to supply directly to at least 5 restaurants. We have managed to crack a deal with the purchase managers of all these 5 restaurants. Bhanbhorī production has little extra SKUs as compared to competitors and it was difficult for them to market all the SKUs without the help of any catalog or brochure. So, I recommended them to improve customer experience and hence we sat down together and made a rough catalog and hired a freelancer to design the brochure for us. It came out very good and now carrying at least a digital copy of the brochure is a must for the marketing team. Being from a commerce background, I had prior hands-on experience on using accounting software. Here in Nepal, people mostly use expert Software which is generally customized for 15 different businesses according to their needs. So I started using this software to enter the sales and

purchase orders and print the VAT Bills through the software. They have good stock management practice in place. Manual stock counting is done periodically. But, at the end of each day they update the stock levels on the expert software based on purchase and sales for the day. Then whenever manual counting is done, they just tally it with the record on the software. So, this is good inventory management practice. To sum up, I got the chance to work with a group of knowledgeable experts who guided and supported me throughout my internship. I learned a lot about foils trade, including the sourcing, selling, and distribution of foils, during my time at the company. One of the most important lessons I learned from my internship is the value of forging close bonds with suppliers and clients. I discovered that effective communication is critical for ensuring that the demands of all stakeholders are satisfied, and that trust and transparency are essential for developing relationships over the long run. The importance of flexibility and adaptability is a lesson I've learned as well. The foil trading industry is continuously changing, thus the ability to adjust to shifting market circumstances and client requests is crucial.

Evaluation of the work experience

During my work experience at Bhanbhor Pvt.Ltd, I would evaluate my performance as highly successful. I was able to effectively apply my knowledge, skills, and expertise to contribute to the company's goals and objectives. I consistently met or exceeded the expectations set for me and demonstrated a strong work ethic, attention to detail, and the ability to work well both independently and as part of a team. I actively sought out opportunities to learn and grow, and I believe I made a significant impact during my time in the industry.

Contributions to Career Development:

My work experience at Bhanbhor Pvt.Ltd provided me with invaluable opportunities to develop my technical skills and knowledge in this field. I gained hands-on experience in various aspects of the industry, including manufacturing processes, quality control, supply chain management,

and project management. These experiences not only enhanced my understanding of the industry but also allowed me to develop practical skills that are highly relevant to my career goals.

Furthermore, working in the industry exposed me to the latest technologies, industry best practices, and emerging trends. This exposure helped me stay updated with advancements in the field and equipped me with the knowledge necessary to tackle future challenges. The work experience also allowed me to network with professionals in the industry, which expanded my professional connections and opened doors for potential future opportunities.

Career Goals and Growth:

My work experience at Bhanbhor Pvt.Ltd had a significant impact on my career goals and growth. It solidified my interest in pursuing a career in this field and provided me with a clear direction for my professional development. I have gained a deeper understanding of the industry's dynamics and challenges, which has helped me refine my long-term goals.

Additionally, the work experience highlighted areas where I excel and areas where I can further develop my skills. It has motivated me to continue building my expertise in the field and seek opportunities for specialization or advanced education. I have set ambitious goals for myself to take on more leadership roles, contribute to innovation in the industry, and eventually become a subject matter expert.

Personal Satisfaction:

I am highly satisfied with my Co-Op studies in the aluminum/steel industry. The opportunity to work in a real-world setting, apply my knowledge, and make meaningful contributions to the company's success was immensely fulfilling. The challenges I encountered during my work experience helped me develop resilience, problem-solving abilities, and adaptability.

Moreover, the positive feedback I received from my supervisors and colleagues further reinforced my satisfaction. Knowing that my work was valued and appreciated not only boosted my confidence but also validated my choice to pursue a career in this industry.

Overall, my work experience at Bhanbhor Pvt.Ltd provided me with valuable skills, knowledge, and personal satisfaction. It significantly contributed to my career development, helped me define my goals, and fueled my motivation for continued growth in this field.

Limitation of the study

- **Limited resources:** Bhanbhor currently does not have enough resources to satisfy the training and development needs of the students.
- **Limited exposure:** The firm does not have a diverse set of clients or markets, which may limit Co-Op students' exposure and learning possibilities. It is because the firm works in a narrow sector or has little worldwide presence.
- **Limited supervision:** A lack of supervision was faced by me while working due to which my learning chances were a bit harder to get important experience. Students like me who are newly joined suffer a bit at the beginning.

