



**Cooperative Education Report:**

**Sales Executive officer Intern at JB automobile company**

**Written by**

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**This report is submitted in partial fulfillment of the requirements for Cooperative education, Faculty of Business and Administration, Academic semester 2/2022**

**Siam University**

**Project title** : Marketing and Sales at JB automobile company  
**Credit** : 5  
**By** : Mr. Samir Titung Tamang  
**Academic Advisor** : Mr. Raj Sankrit  
**Academic Year** : 2/2022

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

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### **Abstract**

This internship in marketing and sales at JB Automobile Company offers a unique opportunity to gain practical experience and develop essential skills in the automotive industry. The internship will focus on various aspects of marketing and sales, including market research, product positioning, and customer engagement. Through this internship, participants will gain insight into the inner workings of a leading automotive company and develop a deep understanding of the marketing and sales strategies that drive success in this industry. The objectives of this internship report include: (a) to apply the theoretical knowledge built under the SIAM-KCM BBA course curriculum in the practical field; (b) to experience the practical side of a business environment. The experience and skills gained through this internship will be valuable assets for any individual pursuing a career in marketing and sales.

**Keywords:** market research, customer engagement, product positioning

## **Acknowledgement**

I would like to express my sincere gratitude towards KCM and Siam University for providing an opportunity to understand the cooperative world and gain valuable experience through the compulsory internship program. The experience has helped in professional growth and will be beneficial in future.

I see this opportunity as a chance to advance my career. I will strive to apply the skills and knowledge I gain in the most effective way possible, and will constantly work to improve them in order to achieve my career goals.



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## **List of Acronyms**

**KCM** - Kathmandu College of Management

**SEO** -Search Engine Optimization

**BBA** - Business in Bachelor Administration

## **Chapter 1: Introduction**

### **1.1 Company Profile**

JB Automobile is an authorized dealer of Tata motors, a leading global automobile manufacturer. The company is located in Lalitpur, Nepal and provides a complete range of solutions for automobiles. JB Automobile has been operating in the automobile industry for several years and has established a reputation for providing high quality products and services to its customers.

As an authorized dealer of Tata Motors, JB Automobile offers a range of vehicles from Tata motors, like cars. The company portfolio includes popular models such as Tata Nexon, Tata Safari, Tata Altroz, and Tata Tigor. JB Automobile sales team is knowledgeable and experienced, providing customers with expert advice and assistance in choosing the right vehicle to meet their needs.

JB Automobile is committed to providing its customers with highest levels of customer services and satisfaction. The company places a strong emphasis on building long term relationships with its customers and ensuring that their needs are met. JB Automobile has a team of friendly and helpful staff who are always ready to assist customers with their needs.

Overall, JB Automobile is the authorized dealer of Tata Motors in Lalitpur, Nepal, offering a complete range of solutions for automobiles. The company's commitment to providing high - quality products and services has established it as a trusted and reliable partner for customers in the automobile industry.



*Figure 1: Company logo*

### 1.1.1 Mission of the company

To deliver value through our products and services and to be the most trusted global network for our customers and suppliers.

### 1.1.2 Vision of the company

The mission of JB Automotive is to "be a leader in the automotive industry that values quality and customers' needs, while also ensuring and providing the greatest buying satisfaction after sales with strong customer care".

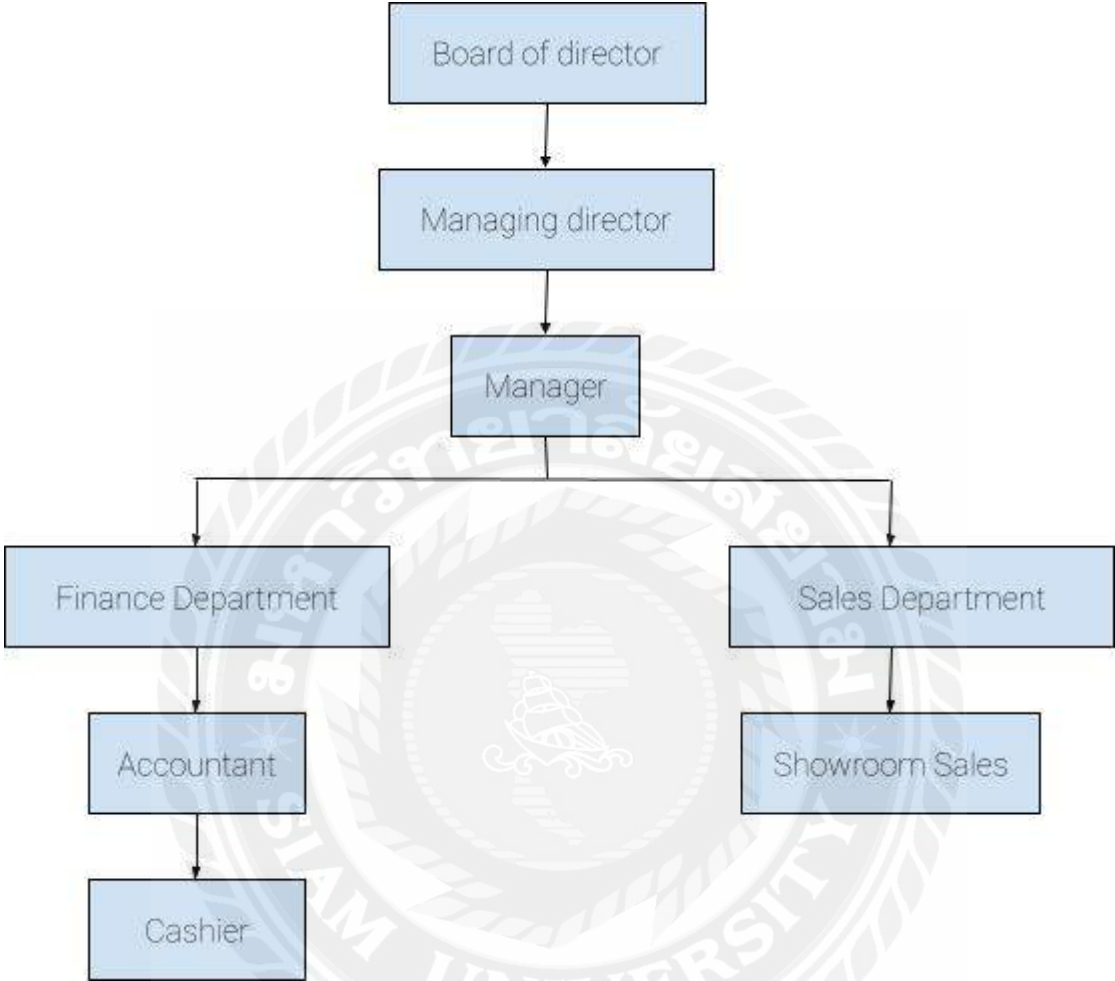
### 1.1.3 Strategies of the company

Some of the key strategies that a JB Automotive dealership are:

- a) Effective Marketing: Effective marketing strategies which help employees to increase brand awareness and drive sales. This can include local advertising, social media campaigns, and participation in events and exhibitions.
- b) Strong Customer Relationships: Building strong customer relationships is essential for a successful dealership. This can be achieved by providing a high level of customer service, ensuring that customers are satisfied with their purchases, and maintaining regular contact to keep them informed about new products and services.
- c) Competitive Pricing: Offering competitive pricing is crucial in a highly competitive market. A dealership can work closely with Tata Motors to ensure that prices are competitive and that customers are getting good value for their money.
- d) Training and Development: Investing in staff training and development can help to ensure that the dealership is providing a high level of customer service and that staff are knowledgeable about the products on offer. This can include product training, customer services training, and sales training.



1.2 Organizational structure



*Figure 1: Organizational structure of JB Automotive*

### 1.3 Job Position and Placement detail

I was fortunate to obtain a position as one of interns from the Sales Department after hearing about the vacancy for internships at JB Automotive Company. I started working as an intern in the JB Automotive Sale Department in February.