Recommendations for the company

- **Assign a mentor:** Each Co-Op student should be assigned a mentor within the company who can provide guidance, support, and feedback. The mentor should also be responsible for setting goals and expectations, as well as providing regular check-ins to ensure the student is making progress
- **Encourage collaboration:** The Company should encourage collaboration and teamwork among Co-Op students and other employees. This will help students learn from each other and develop strong working relationships

- **Offer fair compensation:** The Company should offer fair compensation to Co-Op students for their work, including a stipend or salary that is commensurate with their experience and the value they bring to the organization



References:

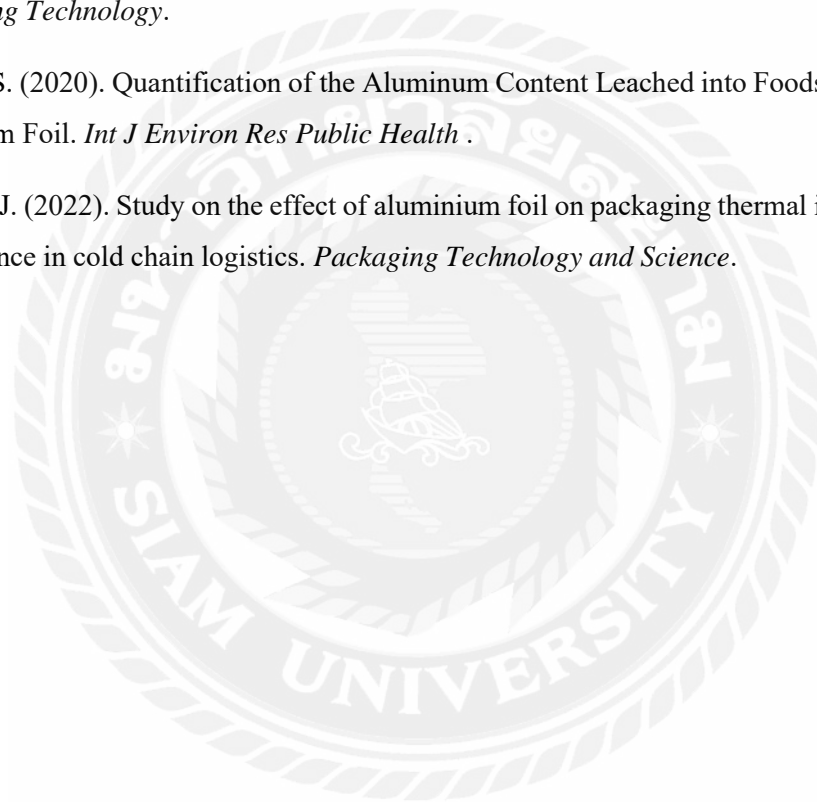
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Appendices

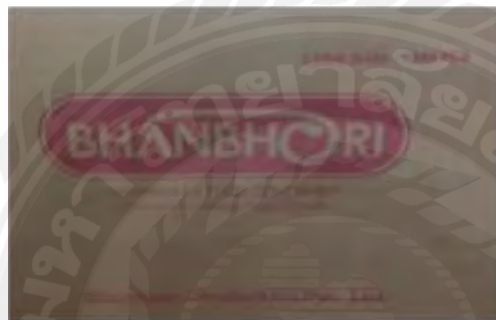


Figure 1 Bhanbhori Foil Paper

Figure 2 Outer package of foil paper

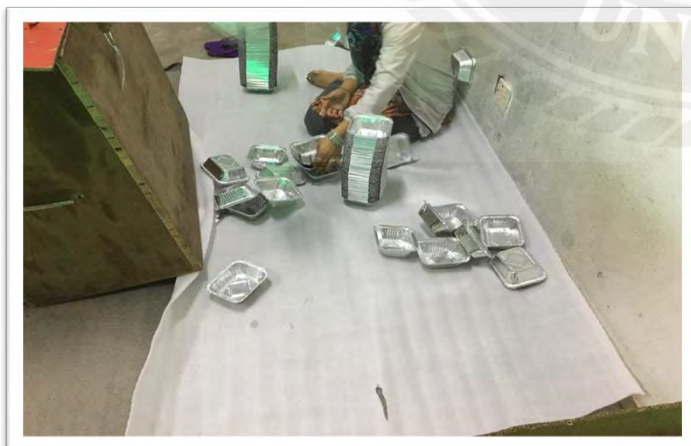


Fig. 3 Foil boxes for market



Fig. 4 Foil boxes for Nepal Airlines



Figure 5. Bhanbhorī tissue Paper



Figure 6 : Foil paper rolling machine



Figure 7. Foil Paper making machine



Figure 8. Founder Mr. Sunny Bansal



Figure 9. Bhanbhori Distribution meet 2023



Figure 10. Me working for Bhanbhorl from home