The placement details for my internship are provided in the table below:

|   |                             |
|---|-----------------------------|
| <b>Address</b>                              | Satdobato, Lalitpur         |
|   |                             |
| <b>Job position</b>                         | Sales Intern                |
|   |                             |
| <b>Department</b>                           | Sales Department            |
|   |                             |
| <b>Working duration</b>                     | February-June               |
|   |                             |
| <b>Work Hours</b>                           | 10:00 am to 5:00 pm         |
|   |                             |
| <b>Name of Internship supervisor</b>        | Mr. Maheshwor karki         |
|   |                             |
| <b>Designation of internship Supervisor</b> | Sales and executive officer |

*Table 1:* Internship Placement Details

### 1.4 Intentions to join this company

It is important for students to carefully choose an organization for their internship that will provide them with a valuable opportunity to gain a deeper understanding of their field of interest and allow them to fully engage with their responsibilities. My intentions to join an JB automobile company as a marketing and sales intern was because of my interest in this field. I have keen interest in the field of marketing and sales. One of the reasons is to build more connections with people.

Marketing and sales is an important aspect of all businesses, and interning at a JB automobile company can give me more opportunity to engage or interact with people which builds my confidence to deal with people. As marketing is a rapidly evolving field and interning at a JB

automobile company can expose me to new ideas, trends in the company. It also provides me with opportunities to learn new skills such as making quotations, allotment for different purposes.

### 1.5 SWOT analysis of the JB Automotive Company

|  |  |
|--|--|
| <p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Strong Brand</li> <li>● Diversified product portfolio</li> <li>● Comprehensive after sales services</li> <li>● Experienced staff</li> </ul>                      | <p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Limited geographic reach</li> <li>● Dependence on Tata Motors</li> <li>● High capital requirement</li> <li>● High Competitors</li> </ul> |
| <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Growing demand for electric vehicles</li> <li>● Expansion into new market</li> <li>● Digital Transformation</li> <li>● Partnership and Alliances</li> </ul> | <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Economic Uncertainty</li> <li>● Changing customer preference</li> <li>● Government regulations</li> <li>● Intense competition</li> </ul>  |

*Table 2: SWOT Analysis of JB Automotive Company*

### 1.6 Objective of the study

By including the internship program as a mandatory part of our curriculum, the aim of cooperative education is to prepare us students for the real business world. During the internship, we are expected to apply the theoretical knowledge we have in our four years of study to practical situations. This allows us to test our ability to adapt to new environments with only theoretical knowledge as our foundations.

My internship experience at JB automobile company revolves around these following objectives.

- To put into practice the theoretical knowledge gained from the SIAM-KCM BBA course curriculum in a real world environment.

- To provide insights and recommendations for organizations looking to adopt to improve their use of marketing and sales.
- Networking with professionals in the industry and building professional relationships.
- Contributing to the company project and initiatives.
- Getting feedback from supervisors and mentors to identify the strengths and the area for improvement.



## **Chapter 2: Co-op Study Activities**

### **2.1 Job Descriptions**

The sales executive officer intern will be responsible for assisting the sales team in promoting and selling Tata motors products to consumers. The intern will work closely with the sales team to learn about the sales process, products, and services offered by the Tata motors dealership.

### **2.2 Job Responsibilities and Work Duties**

As an Intern in JB Automotive, my process of attaining knowledge and information about the company and its products executed the following tasks:

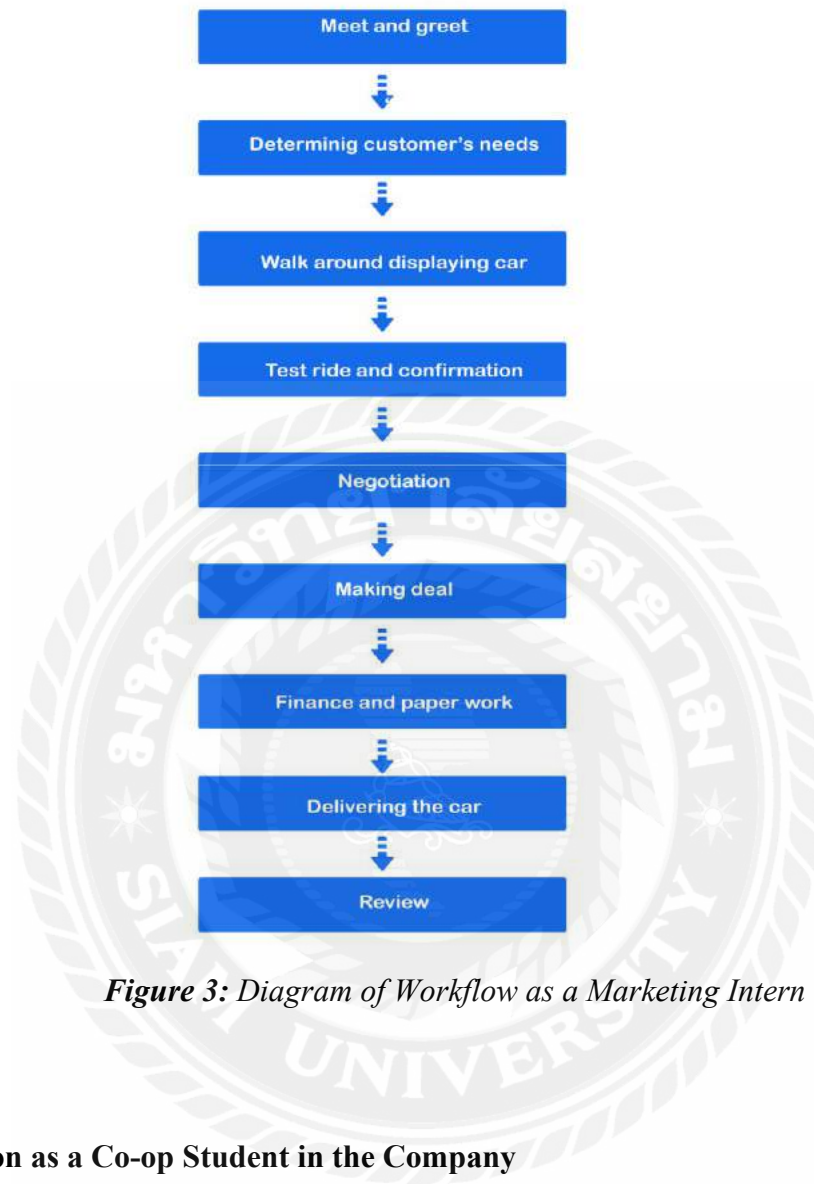
- Assisting the sales team in identifying potential customers and lead generation.
- Learn and understand the features and benefits of Tata Motors products and services.
- Assist in the preparation and delivery of product presentations to customers.
- Support the sales team in negotiation and closing of sale deals.
- Provide excellent customer services and follow-up to ensure customer satisfaction.
- Participate in marketing and promotional activities to increase sales and sales awareness.
- Collect customer feedback and data to provide insight for future sales.
- Maintain accurate and up-to-date records of sales activities and customer interactions.

### 2.3 Activities in Coordinating with Co-workers

As a Sales executive intern at JB Automotive dealership, coordinating with co-workers is an essential part of my role. During the execution and during the learning period of the company management, I was assigned to work alongside my seniors co-workers for the following activities:

- a) Attend team meetings: An important component of coordination within a sales team is holding regular team meetings. Attending these meetings is essential for a sales executive intern because they offer a venue for talking about sales tactics, customer feedback, and sales objectives. I may converse with my coworkers at these sessions, express my thoughts and opinions, and learn more about their viewpoints. I can create better bonds with my coworkers, show that I care about the team's performance, and help the dealership accomplish its sales targets by actively engaging in team meetings.
- b) Seek feedback: Getting feedback from other professionals is a great approach to boost my performance. It is an essential aspect of professional development. I can develop plans for skill growth by asking my coworkers for suggestions on your sales methods, customer interactions, and other elements of my employment. This will allow me to identify my areas for improvement. Building trust and understanding among team members via honest feedback can promote better teamwork and collaboration.
- c) Share knowledge: I have a special insight into the products that I'm selling as a sales executive intern. By sharing my knowledge to colleagues, I can boost their sales skills and the productivity of the company. I may increase my team members' comprehension and help them interact with consumers more effectively by educating them on the features and advantages of products. Additionally, this can promote teamwork and a more favorable environment at work by establishing a sense of confidence between team members.

## 2.4. Job process diagram



*Figure 3: Diagram of Workflow as a Marketing Intern*

## 2.5 Contribution as a Co-op Student in the Company

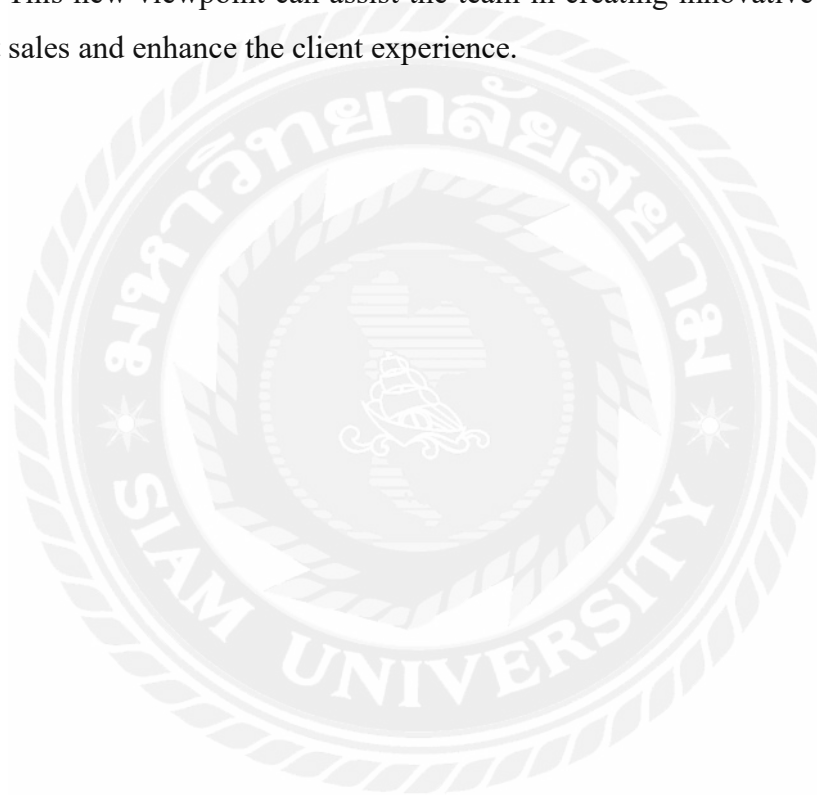
Being involved throughout the internship in a learning-oriented style, there were many activities through which I was able to learn from JB Automotive, but listing every one of them would be rather expanded and at times irrelevant due to the quick and surface participation I was allowed to have among the various departments of JB Automotive. I'll highlight a few of my most notable efforts as a Co-Op student in JB Automotive as a Sales Intern below:

a) *Create lasting relationships with your clients:* As a sales executive intern, I often interact with clients. Some of you can help the business succeed by creating a solid client base. Anyone may earn a client's trust and loyalty by offering superior customer service, responding to their

enquiries, and taking care of any problems or challenges they might be experiencing. Repeat business and favorable word-of-mouth recommendations may result through this.

b) Participate in training and development initiatives: Performance in the highly-competitive automotive business requires constant learning. I assist the business succeed as a co-op student by participating in training and development initiatives. So I can enhance the performance and aid in the expansion of the business by strengthening my knowledge and skill sets.

c) Create sales strategies: I help in the creation of sales strategies as a sales executive intern. I offer insights regarding what functions well and what doesn't based on feedback and interactions with customers. This new viewpoint can assist the team in creating innovative selling strategies that might boost sales and enhance the client experience.





## **Chapter 3: Learning process**

### **3.1 Problems issue of the company**

Being introduced to and free inquiry of several departments gave me the chance to gain a thorough understanding of JB Automotive overall operations and procedures. There are many positive aspects of JB Automotive, but there are also certain difficulties that, in my opinion, may be resolved with minor tweaks. Everything has its positive and negative aspects. The following are these problems:

- a) Location: Working as an intern I have observed that location plays a huge role in attracting and retaining the customers in this business. Good location decisions can significantly boost a company's long-term performance. Poor ones can cost millions in lost talent, productivity, and capital. Visibility might be blocked for consumers who are willing to buy a car. As being said, location plays a vital role in this company that I interned for. People tend to visit showrooms which are away from the Lalitpur area rather than trying to visit the nearer showrooms which make companies face major problems. Low-visibility locations are among the biggest problems facing business owners.
- b) Poor charging infrastructure: As the market changes with new technologies the suppliers as well as buyers buying EV have to face the problems charging their car. With many brands flooding the market for their version of a rapid or home charger, each one faces problems within the network. For instance, one might struggle to identify what electric charging infrastructure will be best if it is to be used in a densely populated area. In fact, charging availability is a major factor when owners are looking at buying electric cars, with some not confident in the way the network is set up.

### **3.2 How to solve the problems**

Since the location has been pulling the business to not grow properly, me being an intern would try to uplift this business by advertising, using proper resources for digital marketing, using referral, marketing maximizing ad's and taking SEO into consideration to attract customers. Would try to adjust campaign budget based on car-buying trends and build a stable branded marketing material.

About the lack of charging infrastructures, the only thing that can be done to solve this problem is getting direct help from the government appealing why it is necessary to have charging spots in more areas. Explaining every aspect about the EV and its charging spots, not only does the automobile industry benefit from this but the entire nation gets the privilege to improve ongoing massive air pollution also to bring cost savings and revenues to the nation.

### **3.3 Recommendation to the company**

I don't have many recommendations to make since the company was founded very recently, and I am also quite inexperienced in the field of Automotive Company. However, based on my tenure as an intern at JB Automotive, I believe the following aspects could be handled better in the future.

- The flexible working hours are fantastic seeing as they give you a sense of independence and offer you some freedom from the typical 10 to 5 working hours. However, instead of holding meetings at random times and dates, there should be a specific time table for them. This will ensure that everyone's schedules sync up, and they will be aware of the need to clear their calendars for the specified date and time.

### **3.4 Thing learned during the internship**

I learned a lot while working on the cooperative education project at JB Automotive, and the guidelines for the internship report gave me an excellent chance to review those lessons. The following were some of the project's key lessons:

a) Product Knowledge: In order to sell a product, it's important to have a good understanding of its features, benefits, and specification. I learned about the various models of cars that the company sells, their features, and how they compare to the competition.

b) Sales Technique: I have learned various sales techniques, such as how to build rapport with customers, how to handle objections, and how to close a sale. I have also learned about the importance of follow-up and maintaining relationships with customers.

c) Marketing strategies: I have learned about the various marketing strategies, such as digital marketing and promotions. I have been involved in the planning and execution of marketing campaigns.

d) Teamwork and Communication: working in a sales and marketing team requires good communication and teamwork skills. I have learned about how to collaborate with your colleagues, and how to communicate effectively with customers and other stakeholders.

e) Industry trends: Finally I have learned about the latest industry trends and development in the automotive sector. This could include new technologies, changing consumer preference, and emerging markets. Staying up to date with industry trends is important for sales and marketing professionals to remain competitive.

### **3.5 Application of the Coursework Knowledge to Real Working Situation**

Individuals and organizations may greatly benefit from applying what we have learned in class to actual work situations. It enables individuals to put newly gained information and abilities to use in problem-solving, decision-making, and contributing to the success of the business. We can also use theoretical knowledge to solve real-world issues that arise at work.

Learning anything theoretically simply develops the capacity to draw consequences in the mind; putting that information into practice develops abilities. Academic preparation at SIAM University and KCM (Kathmandu College of Management) gave me ample direction on the approaching scenarios of the joint study term.

### **3.6 Special Skill and New Knowledge Learnt from this Co-op Study**

I have learned a number of new skills and information while pursuing my Co-Op courses as a sales executive intern. The following are some abilities and information I may have attained:

a) Sales abilities: As a sales executive intern, I have picked up skills in relationship with clients management, demand analysis, and persuasion. My knowledge of marketing techniques, market trends, and the creation of focused advertising campaigns for certain clients may have come through my coursework.

b) Product knowledge: I have gained an in-depth understanding of the goods and services firm provides, including its characteristics, advantages over rivals, and other relevant information.

c) Customer service expertise: I have learned the art of politely and professionally responding to customers' questions, concerns, and criticism.

Overall, the unique abilities and new knowledge I gained while working as a sales executive intern during your Co-Op studies can be very helpful to me in my near future career as it can help me to be successful in sales, marketing, and customer service positions within the automotive industry or other related industries.



## **Chapter 4: Conclusion**

### **4.1 Summary of Highlights of your Co-Op Studies at the Company**

I was grateful for the opportunity to intern at JB Automotive. Since I was already very enthusiastic and familiar with the cars related stuff I was very much looking forward to the internship and the workplace atmosphere. With a rushed schedule at the start of the internship term, the adjustment period created some issues with balancing personal and professional life. By the time I grew adjusted to the workplace, the transition into it was easier and more natural.

During my internship I got to connect with a lot more people and got an opportunity to gather unknown things about automotive companies, explore different showrooms inside and outside the valley. We performed several campaigns and as a member of a team I got a chance to participate throughout. We conducted free test rides in the places near hospitals and apartments to introduce our products In Front of people. This internship expanded my network within professionals in automotive and other industries. This internship was a major confidence booster in regards to my ability to work in “the real world” and have faith that I would be successful in the workforce thanks to my coursework and internship experience.

### **4.2 Evaluation of the Work Experience**

Overall, I'm happy that I had each and every phase of my working experience at JB Automotive, which was a mixture of all. Specifically, I wanted to learn and be able to be a strong leader in the future and want to know about how to deal with people professionally, and have effective communication throughout my internship. I was able to learn the knowledge I needed thanks to the firm working conditions of being in a reputable company with common evaluations of performance, a highly skilled and competent working structure in a business, and a broad coverage of the consumer market in the nation.

### **4.3 Limitation of your Co-Op Studies**

The limitations I encountered during my internship period are summarized below:

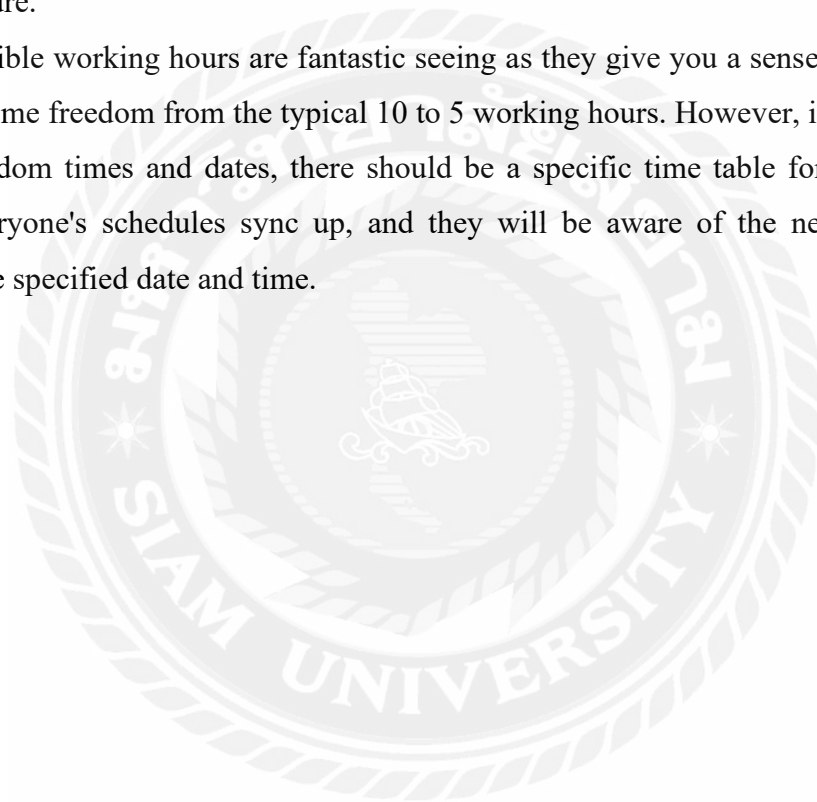
- Very little opportunities for innovation in product development and market performance

- The brand's performance on the market has been challenging as a result of consumers' shifting preferences toward and changes in taxation levels that have had an impact on the prices of Tata Motors.

#### **4.4 Recommendation to the company**

I don't have many recommendations to make since the company was founded very recently, and I am also quite inexperienced in the field of Automotive Company. However, based on my tenure as an intern at JB Automotive, I believe the following aspects could be handled better in the future.

The flexible working hours are fantastic seeing as they give you a sense of independence and offer you some freedom from the typical 10 to 5 working hours. However, instead of holding meetings at random times and dates, there should be a specific time table for them. This will ensure that everyone's schedules sync up, and they will be aware of the need to clear their calendars for the specified date and time.



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Annex



**Figure 4:** Satdobato Branch of Tata Motors Pvt. Ltd.





*Figure 5:* Photo with my colleagues from the sales department



*Figure 6:* My Workplace